



Taufiq (left) and Areehan with the inked UMS-Celcom MoU during the signing ceremony at the university yesterday.

UMS, Celcom MoU to unearth digital entrepreneurs among graduates

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By Shalina R

KOTA KINABALU: A landmark memorandum of understanding (MoU) inked between Universiti Malaysia Sabah (UMS) and Celcom Axiata Bhd here yesterday is poised to unearth digital entrepreneurs amongst the university's graduates.

UMS vice chancellor Prof Datuk Dr Taufiq Yap Yun Hin said the MoU formalized existing UMS-Celcom ties and is focused on developing entrepreneurial thinking, skills and talent amongst students

through several programs.

"The UMS Engagement program provides placement opportunities to the university community at Celcom and Celcom business partners as industry training program," he said during the UMS-Celcom MoU signing ceremony at the university here yesterday.

He added Celcom's SiswaMall program will encourage efforts to expand students' business online and generate more successful digital entrepreneurs.

In addition, he said the SiswaCommerce program

will develop and increase the digital entrepreneur numbers among selected students with potential.

He said these selected students will be given the training and tools to start and run businesses online.

According to Celcom Axiata Bhd Corporate Responsibility and Government Relations head Areehan Abdullah, UMS is the 19th higher learning institution that has sealed such a cooperation in the country.

He said the SiswaMall program will involve its

strategic cooperating partners such as Shopee, Lazada and PrestoMall.

"Through those three e-commerce platforms, students will be given the chance to venture into the field of digital entrepreneurship and distribute various related skills courses from our strategic partners," he said.

Meanwhile, he said the SiswaCommerce program will equip students from the B40 group with the digital entrepreneurship world.

Areehan also revealed an expected Celcom and Google

Malaysia program, KPT-Celcom Siswapreneur@Google Bootcamp 2020 that is set to create competitive and successful digital entrepreneurs.

He said some 100 individuals from each institution are expected to partake in the Google recognized online program from the fourth week of September 2020.

Students will be trained to use the GSuite application and six students and two lecturers or staff from each institution will be selected to take the GSuite certification examination for free.