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Tajuk : 2026 KUSKOP MADANI Sales Eases Public Access To Government Services - Sim

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GEORGE TOWN, June 14 (Bernama) -- The 2026 KUSKOP MADANI Sales (JMK) programme serves not only as a platform for the sale of essential goods at discounted prices, but also as a one-stop centre offering various government services to facilitate public affairs and support the business community.

Entrepreneur Development and Cooperatives Minister Steven Sim said the approach has been strengthened through the participation of 12 agencies, which are engaging directly with the public to ensure more services can be delivered on the ground.

He said the agencies involved include the Malaysia Co-operative Societies Commission of Malaysia (SKM), the Accountant General's Department of Malaysia (JANM), the Social Security Organisation (PERKESO), the Employees Provident Fund (EPF), the Inland Revenue Board (LHDN), Bank Rakyat, SME Bank, TEKUN Nasional, SME Corp Malaysia and Amanah Ikhtiar Malaysia (AIM).

"Based on previous sessions, we took lessons from the experience and included more key agencies because when members of the public come to purchase goods, they can at the same time check matters related to the EPF, Sumbangan Asas Rahmah (SARA), Sumbangan Tunai Rahmah (STR), welfare assistance, as well as matters involving agencies under the Ministry of Entrepreneur Development and Cooperatives (KUSKOP).

“There was also a case involving a visitor whose child was injured in a workplace accident and did not know how to file a PERKESO claim. By coming here, the individual was able to receive an explanation and guidance on the claims process,” he told reporters after attending the programme held at Masjid Ridwaniah in Bayan Lepas here today.

He said the integrated approach demonstrates that the programme is not merely a sales initiative, but also serves as a direct channel for helping the public resolve matters with relevant agencies more quickly and conveniently.

Sim also said the programme would continue as long as sufficient financial capacity and funding are available, as its implementation involves subsidies that enable essential goods to be offered to consumers at lower prices.

This, he said, is because the initiative is implemented using KUSKOP's existing resources through the SKM, without requiring additional allocations from the Ministry of Finance.

“When the government implements cost-saving measures, the objective is to ensure that more resources can be channelled back to the people, and subsidies such as these are among the ways those benefits can be returned to the community,” he said.

Earlier, about 2,000 residents in and around Bayan Lepas benefited from the programme, which offered more than 80 types of essential goods at prices up to 30 per cent lower than market rates.

To provide greater savings for consumers, a ‘happy hour’ session was also held at 11.30 am, featuring discounts of up to 30 per cent on selected items.

Masjid Ridwaniah was the fourth venue for the JMK programme in Penang and forms part of the MADANI Government's ongoing efforts to help the people cope with the cost of living, strengthen the entrepreneurship ecosystem and bring government services closer to local communities.

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