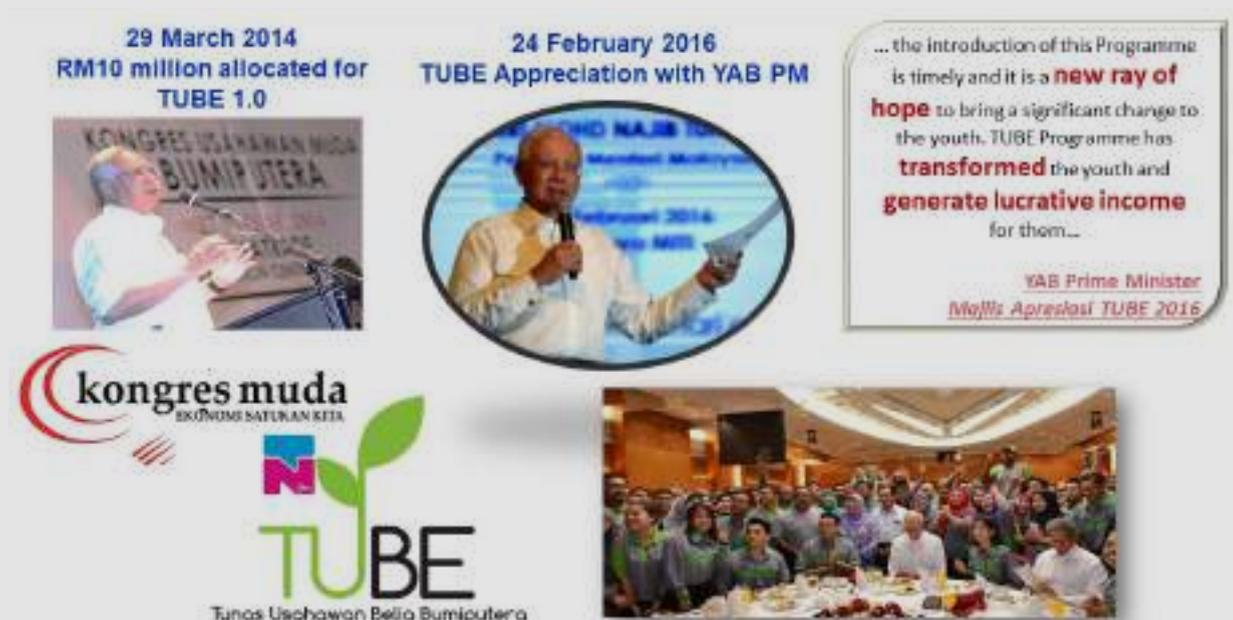


FEATURE PROGRAMME : MEGA TUBE PROGRAMME — STRENGTHENING YOUTH ENTREPRENEURSHIP TOWARDS TN50

Small and medium businesses are the backbone of a country's economy; while entrepreneurship is the panacea to the economic transformation and employment. In light of this, one of the country's development strategies which has been given priority and emphasis is the development of entrepreneurship among Bumiputera youths who will form the next generation of the nation's corporate leadership. This strategy is supported by the National Malaysian Youth Policy which aims at empowering youths to fulfil their potential through entrepreneurship, education and skills training, as well as sports and volunteerism; in order to facilitate the realisation of the National Transformation 2050 (TN50) initiatives and agenda.

The Bumiputera Youth Entrepreneurship (TUBE) Programme implemented by SME Corp. Malaysia has been identified as one of the key national entrepreneurship programmes in accomplishing the objectives of TN50. Likewise, TUBE sets out to complement the Government's Bumiputera Wellbeing Transformation Agenda, due to its inclusivity and involvement of the B40 group (the bottom 40% of the income pyramid). The programme which was announced by YAB Prime Minister in March 2014 was initially targeted to train and produce 500 business start-ups among Bumiputera youth entrepreneurs each year. TUBE has also been cited by YAB Prime Minister as a programme that provides a 'new ray of hope' to bring significant change to the youths. (refer Illustration 1).

Illustration 1: Background on TUBE Programme



TUBE aims to foster the entrepreneurial spirit among youths, enabling a paradigm shift from being a job seeker to becoming a business owner; and establishing resilience among youths in managing their own businesses. (refer Illustration 2).

Illustration 2: Strengthening Entrepreneurship through TUBE Programme



The TUBE Programme is conducted boot camp-style, designed to prepare aspiring entrepreneurs among Bumiputera youths via the mental perseverance and physical endurance approach in facing the reality of the business world. The Programme consists of three phases of training encompassing:

- i. Phase 1 : Perseverance of Mind & Physical Endurance Test
- ii. Phase 2 : Increase Knowledge - Effective Business Management
- iii. Phase 3 : Guidance & Monitoring via Buddy System (refer Illustration 3)

Illustration 3: The 3 Phases of TUBE Programme



Since its inception in 2014, TUBE has successfully produced a total of 1,436 young Bumiputera entrepreneurs of which 1,425 (99.2%) registered their businesses with Companies Commission of Malaysia (SSM). In addition, the Programme has created 3,862 job opportunities with total cumulative sales of RM38.6 million thus far. In view of its outstanding achievement, starting from 2017, TUBE has been upgraded and transformed into 'Mega TUBE'. This will involve greater participation from youths and strategic partners nationwide.

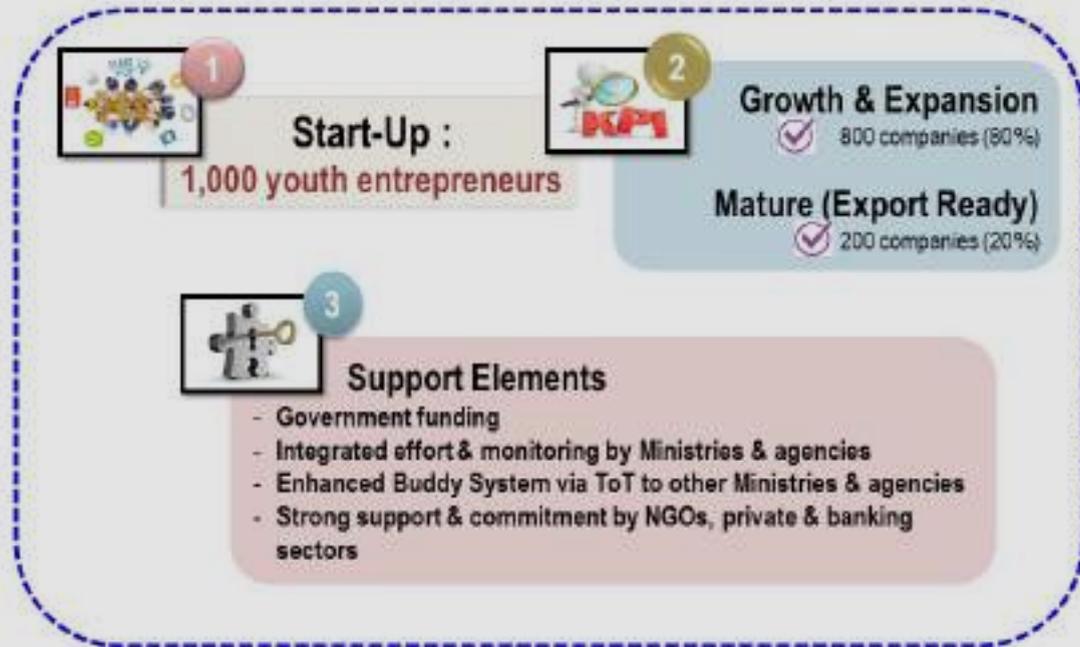
Illustration 4: Mega TUBE Collaboration with More than 30 Strategic Partners



The Mega TUBE Programme, which is based on the National Blue Ocean Strategy (NBOS) concept, has received continuous full support from various Ministries and agencies at the Federal and State levels, financial institutions, non-governmental organisations and the private sector. In 2017, in collaboration with TERAJU, Maybank Berhad, Malaysia Digital Economy Corporation (MDEC) and Credit Counseling and Debt Management Agency (AKPK), Mega TUBE is targeting to raise awareness and skills for online businesses, as well as rendering guidance on efficient and effective financial management methods (refer Illustration 4).

The involvement of various parties has successfully enhanced to strengthen the training modules which would enable the youth entrepreneurs to meet multiple challenges of the future digital economy dominated by the use of technology, innovation and creativity, which is also aligned with the emerging demands of the Megatrends and 4th Industrial Revolution (IR 4.0).



Illustration 5: Targets and Key Elements of Mega TUBE 2017

Mega TUBE 2017 is targeting to train and prepare 1,000 Bumiputera youth entrepreneurs in business and entrepreneurship at ten National Service Training Programme (PLKN) camps nationwide. The number of trainees will be increased each year; with target of 2,000 trainees in 2018, 3,000 trainees in 2019 and 5,000 trainees in 2020. In total, the Programme is expected to produce more than 12,000 youth entrepreneurs by 2020 (refer Illustration 5).

By 2020, Mega TUBE is expected to generate more than 37,000 job opportunities, a cumulative sales value of RM1.1 billion and contribution of RM449 million to the nominal Gross Domestic Product (GDP). The efficacy of the Mega TUBE Programme is driven by the Buddy System led by the Business Counsellors of SME Corp. Malaysia which is supported and assisted by various Ministries and agencies in promoting business advisory and expansion.

