

We encourage our people
to work intelligently...to go
beyond working hard, *to working smart;*
to have a sense of
purpose when they
come in to work
everyday, and to find
ways to make their job
meaningful through
creating a bond with the
community at large





Corporate Social Responsibility



DiGi Yellow Mobile community programme, which reaches out to underprivileged and disadvantaged children in Malaysia, has a strong accent on art and culture



Creating value for the community we operate in is a key part of DiGi's mission and values. We inspire, challenge and empower our people to make a positive contribution to the community through a variety of creative of Corporate Social Responsibility programmes implemented throughout the year.

Our DiGi Yellow Mobile community programme, which reaches out to underprivileged and disadvantaged children in Malaysia, has a strong accent on art and culture. It celebrates Malaysia's rich cultural heritage in a unique learning experience which allows the children from different ethnic backgrounds to interact with each other through workshops and performances incorporating art, dance, music, literature, craft, and festive traditions.





This community project reflects DiGi's vision for unity in a diverse culture and aims to give special children a chance for individual expression, as well as to participate and learn in a harmonious environment with other children and adults

So far, more than 1,000 orphans across the nation have participated in the programme, which has gained a keen media following since its launch in Kuala Lumpur in mid-June 2002, with *Art Attack*. During the review year, the DiGi Yellow Mobile journey continued with *Craft Crazy*, *Culture Caravan*, *Festive Fiesta*, *Sing Swing*, touching the lives of special children in vulnerable communities in Sarawak, Sabah, Penang and Malacca respectively, and delighting them in the beauty and richness of their cultural heritage and identity. This community project reflects DiGi's vision for unity in a diverse culture and aims to give special children a chance for individual expression, as well as to participate and learn in a harmonious environment with other children and adults.



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In the year under review, DiGi's Customer Service Division took service ethics and corporate social responsibility many notches higher when they responded to the needs of some 120 orphans by fulfilling their Christmas wishes. In a unique community outreach project, *DiGi's 12 Trees of Christmas*, DiGi Customer Service volunteers worked with 12 orphanages in the Klang Valley, to create Christmas joy at the Berjaya Times Square in Kuala Lumpur. The special children were thrilled to be an integral part of the Customer Service teams who helped to decorate the Christmas trees in a variety of colourful themes. Each decorated tree was then auctioned off to raise funds for the various homes.

Following through on its educational stance with the youth segment, DiGi also organised its second D-Mobile Youth Workshop in August, providing 200 youth with a highly creative and interactive environment to enable them to understand the full potential of upcoming mobile multimedia applications and services. The creative workshop sessions also opened up discussions for youth to explore ways in which they can use these new applications to improve the way they communicate, work and play.



