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Ministry to enhance WISE programme — Secretary-general



THANKS FOR YOUR PARTICIPATION: Rahim (second left) presents a certificate to a participant as Khairuddin (left) looks on.

KOTA SAMARAHAN: The Women in Social Enterprise (WISE) programme will be further enhanced as it is a good platform for higher learning institutions (IPT) to be involved actively with local communities.

Higher Education Ministry secretary-general Datuk Ab Rahim Md Noor said on Saturday that it was one of the strategic plans of the ministry that IPTs take the lead in disseminating knowledge to the community.

He also told the crowd at a breaking of fast at Universiti Malaysia Sarawak (UNIMAS) that WISE also encouraged the exchange of business knowledge and skills with the undergraduates involved in the programme.

“WISE is a good way for IPTs to get closer to a local community. It is indeed vital for any IPT to be involved directly with the local community to make their presence felt to have continuous support from the community,” he said.

In addition, he said WISE also provides a ‘practise’ ground for the undergraduates to apply what they have learnt in the classroom in the real business world.

“We hope such programme will ignite the interest of young people in business. We will continue to support WISE. Maybe it would be good if WISE could join forces with other similar programmes to make the impact even bigger.”

Earlier, UNIMAS vice-chancellor Prof Datuk Dr Khairuddin Ab Hamid said UNIMAS and Universiti Teknologi Mara (UiTM) were the first two IPTs in the state to be involved in WISE.

He believed that the programme would have a positive influence on the development of micro business in a local community.

A total of 17 undergraduates, out of which 12 were from UNIMAS, participated in the programme jointly organised by the Higher Education Ministry and Amanah Ikhtiar Malaysia (AIM).

From July 17 to Aug 11, the undergraduates stayed with their foster families in villages such as Kampung Sebayor, Kampung Baru, Kampung Tanjung Tuang, Kampung Jaie, Sungai Bilis, Kampung Beliong, Kampung Ensegei Melayu, Kampung Tajo and Kampung Asajaya Laut.

Source : [theborneopost](#)