

THE N A I O P U L S E

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About the N A I O Pulse

Welcome to The N A I O Pulse, a living stream of insights from Malaysia's National AI Office (NAIO). Each release captures the heartbeat of artificial-intelligence policy and innovation. Whether you're a policymaker, industry leader, researcher, or simply curious, The N A I O Pulse is your adaptable guide to navigating—and shaping—the next frontier of trustworthy, transformative AI.

INSIGHTS

NATIONAL AI TREND - PUBLIC SERVICE

Learn how AI has evolved public services into efficient and data-driven governance, powering everything from real-time emergency response to streamlined digital licensing. Global leaders emphasise that responsible governance, not just technology, is the key to success, ensuring that public trust remains the cornerstone of digital transformation.



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ADVANCING AI READINESS IN THE PUBLIC SECTOR

NAIO successfully concluded its high-level Focus Group Discussion (FGD) with officials from 28 ministries. We unpack the strategic insights gathered on AI readiness, adoption challenges, and necessary interventions, ensuring Malaysia's National AI Action Plan 2030 is both inclusive and practical for the public sector.

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NATIONAL AI TREND - PUBLIC SERVICE

GLOBAL TRENDS

Across the world, governments are turning to Artificial Intelligence (AI) to modernise public service delivery, improve responsiveness, and strengthen public trust. In countries like the United Kingdom and Singapore, chatbots and virtual assistants now serve as the first point of contact for citizens, handling routine queries efficiently. Meanwhile, Canada and Estonia are using predictive analytics to anticipate citizen needs, from welfare support to public health alerts, enabling more proactive and timely interventions.

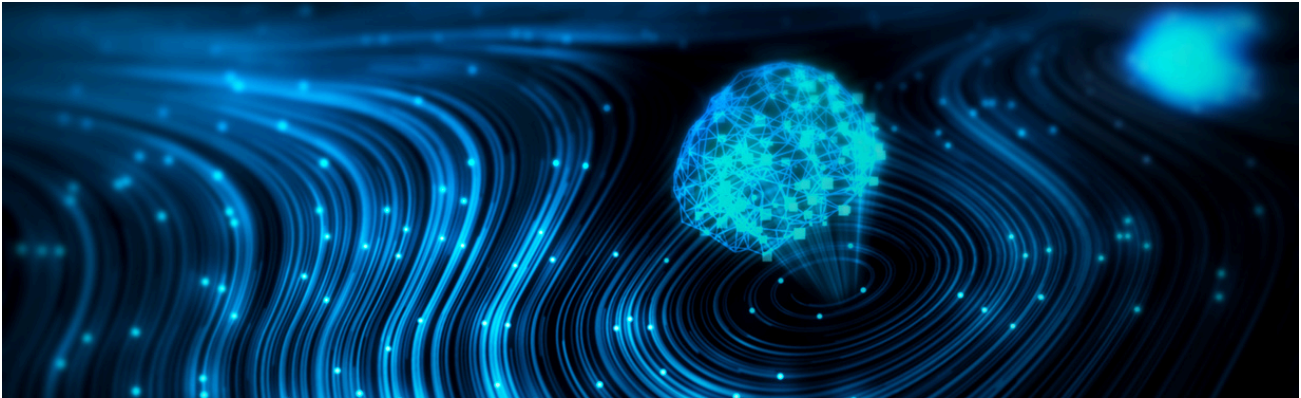
The use of AI in the public sector spans a broad spectrum, including fraud detection, smart tax assessment, automated licensing, and AI-assisted emergency response systems such as intelligent dispatch tools that help prioritise critical cases.



Delivering these outcomes at scale requires strong foundational enablers. Global leaders have invested strategically in this area. The UK provides practical AI training for all civil servants and dedicated transformation funds for high-impact projects. India's Aadhaar, a unified national digital ID, supports secure access to AI-driven services, while Singapore's GovTech serves as the technical backbone for developing and deploying government-wide AI tools. To safeguard sensitive citizen data, countries such as France have adopted sovereign cloud infrastructures, like the Bleu Cloud, to ensure secure and compliant operations.

Equally important is the emphasis on responsible AI governance. Policymakers around the world continue to highlight the need for fairness, transparency, accountability, and human oversight, especially when AI systems influence decisions of public consequence. These principles help ensure that innovation in government remains anchored in public trust and democratic values.

AI GOVERNANCE: FROM PROMISE TO PRACTICE



The global public sector AI movement is now crucially defined by the rise of accountable intelligence. Countries are actively introducing comprehensive frameworks to ensure that every AI system used by government is explainable, auditable, and aligned with ethical standards.

This is driving concrete legislative action worldwide. The European Union's AI Act, for instance, mandates strict guidelines for high-risk public sector AI applications, while Singapore's Model AI Governance Framework has quickly become a global benchmark for human-centred design. Internationally, OECD frameworks and guidelines are guiding governments to standardise practices around transparency, ethical AI use, bias mitigation, and robust citizen redress mechanisms, strengthening trust and accountability in public sector digital transformation.

These robust governance structures are fundamentally shifting AI from being a mere digital convenience into a vital pillar of public trust—ensuring that the drive for technological efficiency never compromises the core principle of equity.

Where AI Delivers the Most Impact

Predictive Citizen Services – Using data analytics to forecast community needs, from welfare outreach to health intervention.

Digital Licensing and Permitting – Automating approvals with intelligent workflows and cross-agency integration.

Fraud Detection and Compliance – Leveraging anomaly detection to protect public funds and prevent misuse.

Smart Governance Dashboards – Providing policymakers with real-time performance insights for faster, evidence-based decisions.

Emergency Response AI – Prioritising dispatch and resource allocation using real-time predictive models.

MALAYSIA CURRENT LANDSCAPE



Malaysia is steadily integrating Artificial Intelligence (AI) into public sector operations through initiatives under MyDigital, Jabatan Digital Negara (JDN), and the Public Sector Digitalisation Strategic Plan 2021-2025. Several ministries have begun piloting AI applications for document automation, predictive maintenance, fraud analytics, and traffic monitoring. Government portals are also introducing chatbots to assist citizens in navigating services and applications, while city councils are experimenting with AI-enabled CCTV systems to improve traffic flow and public safety.

To uphold integrity and public trust, Malaysia has introduced the *Garis Panduan Pengadaptasian AI Sektor Awam* and the National Guidelines on AI Governance and Ethics (AIGE). These frameworks aim to ensure that AI adoption across government remains responsible, transparent, and citizen-focused.

THE TURNING POINT (VISION TO ACTION)



THE TURNING POINT: INTELLIGENT GOVERNANCE AND HUMAN EMPOWERMENT

As nations accelerate AI adoption, the focus is decisively shifting from digitising services toward intelligent and inclusive digital governance. The transformation requires a people-first approach prioritising human needs over technological platforms. It ensures that data is shared transparently and responsibly, algorithms are accountable and explainable, and outcomes are consistently measured to deliver real public value.

This evolution represents a crucial turning point that AI is not designed to replace public servants but it is explicitly empowering them. When designed responsibly, AI grants policymakers greater clarity, frees officers from burdensome routine tasks, and helps societies thrive through faster, evidence-based action.

Malaysia's public service transformation, under the National AI Action Plan 2030, is setting a strong example. By embedding AI into key systems from licensing and welfare to public safety and guiding this adoption with transparency and fairness, Malaysia is setting the foundation for a trustworthy, truly citizen-first digital government.

NAIO UPDATES



STRENGTHENING AI READINESS IN THE PUBLIC SECTOR

The National AI Office (NAIO) successfully concluded its Focus Group Discussion (FGD) Workshop on the Readiness and Impact of AI Use in the Public Sector, held from 7 to 10 October 2025.

The workshops brought together ministry officials from 28 ministries and agencies to share insights on AI awareness, readiness, challenges, and strategic interventions needed to accelerate AI adoption within government operations.

This initiative complemented the findings from NAIO's Survey on the Readiness and Impact of AI Use in the Public Sector, conducted earlier this year. Through the FGD sessions, participants discussed the potential applications of AI in administration and service delivery, as well as key barriers related to capacity, governance, ethics, and implementation.

The outcomes of the workshop will provide valuable strategic input for the formulation of the National AI Action Plan 2030, ensuring that Malaysia's approach to AI in the public sector is both inclusive and forward-looking.

NAIO UPDATES



ASEAN CONFERENCE ON FUTURE-READY PUBLIC SERVICE

NAIO was honoured to participate as an exhibitor, following an invitation from the Public Service Department (JPA) Malaysia. Joining various other agencies, we showcased Malaysia's unified, whole-of-government approach to building a truly data-driven and people-centred public service.

At our booth, we focused on bringing the future of AI into the present:

- **AI@Work for Public Services:** We demonstrated how AI is transforming ministries and agencies towards efficient service delivery.
- **National AI Action Plan 2030:** We held consultations on the national AI plan, finding great enthusiasm among visitors eager to learn how this framework will guide Malaysia's ambitious AI journey.

The conference theme of "Inclusivity and Sustainability," alongside the adoption of the ASEAN Declaration on Future-Ready Public Service, served as a timely reminder. AI is fundamentally about more than just technology; it is about people, fostering trust, and ensuring shared progress across the entire ASEAN region.

NAIO UPDATES



NATIONAL AI OFFICE ADVOCATES AI LITERACY AND CREATIVITY AT PROGRAM MADANI RAKYAT IN KEDAH

The National AI Office (NAIO), under the Ministry of Digital, successfully concluded its participation in the Programme MADANI Rakyat last month. From 4th to 6th September, NAIO was on the ground at the STEM/AI booth in Baling, Kedah, actively engaging with thousands of citizens to demystify artificial intelligence and showcase its transformative potential for the nation.

The Programme MADANI Rakyat, an initiative organised by the Performance Acceleration Coordination Unit (PACU) of the Prime Minister's Department, serves as a crucial platform to bring government services and initiatives directly to the people. This year, in line with the Prime Minister's aspiration to strengthen digital literacy, the Ministry of Digital (KD) was appointed to lead the programme's Science, Technology, Engineering, and Mathematics (STEM) / Artificial Intelligence (AI) component.

As a pivotal agency under the Ministry of Digital, NAIO was at the forefront of this initiative. Our primary mission was to translate the national AI vision into an engaging, accessible, and educational experience for the public. The booth became a hub of activity, drawing in visitors of all ages.

NAIO UPDATES

KEY HIGHLIGHTS:

AI-Powered Creativity for Awareness: A key highlight from NAIO was the distribution of unique stickers designed entirely using AI. These stickers were not just for decoration; they served as conversation starters, showcasing the creative and beneficial side of AI. Each design aimed to convey a positive message: that AI is a powerful tool for good, capable of enhancing our lives and work, especially when we know how to use it responsibly.

'Ask about AI' Sessions: Our team engaged in conversations sparked by our demonstrations and the AI-designed stickers. This interaction was vital in dispelling common myths and building public confidence in AI technology.

Mastering AI: Learning to Prompt with Gemini: Participants actively utilised Google's Gemini to produce a graphic storybook. This creative, hands-on activity served a dual purpose: demonstrating the power of generative AI while simultaneously highlighting the vital importance of crafting precise and well-structured prompts to ensure the AI output is effective, relevant, and accurate.



JOIN US AT OUR NEXT EVENTS !

The success and enthusiasm in Kedah have energised our team, and we are excited to continue the conversation. We invite you to join us at the upcoming Programme MADANI Rakyat events:

- Melaka: Visit our booth from 17-19 October 2025 (this week!) to meet the team and get your own AI-designed stickers..

Follow our official channels for more updates. We look forward to seeing you there as we continue our mission to build an inclusive, AI-empowered society together.

Call for contributors

NAIO is looking for writers to contribute to the conversation on AI through this publication.

Authors who are interested in submitting an article for the NAIO Pulse should send a title and short summary to the "Editorial Office" (contact us@ai.gov.my) outlining the scope of their proposed article and accompanied by a short profile of the writer.

Accepted proposals will be notified *via* email with submission guidelines attached. Topics should be within the scope of the NAIO Pulse's coverage and address current issues.



Thank you for being a valued part of the NAIO Community. If you have any question or feedback, please do not hesitate to reach out to (contactus@ai.gov.my)

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