

Tajuk : UNIMAS 1Malaysia young entrepreneur challenge

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KOTA SAMARAHAN: Universiti Malaysia Sarawak (UNIMAS) has taken the challenge in "1 Malaysia Young Entrepreneurs Challenge" to assist community projects within the concept of social entrepreneurship development which started in the year 2011.

With the aim to help improve the community's products, UNIMAS's 1M-YEC team was made up of seven members; Desmond Bong as President, Herbson ak Sungong, Deputy President, Esther ak Mingel, Secretary, Raymond Lubun ak Tinsang, Treasurer, Fairuz Adnan bin Zabidi, Marketing, Nurul Liana Production manager and Norlin Atahar as team's Public Relations officer.

This harmonic collaboration of students from various racial and ethnic background are from the Faculty of Cognitive Sciences and Human Development, Faculty of Resource Science and Technology and Faculty of Engineering.

The team is assisted by the advisory group consisting of officers' of UNIMAS; Adillah binti Ismail, Haji Sapi'ee bin Hanapi, and Noor Amira.

UNIMAS team also appoints a business advisor, Rosly Averine who is the Deputy Director of the SME Bank, Kuching.

Formed in 2010, 1M-YEC programme started when the Minister of International Trade and Industry (MITI) launched



UNIMAS's 1M-YEC team members helping with the Company's product.

SIFE Malaysia National Exposition (SMNE) whereby the Minister had agreed that such programme could be increased and expanded at the national level where participation was open to students and institutions at all levels aimed to produce the 1Malaysia products.

This programme had demonstrate the government's concern and support for the development of all walks of life and economic upliftment of local communities towards achieving a developed nation status by 2020.

Other government bodies involved in the implementation of this programme are the Bahagian Pembangunan Keusahawanan (BPU), MITI, Malaysia SIFE

Foundation, Majlis Keusahawanan Universiti-Universiti Malaysia (MAKMUM), MITI Regional Office, INSKEN and MITI territory agencies.

UNIMAS 1M-YEC team chose Palma Mustama Agro & Trading Co. undertaken by Mulyadi as their adopted company for this project whereby the former Dean of Student Development of UNIMAS; Dr. Othman Bojo have inspired the idea of helping the coconut-based business in Kota Samarahan.

According to members of UNIMAS's 1M-YEC team, they see the potential of this company to grow further because of the quality and originality of their products and the effective use of



UNIMAS's 1M-YEC team with Mulyadi (centre) of Palma Mustama Agro & Trading Co.

the machine without using a lot of manpower.

The company produced coconut milk, fried desiccated coconut, coconut's jelly, gula apong and virgin coconut oil (VCO).

Within a year the company has grown consistently, not only in terms of promotion, but also has become more systematic in its management and as well as being more competitive in the market.

To ensure the success of 1M-YEC programme, the team has made an effort to promote the products through radio interview at Sarawak FM and Cats FM, dissemination of information through local newspapers, pro-

viding advisory services in marketing strategy, restructuring the company through 5S approach, making analysis through product's research and development (R & D) with the collaboration of the Faculty of Science Resource and Technology of UNIMAS, applying for JAKIM's Halal certificate and various training in sales technique.

On the 14 to 16 April 2012, the team attended a three-day course at Merdeka Palace Hotel to present the project where it was also attended by students from SMK Bandar Sarikei and Kolej Tunku Dato Haji Bujang, Miri.

This initiative is a joint collaboration between MITI and SIFE

headed by Datin Prof Nuruddin Norlela who is the Director of SIFE Malaysia.

The results and impact of the project team will also be presented at the 1M-YEC Convention to be held in Kuala Lumpur from 18 to 20 July 2012.

This convention and competition will have participation from the public, colleges and schools throughout Malaysia and will be judged by prominent people in the Corporate industry.

The UNIMAS team has high hopes for the improvement of quality of life for these entrepreneurs as well as the benefits and positive contribution of this project to the society.