

# Make Use of the Pandemic to Progress and Improve Businesses Digitally



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The state government of Perak will be providing courses for entrepreneurs, including small business owners, to be involved in the digital economy.

According to the Executive Councillor for Youth and Sports, Communication and Multimedia, Khairul Shahril Mohamed, the government via Digital Perak Corporation Holdings (Digital Perak) has engaged in the initiative following the ongoing COVID-19 pandemic crisis.

"With the pandemic onset, entrepreneurs need to be prepared to change their way of conducting business activities.

"I believe that there's an opportunity within every crisis. What ensued during the pandemic can be made use of by local entrepreneurs to progress and improve their businesses."

He told reporters during a media session after an awards presentation ceremony for winners of the 'Perak Food Hunter' short video competition at Galasa Caldwell late evening yesterday (April 9).

Also present were respective chief executive officers for Digital Perak and Tourism Perak, Meor Rezal Fitri Meor Redwan and Nuralis Musa.

Khairul Shahril added, the short video competition was proposed to be made an annual event as a means to promote entrepreneurial products besides putting forth the state of Perak as a food paradise.

"Besides entrepreneurs' social media outlets, the state government will also assist in further promoting the short videos via Digital Perak's platforms such as PiOR.TV, Facebook and Instagram," he mentioned.

For the street food category, Ahmad Safuan @ Albert Lanun emerged as the winner, featuring Mr Bob Burger in his video.

Muhammad Qutbuddin Mohd Hafidz won the café category, having Hippi Garden featured in his video.



*Ahmad Safuan @ Albert Lanun (second from left)*





*Muhammad Qutbuddin Mohd Hafidz (second from left)*

Both walked away with cash prizes of RM3,000 each.

Another category was added for the competition, the Special MCO Award, to appreciate participants who fully adhered to SOPs as required during the new norm. Nordiana Atiqah Abdul Rahim, who featured Miker Pizza in her video, received the award.



*Nordiana Atiqah Abdul Rahim (second from left)*

The competition which started January 8 and ended March 19 earlier this year received 173 participants from around the country.

For further reading, refer to this [article](#) by Ipoh Echo back in January this year.

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