1.4.2: Local start-up financial assistance

MIU provides financial assistance to local entrepreneurs and productive families by **covering costs associated with their participation in university-hosted bazaars and exhibitions**. This support includes **transportation, exhibition space, display equipment and materials, and other logistical requirements**, enabling beneficiaries to participate without bearing these operational costs.

Through these initiatives, local producers and family businesses are provided with a **free platform to showcase and sell their products directly to the MIU community**, generating income while reducing the financial costs associated with marketing and selling their products.

By absorbing participation and operational expenses and facilitating direct access to customers, MIU supports financially and socially sustainable small businesses and income-generating activities within the local community.

