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# Go for e-commerce, villagers told

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## EMPOWERING:

Najib says rural folk should expand their market reach by using Internet

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**G**RASSROOTS leaders should empower their fellow villagers with the Internet to market their products to more people in the digital age, Prime Minister Datuk Seri Najib Razak said.

He said the government wished to see such leaders play their roles more actively in spreading information on the power of the Internet economy.

"E-commerce (electronic-commerce) will reach a wider market compared with selling products by the roadside," he said at the prize-giving ceremony of the national-level 1Malaysia Desa Sejahtera (peaceful village) Award (ADS1M) at Malaysia Agro Exposition Park Serdang here yesterday.

Najib said village development committee leaders should assist people in bringing farm produce and livestock from the rural areas to urban consumers.

"They should always be on their toes in finding ways to improve their villages and benefit the communities," he said.



Prime Minister **Datuk Seri Najib Razak** and Rural and Regional Development Minister **Datuk Seri Ismail Sabri Yaakob** (second from left) handing over prizes to Kampung Parit Tengah head **Sarman Othman**, whose village won the first place in the 1Malaysia Desa Sejahtera Award competition, in Serdang yesterday. Pic by Abdullah Yusof

He said the leaders should not merely indulge in lobbying for projects from the government to change the wellbeing of the people.

"They should step out from the conventional ways of leading the people to be more effective," he said.

Najib reassured that no one would be left out from national development as the country was

heading into a more advanced economy.

He said the government's new agenda included bridging the income gaps of the people in rural and urban areas.

"Wherever you are, we will ensure that our delivery programmes can be enjoyed by those in the rural areas. There will be no individuals who are left behind by the development programmes," he said.

Najib said the government recognised the contributions of grassroots leaders in nation-building.

He said they served as the "eyes and ears" of the government apart from being its solid supporters.

"The government's agenda for rural people will continue so that there is a more balanced, inclusive and fair distribution of benefits to

all," he said, adding that the rural population comprised 26 per cent of the population or 7.8 million, and that the number was expected to drop in the future.

During the event, Kampung Parit Tengah in Muar, Johor, won the first prize of ADS1M.

The village received RM700,000.

About 12,000 people attended the event.