SME DEVELOPMENT:

POVERTY REDUCTION APPROACH

ASEAN+3 Village Leader Exchange Programme (VLEP)

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Indicators of Rural Malaysia...

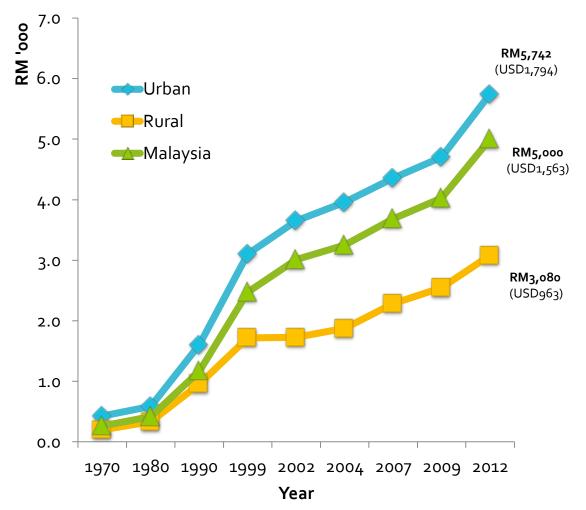


How does Malaysia define its rural area?

An area of less than 10,000 residents outside of local authority zones

Malaysia's rural area comprises of 70% of its total size (231,180km²/23 mil ha) including agriculture areas, forests, villages, coastal areas and islands

Average household income has significantly increased from 1970s, whilst the income disparity between urban and rural population now stands at approx 1.86:1



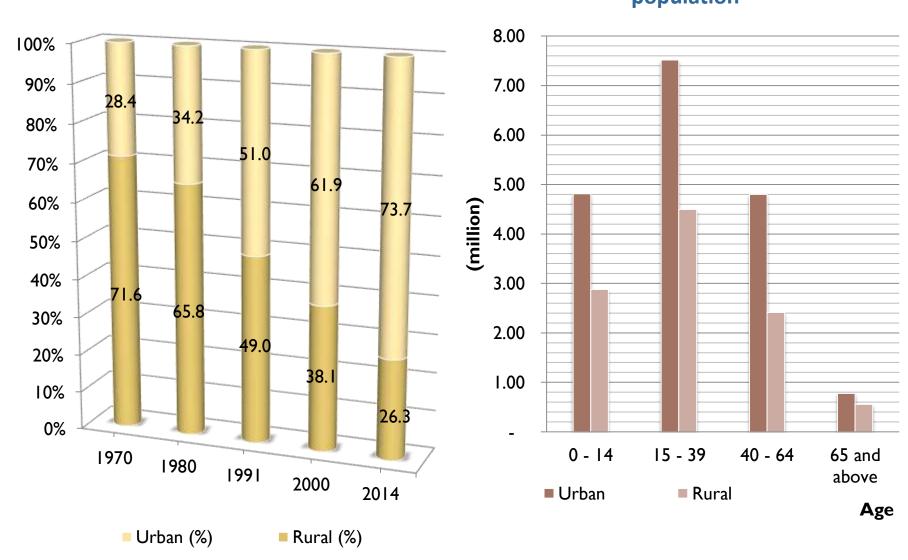
Source: DOS, JPBD



Percentage of rural population has been decreasing since 1970, from 71.6% to only 26.3% of Malaysia's total population

Age demographic shows the biggest group is between 15 – 39 years old, similar between rural and urban population





Source: DOS

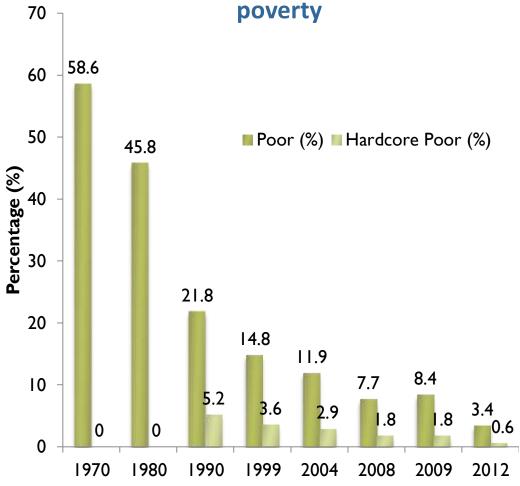




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Since 197 of povert on the decline, wherein the focus has now shifted to pockets of

Territory	Poverty		Hardcore Poverty	
	USD	RM	USD	RM
Peninsular	259	1,010	163	635
Urban	263	1,025	159	620
Rural	247	963	166	647
Sabah	341	1,329	206	803
Urban	338	1,318	197	768
Rural	350	1,365	222	865
Sarawak	288	1,123	188	733
Urban	300	1,170	197	768
Rural	272	1,060	178	694



Exchange Rate: USD1 = RM3.90

Year Source: DOS, EPU



BLUE OCEAN STRATEGY

- Focus on rapidly delivery high impact on both capital and people economies
- A unique and dynamic national strategy platform which bring together ministry, agencies, all level of government and the private sector on voluntary basic to develop initiatives are high impact, low cost and rapidly executed









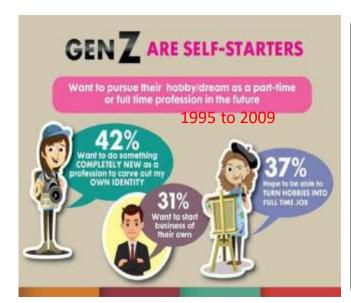


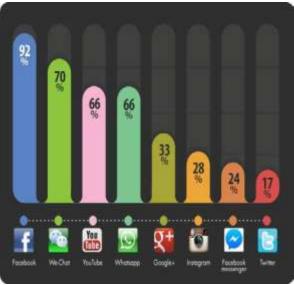
NURTURING SMALL INDUSTRIES AND RURAL ENTREPRENEURS IN PRACTICES

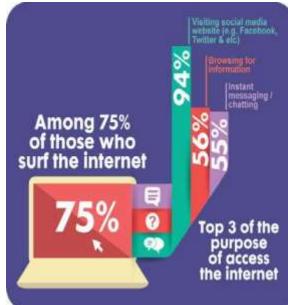




OUR FOCUS SME











Source: Annabelle Ong (2015)



STRATEGIC THRUSTS



- Enhancing the knowledge base in various subjects, hence functioning as a foundation for the competence of youth

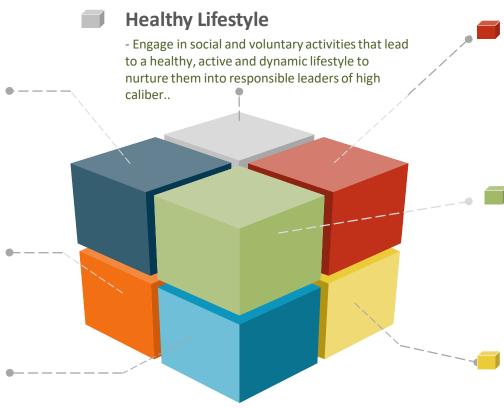


- Inculcating of moral values and the development of a positive and creative attitude



-Equip youth with the state-of-art technical knowledge and vocational skills.

-Involving them in entrepreneurial activities in line with the demands of nation-building



Facilities for Social Interaction

- Upgrade relevant facilities that contribute towards promoting healthy interactions and social activities amongst youth and communities

Partnership in Development

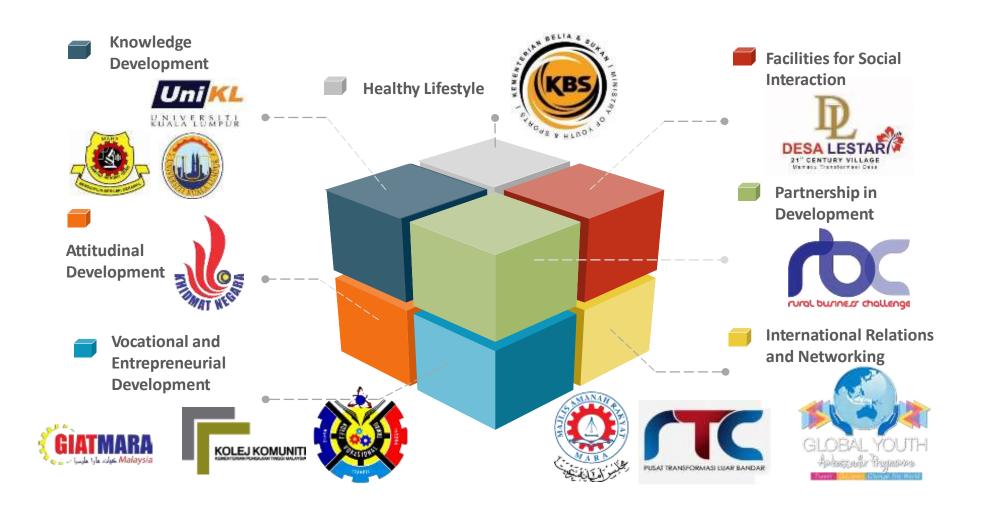
- To utilize partnership and co-operation amongst governmental agencies, NGOs and the private sector for the benefit of youth development

International Relations and Networking

- To encourage youth to further promote closer ties and international networking with international communities



PROGRAM SME





PROGRAMS AND INITIATIVES FOR SME

- Business Advisory Services @ORC
- Branding & Packaging Mobile Gallery
- Access to Financing
- Human Capital Development
- Infrastructure
- Innovation & Technology Adoption
- Market Access



CHALLENGES IN FUTURE DEVELOPMENT

- ☐ Less Job Opportunity because to many postgraduate (urban & rural)
- ☐ Land Owner (Rural Community) is minority
- ☐ Foreign Migration

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