

# MDEC to use Penjana allocation for 2 digital content programmes

**KUALA LUMPUR:** The Malaysia Digital Economy Corporation (MDEC) expects the RM35 million allocation channelled by the government to the local digital creative content industry, via the Economic Recovery Plan (Penjana), to reinforce the sector's growth.

It said the Penjana Digital Content Fund would further enhance the two digital content programmes that MDEC was managing.

"It will be used to enhance two specific initiatives, namely the Penjana Digital Content Creators Challenge (Penjana DC3+) and Penjana Digital Content Grant (DCG)," it said in a statement yesterday.

It said the Penjana DC3+ was designed to enable local talents

to hone their creativity in conceptualising new ideas for content while the Penjana DCG was to help creative industry players adapt to the new normal.

MDEC chief executive officer Surina Shukri said the fund was timely as it could help to increase business opportunities and expand market access in the short term.

"It will also help Malaysia's digital creative industry to sustain itself during these trying times," she added.

Applications for Penjana DC3+ are now open until Aug 31,

while submissions for Penjana DCG have been received since Aug 1.

Details about the programmes are available on the MDEC website. **Bernama**



*Surina Shukri*