

30 UMS students appointed as CelcomDigi's 'ambassadors' of Internet awareness

TBP 14.01.2026 P.12

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KOTA KINABALU: Thirty Universiti Malaysia Sabah (UMS) students have been appointed as 'Student Ambassadors' under the 'CelcomDigi X UMS Student Ambassador: S.A.F.E Internet Awareness Programme'.

Their role is to promote Internet safety awareness, ethical use of technology and the prevention of digital scams among the local community.

The programme is the result of a strategic collaboration between CelcomDigi Berhad and the university's Faculty of Business, Economics and Accountancy (FPEP), with the involvement of the faculty's student association (PMPEP), in line with efforts to strengthen university-industry-community linkages.

According to FPEP dean Associate Professor Dr Mohd Rahimie Abd Karim, the involvement of industry players such as CelcomDigi reflects a meaningful corporate social responsibility (CSR) initiative aimed at building a harmonious, progressive and stable society, particularly through the empowerment of digital literacy and Internet safety.

"This programme has been



Mohd Rahimie (front, third left) seen in a group photo with the CelcomDigi representatives and the UMS students.

designed in a systematic and structured manner to ensure a significant impact on the target groups, especially in addressing the increasingly alarming threats of cyber security breaches and digital scams alongside rapid technological advancement.

"The selected students will undergo training using a special module developed by CelcomDigi, covering aspects of internet safety, ethical technology usage and practical steps to prevent online scams," he was speaking at the programme's launch at The Hotelab, FPEP UMS here recently.

Adding on, Mohd Rahimie said the Student Ambassadors would be directly involved in the phased implementation of

community service programmes, engaging villages as well as primary and secondary schools in areas surrounding the UMS.

"Such an approach not only facilitates effective knowledge transfer, but also nurtures students who are knowledgeable, confident and capable of acting as agents of digital awareness among their peers and the wider community.

"This initiative aligns with the United Nations (UN) Sustainable Development Goals (SDGs), particularly in the areas of quality education, sustainable communities and strategic multi-agency partnerships.

"From the students' perspective, the programme serves as a platform for personal

development through the enhancement of soft skills such as communication, leadership and teamwork, while also instilling a sense of social responsibility," he said.

Mohd Rahimie also expressed appreciation to CelcomDigi for its commitment to the programme, describing the collaboration as being in line with UMS's aspiration as 'The Brain of Borneo'.

"It is hoped that all the knowledge, experience and values gained by the students through this programme would be fully utilised and applied in daily life, becoming a catalyst for the formation of a safer, more ethical and responsible digital society."