

INDUSTRIAL TRAINING REPORT (PERTUBUHAN PELADANG KAWASAN HUTAN MELINTANG)

1 MARCH 2021 – 13 AUGUST 2021

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EXECUTIVE SUMMARY

The objective of this internship is to expose the final year student to the real world of work and applying all the related things that has been studied during diploma and degree. I was given the opportunities to do my internship at Pertubuhan Peladang Kawasan Hutan Melintang (PPK Hutan Melintang). This organization is half government and half private as the top management are under government sector and the rest are under private sector. PPK Hutan Melintang is mainly focus on agriculture business which includes crude palm oil plantation, chili field plantation, poultry and coconut plantation. They also managing their members capital to run the business and in return, the profit will be distributes to their members in the form of dividend every year. I was assigned under corporate affairs department where my supervisor is En Hafizuddin Bin Abdul Rahman.

The method that I used in this report is SWOT and PESTEL analysis to evaluate the organization and also the overall sector in agriculture. The data that I used in this report are mostly from what I observed in the organization and some sources comes from the internet. This method is basically talking about STRENGTH, WEAKNEES, OPPORTUNITY and THREAT of the company. There are some benefits and limitation that this company have and I suggested some recommendation to overcome it. Next is PESTEL where I gather the information based on overall agriculture sector in internet sources to give a clear picture of the situation outside of the organization.

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COMPANY'S PROFILE

PERTUBUHAN PELADANG KAWASAN HUTAN MELINTANG



Name of the company: Pertubuhan Peladang Kawasan Hutan Melintang Location: Bt 12, Jln Bagan Datoh, Simpang 4,

36400, Hutan Melintang,

Perak.



Signboard and front gate of PPK Hutan Melintang.



The main office of PPK Hutan Melintang



Store of pesticide and herbicide.



Store of fertilizers and their lorry



Their main business which is palm oil cultivation.

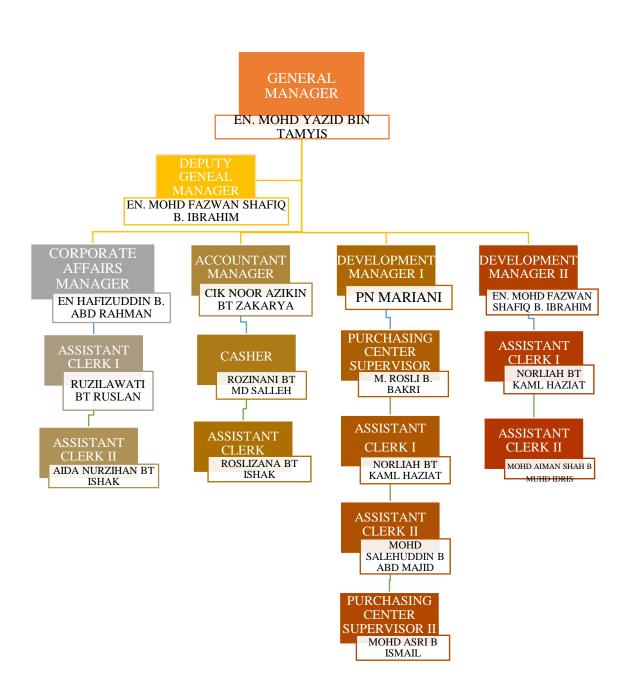
Pertubuhan Peladang Kawasan Hutan Melintang was established initially at Bt 14, Jln Bagan Datoh, Simpang Empat, 36400 Hutan Melintang, Perak in 1975. Before this, PPK Hutan Melintang was known as Persatuan Peladang Kawasan Hutan Melintang that was opearated in 1970 until 1975 under the agriculture department. In 1975, Persatuan Peladang has been dissolved and become Pertubuhan Peladang when LPP acquires full management and department also appoint its own workers. PPK Hutan Melintang received their own land and buildings in 1985, at Bt 12, Jln Bagan Datoh, Simpang Empat, 36400 Hutan Melintang, Perak.PPK Hutan Melintang are responsible to conduct 132 800 acres for Mukim Hutan Melintang, 22 400 acres for Mukim Teluk Bharu, and 20 800 acres for Mukim Sungai Durian. They conducted 41 units that consist of 5,233 of members with paid capital of more than RM 3 million.

The main purposes of PPK Hutan Melintang are:

• To make PPKHM a strong movement of farmers by improving social and economic status through the implementation of activities based on commercial agriculture.

• To make PPKHM a farmers' institutions viable and capable of bringing together, organize and mobilize members of the Pertubuhan Peladang to become active and commercial farmers as food producer state.

PERTUBUHAN PELADANG KAWASAN HUTAN MELINTANG ORGANIZATIONAL STUCTURE CHART



MISSION AND VISION PERTUBUHAN PELADANG KAWASAN HUTAN MELINTANG

MISSION

 Strengthen the involvement of Pertubuhan Peladang in the national agro-food sector to produce productive farmers.

VISION

• Leading the excellence of Pertubuhan Peladang to increase their effective contribution in the agro-food sector of the country.

LOGO OF PERTUBUHAN PELADANG KAWASAN HUTAN MELINTANG



• The word PELADANG

Means National Farmers

Red circle

Symbolizes the unity and struggle of the members

• 14 vertical lines

Symbolizes 13 countries and territories of the federal

Gold seeds of paddy

Symbolic to high yields

• Two green hands

Symbol to agriculture enterprise

White background

Symbolic to purity and innocence.

ECONOMIC ACTIVITIES

- Management of oil palm plantations covering an area of 350 acres ownership by PPKHM.
- Marketing palm members and non- members through two arbitration centers owned by PPKHM and four arbitration centers own by entrepreneurs.
- Collecting crude palm oil and distribute it to crude palm oil factory.
- Businesses agricultural inputs and farm supply.
- Contract works (maintenance / supply).





SOCIAL ACTIVITIES

- Managing their member's fund.
- Providing dividend of 10 percent per year to their members.
- Providing education fund for their members who has children that are continuing their studies.
- Providing funeral fund for their members who has passed away.
- Providing welfare fund to any poor family within the state of Hutan Melintang.







TRAINING'S REFLECTION

In this semester, I was able to work for an internship training programme at selected company. I applied to multiple different organization that available and willingly to have a student for internship placement. Unfortunately, only one company that available for me which is Pertubuhan Peladang Kawasan Hutan Melintang because most of the companies that I applied has fully applied by other student from many different universities.

My internship was started at Pertubuhan Peladang Kawasan Hutan Melintang which has significantly improved my knowledge on the company's working environment and it also left me with skills that will be useful for me in my future career. This internship training has been such a growing experience for me. The duration of my internship was from 1 March 2021 until 13 August 2021. My working time was from 8 am until 5pm every Monday to Friday.

I was working under corporate affairs department where the role in this department is involves with social networking such as managing many programmes that associates with the shareholders, arranged meetings for new projects, making some improvement on their business, managing their shareholders funds and also deal with outsiders, for example, event planning for the programme.

My responsibilities was helping them in order to make their work done smoothly. I was given few tasks such as make a phone call, writing letters, key in the details of new shareholders, updating the details of current shareholders using their own system and make some photocopies of certain documents. I was given the opportunity follow my supervisor to visit their palm oil plantation farm once in a week which it is their main business that most of their profits comes from this business. All of these tasks have given me some new knowledge that I never had before.

During the internship, I was not given any allowance because the management told me that it will affect their business profits since they have to accept few more of internship student. Furthermore, they also gave me so many good experiences and new skills with a good working environment with all the staff. I can do the task easily with the clear explanation from my supervisor. In addition, I also have the opportunity to do a task that related to other department which is administration department where I need to help the staff of that department to key in attendance each of the staff, calculate EPF and SOCSO and so on.

SWOT ANALYSIS

STRENGTH	WEAKNESS		
 The biggest agricultural sector supplier. Great business strategies to maximize profits 	 Less ability to use advanced technology. Some employees are not responsible on their own job. 		
OPPORTUNITY	THREAT		
 Members has an opportunity to become an entrepreneur Strategic place for plantation sector. 	 Movement control order by government. Competitor among other private business entity. 		

STRENGTH

- The biggest agricultural sector supplier

Pertubuhan peladang Kawasan is known as the biggest supplier of agriculture sectors for farmers in the terms of supplying inputs, farm needs as well as daily necessities. It helps farmers especially in rural area to grow their agricultural activities. In addition, PPK also provide farm machinery services for any farmers who become PPK members. PPK will suggest the best machinery products for the farmers, and they will cover the cost of purchasing the machinery product to facilitate the farmers to get the machines in order to make it easier for them to run their agriculture business. This will help the farmer to enlarge their agriculture activities in better ways by having an advance machinery product.

- Great business strategies to maximize profits

PPK has great business strategies to maximize their profits. As the organization was known as biggest agricultural provider, they also have few businesses which the capital comes from the collection of investment funds from their members in order to help them to operates the business to generate more profits and they will distribute the profits in the terms of dividend to their members who contributes their capital to PPK. Their other business are chilli field plantation, poultry farming and coconut plantation but the majority of their business is based on crude palm oil plantation. They also making profits by having few business to cover the management costs and give the benefits towards their members who in need by supplying the farmer needs who also operates an agricultural business. In addition, they also have come out a new business during the pandemic which food and groceries deliveries where they help anyone who cannot going out by providing delivery services. Their delivery fees are far more cheaper compared to other food delivery services such as food panda and grab food.

WEAKNESS

- Less ability to use advanced technology.

Most of the companies must have their own limitation inside of their organization. Since I was doing my internship at PPK Hutan Melintang, I recognized few weaknesses and limitation in this organization. Begin with the first weakness, this organization was lack of the ability to use the latest technologies. I have seen that this organization are still using correspondence letter where they need to post out the letter using poslaju in order to deliver the information to their members. This will cause a huge paper usage especially when they have so many information that need to be delivered to their members. The reason of using correspondence letter as a medium of communication between the organization and their members because most of their members are senior citizen which most of them are very lack in using technologies advance such as emails, whatsapp or even smartphones. This will incur a huge cost in the terms of electricity, photocopies and the usage of papers itself. Their members also need to walk in into the office just to check the dividend that they received. In addition, the organization system is very outdated where it is hard to find the data of their members especially when their member has passed away. The amount of capital that they invested must be transfer to their family member but the process took longer time.

- Some employees are not responsible on their own job.

Second weakness that I have seen throughout my internship in this organization, some employees did not perform their job very well. In the certain time, when the top management appoint them to accomplish the job, they tend to pass the job to another staff which it is not the other staff's responsible to do the job. This is because they are not confident to do the job and they are afraid of failure. One of the cases that I recognize, this staff are afraid to meet people from outsider to discuss about their upcoming event where it is their responsible to meet that person since the top management ask them to handle the event. So, they ask another staff to cover them as they told the other staff that they have another work to do. This is very unfair and the staff is not responsible for their own job. It also not good for the relationship between the staff as it will cause problems between them.

OPPORTUNITY

- Members has an opportunity to become an entrepreneur

Other than investing in this organization, anyone who become a member of PPK Hutan Melintang has a chance to join PPK which they can be an entrepreneur with the guidance from PPK Hutan Melintang. This organization will provide an entrepreneur training to any members who wants to be an entrepreneur in agricultural business. The agricultural business includes crude palm oil plantation, chili cultivation and so on. Furthermore, this training is provided without any extra fees. In the training session, all the entrepreneurs will be given some ideas on how to manage the business, procedure before jump into a new business, how to implement agricultural technologies and many more. This is the good opportunities as the organization can build a new business with the entrepreneurs where both can gain the benefits.

- Strategic place for plantation sector

Perak has known as the largest producer of crude palm oil plantation. Perak also is the strategic place for plantation sector as many types of plantations can be produced including palm oil plantation. PPK Hutan Melintang has recognized this opportunity and they want to expend the agricultural business by producing and supplying as many types of plantations since the demand for agricultural product especially crude palm oil has a highest demand as the price of crude palm oil keep on increasing despite of the pandemic situation. This organization also wants to develop this sector by using their own expertise and technology. In addition, they also want to help bumiputra people who stayed in rural areas to develop their place to become more advanced in agricultural sector and become their sources of income.

THREAT

- Movement control order by government

As the number of pandemic cases keep increasing, the government has taken an action to impose the movement control order (MCO) in Malaysia where all activities were shut down to reduce the number of infected cases of the pandemic. PPK also has affected by this situation as they need to reduce the number of workers and only a few of them are allows to come to the office. The rest of them need to do their work from their home. Their business affected by this order and cannot operate as usual. This will lead to decreasing in profits as they have some limitation and need to follow the standard operating procedure (SOP) by the government. In this situation, it is hard for the organization to make decision as some of their employees are not sitting in the same place and will lead to miscommunication among them. Furthermore, the organization need to change their future project strategies as their future projects planning was delayed for a longer time because the organization cannot work together among their employees.

- Competitor among other private business entity.

PPK Hutan Melintang is not the only organization that is running an agricultural business in Hutan Melintang area. There are few more organizations who also joined in the same agriculture sector, which mostly are private sector. Their business also provided most likely the same products and services which their products are more high quality and technologies are more advanced than PPK such as high quality of farm supplier and advance machine services. Furthermore, they also have varieties of product supplies to offer. In addition, their price of product supplies such as fertilizer and other farm needs are cheaper as compared to PPK Hutan Melintang.

PESTEL

POLITICAL	SOCIAL	ENVIRONMENT	
 Exportation of agriculture product to other country. 	 Initiative for farmers community to strengthen agriculture sector. 	 Organic agriculture project implemented by the government. 	
 ECONOMIC Largest economic contributor in Malaysia. Employment loses their job due to Covid-19 outbreak. 	 Internet of Things (IoT-based) Smart Agriculture in Malaysia. 	 Halal certified products. 	

POLITICAL

- Exportation of agriculture product to other country

Agriculture is an important sector in Malaysia as it contributes to national GDP and providing employment job in this country. Started from 1876, the British government has established a large-scale of plantation and has introduced the main commercial crops which is rubber, palm oil and cocoa that have dominated to agriculture sector in export activities. Due to these crops, the Malaysia farmers are able to produce fruits and vegetable for domestic market. This is because the Malaysia tropical climate is very suitable for plantation activities and rarely affected by natural disaster. These have significantly contributed to the development of agricultural sector of the whole economy in the country.

In addition, it encourages exportation of agriculture products from Malaysia to other country. This can diversify the market opportunities among the countries. Global's of Malaysia agriculture trade has reached \$45 billion in 2019 with \$23 billion of export. Palm oil is the dominant export and the leading market over the past several years which include India, China, Pakistan, and the United State. Malaysia also supplies the global demand for vegetable oil.

ECONOMIC

- Largest economic contributor in Malaysia.

Agriculture sector is the largest contributor in this country especially in economic and rural development such as in export revenue, providing employment, and in Malaysia's GDP. This sector has been the backbone of Malaysian economy by producing agriculture products for domestic consumption for many years. (Reaz et al., 2020) It also helps to boast the economic activities in this country. The sector comprises of various sub-sector that contributes to Malaysia revenue which includes rubber, palm oil and cocoa. These 3 sub-sectors commodities have dominated in Malaysia agricultural export. It has a strong demand in local and international industrial commodity (HANIM ADNAN, 2021) Agriculture firms in Malaysia exporting their goods in the form of raw and processed product form.

Malaysia also known as the second largest world of palm oil producer and exporter after Indonesia. In 2019, It has accounted for 28 percent of world production and 33 percent of world export. (Website, 2016) Palm oil companies in Malaysia also have invested in oil refineries in major market of India, China, The United States and Europe. Furthermore, Malaysia has a strong capability of agricultural research, especially in oil palm sector.

Despite agricultural is the spinal pillar of Malaysian economy, this sector is the largest job providing especially for the people who living in rural area. However, due to the Covid-19 outbreak, many workers have losses their job. This is because the movement control order (MCO) has been conducted where all activities including social, economic, and also agriculture were shut down and cannot operate as usual. According to Department of Statistic Malaysia (2020), many of Malaysian citizen facing the monetary difficulties. In agricultural sector, many workers lost their employment. At this point, the effect towards economy and agriculture sector is very uncertain. Therefore, the Malaysia's Ministry of Agriculture and Food Industry (MAFI) has taken the initiative to assess the impact of MCO in agriculture sector to overcome this problem during the pandemic.

SOCIAL

- Initiative for farmers community to strengthen agriculture sector.

The Malaysia government has implemented several initiatives for farmers community to strengthen the agriculture sector especially in semi-urban and rural area. This is because the government see the opportunities and the ability of this communities to develop the agriculture sector. Most of rural area are suitable to carry out the agricultural activities such as crude palm oil cultivation, farming, fishing and many more. The initiatives provided by the government are aims to give encouragement for the farmers as they are able to generate their own income by running their own agricultural business.

The incentives include the extension of the Community Farming Programme with allocation of RM30 Million for rural and semi-urban communities, which involving equipment for farming activities such as fertigation kits and planting equipment for the communities. This allows the farmers especially in rural areas to produce and supply more food chain in agriculture based. In addition, another initiative by the government is implementing the Project of Organic Agriculture as part of community project. This project is mainly focus on producing more organic food by using an organic fertilization.

Next, the government also implement other initiative which is e-satellite Farming Programme for farmers community. This programme used a digital technology equipment to switch from traditional plantation to digital plantation such as E-market place and smart farming where advanced technology will control plantation activities monitored by farmers. It can help farmers to save the cost, gain higher income and produce a better quality of plantation products.

TECHNOLOGY

- Internet of Things (IoT-based) Smart Agriculture in Malaysia

Agriculture in Malaysia is one of its principle economic activities like most developing countries. Most people who living in rural areas are depending on agriculture as one of their income. Due to low productivity and limited technological capabilities, Smart agriculture through Internet of Things (IoT-based) technology has been chosen by Malaysia in order to boast the economy in agriculture sector and to increase a higher income for farmers.(Graticola, 2020) It is an innovative solution which helps famers to upgrade their operation in many ways. The purpose of using the IoT-based technology for smart agriculture is to reduce disparity between income level, reduce the usage of fertilizer and water consumption, decreasing the cost of production as well as increasing the profitability.

IoT is a system that related to computing devices, digital machine, object, animal or people that provided with unique identifier and the ability to transfer the data over a network.(Jaiswal et al., 2019) Examples of IoT-based Smart Agriculture such as manufactured drones for collecting fruits, driverless tractor, warehouse with automatic controlled temperature and so on. Agricultural sector activities will be more advance in the future with the existing of IoT-based technology and can be diversified its production. However, Malaysia must have a highly developed technology to effectively implement IoT-based technology for smart agriculture in Malaysia.

The government has taken this opportunity by making an investment in IoT technologies to improve the agriculture sector in this country as they see the ability of this advanced technology for agriculture development. In addition, technology agriculture can transform from traditional farming into a high-income digital farming profession. It also can contribute revenues and increase the Malaysia's GDP. The government is taking the necessary steps to move forward and upgrade the new ecosystem in agriculture by investing more in this technology as it is an innovative investment that can help to develop our country.

ENVIRONMENT

- Organic agriculture project implemented by the government.

The government has implementing the organic agriculture project to spread the awareness on environmental issues and also food safety as organic agriculture has a potential in Malaysia. (Faridah, 2001) Recently, many consumers started to change their food preference from unhealthy to healthy food such as organic food. Most preferable of organic product are young and educated groups. This is because they are well educated with the existing of organic product and really concern about their health. They started to live in healthy lifestyle by consuming organic foods. With the availability of new technology and the subsidies provided by the government, the farmers are able to produce high quality of organic product such as vegetable, fruits and many variations of organic foods. The allocation that has been provided by the government that worth RM50 million to ensure this organic agriculture project are successfully developed by the farmers that is expected to benefits 1,000 of communities (BERNAMA, 2021).

Organic agriculture is basically focus on locally grown product that has large usage scale of local products. Usually, organic agriculture is using a high-quality and organic fertilizer such as green manures, bio fertilizer and off farm organic wastes and not using any chemical fertilizer to produce the organic farming product. Malaysia is one of the countries that have been practiced the organic agricultural since long time ago where people are consuming organic agricultural produced which were collected from the jungle that were naturally grown by itself. Year by year, many people are aware with the healthy lifestyle and since then, the demand of organic food has increase.

The main objective of this project is to promote the organic farming viability in Malaysia environment. In addition, it also helps to maintain the health of environment by reducing the level of pollution. This project can reduce the cost of agricultural production and ensure the optimum utilization of natural resources.

LEGAL

Many food products need to have a halal certification especially foods or agricultural product such as beef and poultry that is imported from other country. The only authorized entity that were allowed to issue a halal certification is the Islamic Development Foundation of Malaysia (JAKIM). Malaysia has implemented a requirement for foreign producer and exporter especially for dairy products to apply the halal registration with the government. This is because the government wants to improve the traceability of imported agriculture product and to ensure that the imported product were certified halal. It is to make sure that muslims people are safe to consume the halal product without any hesitation and to make sure that the product does not contain any impure according to Shariah Law.

The implementation of halal has across the boarder and not nominated in Malaysia only as many country has practiced to produce halal foods. (Othman et al., 2016). Hence, consumer gain the confidence and will lead the global development of halal industries. The government also has extended their efforts to ensure that all muslim product must have a halal certificate to avoid any issues. (Othman et al., 2017)

DISCUSSION AND RECOMMENDATION

Based on my internal and external observation related to PPK Hutan Melintang and also the overall agriculture sectors, this type of business sectors can sustain and go further in the market. It is because this organization has a good business strategy where they have variety of business that related to agriculture that they manage by their own. It is not easy for an organization to manage more than one business at one time and if PPK wants to expend their business, it should be no problem since they have a strength on business management. This is good for their organization as they can attract more investors and at the same time, they can gain larger profits from their business. In addition, the investor also can get the benefits from larger profit that PPK can make as they can gain higher dividend every year.

PPK also can make some improvement on their business to ensure that their business is still running even in four or five years forward. In addition, farmers especially in rural areas will get the benefits as both government and PPK itself provide farmers needs such as fertilizers, equipment and land for them so that the plantation can be diversify. As PPK HM is known as the biggest agriculture supplier, it is good for the organization to provide more services to help the farmers especially in rural areas and encourage them to develop their skills in agricultural industries. PPK HM can provide advanced technology equipment for them and an advanced training to strengthen their skills and ability in managing agricultural business. In addition, they should try to involve in other business scope rather than focusing in agriculture sector. For example, PPK HM can involve in food and beverage industry that can help to boast the economic in Hutan Melintang. Furthermore, PPK HM can joint venture with private business entity and make collaboration with them to grow their business together and to develop agriculture sector in Hutan Melintang area.

Some organization must have their own limitation. PPK Hutan Melintang also have their own limitation inside the organization when running their business. However, this limitation does not stop them on what they are doing right now. I believe that they can handle this limitation as it is only small issue. PPK Hutan Melintang has advanced farm equipment and machine services with technological advanced but their technology system inside their company is very lack and they need to overcome this problem as they can cut the extra cost. They must pay more attention with this issue. Furthermore, technology nowadays is giving better ways to spread the information such as sending email, messages and so on. PPK Hutan Melintang can develop a system for their investor or members to make them easy to check their dividend, to update their personal information or to receive the important information. Regarding to their employee's issue, the organization must monitor each one of employee and give them appropriate training to improve the employee skills. It will help in organization development as their employees are their main asset of the company. So that there is no issue regarding to their job scope where every each of their employee are responsible on their own work.

PPK Hutan Melintang also provide opportunities by providing training for their members who invested their capital in this organization as they can work together with the organization especially farmers to develop their plantation activities which it is good for both organization and their members. The farmers can get the benefits as they can get the new knowledge and also technological advanced from PPK Hutan Melintang. It also beneficial for PPK Hutan Melintang as they can develop their plantation business activities which managed by the farmers. It is good for the organization if they can invite more investor or members to join together to run together on their business. On the other hand, the organization should provide a business training for housewife so that they can generate their own income for example bakery or cooking class so that PPK Hutan Melintang can make their business scope become bigger and not only focused on agriculture.

Due to Covid-19 pandemic, PPK Hutan Melintang has limitation run their business as usual. This is because the government has imposed Movement control order (MCO) to reduce the number of pandemic cases. The organization can change their future project strategies as their future projects planning was delayed for a longer time because the organization cannot work together among their employees. PPK Hutan Melintang must take other option to make sure that their business is still running. The other way is PPK hutan melintang do the delivery service where during this pandemic, many people are very difficult to going out because of the MCO and it is hard for them to buy some groceries and get some basic needs. PPK Hutan Melintang can take this opportunity by providing the basic needs and help them to supply by deliver it to anyone who in need with extra charges on delivery. Besides that, PPK Hutan Melintang also facing another problem which they have another competitor with other private business entity. PPK Hutan Melintang must come out some ideas which different with other organization. They also can improve their services that they provided which this can attract more people to come to PPK Hutan Melintang. The organization must upgrade their quality of product by investing more in research and development that are using technological advance in order to produce a very high quality of product. They also can produce a high quality product with a cheapest price so that they can attract more customers

CONCLUSION

In conclusion, I have gain so much information about agriculture sector and experience by joining in PPK Hutan Melintang as an internship student. The experience that I have gained including knowledge, build a new skill and meet new people. I also achieve the outcome of this internship as I can applied the knowledge that I have learned during study lesson at the university and I also have the chances to gain better knowledge through this organization that I can apply in my future career.

Furthermore, this industrial training helped me a lot in building the selfconfidence to face the real world of work that will be encountered in the future. The cooperation from the staff at PPK Hutan Melintang was very good and this taught me meaningful of working together in one organization which they have shown me their own way of teamwork. I am super grateful to have this opportunity to undergo this industrial training.

Finally, my involvement in this industrial training has opened my eyes that every achievement needs greater hard work.

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APPENDICES



Social media (Facebook) of PPK Hutan Melintang.





Annual General Meeting with PPK Hutan Melintang members/investors.

INTERNSHIP REPORT

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SIMIL	SIMILARITY INDEX INTERNET SOURCES PUBLICATIONS STUDEN				
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1	Internet Sour			2	
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