The Impact of Digital Technologies on Social Development and Well-being of All in Asia and Pacific with Focus on Malaysian Women

Nadira Yusoff
CEO & Founder, Kiddocare
Observation: Covid19 accelerated digital technology adoption to impact women in three focus areas

**Education and Personal Development**
- Flexible online learning
- Online mentoring and coaching

**Health & Wellbeing**
- Access to personal coaches
- Access to online support
- Access to online medical advise and attention

**Economy**
- Enables remote working
- Enables home-based entrepreneurship
- Enables flexible working and multi-income stream on gig-economy platform
- Enables participation in economy by supplying to social enterprises
- Enables fund raising through digital crowd-funding platforms
- Enables personal banking and online transaction with e-wallets
Malaysia’s first digital platform for personalized childcare services

Sharing from Personal Experience During Covid19 Lockdown

Women

Kiddocare Online Academy

Kiddocare digital platform connects based on location and suitability

Children of Frontliners

Children of Work from Home Mothers
Learnings from Kiddocare
Sharing from Personal Experience During Covid19 Lockdown

Technology Enables Safety and Security
- Live monitoring and updates during service
- Profile check

Technology Makes Convenient
- Personalized and flexible

Platform made simple to access through various digital technologies
- Smartphone App
- Web
- Whatsapp
Learnings from Kiddocare
Sharing from Personal Experience During Covid19 Lockdown

Technology Enables and Empowers

1. Empowers women with flexible income generation opportunity – supports need to manage domestic duties
2. Enables women with skills and knowledge through online learning, coaching and mentoring – supports upskilling and reskilling
3. Speeds up onboarding process – interviews, background check etc
4. Gig-platform allows women to participate in multiple jobs and part time jobs – ideal for women whose jobs have been displaced, or gotten retrenched

Technology Supports

1. Mothers (especially single mothers) who are working from home to manage their children
2. Distant caring – online nanny who facilitates online coaching, engagement and social interaction key for children’s development
3. Frontliners need for trusted childcare, while they work
4. Online fundraising campaign – to provide subsidies/discounts for frontliners
5. Outreach – enabling those needing childcare help to get assistance
Other Digital Technologies

Covid19 has also changed service consumption pattern that has given a rise to many business/income opportunities

Gig-Economy Platforms/Market
Places – monetize skills, leverage on platform’s marketing

1. E-Hailing
2. Food/Grocery delivery
3. Online learning/tutoring
4. Online coaching
5. Freelance professional services
6. Transportation
7. Childcare/elderly services
8. Chores

Streaming – Start Own Channel

1. Media content
2. Advertising/promotions
3. Online events
4. Product reviews
5. Tutorial services

Social Media – Enables Own business

1. Food production
2. Tailoring services
3. Personal shopper
4. Home-based services
Malaysian government recognizes the need to support ICT, especially digital technologies adoption in the new normal, primarily accelerated by Covid19 pandemic through PENJANA, its post MCO recovery initiatives.

Moving Forward

- Childcare subsidy including Mobile Nanny subsidy
- ePenjana credits in eWallets
- 1GB complimentary broadband
- RM600M digitalization grant
- Gig-workers training grants
- E-commerce platforms training and onboarding
- Social safety net for gig-workers