Carnival AIDS rural entrepreneurs

It helps them to expand businesses, explore new markets and connect with suppliers.

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KARNIVAL Usahawan Desa (KUD) is a platform for entrepreneurs from rural areas to explore new markets and promote their products on a bigger scale. Rural and Regional Development Minister Datuk Seri Ismail Sabri Yaacob said the carnival was aimed at encouraging rural entrepreneurs, especially youth, to expand their businesses and establish connections with successful entrepreneurs, including hypermarkets.

Describing rural entrepreneurs as creative and innovative, Ismail Sabri said the government, through the Rural and Regional Development Ministry, organised KUD to help entrepreneurs build a relationship with suppliers to distribute their products and venture into bigger markets.

"There is no use for them (entrepreneurs) to be creative if they cannot market or sell their products."

"KUD is committed to helping low-income entrepreneurs who face financial setbacks and experience difficulty in marketing their products."

"The carnival paves the way for entrepreneurs to sell their products at hypermarkets in the country and abroad."

"We want entrepreneurs to be farsighted, retain hungry for success (by expanding their businesses) and not be complacent with what they have achieved," he said after opening KUD@Bera at Laman Kerayong here.

He said the government had introduced initiatives to provide loans to rural entrepreneurs.

He said KUD was a platform for them to market homemade rural products.

"Rural entrepreneurs have the opportunity to meet suppliers from industries to market their products."

"Representatives from agencies are present to guide them."

"We want to encourage more rural entrepreneurs to register with Desamall Online as their products can reach a bigger market, including overseas, by selling them online."

"We have 500 participants registered with Desamall Online. We hope more will join by the end of the year."

Earlier, Ismail Sabri handed mock keys to participants of Pahang's "Mobilepreneur" programme.

Each participant received assistance worth RM10,000, which includes a motorbike, goods related to their businesses and training.

Ismail Sabri said 69 entrepreneurs had joined the KUD@Bera here, which aimed to attract some 100,000 visitors and achieve RM200,000 in sales.

He said the four-day carnival, which ends today, had a string of activities for the public, including exhibition booths, lucky draws, games and performances by artists.

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