General

UMPSA students receive RM66,000 Student Entrepreneur Grant from Bank Rakyat

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KUALA LUMPUR, 17 August 2023 – A total of 20 students from the Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) have received a business grant of RM66,000 from Bank Rakyat UNIpreneur as support for student entrepreneurs to further develop their businesses for the creation of entrepreneurship modules and programmes.

The Bank Rakyat UNIpreneur programme is a collaboration between Bank Rakyat and higher learning institutions (IPT) aimed at assisting student entrepreneurs, especially those in need, by providing a financial injection of RM3,000 to programme participants along with the development of programme modules by the university.

This time, a total of 500 students from all IPTs benefited from this programme.

Meanwhile, the RAKYATpreneur Programme is a Bank Rakyat social financial initiative aimed at assisting high-potential *asnaf* (those eligible for aid) entrepreneurs in developing their businesses with a grant of RM5,000.

The event was attended by the Minister of Entrepreneurship and Cooperative Development, Yang Berhormat Datuk Ewon Benedick, during the official launch of the RAKYATpreneur and Bank Rakyat UNIpreneur programmes held at the new Bank Rakyat Twin Towers recently.



In his inaugural speech, Datuk Ewon stated that the continuation of both entrepreneurship development programmes by Bank Rakyat demonstrates the bank's commitment and sincerity as a caring banking institution towards the well-being and sustainability of entrepreneurs from underserved groups, aligning with the values of Madani Malaysia.

During this event, the Deputy Chief Secretary (Policy) representing the university, Dato' Dr. Haji Megat Sany Megat Ahmad Supian, was present to receive the programme appreciation certificate.

Also in attendance were the Vice-Chancellor of UMPSA, Professor Dato’ Ts. Dr. Yuserrie Zainuddin, and the Director of the Centre for Creative Entrepreneur Development (PUPUK), Dr. Suhaidah Hussain.

According to Professor Dato’ Ts. Dr. Yuserrie, the university plays a role in empowering student entrepreneurship by supporting the student entrepreneurship ecosystem, including entrepreneurship courses, business facilities such as kiosks and shop units, mentoring, and building networking programmes with alumni companies.



"Continuous monitoring will also be carried out by PUPUK in collaboration with entrepreneurship coordinators in each student faculty.

"Through this programme, it can also help enhance students' entrepreneurial capabilities in building a stronger financial position to face unforeseen financial challenges in the future," he said, also having the opportunity to visit an exhibition of businesses by the participants.

He further stated that various university initiatives focusing on graduate entrepreneurship are being conducted in line with UMPSA's aspirations to produce graduates who are not only skilled but also competitive, in line with UMPSA's Strategic Plan 2021-2025.

At the same time, PUPUK also organized a Creativepreneur Course starting in September and running until November, mainly involving students in businesses such as hair cutting, barista skills, mobile and videography, mobile spa, massage, pedicure, manicure, and Basic Canva Course to nurture creative student entrepreneurs.

Meanwhile, Nurshahira Hafiza Zakaria from the Faculty of Chemical and Process Engineering Technology (FTKKP), who successfully received the grant, said that her cake business started as a hobby during the lockdown and eventually turned into a side income when she received many orders.

With this assistance, she intends to expand her business by purchasing an oven and a chiller to store cake-making supplies and more.

She advises other students interested in entering this field to be daring and open to learning entrepreneurial knowledge, which keeps students constantly learning something new.

Similarly, Sofiah Afifah Hazemi from the Faculty of Science, Technology, and Industry (FSTI) started

a cat food project after working as an agent/distributor of cat food with her friends.

With the grant she received, she aims to upgrade cat food packaging, manage logistics, and carry out marketing activities to attract more customers.

She said that the entrepreneurial world has made her better at managing time, finances, and daily expenses.

"When you are in business, your thinking becomes more mature and critical because you face different prospects every day.

"With all the soft skills trained in entrepreneurship, it can help us become students who are more prepared in terms of IQ and EQ," she said.

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