
Medac to help 25,000 small businesses go digital

PUTRAJAYA: The Entrepreneur Development and Cooperatives Ministry (Medac) is optimistic of assisting some 25,000 small businesses nationwide to go digital within one to two years as a vital move to ensure their survival in the post-Covid-19 era.

Minister Datuk Seri Dr Wan Junaidi Tuanku Jaafar said in a statement this was largely due to the multiplier effect that the ministry expected to see from various programmes conducted by its agencies, with the most recent being a collaboration between SMECorp and Warong Riders delivery service via SME Corp's Micro Connector Programme.

Under this programme, he said Medac targeted to have some 5,000 delivery riders joining the Warong Riders programme, which would be set up in all parliamentary constituencies across the country.

"The programme not only aims to provide job opportunities but also enables these riders to serve as peer-to-peer councillors who would significantly help create the awareness and assist in the migration process of Mak Cik Kiah businesses from

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Datuk Seri Dr Wan Junaidi Tuanku Jaafar

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Wan Junaidi said from there, other agencies such as the National Entrepreneurship Institute (INSKEN) can help out with the necessary awareness and skills enhancement

programmes through training and coaching.

He said to-date INSKEN has helped train some 5,000 entrepreneurs to shift their brick-and-mortar business operations into digital via a special coaching programme, namely the Online Onboarding Coaching (E-Board), targeting to help 5,900 entrepreneurs via several programmes including Eboard, Penjaja Onboarding Programme and IBT programme next year. — Bernama