EXECUTIVE SUMMARY

TITLE	:	Digital STARS Programme to Strengthen the Collaboration Between the Digital Industry Players, The Academia, The Civil Society
PROPOSED DATE	:	September – December 2020
BUDGET/COST	:	SPN - RM 83,000.00 (SPN-DPN)
OBJECTIVES	:	1. To effectively place digital technology interns from Malaysian Institutions of Higher Learning in selected industry and turn them into Digital STARS. 2. To initiate working collaboration between the ICT Industry, the Academia and the government in enhancing the productivity growth of the ICT Industry; 3. To explore the mutual benefits and scope of collaboration; and 4. To facilitate and reducing the competency gaps of present workforce and the future requirements of the industry.
OUTPUT	:	
DEPARTMENT	:	DMO/ DPN Productivity Nexus
COMMENTS/ SIGNATURE OF ACCOUNTANT		
COMMENTS/ SIGNATURE OF PCT MGR		

Digital STARS Programme to Strengthen the Collaboration Between the Digital Industry Players, The Academia and The Civil Society

1.0 Purpose

The purpose of this paper is to seek approval from MPC's Board of Management (BOM) to utilize the Digital Productivity Nexus (DPN) Budget for the Digital STARS Programme with a proposed budget of RM83,000.

2.0 Background

a) Malaysia has moved up to the 26th position out of 88 countries in the Global Talent Competitiveness Index 2020 (GTCI 2020), which is two spots higher than its 28th ranking last year. These achievements reinforce the fact that Malaysia is on the right track to develop industry-ready digital talent. Therefore, Malaysia must continue to improve the workforce and provide a conducive environment for digital innovation and creativity to thrive. More importantly, businesses need such talents as entire industries must be digitalised as the global economy explores a new norm post-Covid19. This is where our digital talent development, digital adoption and global growth accelerator programmes for high-potential local companies will play a key role in upskilling our talents to the next level.

b) One of the productivity challenges indicated under Malaysia Productivity Blueprint (MPB) is the shortage of ICT professional. Therefore, DPN has initiated a sub-initiative to strengthen collaboration between industry and academia to reduce mismatch of supply and demand of workforce through Digital STARS Programme.

c) In July 2020, DPN and MDEC has collaborated in providing interns to be placed to industry via Internship programme. Within 2 weeks of promotion, DPN managed to get 20 industries and 97 interns to be placed in the industries.

d) Therefore, during Nexus Governing Committee Meeting 3/2020 dated 3 September has agreed for DPN to expand the programme with more structured and comprehensive designed to effectively place digital technology interns from Malaysian Institutions of Higher Learning in selected industry and turn them into Digital STARS.

e) Digital STARS are digital technology graduates who have successfully undergone internship at selected industries and possess sought after digital skills and industrial experience.

f) One of the success stories shared by Brunsfield International Group which is a premier global property development in engineering and construction, more than 100 interns graduated and become Digital STARS since 2010.

3.0   Objectives

The objectives of the project are as follows:

a) To effectively place digital technology interns from Malaysian Institutions of Higher Learning in selected industry and turn them into Digital Stars.

b) To initiate working collaboration between the ICT Industry, the Academia and the government in enhancing the productivity growth of the ICT Industry;

c) To explore the mutual benefits and scope of collaboration; and

d) To facilitate and reducing the competency gap of present workforce and the future requirements of the industry.

4.0   Methodology

a) To achieve the objectives, engagement with Industry, Academia and ICT Associations & their members are essential.

b) Hence, this initial engagement with the stakeholders will be in the form of meeting & workshop / round table discussions.

c) In order to fulfil the objective, Digital STARS Framework has been established as follows:

No	Activities	Descriptions
1	Open Registration	a) Supply Side: Internship suppliers (Institutions of Higher Learnings b) Demand Side: Open Registration for Internship providers (Industry Organizations c) Interns Registration
2	Intern's Profiling	Selection of Digital Star Interns
3	Matching of Digital Technology Interns with Registered Organizations	Identify matching engine and appointments of supervisors-will use the existing matching engine or developed the simple and straight forward matching.
4	Pre-Internship preparation course for selected interns	Pre-Internship briefing for registered organizations & supervisors
5	Interns Placement	Identify Selected Organizations
6	Organization's orientation and job assignments	Internship training & monitoring (depends on the IHLs requirements)
7	Internship assessment	Internship graduation to Digital STARS
8	Program evaluation & Reflection	Post Internship briefing and 1 report of assessment.

Cost

The total cost and workplan of this project are explained in Appendix 1 and Appendix 2, respectively.

Note: Changes in terms of payment is subject to the TOR to technical expert.

5.0 Conclusion

The approval of BOM is sought on this project to strengthen collaboration between industry and academia to reduce mismatch of supply and demand of workforce through Digital STARS Programme with a total of RM 83,000.00 **(SPN-DPN).**

Prepared by:	Checked by:	Approved by:
Nor Izzati Norhisam	Dr.Halimahton Sa'diah Let	Suhaimi Hamad
Project Manager	Programme Manager	Director

ACTIVITIES

No	Item / Activity		Total Cost (RM)

1.	Payment to technical expert to facilitate the collaborative between the Private Sectors, ICT Associations, Industry, Academia & Government
	   a) Conduct roundtable discussion / meetings with relevant stakeholders and association
	   b) Report drafting and finalise report
		RM2,000 (per man-days) x 10 days	20,000.00

2.	Profiling of supply side and demand side of programmes • (Supply Side: Internship suppliers (Institutions of Higher Learnings) • Demand Side: Open Registration for Internship providers (Industry Organizations)		10,000.00
3.	Payment to technical expert to develop a matching engine of supply and demand side	RM2,000 (per man-days) x 10 days	20,000.00
4.	Payment to technical expert to conduct a pre-Internship preparation course for selected interns.	RM2,000 (per man-days) x 10 days	20,000.00
5.	Payment to technical expert for Internship assessment (pre and post assessment). 1 report will be prepared.		10,000.00
6.	e-banner-10 times of promotion	RM300 per banner	3,000
	TOTAL		**RM83,000**

WORKFLOW PLANNING

		W 1 & 2	W 3 & 4	W 5 & 6	W 7 & 8
1	Desk and Field Research on the collaboration requirements	�			
2	Meeting and discussion with the universities	�			
3	MOU Signing	▮			
4	Round Table Discussion / Workshop/Meetings on Learning Needs Analysis with the industry		▮	▮	
5	Reporting of LNA and tabling the identified pilot programs with selected companies		▮	▮	
6	Developing the profiling of the DD and SS side			▮	
7	Development of matching engine			▮	
8	Pre-course programme for Interns			▮	
9	Monitoring and evaluating of the pilot program				▮
10	Reporting on the implementation of the programs to the Working Group committee / Nexus Governing Committee				▮