



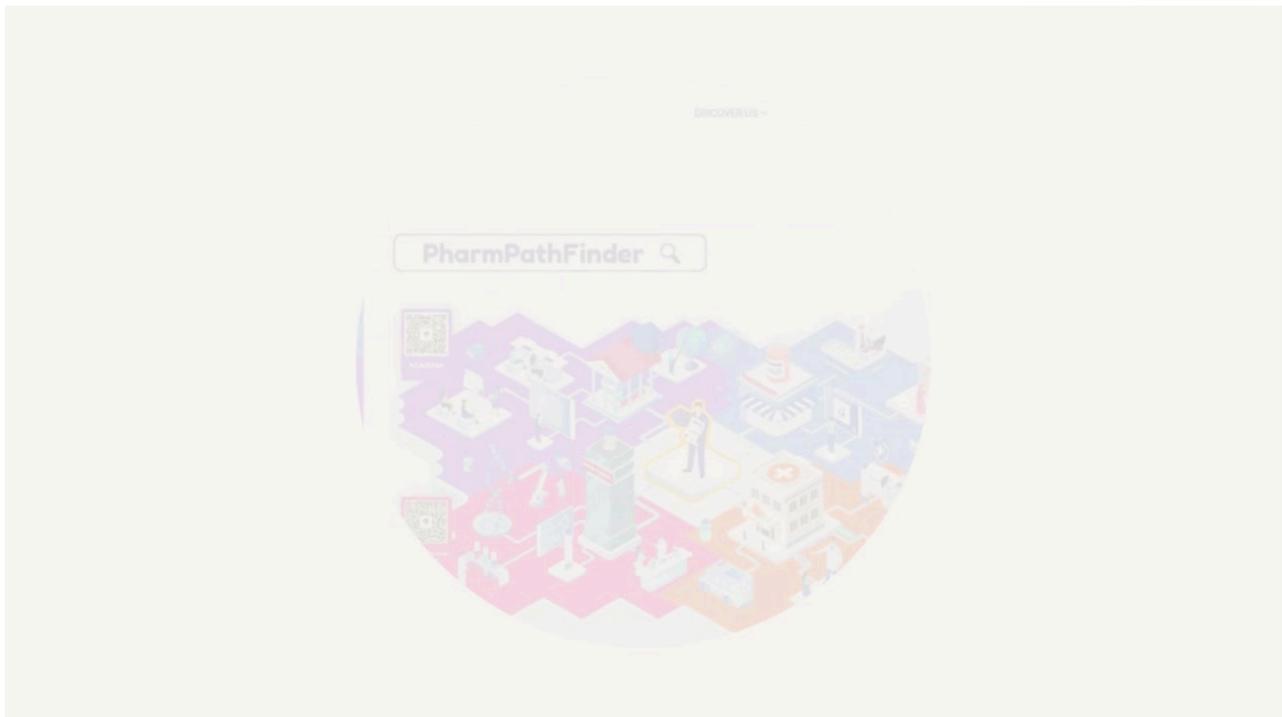
# UiTM Innovation and Creativity Circle Convention

*By: Ms. Nurulfalahin Daud @ Ibrahim*

Innovation and Creativity Circle (CIC/KIK) Convention is an annual event of Universiti Teknologi MARA (UiTM), where each group will present their projects highlighting the innovations and impacts that could be of use to the university. This convention took place in the zone level first and the selected group will bring their projects to the next level of competition in all UiTM branches across the country. This year, the KIK Convention for UiTM Middle Zone was held from October 7th to 8th, 2024 at Dewan Berlian, Puncak Alam Campus.

A total of 15 KIK groups had participated in the convention, representing various faculties and institutions in the UiTM Middle Zone such as the Faculty of Sport Sciences and Recreation, the Faculty of Health Sciences, the Faculty of Medicine, the Faculty of Dentistry, the Hospital Al-Sultan Abdullah UiTM Puncak Alam and many others. The group ELEVATE represented our Faculty of Pharmacy, was led by Dr. Nur Wahida Zulkifli which consists of other eight members: Dr. Janattul Ain Jamal, Associate Professor Dr. Mohd Shahezwan Abd Wahab, Ms. Nik Aisyah Najwa Nik Mustaffa Shapri, Ms. Nurulfalahin Daud @ Ibrahim, Madam Nur Elyzatul Akma Hamdan, Madam Nur Ammelia Hazani Mohd Zain, and Madam Nurul Izzati Ismail.

ELEVATE had presented the project titled 'PharmPathFinder', which aims at providing information to pharmacy students regarding various career pathways after they graduate. As liberalisation of pharmacy training has been introduced, most of the students are confused on which pathway they should choose for their training as a provisionally registered pharmacist (PRP) in the future. Students will have to decide whether to work in the hospital pharmacy, community pharmacy, pharmaceutical industry, or academic sector. Thus, this project was chosen to assist the students in making their decisions by providing readily accessible information that is reliable and concise about pharmacy careers.



The preparation for the KIK/CIC convention took almost nine months to plan, design and test the project starting from early February of this year. All projects were screened for eligibility to present at the convention, and fortunately, ELEVATE made their journey to the stage. It was a competitive convention where all group participants presented their interesting projects with great spirit and creative performance. These projects are valuable innovations that could bring enormous advantages to the university in terms of management, education and social. There was a project to improve the trainee intake that could reduce the time spent for data searching and provide convenient access to users, and a project to create a telecommunication system that could reduce the cost of utility up to RM600,000 at a certain period.

The convention concluded with the announcement of awardees and winners. ELEVATE managed to grab gold certification and was selected to KIK/CIC Convention in all UiTM branches. All the hard work and dedication towards creating FarmPathFinder paid off, as did other group participants who won the competition and finished their projects.