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Pemangkin Idea

UiTM Sabah's Ground-breaking Initiative *Empowers Rural Communities Through Entrepreneurship Training*



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UiTM Sabah, in partnership with Yayasan Peneraju and Yayasan Sukarelawan Siswa, is revolutionizing community development by focusing on economic empowerment in rural areas. Their recent initiative, a pioneering face-to-face basic entrepreneurial course, has set a new standard for fostering local talent and sustainable growth. With 360 participants from five selected districts in Sabah, this program is a game-changer for community upliftment.

The program, held in Kudasang, Banggi, Matunggong, Keningau, and Semporna, targeted members of Kawasan Rukun Tetangga (KRT), including those involved in nano- and/or micro-business activities as well as those exploring entrepreneurial opportunities. Training with the communities spanned over three days and two nights, offering an immersive experience tailored to each district's unique needs. With the assistance of Mr. Runiy Maldud, Head of Corporate Management, and the team at Yayasan Sukarelawan Siswa, this program was successfully conducted from Dec 11, 2023 to Jan 21, 2024.

The Program Pembangunan Ekonomi Komuniti (Peneraju Borneo) aims to level the playing field for underprivileged individuals in rural areas, especially the hardcore poor, B40, and





PROGRAM PEMBANGUNAN EKONOMI KOMUNITI SABAH 2023/2024

Peneraju Borneo



Dr. Cynthia Robert Dawayan from the Faculty of Business and Management leads this transformative project, supported by Dr. Jacqueline Koh Siew Len and Franklin Hazley Lai from the same faculty, and Dr. Tania Maria Tangit from the Faculty of Hotel and Tourism Management. Over 50 academicians from various faculties at UiTM Sabah were involved, ensuring the participants received top-notch guidance to achieve the program's goal of improving their economy and livelihoods. This initiative marks a significant step towards sustainable community development and sets a benchmark for future endeavors in empowering rural communities through entrepreneurship.

For more information about the Program Pembangunan Ekonomi Komuniti, please be in touch with Dr. Cynthia Robert Dawayan (PenerajuBorneo@gmail.com) or visit: www.facebook.com/PenerajuBorneo.

single mothers, by equipping them with essential skills and knowledge. Participants learned practical skills such as business opportunity analysis, basic bookkeeping, and digital applications for business, empowering them to thrive in their entrepreneurial ventures or enhance their employability.

The program also featured inspiring sessions with local entrepreneurs who shared their success stories, igniting motivation and broadening participants' horizons. Notable speakers included Madam Diana Esther Chong from OMG Academy, Mr. Azizul Julirin from Kundasang Aquafarm, Madam Judy Lasius from Xenia Herbal, Mr. Phoong Ka Vui from Makanbah, and Mr. Saidal Udin from KOPEL Kinabatangan.

MAXIS Suria Sabah Branch supported the program by sponsoring free SIM packs for all participants towards improving their internet connectivity and facilitating their digital learning journey. Additionally, participants gained valuable insights during an awareness talk on the importance of business registration, with representatives from local district offices present.

Upon completing the course, participants underwent a three-month mentoring session led by mentors from UiTM Sabah, supplemented by online coaching sessions for continuous learning.



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