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MEDIA RELEASE

AMP Committed to Accelerating Growth of Small and Home-based Businesses through its Micro Business Programme

1. Junainah Zani, 45, started her home-based business during the circuit breaker period in April 2020. At the time, she had left her full-time job as a training officer at a social service agency to care for her cousin, who had been diagnosed with a chronic illness and was living with her. She ran her home-based business, Jun Delights, by taking on baking orders during the festive period amongst her family and friends. Looking to enhance her business with the flexibility of carrying out her caregiving responsibilities, she enrolled into the AMP Micro Business Programme in August last year. Through the programme, she was offered a business collaboration opportunity to provide 100 packets of food to mosque congregants on Fridays. This collaboration provided her with a regular monthly income on top of her own revenue. She was awarded the AMP Capital Grant upon completing the programme in July this year.
2. Junainah is one of more than 650 home-based business owners who had gone through the intensive business and trade skills training provided under the programme since its inception. The programme, which is offered to those from less privileged backgrounds, is aimed at providing these individuals with the opportunity to create an alternative source of income for their families. Through the years, AMP has seen programme participants move their home-based businesses into brick-and-mortar stalls, such as stalls in school canteens, hawker stalls, central kitchens, food stalls, and baking studios.
3. Participants of the programme go through trade skills training in one of the following areas: beauty and wellness services, food business, sewing and wedding crafts and accessories. Participants will also get to benefit from the business and IT training modules such as infocomm technology for businesses, social media marketing, as well as group business mentoring.
4. The AMP Micro Business Programme takes place over six months and is valued between \$1,000 to \$2,000 per participant. However, participants are only required to pay a fee of either \$200 or \$300 depending on their household income, to attend this programme.

5. At the conclusion of the programme, participants are encouraged to submit their business plan and businesses that show the potential to expand and remain viable in the long run will be awarded the AMP Capital Grant in the amount of \$1,000. Graduates of the programme also have the option of enrolling into the Advanced Micro Business Programme and the Intermediate Programme for Micro Businesses where they will have access to business masterclasses and learn how to further scale up their businesses through a partnership between AMP and SMCCI. They can also apply for the Micro Business Development Fund, an interest-free loan, if they need an injection of funds to further develop their business.
6. The AMP Micro Business Programme also offers the AMP Promising Entrepreneur Award, a \$1,500 cash award, to graduates of the programme that have successfully sustained their business and shown potential to expand it further. Their businesses must also generate a profit of approximately \$1,000 a month over a period of one year.
7. **AMP is now opening registration for the 18th run of the AMP Micro Business Programme from now to 16 September 2022. The programme is open to applicants who are a Singapore Citizen or Singapore PR, with a combined gross monthly household income of not more than \$4,000 or per capita income that is less than \$1,000. Applicants should also possess basic computer literacy skills and basic trade skills or experience in the chosen field. Those interested can apply online via <https://tinyurl.com/AMPMicroBusiness2022>.**

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