General

Jauhar Straw listed in the 10 best business groups of i-ProCom

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KUANTAN, 8 September 2021 - Jauhar Straw group from Universiti Malaysia Pahang (UMP) was selected among the top ten Business Plans and Business Model Canvas (BMC) in the Idea, Product & Commercial (i-ProCom) programme through the innovation of friendly straws that replaces plastic straws (Jauhar Straw).

Jauhar Straw is made from *kercut* tree or its scientific name *Lepironia articulata*, an aquatic plant that grows in swamps.

The programme was organised by the Ministry of Higher Education (MoHE) in collaboration with the Ministry of Entrepreneur Development and Cooperatives (MEDAC), Universiti Malaysia Terengganu (UMT), National Entrepreneurship Institute (INSKEN) and Centre for Entrepreneur Development and Research (CEDAR).

The Jauhar Straw group leader, Nurul Farah Anisa Hairolnizam, 22 expressed her gratitude when her group managed to take home a cash prize worth RM1,000 when selected the top 10 groups among 50 business groups from various institutions of higher learning (IPT).

She said the efforts of students from ISKANDAR UMP to conduct a study on the straw of this kercut tree has started in stages, and the results are encouraging when it is proven that this environmentally friendly straw is suitable and safe to use.

“However, this straw is for single use only.

“The process involved in creating this Jauhar Straw is cleaning, cutting, removing the membrane in the stem and drying it for three days.

“It is more interesting when all the processes are done by the students themselves, offering employment opportunities to Malaysians,” she said.

She also hoped that this innovation could save the environment from further plastic waste pollution.

At the same time, this programme is beneficial when it can help participants in the financial management process through briefings and explanations from IKSKEN and CEDAR.

The programme featured a wide range of innovations and businesses by students guided by lecturers from public universities (UA), Polytechnics and Skills Colleges.

The main purpose of the programme is to train students to be proficient in business in order to produce more young entrepreneurs in Malaysia.

She also thanked the senior lecturer from the Faculty of Civil Engineering Technology (FTKA) UMP and Jauhar Straw advisor, Dr. Abdul Syukor Abd. Razak who always supported and shared his experience and knowledge in the production of this eco-friendly product.

“Thanks are also extended to the UMP Entrepreneurship Centre for always allowing the Jauhar Straw project to be promoted to a higher level such as i-ProCom.

“Our gratitude also goes to the Department of Student Affairs, FTKA and Yayasan Pelajaran Johor for helping and supporting this innovation,” she said.

Dr. Abdul Syukor congratulated all the students who were so committed to this effort and hoped that the Jauhar Straw project would continue to be successful in line with the government’s recommendations in encouraging the visibility of environmentally friendly green products.

“This high impact encourages participants to increase their efforts because their endeavour does not stop here,” he said.

Big Stage i-ProCom will take place in December 2021 and will offer more lucrative prizes.

The online prize giving ceremony was attended by over 100 people, including participants and mentors of each business.

Apart from UMP, the business groups that were also selected among the top ten Business Plans and Business Model Canvas (BCM) are Universiti Pendidikan Sultan Idris (UPSI), Universiti Malaysia Terengganu (UMT), Temerloh Community College and International Islamic University Malaysia (IIUM).

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