

S'gor to help small traders go digital

MB: Schemes are for starting new businesses or upgrading existing ones

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KLANG: Small scale entrepreneurs in Selangor can now count on the state government to keep their businesses afloat against the severe challenges caused by the Covid-19 pandemic.

Selangor Mentri Besar Datuk Seri Amirudin Shari announced two schemes to help the entrepreneurs digitalise their businesses.

The Darul Ehsan Business Scheme (Skim Niaga Darul Ehsan) and Go Digital Financing Scheme (Skim Pembiayaan Go Digital) will be implemented by the state's Hijrah Selangor Foundation.

"Skim Niaga Darul Ehsan will help those who wish to start a business or have just started a business.

"This scheme comes with financial support of between RM1,000 and RM5,000," Amirudin told a press conference yesterday.

He added that the second scheme targets entrepreneurs in Selangor to help them upgrade their business towards becoming e-commerce compatible.

"This scheme gives opportunities to businesses to adapt to a digital platform.

"The scheme will be equipped with four elements: systems and equipment, marketing, training and monitoring, which will be carried out by appointed pioneering compa-

nies," said Amirudin.

According to the Mentri Besar, RM15mil has been allocated towards these schemes to help food and drink hawkers as well as small scale grocers go online to ensure business continuity during the pandemic.

"Participants will receive the microcredit loan schemes to accommodate operational costs as well as to adapt their business to e-commerce," he added.

Amirudin said the state govern-

ment has taken into consideration various factors to help the people of Selangor in facing the challenges brought about by the pandemic.

The 2021 Selangor Budget tabled by him on Nov 1, 2020 had initiatives to spur the state's economy as well as benefit the people, he added.

Among the main strategies was the digitalisation programme, on which Selangor will spend RM369mil through state and government-linked companies.