Media Statement

MCMC RECOGNISED BY THE MALAYSIA BOOK OF RECORDS FOR FIRST MULTIPLAYER METAVERSE INDUCTION PROGRAMME

CYBERJAYA, 30 July 2024 – The Malaysian Communications and Multimedia Commission (MCMC) has received recognition from the Malaysia Book of Records for pioneering the "First Multiplayer Metaverse Induction Programme," named MetaHRise. This innovative digital experience is set to transform the onboarding journey for new employees at the Commission.

The recognition ceremony was attended by YBhg. Tan Sri Mohamad Salim bin Fateh Din, MCMC's Executive Chairman, Mr. Jwan Heah, Chief Operating Officer of the Malaysia Book of Records, and other representatives from MCMC and the Malaysia Book of Records.

Launched in February 2024, MetaHRise aims to transform traditional HR practices by offering new hires with an engaging and interactive start to their careers at MCMC. The programme offers a comprehensive introduction to the Commission's functions, regulatory activities, and initiatives through an immersive onboarding experience.

MetaHRise also features a virtual learning space environment called the Connect Hub, which is designed to improve access to education and training for MCMC employees. Additionally, the programme further enhances team-building through gamification, featuring activities through its advanced features designed to test knowledge, foster teamwork, and boost employee engagement.

Despite being launched only a few months ago, MetaHRise has garnered significant momentum, leading to MCMC being named the "Transformative Agency of The Year" at the Festival of Innovation Awards 2024 by GovInsider. This accolade highlights MCMC's commitment to digital innovation and its ongoing efforts to improve operational efficiency and employee engagement.

CORPORATE COMMUNICATIONS MCMC