

2019

**ACADEMIC INTELLECTUAL**  
INTERNATIONAL INVENTION,  
INNOVATION & DESIGN BOOK

Published by : Student Affairs Department,  
Universiti Teknologi MARA Kedah,  
P.O. Box 187, 08400 Merbok, Kedah, Malaysia.

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ISBN : 978-967-0314-71-6

Printed by : Perpustakaan Sultan Badlishah,  
Universiti Teknologi MARA Kedah,  
P.O Box 187, 08400 Merbok, Kedah, Malaysia.

89.	Dadu BiMate TJI: AN INNOVATION OF BOARD GAME FOR FUN AND EFFECTIVE NUMBER, BASIC OPERATIONS AND BASIC MEASUREMENT FACTS LEARNING IN PRIMARY MATHEMATICS	91
90.	ANICARE	92
91.	PEMPEK BO SANG (FISHCAKE MADE OF BANANA'S FLORAL STEM)	93
92.	EXAMINATION MANAGEMENT SYSTEM (EXAMS)	94
93.	KLEAN	95
94.	MUSON (MUSHROOM NOODLE) INNOVATION OF HEALTHY FOOD PRODUCTS FROM OYSTER MUSHROOMS WITH NEW INNOVATION AS A POTENTIAL BUSINESS OPPORTUNITY IN PUBLIC SECURITY	96
95.	TENAGA GUNA SEMULA (TEGUSE)	97
96.	ANALISIS PUNCA MASALAH PEMBELAJARAN OPERASI TOLAK DALAM LINGKUNGAN 10 DAN KEUPAYAAN BITOBI MATCH-UP DALAM MENGATASI MASALAH: KAJIAN RINTIS	98
97.	IMPROVING STUDENTS AWARD SELECTION PROCESS THROUGH THE DEVELOPMENT OF AKSIS (ANUGERAH KECEMERLANGAN SISWA) WEB INFORMATION SYSTEM	99
98.	IMPROVING RECORDS' MANAGEMENT PRACTICES VIA ATTENDANCE MONITORING SYSTEM (AMOS)	100
99.	DELAT ADLER: THE PORTABLE AND VERSATILE ELECTRCITY GENERATOR.	101
100.	DISASTER E-DRONE PREVENT INCREASING OF VICTIM ENGLISH!	102
101.	SPEAK UP SYSTEM	103
102.	H-BALM: HARUMANIS-BASED RELIEVING PRODUCT	104
103.	H-CUBE: INNOVATIVE HARUMANIS PERLIS PRODUCT	105
104.	DARE TO INVEST: CREATIVE MIND AND INNOVATIVE IDEA	106
105.	POLYVALENT CARREL	107
106.	Ezi4BANNER 2.0	108
107.	RANGGU " THE NATURAL COLOUR"	109
108.	SMART EMERGENCY DRONE FOR MANAGEMENT OF DISASTER	110
109.	SMARTOVATION YUZA WITH LONG DEPENDABLE WIRES	111
110.	THE CONVERSION OF THERMOELECTRIC ENERGY INTO ELECTRICAL ENERGY IN APPLICATION OF DEREM CHARGER	112
111.	TEH HARUMANIS PERLIS	113
112.	CAR CARBON MONOXIDE DETECTOR ( CARMOD )	114
113.	RECYCLE BIN : WASTE BUSINESS PLATFORM TO IMPROVE SCAVENGER'S CHILDREN EDUCATION BASED ON MOBILE APPLICATION	115
114.	SMART WUDHUK	116
115.	CAPTION (CANTILEVER PIEZOELECTRIC ENERGY HARVESTER WITH ENERGY BANK SYSTEM FOR FISHERMAN) AS AN ALTERNATIVE TECHNOLOGY INNOVATION TO OPTIMIZE MARITIME ENERGY RESOURCES	117
116.	AUTO WATER RECLOSE	118
117.	WIRELESS AIR POLLUTION DETECTOR (MAGIC NOZZ)	119
118.	E-CAMFINDER LEARNING APPLICATION	120
119.	ROTARY GRILL-gen2	121
120.	GARBARGAIN : A SOLUTION FOR PRA-PROSPEROUS COMMUNITIES BY EXCHANGED GARBAGE TO GET THE SUITABLE LEFTOVER FOOD	122

# INNOVATION

## CATEGORY

## H-CUBE: INNOVATIVE HARUMANIS PERLIS PRODUCT

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Harumanis Mangoes are one of the best mangoes in the world produced in the smallest state in the Northern tip of Malaysia - Perlis. Whilst most of Harumanis Mangoes are exported to Japan, Singapore and the rest of the world each year, major customers of this authentic mangoes still the fellow Malaysians. Unlike every other mangoes, Harumanis Mangoes have a distinct taste. They have a slightly creamy and milky taste and a very strong and distinct aroma. If one to obtain the authentic or Grade A Harumanis, most likely have to go to the government farm (Jabatan Pertanian Perlis) at Sungai Batu Pahat. Recently, there is strategic collaboration between Jabatan Pertanian Perlis and UiTM Cawangan Pulau Pinang to elevate Harumanis mangoes prestige to the next level. One of the main strategy is to diversify Harumanis brand products to downstream products derived from other parts of the Harumanis plants to assist local farmers to increase their economic potentials. Herein, we propose an innovation called **H-CUBE** that derived from a Harumanis fruit extracts as the main ingredients. One of the major compound in this plant, called *mangiferin*, is believed to possesses medicinal and health benefits which deemed an attractive options to customers. The product will be launched by DYTm Raja Muda Perlis and will be commercialized this year. Distinct and unique aroma of the tea will please customers. This project will envisage to open more opportunities for the local farmers to enhance their income whilst promoting the brand name of Harumanis to higher level.



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MALIS REKABENTUK MALAYSIA

ISBN 978-967-0314-71-6



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