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MyDigital ID takes national digital identity to the streets



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» Agency taps gig economy to boost awareness, trust and adoption, and embed it into everyday life

BY DEEPALAKSHMI MANICKAM

PUTRAJAYA: MyDigital ID is taking Malaysia's national digital identity drive beyond formal government programmes and directly onto the streets, tapping the gig economy as a new grassroots channel to boost awareness, trust and adoption among urban users.

The initiative sees MyDigital ID partnering with e-hailing platforms and mobile advertising provider Rodeo to roll out a pilot mobile promotion campaign involving 30 e-hailing vehicles operating across the Klang Valley.

The cars are wrapped in MyDigital ID branding, carrying the tagline "One Key for All", while in-car promotional materials allow pas-

sengers to scan a QR code to register instantly during their ride.

The move reflects a broader shift in the government-backed platform's engagement strategy, prioritising convenience, accessibility and daily touchpoints over traditional, event-based outreach.

Deputy CEO of MyDigital ID Rita Irina Abd Wahab said the campaign is designed to bring the national digital identity closer to the public by embedding it into everyday life.

"Through e-hailing services, MyDigital ID is no longer confined to formal government programmes. The interaction between drivers and passengers allows us to introduce the platform in a more relaxed, people-centric and easily understood manner," she said at the campaign flag-off ceremony yesterday.

She added that the participating drivers also act as "micro ambassadors", helping to explain MyDigital ID's purpose and benefits while addressing common concerns about security and privacy.

The pilot project, which began in December 2025, initially runs for three months.

According to Rita Irina, early

indicators have been encouraging, with close to 1,000 passengers engaged so far, and feedback from both riders and drivers has been positive.

"If the impact continues to be strong, we will consider expanding this approach to other areas nationwide," she said, noting that the collaboration also enables gig workers to play a direct role in Malaysia's digital transformation agenda.

The campaign comes as MyDigital ID records a sharp increase in registrations. From around 1.4 million users at the end of 2024, the platform has now surpassed 8 million registered users.

Rita Irina attributed the growth to a more holistic outreach strategy, including on-the-ground engagement, simplified user journeys, and integration with high-traffic applications across both the public and private sectors.

"Our internal target for this year is 15 million registered users. We have already crossed more than half of that, and with wider application integrations, we are confident adoption will continue to accelerate," she said.

MyDigital ID has now been integrated with more than 80 applications and portals, including government services and private sector platforms.

Among them are transport-related apps such as MyTNB and KTM services, enabling users to log in without repeatedly managing passwords while benefiting from higher security assurance.

Usage has also picked up steadily, with more than 400,000 active users recorded for accessing integrated applications.

Beyond the gig economy initiative, MyDigital ID continues to deploy multiple engagement channels.

These include campus outreach programmes, student roadshows, collaborations with government agencies and promotional campaigns such as the One ID, A Million Opportunities lucky draw introduced during the *Rancakan Madani Bersama Malaysiaku* programme last year.

The lucky draw campaign attracted about 15,000 participants and contributed to a noticeable spike in registrations, underscoring the effectiveness of incentive-driven engagement when combined with physical outreach.

Addressing concerns about digital inclusion, Rita Irina stressed that MyDigital ID complements rather than replaces existing identity systems, such as MyKad.

"For initiatives like SIM card verification, the primary objective is to combat online scams. MyDigital ID is proposed as a verification tool, but those without smartphones or digital access can still verify their identity at service counters using MyKad," she said, and confirmed ongoing collaboration with the financial sector.

Since late 2024, MyDigital ID has been running a regulatory sandbox involving about 15 banks to test compliance with Bank Negara Malaysia requirements, with feedback described as positive.

Registration options remain flexible, with users able to sign up via the mobile application, physical kiosks or assisted on-ground registration supported by field agents equipped with tablets.



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