Grab's 'Break the Silence' — Redesigning a Ride-Hailing App Around Deaf Driver-Partners in Malaysia and Southeast Asia

Digital Inclusion · Good practice · Malaysia

Quality score: 52/100

Evidence strength: Moderate

Summary

Grab built its 2018 Break the Silence programme with the Malaysian Federation of the Deaf. It made in-app text chat the default for deaf drivers, flagged them to passengers and added live-chat support. By 2019: 500+ deaf partners in 4 markets (self-reported).

Key dimensions

Dimension	Score
Innovation level	3/5
Sustainability (ongoing)	0/1
Evaluation evidence	0/1
Demonstrated reach	1/1
Documented learning	1/1

Evaluated by C-NAPSE

Data sources

C-NAPSE web research — accessed 2026-11-15

Grab Malaysia, with the Malaysian Federation of the Deaf — accessed 2026-11-15

Grab Malaysia press release: greater inclusivity for 500 PWD (Oct 2019) — accessed 2026-11-15

Marketing-Interactive: Grab expands deaf initiative to 4 SEA markets (Sep 2019) — accessed 2026-11-15

Asia Pacific Solidarity Network: Grab initiative to hire more disabled driver-partners — accessed 2026-11-15

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