General

Casual Talk 100 years Cooperatives Movement with KSU KUSKOP

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PEKAN, 7 December 2022 - Universiti Malaysia Pahang (UMP) received a visit from the Secretary-General (KSU), Ministry of Entrepreneur Development and Cooperatives (KUSKOP), Dato' Suriani Dato' Ahmad in conjunction with the 100-Year Cooperatives Movement Casual Chat programme held at UMP Pekan.

The delegation was welcomed by the Deputy Chairman, Koperasi Universiti Malaysia Pahang, Zainuddin Mat Husin, Board Members and committee members of Koperasi UMP.

Also present were the Executive Vice-Chairman of Operations and Regulation, Malaysian Co-operative Commission, Siti Azlin Ahmad Dauta, Division Secretary of Co-operative Development, Hawkers and Small Traders, KUSKOP, Azizul Alias and Director of the Malaysian Co-operative Commission Pahang State Branch, Ibrahim Hussin.

Dato' Suriani thanked UMP and the Co-operative Commission of Malaysia for co-organising this programme.

In her speech, she congratulated Koperasi UMP for organising the Malaysian Family Cheap Sales Programme (JKMM) to help reduce the burden on students.

"I am confident that with the implementation of this programme, students will get discounts on certain items and they will also be able to save money for other purposes," she said.



She also called for cooperatives to step up in marketing.

She said that in today’s scenario, cooperatives must move from conventional business to technology adaptation and digitalisation in product offerings.

“Marketing through digital platforms and online payments is an important new business norm.

“Cooperatives also need to learn the ins and outs of using digital platforms to broaden the scope of business so that it can be the best intermediary for cooperative products and services to be better known,” she said.

She hoped that cooperatives serve as a collaborative platform and entity that would benefit the economy of society and the country.



Meanwhile, Zainuddin said that Koperasi UMP has been in operation for a long time since 2011 and now has more than 500 members.

In addition to retail activities, Koperasi UMP also offers credit financing services to members.

There was also the grant mock cheque handing over to seven recipients selected by the Co-operative Commission.

Meanwhile, Dato' Suriani also had the opportunity to participate in cycling around the campus while enjoying the beautiful scenery, to support a healthy lifestyle and sustainable campus.

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