MINISTRY OF HIGHER EDUCATION

UNIVERSITI MALAYSIA KELANTAN

MINISTRY OF HIGHER EDUCATION ENTREPRENEURIAL AWARDS

2023 | CATEGORY A: BEST ENTREPRENEURSHIP CENTRE AWARD

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BEST ENTREPRENEURSHIP CENTRE AWARD

UNIVERSITI MALAYSIA KELANTAN ENTREPRENEURSHIP INSTITUTE (UMKEI)

UNIVERSITI MALAYSIA KELANTAN
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CONTENTS

01: ABOUT UMKEI **6**

02: FACILITATING ENTREPRENEURIAL ADVANCEMENT THROUGH STATE-OF-THE-ART INFRASTRUCTURE **21**

03: STRATEGIC THRUST **44**

04: TRAJEKTORI KEUNGGULAN INSTITUT KEUSAWAHANAN UMK **45**

1.0 About UMKEI

In an effort to develop a university based on entrepreneurship, every teaching and learning plan, staff, student, and physical development, as well as university management, is focused on making the philosophy of Universiti Malaysia Kelantan (UMK) successful as an Entrepreneurial University. In this regard, the formation of the infrastructure and infostructure of the Entrepreneurial Ecosystem is the main focus to succeed in establishing the university to produce human capital characterized by entrepreneurship.

In line with this thrust, on May 27, 2013, the meeting of *Jawatankuasa Pengurusan Universiti* 6/2013 agreed in principle to establish the UMK Entrepreneurship Institute (UMKEI), which is responsible for making the university's entrepreneurship agenda a success.

Following this decision, on July 11, 2013, the UMKEI Establishment Committee Meeting was held to further discuss the establishment of UMKEI. It was followed by the Special Senate Meeting 1/2013 on August 1, 2013, which agreed to approve the establishment of UMKEI.

Since its establishment, UMKEI has functioned as a hub for educational and entrepreneurial development, contributing significantly to positioning UMK as a Relevant, Referred, and Respected (3R) university in the region.In line with current developments and the wishes of the Ministry of Higher Education (KPT) during the visit of the Honorable Minister (KPT) on July 26, 2023, it has been recommended that UMKEI lead the Higher Education Entrepreneurship Center of Excellence. This designation will serve as a reference for other Public Higher Education Institutions (IPTA) in an effort to instill interest and value in entrepreneurship among students and the community.

1.1 UMK Entrepreneurship Institute Ecosystem (UMKEI)

As an entrepreneurship institute, UMKEI manages four (4) essential entities dedicated to promoting entrepreneurship programs and activities for students and the community. These entities include the Center of Entrepreneurship Education and Development (CEED), Institute for Small and Medium Enterprises (ISME), Global Entrepreneurship Research and Innovation Center (GERIC), and Ignite Venture Lab (IVL). The UMK Entrepreneurship Institute ensures an ample workforce for the Entrepreneurship Center, with each department having dedicated administrative staff to support entrepreneurial initiatives within the university. This strategic staffing approach underscores the commitment to fostering entrepreneurship throughout the academic landscape.

1.2 UMKEI Vision & Mission

This ecosystem is also reinforced by UMKEI's vision and mission, which are:

Vision

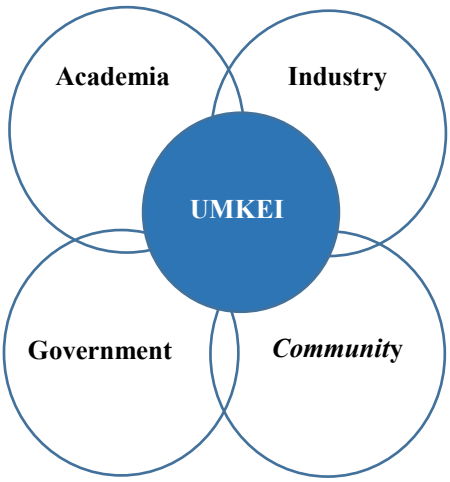
Be a leading entrepreneurship center in Malaysia and hub for Small and Medium Enterprise.

Mission

Provide the best entrepreneurship education, training, research and expertise to society at large institutionally, nationally and globally.

The aspiration is also in line with the Narrative Ekonomi Madani of Higher Education. This implies that the university's relationship with the community can no longer solely revolve around the issue of management involvement. Instead, it should be willing to cooperate in creating a continuous guidance program to enhance the status, economic, and social quality of the community.

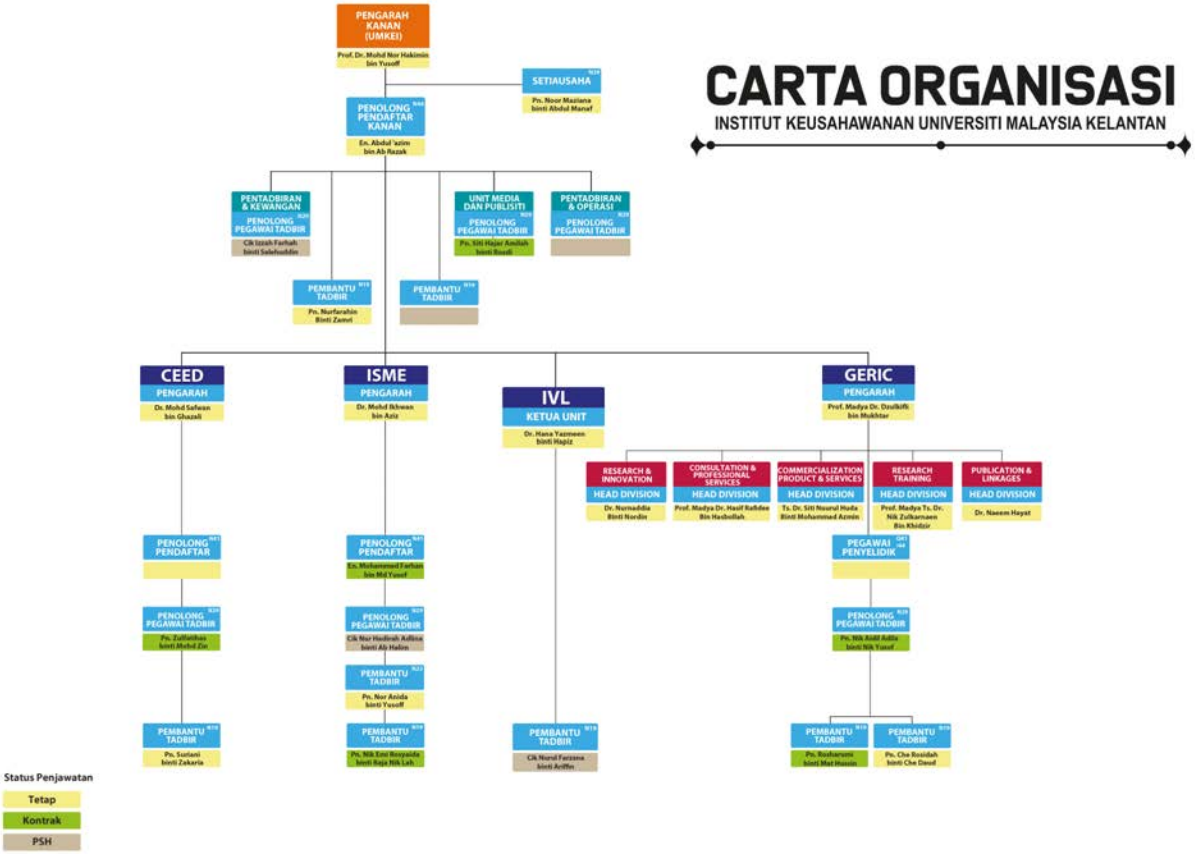
The formation of the vision and mission is clear, where UMKEI operates based on the Pentahelix Model. This model emphasizes strategic cooperation between the government, academia, industry, and the community (NGO/entrepreneurs).



The interpretation of the vision and mission is also elucidated in the UMK Strategic Plan 2021-2025, which encompasses nine main performance indicators for UMKEI, namely:

1.3 UMKEI Structure & Expertise

In line with UMKEI's vision and mission, the Institute is fortified by a staff that covers all the main indicators and the ecosystem. This can be observed through a comprehensive and organized organizational chart.



To become the best entrepreneurship center, the composition of the staff has been carefully selected based on their areas of expertise. This is highlighted in the table below:

Post	Name	Expertise	Link
Senior Director UMKEI	Prof. Dr. Mohd Nor Hakimin Bin Yusoff	Entrepreneurship	https://expert.umk.edu.my/profile/00288A/
Director GERIC	Prof. Madya Dr. Dzulkifli Bin Mukhtar	Techpreneur	https://expert.umk.edu.my/profile/00111A/
Director ISME	Dr. Mohd Ikhwan Bin Aziz	Entrepreneurship	https://expert.umk.edu.my/profile/01719A/
Director CEED	Dr. Mohd Safwan Bin Ghazali	Entrepreneurship	https://expert.umk.edu.my/profile/01162A/
Head Unit IVL	Dr. Hana Yazmeen Binti Hapiz	Enterprise Management & Design Thinking	https://expert.umk.edu.my/profile/01830A/
Senior Assistant Registrar	Abdul 'Azim bin Ab Razak	Business Administration	https://graduan.mohe.gov.my/update/Default.aspx

UMK has introduced a mandatory entrepreneurship course for all staff members, aiming to enhance entrepreneurial skills across both students and university staff. This initiative seeks to raise awareness and proficiency in entrepreneurship at the grassroot level. This is highly relevant to ensure that every staff member understands the university's thrust and moves collectively towards the development of the No.1 Entrepreneurial University in Malaysia by 2023, in ASEAN by 2026, and in Asia by 2030.

1.4 UMKEI Monetary & Funding

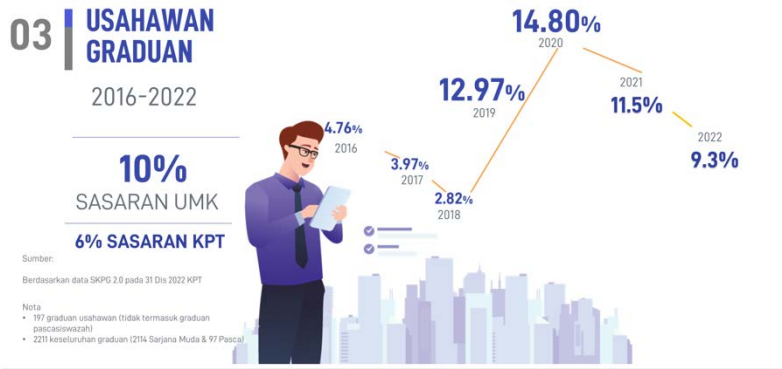
Fund	RM	
	2022	2023
Operating Expenses (OE)	RM150,000.00	RM130,000.00
UMK Entrepreneurship Fund (TAKUMK)	RM13,596,279.60	RM13,298,713.36
Entrepreneur Fund (Entrepreneurship Fees)	RM1,265,732.50	RM1,834,215.55
Entrepreneurial Funds From External Agencies	RM939,055.00	RM1,0011,083.00

As an entrepreneurial institute concerned with self-sustainability for conducting entrepreneurial activities at the university, UMKEI has emphasized the approach of securing funding through external agencies. This is evident in the success of UMKEI for the year 2023, having managed to collect resources worth RM1,011,083.00.

Utilizing financial resources that have achieved various successes has been effectively outlined. This can be observed through the achievements of 2021-2023.

1. Recognition and Awards

The narrative of UMKEI's success not only focuses on the recognition of awards but is also highlighted through success in the creation of student companies that subsequently produce entrepreneurial graduates. Both of these achievements can be observed through the statistics below:



Apart from organizing entrepreneurship activities and programs, UMKEI is also involved in developing UMK as a business entity, enhancing the influence and outcomes of research endeavors by effectively bringing their products, findings, or innovations into the commercial domain. Utilizing the UMK Entrepreneurship Fund (TAKUMK), several initiatives have been undertaken, such as:

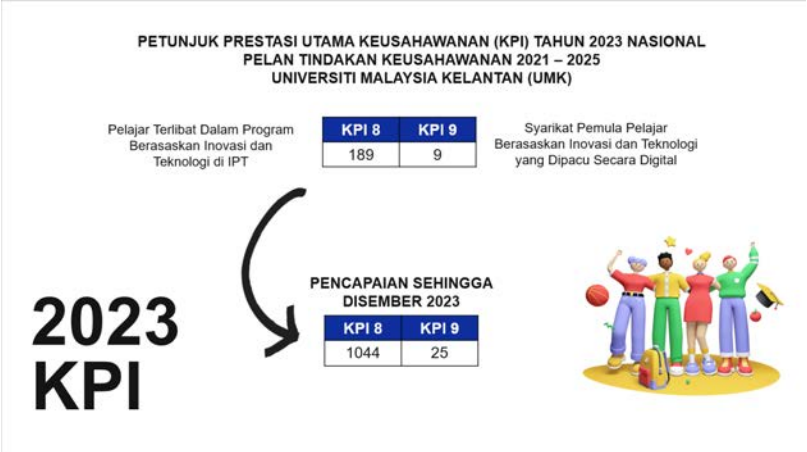
Initiative 1	:	Innovation And Entrepreneur Incubator Complex (IEIC)
Initiative 2	:	Gold, Rare Earth & Material Technopreneurship Centre (GREAT)
Initiative 3	:	UMK Tropical Rainforest Research Centre (UMK-TRACE)

1.5 Innovation & Digital Approach

In propelling the entrepreneurial agenda in alignment with current developments, various initiatives have been undertaken, particularly in the domains of innovation and digitalization. This is exemplified by the creation of the Unik19.com website designed to market the products of UMK student entrepreneurs.

Undeterred by the website's development, UMKEI, as the university's entrepreneurship leader, continues to advance by establishing Ignite Venture Lab (IVL) as one of the units within the entrepreneurship ecosystem in 2021. Through IVL, the innovation and digitization agenda can be further strengthened. This is evident in the number of students involved in innovation and technology-based programs at IPT, as well as the number of digitally-driven innovation and technology student start-up companies.

Despite IVL being in its early stages, the achievements in the digitization agenda are commendable. To date, IVL has overseen the development of 25 apps by student startups. Noteworthy among the apps successfully produced by student start-up companies under the guidance of IVL and UMKEI are:



KPI 9: BILANGAN SYARIKAT PEMULA PELAJAR BERASASKAN INOVASI DAN TEKNOLOGI YANG DIPACU SECARA DIGITAL

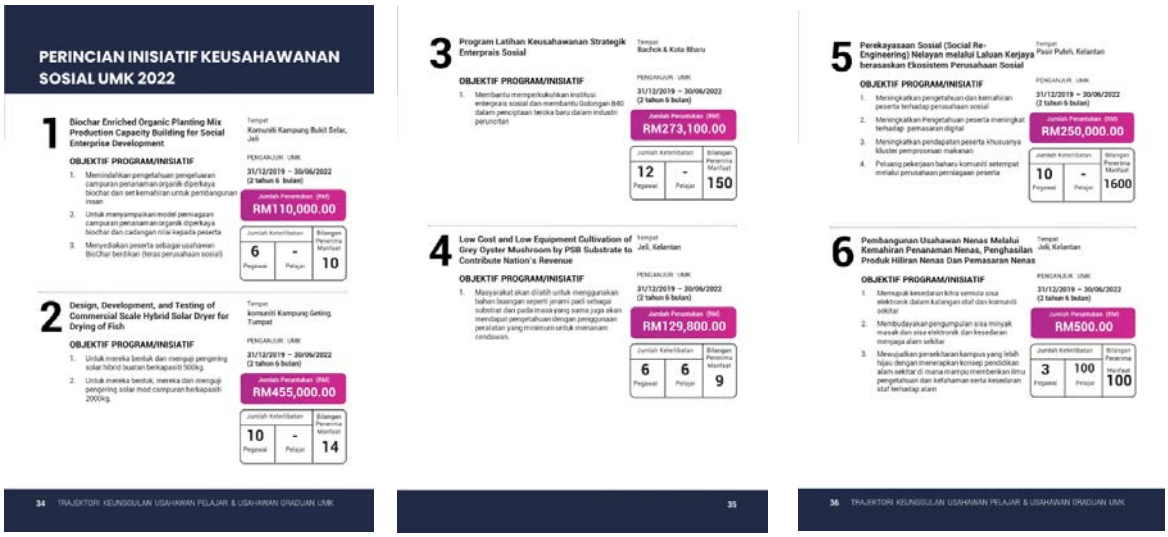
Bil	Syarikat Pemula Pelajar	Fakulti	Penerangan	Aplikasi
1	PlayMasjid	FSDK	Aplikasi mudah alih yang mengumpulkan maklumat bersepadu masjid di setiap negeri dan dilengkapi dengan maklumat kariah masjid setempat, perkiraan zakat, jadual ceramah dan senarai jawatankuasa masjid setempat.	
2	Peopoluxe Sdn Bhd	FHPK	Syarikat pemula pelajar yang menerajui dalam rawatan dan produk penjagaan kulit. Propoluxe merupakan aplikasi perkhidmatan rawatan kulit kepada pengguna. Melalui aplikasi ini, pengguna boleh memilih jenis kulit, rawatan wajah dan aplikasi ini akan mengesyorkan produk yang akan digunakan berdasarkan masalah yang dihadapi oleh pengguna.	

Bil	Syarikat Pemula Pelajar	Fakulti	Penerangan	Aplikasi
3	Adventure of Ali & Hana	FTKW	Aplikasi permainan digital ini telah memenangi Anugerah Interaktif Media dalam Pertandingan Digital Innovation Creativepreneur anjuran Kementerian Pengajian Tinggi.	
4	Where to?	FHPK	Where to? merupakan sebuah laman sesawang yang memfokuskan bidang pelancongan. Laman sesawang yang dibangunkan lengkap mengandungi ciri-ciri yang ringkas dan mudah diakses kepada pengguna seperti perkhidmatan pengangkutan (darat, air dan udara), penginapan dan promosi yang ditawarkan oleh setiap agensi pelancongan.	

1.6 Environmental, Social and Governance (ESG)

To foster the growth of entrepreneurship at the university, an environment guided by Environmental, Social, and Governance (ESG) principles is established, fostering comprehensive collaboration between academia, industry, agencies, and the community.

In terms of the social entrepreneurship agenda, its effectiveness is evident through the organization of programs aimed at addressing the needs of communities. Some highlights of the social entrepreneurship program include:

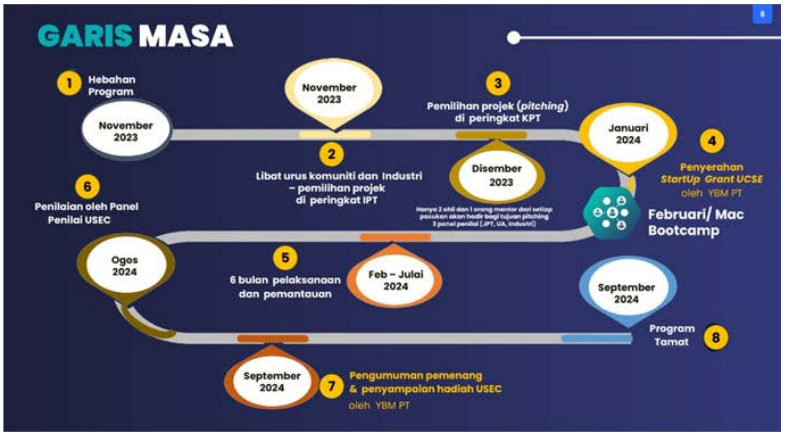


PERINCIAN INISIATIF KEUSAHAWANAN SOSIAL UMK 2022

1	Biochar Enriched Organic Planting Mix Production Capacity Building for Social Enterprise Development	Komuniti Kampung Bukit Selar, Jeli	RM110,000.00	6	10
2	Design, Development, and Testing of Commercial Scale Hybrid Solar Dryer for Drying of Fish	komuniti Kampung Geting, Tumpat	RM455,000.00	10	14
3	Program Latihan Keusahawanan Strategik Enterprais Sosial	Bachok & Kota Bharu	RM273,100.00	12	150
4	Low Cost and Low Equipment Cultivation of Grey Oyster Mushroom by PSB Substrate to Contribute Nation's Revenue	Jeli, Kelantan	RM129,800.00	6	9
5	Perekayasaan Sosial (Social Re-Engineering) Nelayan melalui Laluan Kerjaya berasaskan Ekosistem Perusahaan Sosial	Pasir Puteh, Kelantan	RM250,000.00	10	1600
6	Pembangunan Usahawan Nenas Melalui Kemahiran Penanaman Nenas, Penghasilan Produk Hiliran Nenas Dan Pemasaran Nenas	Jeli, Kelantan	RM500.00	3	100

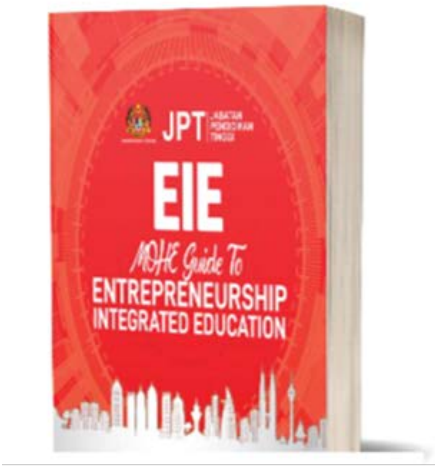
Furthermore, aligning with the Malaysian Social Entrepreneurship Action Plan 2030 (SEMy 2030), UMKEI's social entrepreneurship initiatives extend to national-level programs. This is exemplified by UMKEI's role as a co-organizer of the University-Community Social Enterprise Program (UCSE) and the University Social Enterprise Competition (USEC).

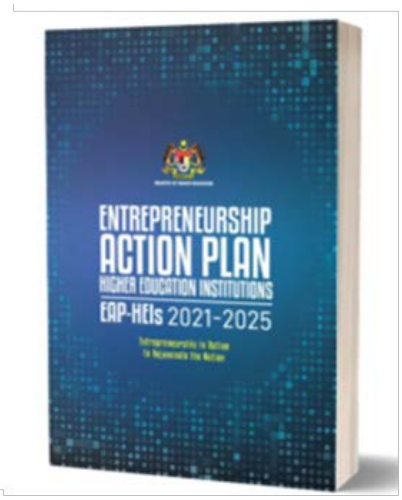
Through the UCSE & USEC program, 88 teams from all Higher Education Institutions (HEIs) in Malaysia have been successfully brought together. This national initiative aims to catalyse the growth of social entrepreneurship among students by identifying projects with a social impact, emphasizing the local context of each institution. The anticipated 9-month program will provide seed funds to successful teams, enabling them to execute proposed projects rooted in the principles of social entrepreneurship.



The effective execution of social entrepreneurship activities demands not only pertinence but also adherence to the entrepreneurial core inherent in the domain of social entrepreneurship. Recognizing this imperative, UMKEI has undertaken proactive measures, exemplified by the formulation of Guidelines for Social Implementation in Higher Education Institutions. This underscores a commitment to a strategic and nuanced approach, aligning with the ethos of impactful social entrepreneurship.

Furthermore, in alignment with UMK's commitment as an entrepreneurial university, UMKEI has implemented diverse governance structures to guarantee that the oversight of the entrepreneurial agenda remains on a strategic course and aligns with contemporary developments at both national and university tiers. Among the formulated and published governance summaries are:





UMKEI consistently propels innovation and entrepreneurship, solidifying its position as a trailblazer in shaping entrepreneurship education and nurturing a dynamic entrepreneurial ecosystem. Pioneering the Structured Entrepreneurship Incubator Program (SEIP), UMKEI aims to cultivate a cadre of 200 student entrepreneurs through 40 student-led companies, fostering innovative and creative graduates with a focus on opportunity-driven entrepreneurship, in contrast to necessity-driven entrepreneurship. This aligns with the overarching objective of establishing "A Knowledge Valley Where Entrepreneurial Minds Meet, Innovate, and Create."

In a series of continuous successes, UMKEI was entrusted with implementing the Reality Show MOHE Star Biz Challenge program (Taikun Muda). This inaugural event garnered 89 entries from 38 IPTs across the country. The orchestration of this program signifies the Ministry's commitment to fortifying the entrepreneurship agenda at HEIs by presenting entrepreneurship as a premier avenue for students and graduates to generate income. These accomplishments underscore UMK's clear and precise trajectory toward fulfilling its mission as ASEAN's Leading Entrepreneurial University by 2030.

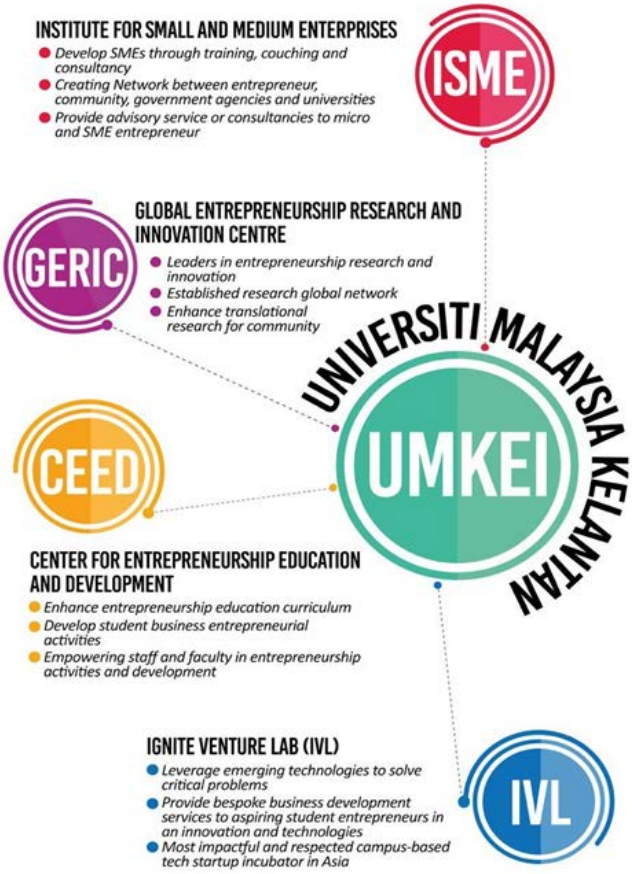
2.0 Facilitating Entrepreneurial Advancement through State-of-the-Art Infrastructure

UMKEI's objective is to craft a seamless integration of physical spaces and technological infrastructure, propelling the entrepreneurial journey for both individuals and organizations. This refined approach exemplifies a steadfast commitment to addressing the immediate needs of entrepreneurs, as well as the foresight to anticipate and adapt to the ever-evolving landscape of entrepreneurial endeavors.

2.1 Empowering Entrepreneurial Endeavors through Comprehensive Facilities at the UMKEI

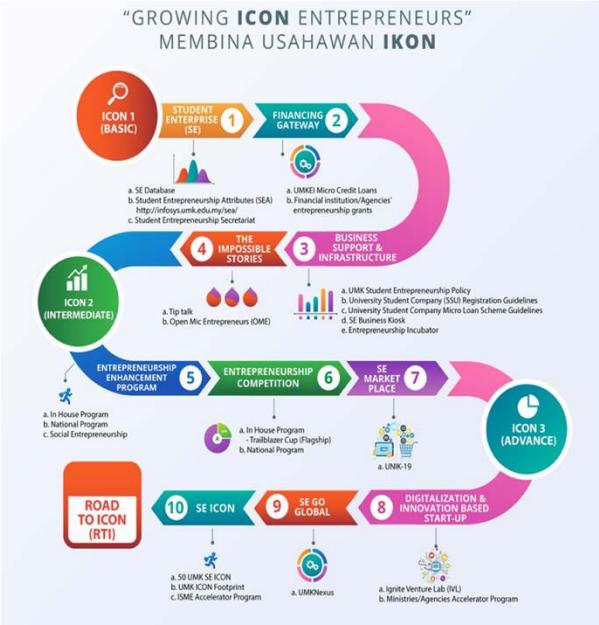
In the pursuit of cultivating an entrepreneurial university, Universiti Malaysia Kelantan (UMK) has meticulously aligned every facet of its teaching and learning plans, faculty, student body, physical infrastructure, and overall university management to embody the successful philosophy of an Entrepreneurial University. A paramount focus in this endeavour lies in establishing and enhancing the Entrepreneurial Ecosystem, encompassing both infrastructure and infostructure, with the ultimate goal of shaping the university into a prolific producer of human capital distinguished by entrepreneurial acumen.

To comprehensively facilitate entrepreneurial activities among its students, UMKEI has strategically identified and designated four key entities. These entities, namely the Center of Entrepreneurship Education and Development (CEED), Institute for Small and Medium Enterprises (ISME), Global Entrepreneurship Research and Innovation Center (GERIC), and Ignite Venture Lab (IVL), collectively serve as integral components in providing a holistic support system for fostering entrepreneurial initiatives within the university community.



Empowering Entrepreneurial Excellence: CEED's Comprehensive Framework for UMK Students

UMK's Center for Entrepreneurship Education and Development (CEED) empowers students with essential entrepreneurial values, leadership, and practical skills. Through precision-designed programs and the "Road to Icon" framework, CEED guides UMK students on a holistic entrepreneurial journey. This integration, achieved through strategic collaborations, ensures students are well-equipped for success in the entrepreneurial landscape upon graduation.



The intricately designed Road to ICON (RTI) Agenda encapsulates three progressive phases of competence—Basic ICON, Intermediate ICON, and Advanced ICON—serving as a strategic fusion of dynamism and foresight. Aligned with Universiti Malaysia Kelantan's (UMK) Entrepreneurship Advocacy Agenda and the overarching National Entrepreneurship Policy 2030 (DKN 2030), this framework underscores a commitment to shaping a generation of entrepreneurial leaders.

At its core, RTI stands as a testament to success, annually producing a minimum of 40 IKON student entrepreneurs. These individuals not only secure sustainable income but also distinguish themselves through victories in entrepreneurship competitions, prestigious awards, business grants, and elevating UMK's entrepreneurial reputation. Beyond financial success, their accomplishments highlight the efficacy of the RTI framework in fostering well-rounded entrepreneurs. RTI's triumph lies not only in numbers but also in the tangible impact on the entrepreneurial landscape, contributing to the development and sustenance of a thriving

ecosystem. These achievements underscore RTI's vital role in shaping entrepreneurial leaders, serving as beacons of inspiration for future generations of UMK students.

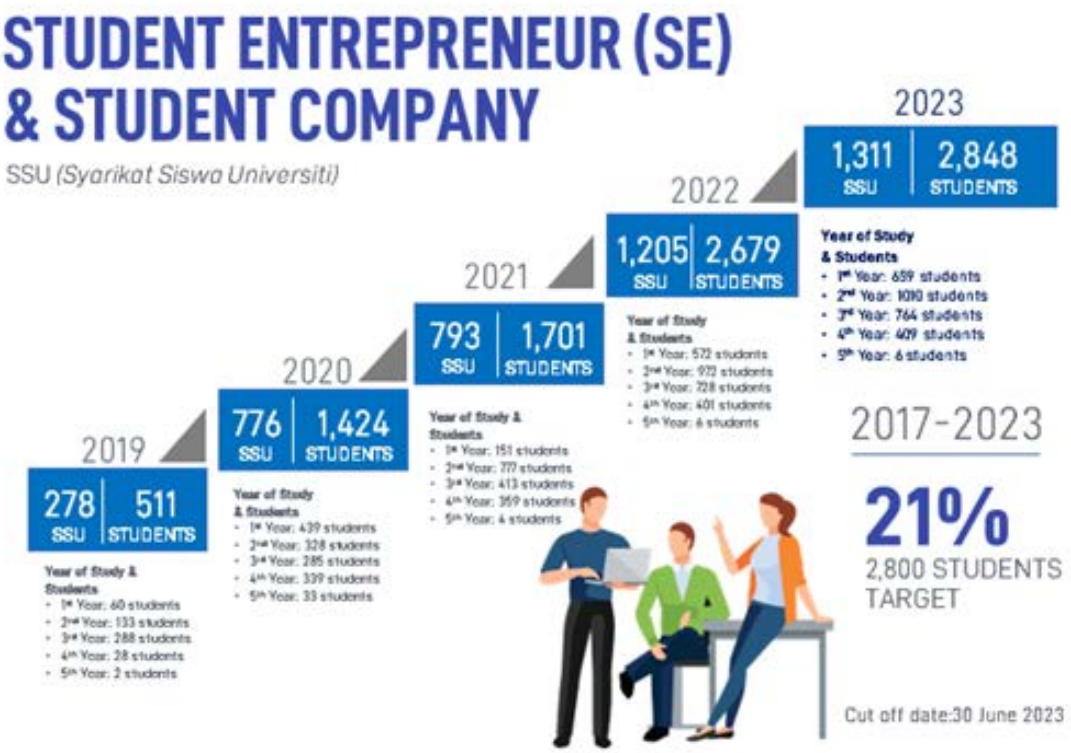
Faculty Entrepreneurship Coordinator as the leader of entrepreneurship development facilities and activities at the faculty level

Sekretariat Keusahawanan Mahasiswa (SKM) as an ambassador and leader in delivering the RTI agenda to UMK students

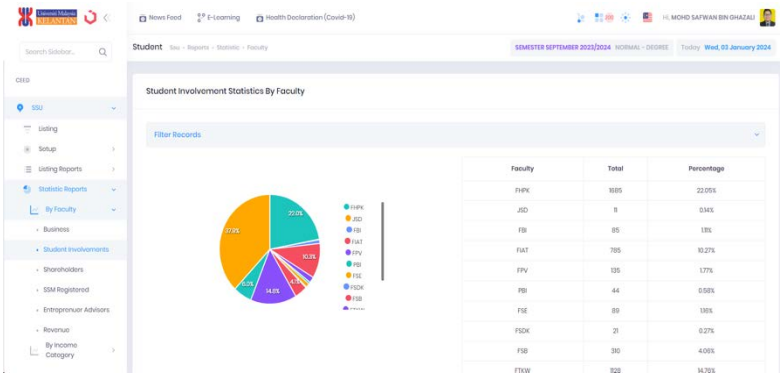
2.1.1 EXPLORING THE ARRAY OF ENTREPRENEURIAL DEVELOPMENT FACILITIES WITHIN THE RTI FRAMEWORK

Empowering Entrepreneurial Oversight: ***Syarikat Siswa Universiti (SSU)***

UMKEI, in collaboration with CEED, has established a robust database to meticulously record, supervise, and monitor the diverse spectrum of business activities undertaken by UMK students. This process is seamlessly facilitated through the sophisticated online application, E-SSU, accessible via https://capsule.umk.edu.my.



Showcasing information and data collected through the E-SSU registration system initiative.



2.1.2 EMPOWERING ENTREPRENEURIAL VENTURES:

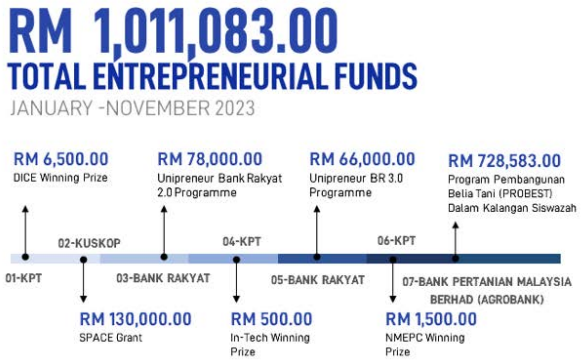
BUSINESS KIOSK FACILITIES

As part of the student entrepreneurship program, strategic infrastructure enhancements, including 47 business kiosks, have been implemented across all three campuses—Entrepreneurship Park (Jeli), Frontier Street (Pengkalan Chepa), and Monsoon Biz Square (Bachok). These kiosks serve as vital hubs for fostering innovative enterprises.

2.1.3 FINANCING GATEWAY

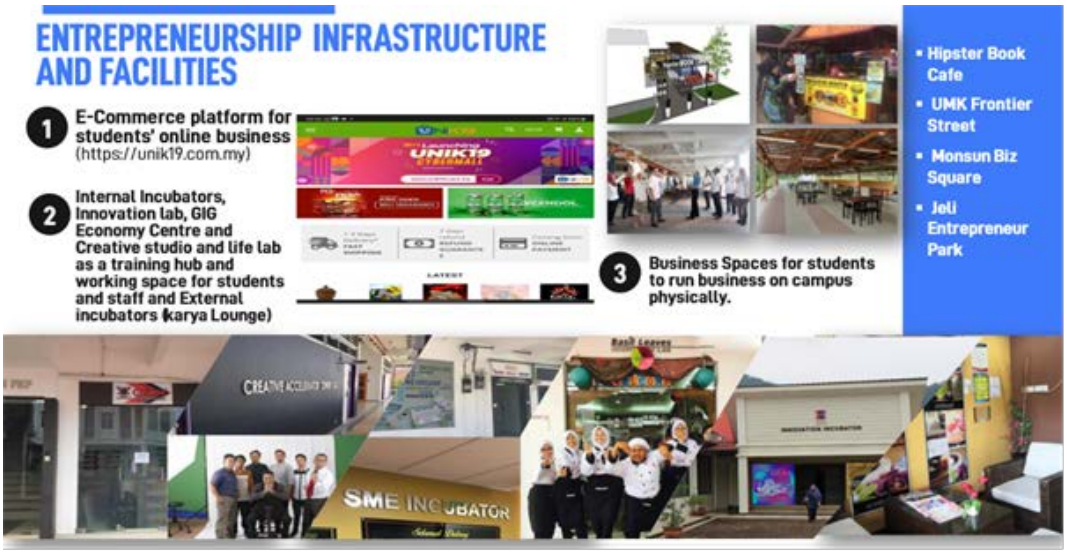
Financial Empowerment Infrastructure: As part of the RTI framework, a crucial initiative involves providing student businesses with initial financing through an interest-free Micro Loan Scheme. The scheme ranges from RM1,000.00 to RM5,000.00, with a maximum repayment period of 36 months or until the conclusion of studies, whichever comes first. This strategic measure aims to offer essential financial support, empowering students to turn innovative ideas into viable and sustainable enterprises during their academic journey.

In addition to the Micro Loan Scheme, UMKEI, in collaboration with CEED, remains dedicated to sourcing and securing business grants from governmental ministries, agencies, and financial institutions. This commitment is aimed at providing substantial funds and financial assistance for UMK student entrepreneurs. Some notable achievements in this pursuit include:



2.2 Innovation Hub: A Fully Integrated and Comprehensive Incubator Center

The implementation of five incubators and accelerators, such as the 2u2i, innovation, creative, and business incubators, aims to foster and incentivize student innovation. Next, the establishment of a seed fund that supports the development of new businesses, skill-building, and expansion is demonstrated by initiatives like UMK Tropical Rainforest Research Centre (UMK-TRaCe), Gold, Rare Earth & Material Technopreneurship Centre (GREAT), Innovation and Entrepreneur Incubator Complex (IEIC), Ignite Venture Lab (IVL), Jeli Food Farm Valley (JFFV). The creation of a dynamic six Living Lab serves as both a learning and earning opportunity for students, with successful ventures including Artificial Intelligence and Big Data (AIBIG), Basil Leaves, Veterinary Clinic, Elysian Spa, Chill'X, and UMK-TRaCe. These initiatives depict UMK's dedication to fostering an entrepreneurial spirit among students.



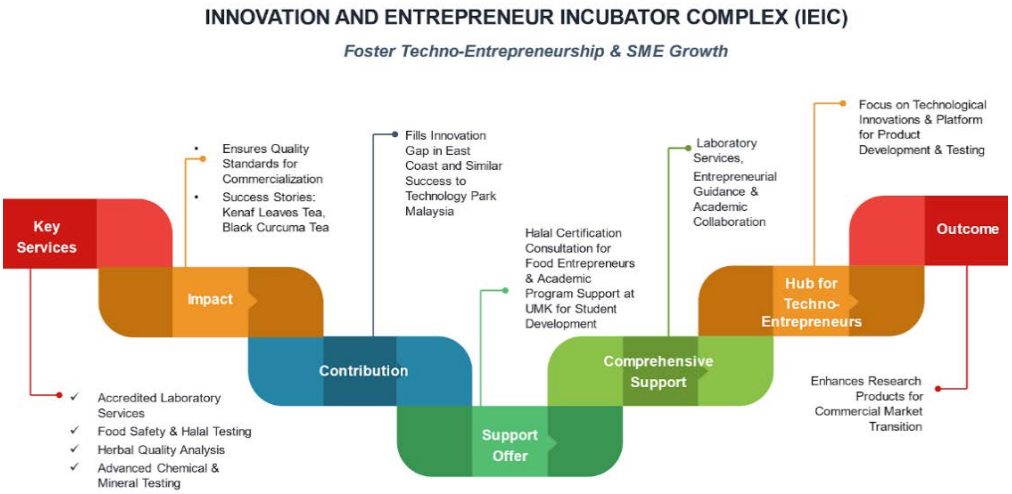
The Ignite Venture Lab (IVL) incubator, inaugurated by UMK on March 21, 2022, serves as a catalyst for nurturing innovation-driven entrepreneurs. It provides a conducive environment, cutting-edge facilities, and comprehensive training for startups spanning various sectors, including social entrepreneurship, agriculture, and consumer technology. The establishment of IVL is intricately linked to UMK's overarching objective of producing student technopreneurs and fostering the development of unicorn ventures by the year 2030.

In alignment with Malaysia's National Entrepreneurship Policy 2030, IVL strategically focuses on digitally driven businesses, supporting the policy's Strategic Core 4, which emphasizes accelerating economic growth through innovation and technology. IVL assumes a pivotal role in instilling an entrepreneurial mindset within future innovative companies emerging from UMK, contributing to the university's commitment to advancing entrepreneurship in tandem with national objectives.

INNOVATION AND ENTREPRENEUR INCUBATOR COMPLEX (IEIC)

The Innovation and Entrepreneur Incubator Complex (IEIC) is a cutting-edge facility on the East Coast dedicated to nurturing and supporting techno-entrepreneurs. As a pivotal hub for SMEs, IEIC offers accredited laboratory services, specializing in food safety, halal certification, herbal and cosmetic analysis. This ensures rigorous quality standards for research products intended for commercialization. The primary goal of IEIC is to assist technopreneurs in successfully introducing their technological innovations into the market. The establishment of IEIC is envisioned to contribute significantly to the research and innovation ecosystem on the East Coast, addressing gaps and following the successful model set by Technology Park Malaysia in other regions.

Activities	Engagement	Impact
Products commercialisation	UMK researchers, lecturers, and students	Products that have been commercialised under IEIC such as Kenaf Leaves Tea, Black Curcuma Tea.
Inductively coupled plasma mass spectrometry (ICP-MS) sample analysis	Local industry	Impact Increasing the university's income generation amounted RM30,715.00 through the analysis of research samples using high-tech equipment.
Food Safety and Halal Testing **Herbal Analysis and Quality Testing** **Cosmetics Analysis and Products Testing** **Advance Chemical Testing** **Advance Mineral Testing**	Industry players and entrepreneurs	As a hub for techno-entrepreneurs, IEIC caters to those focusing on technological innovations. It provides a platform where technopreneurs can develop, test, and refine their tech-based products, leveraging the accredited laboratory services for quality testing and analysis.



GOLD, RARE EARTH & MATERIAL TECHNOPRENEURSHIP CENTRE (GREAT)

GREAT Testing Centres serve as focal points for screening, testing, and certifying gold, rare earth, and minerals from various materials, including jewelry and geological samples. GREAT has evolved into an information and reference center for various parties, including industry and Higher Education Institutions (HEIs), particularly in the mining and exploration sector dealing with natural resources and earth products. The establishment of GREAT aims to expand

income generation activities at UMK and develop programs related to rare earths, gold, and minerals, encompassing education, research, and entrepreneurship. Additionally, GREAT has initiated activities to commercialize its incubator, as outlined below:

Activities	Engagement	Impact
Laboratory Collaboration Meeting/Discussion Between GREAT, FBKT and Pusat Alam, UMP	GREAT, FBKT & UMP	Collaboration to process samples from the Nature Centre at the GREAT laboratory.
Environmental Analysis Field Work at Lalang Resort	students of the 3rd and 4th year of the bio industrial technology program FBKT	Students undergo real-world exposure and field sampling studies, equipping them with essential skills.
ICP-Ms Training: Method Validation	ICP-MS Training workshop organized by the IEIC	Students are exposed to analytical methods using ICP-MS tools
Meeting & Visit PMBK & PMBK Az-Zahab	discussing collaboration in the analysis of REE and other minerals.	PMBK Az-Zahab will work with GREAT to send samples related to gold, REE and other minerals
Visit To Enrich Mining Sdn Bhd Kuala Balah Branch		Pre-analyse rock samples to assess their shape and type, determining necessary preparations before conducting thorough analyses.
Collaboration Discussion Meeting With PMBK	Collaboration for the organisation of the Seminar on Mineral Resources and Technology	The result of the discussion brought PMBK as one of the strategic collaborators for the program.

GREAT

UMK TROPICAL RAINFOREST RESEARCH CENTRE (UMK-TRaCe)

The development of UMK Tropical Rainforest Research Centre (UMK-TRaCe) serves as a knowledge-sharing platform, encompassing research, knowledge transfer, entrepreneurship, UMK's social responsibility programs, and opportunities for UMK students to engage in organizing workshops, seminars, and expeditions. The collaborations between Pulau Banding Foundation (PBF) and Belum Rainforest Management (BRM) are designed to complement each other. The integration of Edu-Tourism and Eco-Tourism in a Living Lab aims to provide a unique, immersive experience that combines educational insights with environmental sustainability practices.

ACTIVITIES	ENGAGEMENT	IMPACT
Visit from YB Minister of Natural Resources, Environment & Climate Change, Government Agencies	UMK families, students, national & international researchers, strategic partners: government bodies, NGOs, local & international visitors	>1000 citizens of the world > 250 Orang Asli communities and the generation of socioeconomic benefits for residents locally through activities & programs based on teaching, learning, research & innovation.
Discussion session **PERHILITAN Department & UMK-TRACe**	Officials of PERHILITAN and the Institute of Biodiversity (IBD) Lanchang and UMK-TRaCe staff	Sharing ideas and collaboration opportunities in strengthening education and awareness of wildlife protection at Belum Discovery Centre, Pulao Banding.
Let's Living Lab@TRaCe: Ecotourism Management Course	- 33 UMK students from Natural Resources Science Program (SEN) - 7 UMK students of Environment Sustainability Science Program	Ecotourism Management Living Lab session with visiting UMK's latest research centre based in Pulau Banding known as UMK-TRaCe (UMK-Tropical Rainforest Research Centre).

Let's LivingLab@TRaCe: Environmental Impact Assessment (EIA) Course	90, 4th year students from BASc. Agrotechnology (Faculty of Agro Based Industry) & Environmental Sustainability Sc. (Faculty of Earth Science)	UMK-TRaCe a living lab platform based at Pulau Banding, Gerik to enhance teaching & learning outside a conventional classroom setting.
UMK-TRaCe: Pre-Workshop with the Taskforce Research Committee of the UMK-TRaCe	UMK Staffs	Rating as a Centre of Excellence (CoE)
EARTH CAMP PROGRAM 4.0 Session 1	140 UMK students from the program: (1) Natural Resource Science Program Faculty of Earth Sciences (2) Environmental Sustainability Science	Develop students' awareness about the nature and sustainability.

4.0
EARTH CAMP
TRaCe

Universiti Malaysia KELANTAN
DISCOVER
Faculty of Earth Science
PULAU BANDING
UMK TRaCe
Tropical Rainforest Research Center
Universiti Malaysia Kelantan
UMK's Strategic Eco Entrepreneurship
A Knowledge Valley where Entrepreneurial Minds Meet, Innovate & Create for
• Nature • Community • Sustainability
Pre-Workshop: TRaCe Taskforce Members
13.06.2023
Towards Eco Entrepreneurship & Sustainability
Three (3) pillars of Eco Entrepreneurship:
► Innovation
► Caring for the environment
► Long-term sustainability
"LEARN & INNOVATE in nature"

Bookbites Café: The establishment of the student cafe, Bookbites, aligns seamlessly with the government's vision to foster and instill entrepreneurial acumen in graduates. This initiative not only seeks to produce graduates equipped with specialized skills and knowledge in entrepreneurship but also embodies a commitment to cultivating a vibrant entrepreneurial ecosystem. By introducing dedicated business spaces for students, the initiative aims to catalyze entrepreneurial activities within both the student body and the broader community. This aligns cohesively with the overarching objectives of the social enterprise, underscoring its commitment to societal impact. The inception of Bookbites is envisioned to play a pivotal role in expanding opportunities and generating additional income for various segments, including asnaf students, disabled students, and the wider community.

Activities	Engagement	Impact
Viral Geng	Students and Community around the campus	Students brand recognitions and sharpening students' abilities in direct marketing skills
KOTAK	Asnaf and B40	Promote product from Asnaf and B40 into a specific market (students)
GoJus & Salad bar	Students and communities	Students and communities' awareness about healthier lifestyle increased and students run business in healthy environment.
Pentas Busker	Students and OKU	Inclusive Community Building, Empowerment of Individuals with Disabilities, Boost in Confidence for both, Awareness and Understanding and Positive Impact on Mental Health.

2.3 Strategic Entrepreneurial Leadership: Cultivating a Dynamic Environment with Proficient Facilitators/Mentors at UMKEI

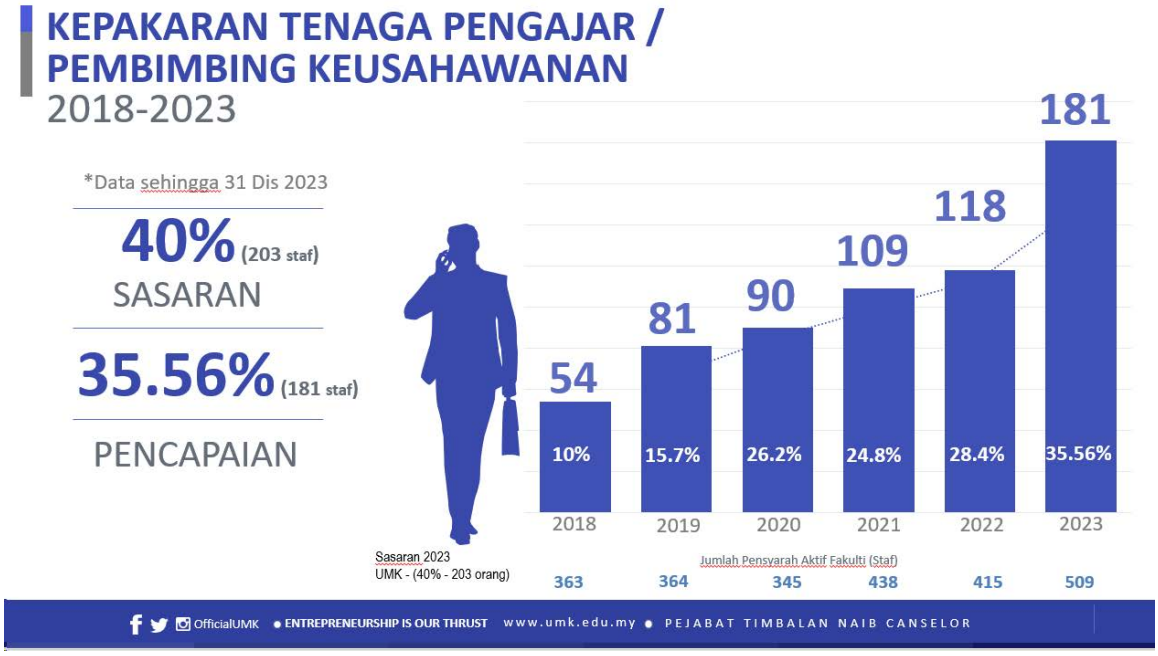
The Institute of Small and Medium Enterprises (ISME) within the UMK Entrepreneurship Institute (UMKEI) stands as a pivotal hub dedicated to fostering entrepreneurial endeavors among lecturers, officers, graduates, and the broader entrepreneurial community. In the upcoming year of 2023, UMK, guided by Key Performance Indicator 3 (KPI 3), specifically focusing on the percentage of teaching staff possessing entrepreneurial expertise, aspires to achieve a significant milestone. The set objective entails elevating 40% of the overall academic staff to the status of teaching staff endowed with substantial entrepreneurial acumen. This strategic initiative underscores UMK's commitment to embedding a robust entrepreneurial spirit within its academic core, thereby catalyzing a culture of innovation and enterprise throughout its educational ecosystem.

BILANGAN KEPAKARAN TENAGA PENGAJAR/PEMBIMBING KEUSAHAWANAN

KPI KEBITARAAN Q4

Fakulti	Sasaran Q4 (10%) (53 orang)		Pencapaian Disember 2023		Jumlah Pensyarah Aktif Fakulti
	%	Bil. Pensyarah	%	Bil. Pensyarah	
Fakulti Keusahawanan & Perniagaan (FKP)	10%	11	89.32	92	103
Fakulti Hospitaliti, Pelancongan & Kesejahteraan (FHPK)	10%	5	38	19	50
Fakulti Perubatan Veterinar (FPV)	10%	3	12	3	25
Fakulti Teknologi Kreatif dan Warisan (FTKW)	10%	7	26.09	18	69
Fakulti Senibina dan Ekistik (FSE)	10%	3	7.41	2	27
Fakulti Industri Asas Tani (FIAT)	10%	5	38.30	18	47
Fakulti Sains Bumi (FSB)	10%	4	13.95	6	43
Fakulti Biokejuruteraan dan Teknolgi (FBKT)	10%	4	15	6	40
Fakulti Pengajian Bahasa & Pembangunan Insan (FBI)	10%	9	9.20	8	87
Fakulti Sains Data dan Komputeran (FSDK)	10%	1	33.33	3	9
Malaysian Graduate School of Entrepreneurship and Business (MGSEB)	10%	1	100	6	6
Jumlah		53	35.56	181	509

* Dua (2) orang staf akademik bukan di bawah fakulti.



2.4 Revitalizing Entrepreneurial Excellence: UMKEI's Holistic Incentives Program for Staffs and Students in the Entrepreneurial Ecosystem.

Within the intricate fabric of UMK, skillfully guided by the dynamic UMKEI, a parallel incentive structure has been extended to officers and lecturers actively immersed in entrepreneurial pursuits. Their dedicated involvement has not only garnered institutional acknowledgment but has also been formalized through commendatory marks in the university's annual performance evaluation report, explicitly highlighting their invaluable contributions to entrepreneurial development.

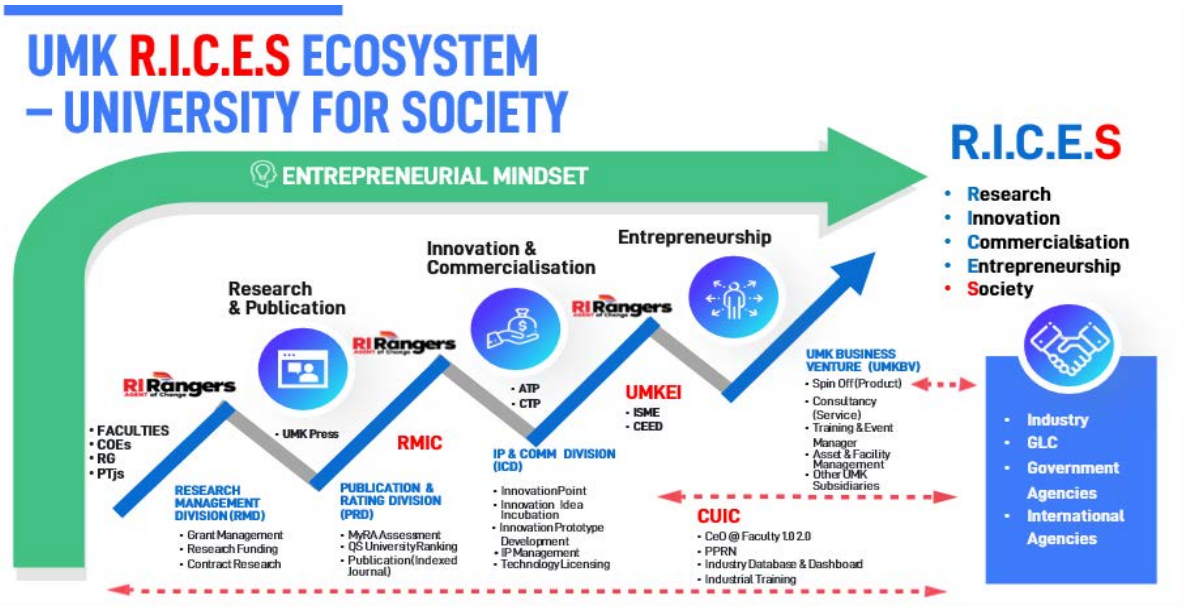
WEIGHTAGE PERCENTAGE FOR AN ACADEMICIANS						
Category	Max Score	DS45 < 3 YEARS	DS45 ≥ 3 YEARS	DS51/ 52	DS53/54	VK7 ,VK6, VK5
Teaching	100	40	35	30	30	20
Supervision	100	5	5	10	10	10
Publication	45	20	25	30	30	35
Research	35					
Innovation	8					
Commercialization, Consultancy & Conference	5					
Entrepreneurship & Income generation	7					
Professional Service & Development	100	15	15	10	10	15
Community, Voluntary Services, Sports And Recreation	100	5	5	5	5	5
Administrative Position	100	5	5	5	5	5
Personal Quality	100	10	10	10	10	10
TOTAL SCORE		100	100	100	100	100

KEUSAHAWANAN DAN PENJANAAN PENDAPATAN			
BIL	KATEGORI	DEFINISI OPERASI	PUNCA DATA
R4a1	*Active entrepreneurship projects together with students*	Bilangan projek keusahawanan yang dijalankan bersama dengan pelajar dan berdaftar dengan UMKEI	**UMKEI**
R4a2	*Number of mentoring/ coaching/ advisor of student enterprise*	Bilangan mentor/ penasihat kepada projek keusahawanan pelajar yang berdaftar dengan UMKEI	**SISTEM SSU**
R4b	*Entrepreneurship Competition (International/ National/ UMK)*	Bilangan projek keusahawanan yang dimenangi di peringkat antarabangsa/ kebangsaan/ UMK pada tahun penilaian	**UMKEI**
R4c	*Other Income Generated In The Year Of Assessment*	Merujuk kepada penjanaan pendapatan kepada universiti selain daripada geran penyelidikan (jualan, yuran, penjualan / pengkomersialan produk, penjualan IP, aktiviti keusahawanan, penganjuran seminar, bengkel, persidangan dan lain-lain penjanaan pendapatan).	**UMKEI**

In parallel efforts to cultivate a culture of recognition and celebration, UMKEI has instituted an annual Entrepreneurship Award for exceptional lecturers, officers, and students. This prestigious accolade stands as a beacon of distinction, acknowledging and commemorating excellence in the domain of entrepreneurship within the academic community. By doing so, it significantly contributes to the amplification of the entrepreneurial ethos at UMK.

2.5 Strategic Development of a Holistic Engagement Framework: Fostering Comprehensive Interaction Between the UMKEI and Officers, Lecturers, and Students

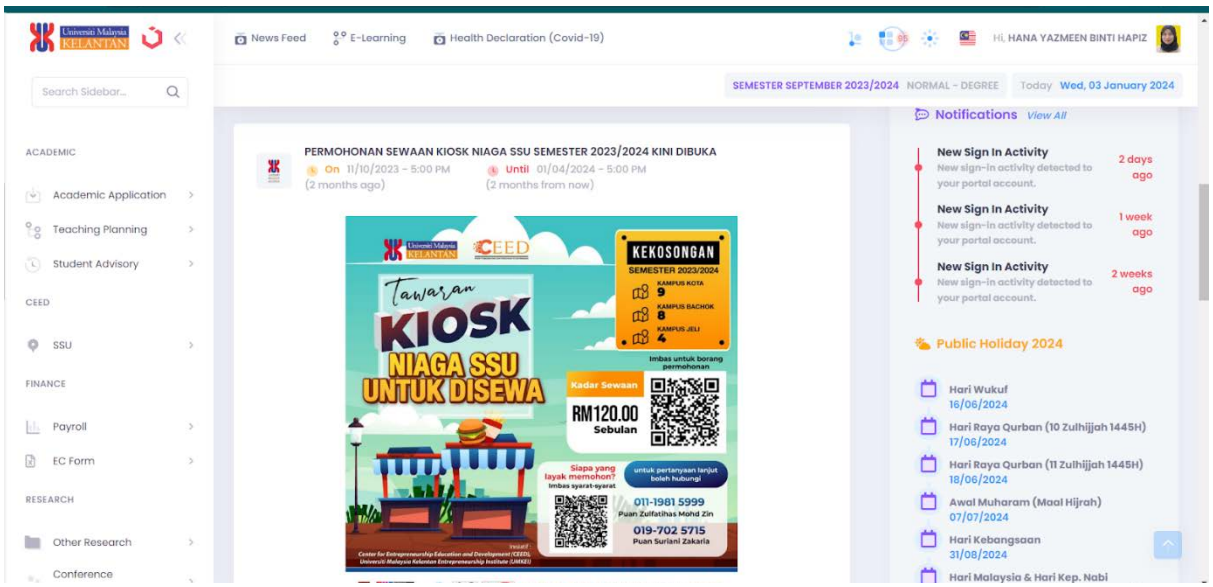
The interaction structure between the Entrepreneurship Center and our Officers, Lecturers, and Students has been meticulously developed, standing as a model of comprehensive engagement. This symbiotic relationship is characterized by transparent communication channels, targeted initiatives, and a proactive exchange of ideas through the RICES ecosystem, seamlessly integrated with UMKEI's four core entrepreneurship ecosystems, as follows:



3.1 Strategic Thrust: Evaluating UMKEI's Proactive Measures in Cultivating Entrepreneurship at UMK

The UMK Entrepreneurship Institute derives its transformative influence from the concerted efforts of its key components: the Center of Entrepreneurship Education and Development (CEED) and the Institute for Small and Medium Entrepreneurship (ISME). CEED serves as the linchpin, tasked with instilling an entrepreneurial culture within the university and beyond. Through channels like monthly events, strategic communication, and initiatives like micro-credit for startups, CEED actively engages both students and faculty, turning entrepreneurial aspirations into tangible ventures.

On the broader front, ISME emerges as a pivotal force propelling entrepreneurial resonance throughout the community. With a focus on business incubation, market intelligence, and collaborative ventures with state agencies, ISME extends the impact beyond UMK's walls. Together, CEED and ISME synergize to create a dynamic and comprehensive entrepreneurial ecosystem, leaving an indelible mark on UMK's academic landscape and empowering local communities with entrepreneurial vigour.



Screenshot of UMK's student portal website with a pop-up ads on student kiosk rental offered by UMKEI.

Among programs offered by UMKEI for students in digitalisation of business.

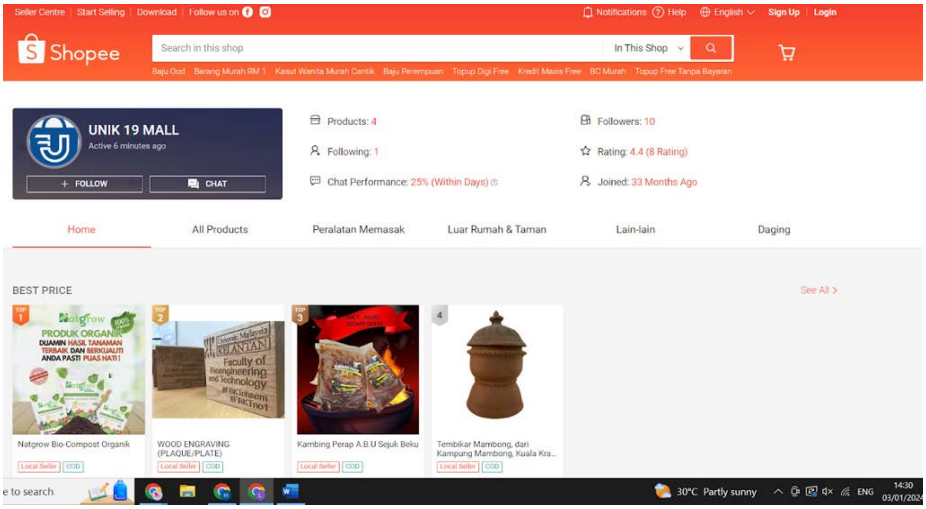
3.2 Empowering Student Ventures: Entrepreneurship Platforms at a Glance

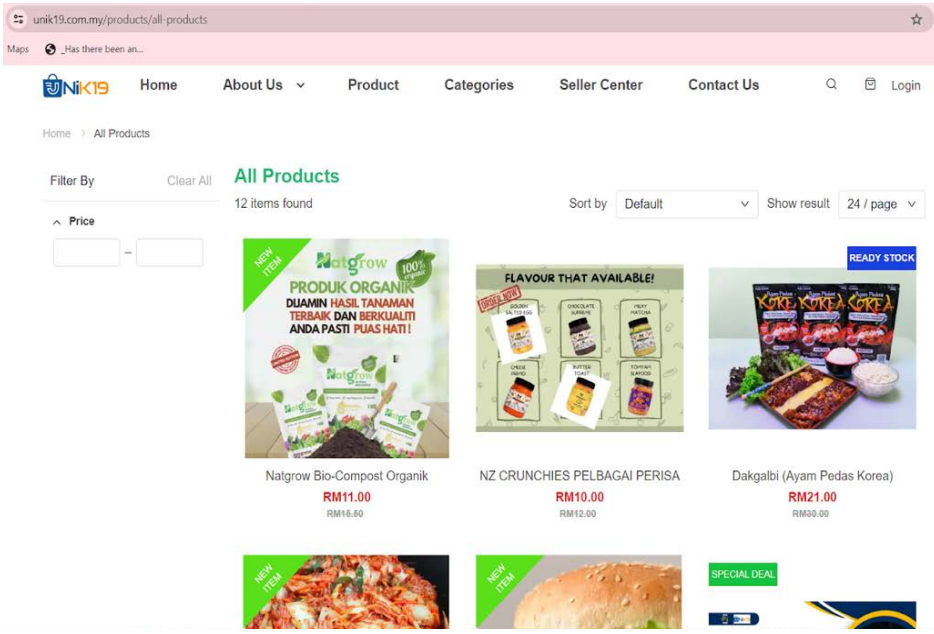
UMKEI provides robust platforms for students to initiate and develop their businesses. The center owns and manages 47 strategically located kiosks across three campuses, offering students practical spaces to showcase and retail their products. Complementing this physical infrastructure is the innovative cybermall, UNIK19, providing a dedicated marketplace for students to market their creations. To further incentivize entrepreneurship, UNIK19 extends its reach through a branch on Shopee, actively encouraging students to establish and manage their businesses.

Moreover, UMKEI actively fosters an entrepreneurial culture through monthly entrepreneurship events, co-organized faculty entrepreneurship weeks, and an impressive tally of 74 events up to 2022. This extensive calendar is designed to empower students from the outset of their UMK journey. Additionally, the annual Start-up Open Day in the fourth quarter

serves as a showcase for digital products and services, aiming to ignite interest and engagement among UMK students.

Beyond the university, UMKEI's outreach extends to event booths across Malaysia, providing students with exposure to diverse markets and networking opportunities. This strategic engagement aligns with the broader mission of UMKEI to not only cultivate entrepreneurship within UMK but also to position students for success in the dynamic business landscape.





3.3 Nurturing Synergies: Entrepreneurship Center's Collaborative Networks with Industries and Agencies

UMKEI, akin to its counterparts at elite institutions, has strategically engineered collaborations with external agencies to fortify entrepreneurial opportunities for its students. This meticulous curation of the dynamic entrepreneurial ecosystem. Here are distinctive ways through which UMKEI facilitates and leverages such collaborations:

- Innovative Incubation Spaces:

UMKEI has pioneered the establishment of avant-garde incubators and accelerators. These spaces serve as not just physical environments but thriving ecosystems where students converge with mentors, industry luminaries, and potential investors, fostering an atmosphere conducive to ideation and enterprise.

- Strategic Industry Alliances:

UMKEI forges strategic alliances with industry leaders and established corporations, affording students the opportunity to engage in collaborative projects, internships, and research endeavors. This deliberate interweaving of academia with industry expertise enhances the practicality and relevance of entrepreneurial education.

- Collaborative Research Endeavors:

UMKEI champions collaborative research initiatives, knitting together the intellectual prowess of the institution with the dynamic needs of external agencies. This synergy not only advances technological and business innovations but also provides students with exposure to real-world problem-solving.

- Entrepreneurship Extravaganzas:

UMKEI orchestrates entrepreneurship competitions and challenges in collaboration with external agencies. These high-profile events serve as platforms for students to showcase their ingenuity, attracting the attention of investors and industry professionals and catalyzing the transformation of innovative ideas into tangible ventures.

- Alumni Mentoring Networks:

The UMKEI ecosystem thrives on an extensive alumni network, strategically leveraged to facilitate mentorship programs. Alumni, often successful entrepreneurs and industry leaders, play a pivotal role in guiding and nurturing the next generation of entrepreneurial talent.

- Innovative Spaces for Collaboration:

UMKEI invests in innovation hubs and co-working spaces, crafted in collaboration with external partners. These spaces serve as dynamic environments where interdisciplinary collaboration is not only encouraged but becomes intrinsic to the entrepreneurial journey.

- Cross-Pollination of Disciplines:

UMKEI actively promotes cross-disciplinary collaboration, recognizing the inherent value of diverse perspectives in entrepreneurial pursuits. Students from varying disciplines converge, fostering an environment where creative problem-solving becomes a hallmark of their entrepreneurial endeavors.

- Strategic Public-Private Alliances:

UMKEI strategically engages in public-private alliances that align with the entrepreneurial mission. Collaborations with government bodies, non-profit organizations, and private enterprises contribute to a comprehensive ecosystem supporting student initiatives. In essence, UMKEI, with a calculated and strategic approach reminiscent of premier business institutions, has positioned itself as a crucible for entrepreneurial excellence. The deliberate cultivation of collaborations with external agencies propels UMK students into an immersive and transformative entrepreneurial experience, preparing them for leadership roles in the ever-evolving business landscape.

3.4 Innovation Spotlight: Showcasing Implemented Service and Product Projects

A STUDENT START-UP COMPANY BASED ON DIGITALLY DRIVEN INNOVATION AND TECHNOLOGY

NO	STARTUP COMPANY STUDENT	DESCRIPTION
1	PlayMasjid	A mobile application that gathers integrated information on mosques in each state and is equipped with information on local mosque parishes, zakat estimates, lecture schedules and a list of local mosque committees.
2	Prepoluxe Sdn Bhd	A student startup leading the way in skincare treatments and products. Propoluxe is a skin treatment service application for users. Through this application, users can choose skin type, facial treatment and this application will recommend products to be used based on the problems faced by the user.
3	Adventure of Ali & Hana	This digital game already win Award Interactive Media in Digital Innovation Creativepreneur competition organize Ministry Higher education .
4	Where to?	Where to? is a website that focuses on tourism. The fully developed website contains features that are simple and easily accessible to users such as transport services (land, water and air), accommodation and promotions offered by each travel agency.
5	CAMO	Camo is an innovative mobile phone device application that has a big impact in fostering SDG 3 which focuses on mental health. This application offers an online business site at a low charge rate to small industry entrepreneurs who do not have a site to do business. The development of this application will

		be able to empower the GIG economy through the empowerment of freelance rider services in the CAMO application.
6	Book Je	BookJe is a mobile application that combines three main booking features in the market: hotel, restaurant and car rental booking. This business idea combines various functions into one application, allowing customers to book all kinds of services related to food, car rental and hotels easily and quickly.
7	Keep In Services	KeepIN offers bookkeeping services to student entrepreneurs and micro businesses, especially in rural areas. The bookkeeping application offered helps entrepreneurs manage their finances more systematically and effectively. KeepIN aims to be UMK's first startup with social enterprise status.
8	Hype. ID	Hype.Id is to help users on how to make their interior design more efficient in terms of design and create the full potential of the room while taking into account the features of the space and preferred style just by using the app. Hype.Id also provides an e-commerce platform for users to purchase some accessories for their interior design.
9	Art Matters	Art Matters brings together an archival digital collection of fine art student paintings that can be rented and purchased online. Digital leaflets produced by Art Matters to promote their work to consumers.
10	Scan Plant	Scan Plant is an application that will tell the type of disease suffered by plants so that users can manage plants according to agrochemical recommendations. This application is also to help students find some related research papers about pest and disease management and students can also share their opinions if they have any findings through the application.

11	MYCoast	MYcoast is a marketplace application for downstream and onshore products and services in Malaysia. MYcoast will take users to more than 878 beaches, trails and parks hidden along the coast of Malaysia, complete with directions and photos of the places. The app allows users to get to know the history of each beach visited, popular must-try foods and activities available at the relevant location.
12	3D Fab	An innovation-driven start-up that runs online 3D Printing and 3D graphic modeling services. Siti Maisarah Shariffudin, a student at the Faculty of Creative Technology and Heritage worked on this service by using the 3D Printer facilities available at the Ignite Venture Lab.
13	Visit Application	Visit Application is an "onsite" service software application. This application is to make it easier for people in fast growing cities to get services quickly, save time, and compensate for people's technical deficiencies.
14	Remotech Geek	RemoTech Geek offers remote sensing solutions and Geographic Information System (GIS) services. Expertise in ArcGIS and ArcMap. As well as providing quality writing editing services and digital commercialization of research products.
15	Straight	A financial loan service application that aims to help potential borrowers to compare existing loans and allow applicants to apply for loans that suit their business status by category, location and the desired loan amount.
16	Rwan Services2u	Rwan Service2u is a website that offers residential cleaning services and grocery delivery around Kota Bharu to customers.
17	EducaTree Solutions	Educatree Solutions is an entity that specializes in service and consultancy services for statistics and data analysis. Its mission is to be a leader in statistics, science and technology

		among students entering the business field. Empowering the use of statistics in the world of research is also one of the company's visions.
18	Pollution device: Ecowatch	Ecowatch has arisen as a response to the water pollution situation in Malaysia. This innovation aims to develop a real-time warning system that can quickly detect dangerous substances or abnormal pollutant levels and provide automatic alerts to stakeholders to enable quick response and reduce the spread of water pollution, safeguarding water resources, ecosystem health, and human well-being.
19	FeedIt	Feedit is an application developed to solve the problem of abandoned pet food. In Malaysia, we can often see many small animals roaming the streets, and most of them have to worry about getting enough food every day. To solve this problem, this platform is used to collect funds that allow the public to donate money to help small animals have food to eat.
20	MiExplora	MiExplore is one of the Fintech Applications used externally from BNM paynent to obtain user authorization in online transactions, equation: - FPX - DuitNow (Paynet) - TnG (Paynet)
21	Just Rent	Just Rent, with its sophisticated application, makes it easy to rent motorbikes and cars without any hassle. Users can browse a variety of vehicle options, choose the one that best suits their needs, and schedule a rental with just a few taps on the phone screen. With a user-friendly interface, the ability to easily rent a vehicle through Just Rent has changed the way we manage travel

22	Green Grower	This app makes it easy for users to manage an organic garden by providing prices, supplies, and guidance for growing plants sustainably.
23	Organic Grocery	This application not only facilitates the purchase of fresh organic goods, but also provides an environmentally friendly retail shopping experience. With a wide selection of fresh and quality organic products, consumers can enjoy the convenience of purchasing items that are better for their own health while supporting environmentally friendly farming practices.
24	MyFitness	This app can be used to improve well-being with holistic fitness and wellness apps such as MyFitness that offer a variety of functions such as physical activity tracking, diet, sleep management, and mental health training. The application not only monitors overall progress but also provides guidance and support to ensure that the user's holistic well-being is effectively enhanced
25	NOU Lipstick	Discover the perfect color with a sophisticated cosmetic application for lipstick with the NOU Lipstick application that offers a wide range of types and colors only through the application. Consumers can try different lipstick colors virtually without having to test directly in the store. With advanced color scanning technology, this application allows users to perfectly match the lipstick color to their skin and clothes. The NOU Lipstick application provides an interactive and fun experience for users to explore the world of lipstick without limitations

3.5 Empowering Student Entrepreneurs: Overview of Activities

LIST OF ENTREPRENEURIAL PROGRAMS/ACTIVITIES OF THE CENTER FOR DEVELOPMENT AND EDUCATION OF ENTREPRENEURSHIP (CEED)

NO	PROGRAM	DATE	LOCATION	NOTES
2022				
1	Mentored TOT workshops above line for the INTECH 21 program	19 – 20 March 2022	Zoom application	Engagement as many four (4) mentors. Mentor information is like the following : 1. Ma'am Fadhilahanim Aryani (FHPK) 2. Dr. Noor Raihani (FKP) 3. Ma'am Salmiah (FSE) 4. Dr. Hadhram (JSD)
2	Tour Program Franchise Micro & Capable Owned by (F3M) Kelantan	March 22, 2022	Grand Renai Hotel , Kota Bharu	As many six (6) participants from Faculty Entrepreneurship & Business (FKP) and a personal officer escort (Dr. Nurul Fun) have joined this program .

3	together Icon Entrepreneur Student " Viral Power Subdued" . Customer "	March 24, 2022	Official UMK FB	Entrepreneur student : Nur syaheera alias daughter Faculty : FKP Product : Scrub and Noodles Viral dip Company: RR Empire Lecturer supervisor : Dr. Shah Iskandar Fahmie
4	Chat Relax together SAE Alumni Entrepreneur - SERIES 1	March 27, 2022	Zoom app	Program organized by SAE program with CEED collaboration . Invited panel 1): Wan Nur Najiha – session sharing concerned business Guest panel 2: Dr. Safwan – session sharing related opportunities / incentives offered / provided _ to student at UMK

5	Mentored TOT workshops Physical for the INTECH 21 program	25 – 28 March 2022	Crystal Crown Hotel	Engagement as many four (4) mentors. Mentor information is like the following : 1. Ma'am Fadhilahanim Aryani (FHPK) 2. Dr. Noor Raihani (FKP) 3. Ma'am Salmiah (FSE) 4. Dr. Hadhram (JSD)
6	Session interview application kiosk rental	March 29, 2022	Google Meet	As many three (3) applications for session interview kiosk application : 1) Muhamad Izuan bin Mohd Yusof (FTKW) - Mosun Biz Square Kiosk 2) Nur Syadira Mohd Rauf (FKP) - Valley Hostel Kiosk 3) Nurul Atirah Mohd Anuar (FTKW) - Mosun Biz Square Kiosk

7	Session interview application kiosk rental	April 10, 2022	Google Meet	Applicant : 1) Muhammad Helmi Kaharudin (FKP) - Valley Hostel 2) Nur martyr Sahran (FIAT) - Jelly Entrepreneur Park 3) Mr Nur Izyanti Tuan Syukri (FHPK) - Student Bizz Street

8	KPT Prihatin program Malaysian Family : Edition Entrepreneurship By KUSKOP cooperation	April 25, 2022	Holiday Villa Hotel	As many six (6) entrepreneurs student already involved in exhibition product of this program . Information is like the following : 1. Faris Fahmi (FKP) - Product : Hair serum Exandle 2. Wan Nur Fatin Fitriah (FKP) - Product : Hijab (My. Adinda) 3. Salsabiela (FTKW) - Product : Craft UMKNexus 4. Sir Mohd Muiz (FKP Alumni) - Product : Vcendol 5. Imer Jibril - (FKP Alumni) Product : King Oden
9	Check the kiosk in the second Campus (City Campus & Campus Bachok)	May 10, 2022	City Campus Hostel valley, Frontier street, Student Biz Center Campus Bachok Monsoon Biz Square	Inspection of this kiosk was implemented to identify existing damage _ at the kiosk. Based on inspection Estimated cost maintenance by 3PI party is as much as RM22,754.00

10	Tour Unileeb Program Incubator	May 25, 2022	Incubator at UMK Kota	Seeing ecosystem entrepreneurship at UMK by Unileeb program participants
11	Business Dropship & Agent Entrepreneur Program (DNA)	May 25, 2021	Hall entrepreneurship City Campus	The program was held successfully on 25 May 2022 located in the Hall Entrepreneurship City Campus . A total of 155 students from UMK has been join this program
12	INTECH program	26 - 29 May 2022	Amverton Heritage Resort, Malacca	A total of 16 students have already joined this program . This programme also already through phase 2 of the program ie Boot camp participants who have held regularly physical on 26 to 29 May 2022 at Amverton Heritage Resort, Melaka
13	Carnival Industry Basic Tani (AGX)	3 – 4 June 2022	UMK Jeli	As much three (3) booths have accompanied by entrepreneur student from Faculty Industry Basic Tani (FIAT)
14	Let's program Enter IPT (Phase 2)	11 – 12 June 2022	Hall my lord Chancellor Bachok	A total of 12 tables sales already joined by entrepreneur student from all three campus

15	Competition Program For Potentially Excellent & Talented Entrepreneurs	June 30, 2022	Google Meet	As many as three participation already sent for the join competition . Information is like the following : Iffah Munirah (FKP) - Snack Time Badrul Amin (FKP) - Product Food (Nyada) Syed Mohd Hafiz (FBKT) - Art Noodles Octopus (Food)
16	UMKNexus@ICSB (International Council For Small Business Academy Cup)	3 – 8 July 2022	Washington DC, USA	Three participants _ from UMKNexus already selected for participate in the ICSB program that has held in Washington DC USA. Through this program , too held discussion together MATRADE and EIR parties .
17	Tour Aspiration Malaysian Family (UMK Rising Millionaires)	July 23 , 2022	Sulatan Muhammad Stadium Grounds , Kota Bharu	Two invited panelists that is Ma'am Zarini Riana (UV Print Station) who is also is an alumni of UMK SME Graduate and brother Hakimullah Khabilu (UMK Alumni) for share experience in the world business .

18	MAHA Agro Youth	August 9 , 2022	MAEPS, Serdang	session sharing function entrepreneurship social inside empowerment youth and agro- food industry . Alone coordinator entrepreneurship that is Mr Mohd bin Mahmud from FIAT has representing UMK to as lecturer to this program .
19	Competition Program For Potentially Excellent and Talented Entrepreneurs (COMPETE@MOHE 22)	23-25 August 2022	Bangi Golf Resort, Selangor	On level first this , the participants involved need undergoing exercise and guidance for the 3 days and 2 nights that are organized by parties secretariat _
20	Digital Innovation Creativepreneur Program (DICE 2022)	August – September	Phase 1 (Bukit Keluang Beach Resort) Phase 2 (Preparation assignment IPT level)	As much two (2) groups by involvement eight (8) students already join this program supervised by two (2) mentors from Faculty Technology Creative and Heritage (FTKW). Two categories involved _ in competition is like the following : - Creative Video Group - Media Interactive Group

21	Tiptalk together Icon Entrepreneur Student	September 26, 2022	Official Facebook of UMK	Entrepreneur student : Salsabila Ahmad Jamal's daughter Faculty : FKP Product : Craft based wood Company: Rekaism Lecturer supervisor : Dr. Muhammad Ezran
22	Unipreneur Program : Module 1 (Slot 1) – Briefing Program & Building An Entrepreneurial Spirit	September 15, 2022	Zoom Meeting	Module 1 (Slot 1) – Briefing Program & Building An Entrepreneurial Spirit Instructor : Dr. Mohd Safwan bin Ghazali
23	Unipreneur Program : Module 1 (Slot 2) – Assignment Module 1 (My Dream Board)	September 22, 2022	Zoom Meeting	Module 1 (Slot 2) – Assignment Module 1 (My Dream Board) Instructor : Dr. Mohd Safwan bin Ghazali
24	Unipreneur Program : Module 2 (Slot 1) – Business Model Canvas	September 29, 2022	Zoom Meeting	Module 2 (Slot 1) – Business Model Canvas Instructor : Mr Naqib bin Mat Yunoh
25	Unipreneur Program : Module 2 (Slot 2) – Business Model Canvas Assignment	October 6 , 2022	Zoom Meeting	Module 2 (Slot 2) – Business Model Canvas Assignment Instructor : Mr Naqib bin Mat Yunoh

26	Judging The end and event Closing of the Competition Program For Potentially Excellent and Talented Entrepreneurs (COMPETE@MOHE 22)	18 – 20 October 2022	Amari Hotel, Johor Bahru	2 entries already selected to session judging the end and Syed Muhammad Hafiz has win place first bafi Sales Achievement Award category and win money cash as much as RM5000.00
27	Unipreneur 2.0 Program : Module 3 – Managing Finance in Business Environment	October 22 , 2022	Zoom Meeting	Module 3 – Managing Finance in Business Environment Instructor : Dr. Siti Salwani Abdullah's daughter
28	TipTalk Premium Program : Inspiration Entrepreneur Build Brand	October 27 , 2022	Library Auditorium and Management Science , UMK Bachok	Entrepreneur invitation : Tuan Das Abdul (Head Officer Executive Das Abdul Global Sdn Ltd.) Sir Imer Gabriel Mohd Nasir - Founder of King Oden (UMK Alumni)
29	Siswapreneur@Google Program Bootcamp 2022	October 29 , 2022	Grand Banquet Hall, UTMKL Residence , Kuala Lumpur	A total of 6 students already participating from FKP and FHPK faculty have represented UMK to this program . This programme intended for give birth to more entrepreneurs in circle focused students _ innovation and competitive digital and succeeded .

30	Business Matching Program @KPT and Entrepreneurial Strategic Collaboration@IPT By KUSKOP cooperation	October 31 , 2022	UITM Kelantan Branch , Machang	A total of 35 students that include FKP and FHPK faculty have presented UMK to this program which aims for empowering entrepreneurship in circle students and also apply value etc culture entrepreneurship for move mind student from job seeker to job creator.
31	Participation in Competition Entrepreneur Innovation (Cup Minister Higher education)	November 1, 2022	Google Meet	CEED-UMKEI has open participation to all UMK students . Until Date close participation on October 2 , 2022 as many as 11 entries already sent and two group the best already selected . The group is like the following : Project / Product : Camo Faculty Technology Creative and Heritage Mentor: Dr. Hana Yazmeen Binti Hafiz Project : Eggplant Faculty Industry Basic Tani Mentor: Prof. Assoc Dr. Fatimah Changgrok@Kayat

32	PECITTA Program Sales Booth	2 – 3 November 2022	Hall my lord Chancellor , UMK Bachok	A total of 20 entrepreneurs from all three campuses are already involved in activity sales on this program .
33	Corporate Directors Training Program – Trailblazer Cup	7 – 9 November 2022	Crown Garden Hotel, Kota Bharu	This programme is a collaborative program between CEED-UMKEI, the Companies Commission of Malaysia (SSM), the Corporation Entrepreneur National Berhad (PUNB), Ignite Venture Lab (IVL). A total of 40 entrepreneurs student already selected for follow this program that brings row successful speaker _ for support needs ecosystem startup entrepreneur student .

34	Entrepreneur Program Student - Preneur and Biz Apprenticeship (SPACE)	November 15-17, 2022	Grand Renai Hotel , Kota Bharu	SPACE is an organized program Ministry of Entrepreneur Development and Cooperative (KUSKOP) with CEED-UMKEI collaboration and National DILIGENCE . A total of 84 entrepreneurs student from UMK has been join this program for pitching session . Among the taught modules through this program is like the following : 1. Module Analyze Market & Validation opportunity 2. Idea Generation, Validation , & Data Analysis Module 3. Module Prototype 4. Module - Mass Production Plan
35	Unipreneur 2.0 Program (Module 4 – Branding & Digital Marketing)	November 25, 2022	Zoom Meeting	Module 4 – Branding & Digital Marketing) Instructor : Dr. Hana Yazmeen Hafiz
36	Session precouncil together DICE program participants	December 5 , 2022	Ignite Venture Lab	Session this held for listen presentation results work ok supervised creative video group _ by Dr. Fatima binti Shukri (FTKW)

37	Unipreneur 2.0 Program (Module 5) - Crowdfunding	December 4 , 2022	Zoom Meeting	Module 5 – Crowd Funding Instructor : Dr. Ahmad Ridhuwan Abdullah
38	Session precouncil together INTECH program participants	December 7 , 2022	Zoom Meeting	Session this held for listen presentation results work for preparations group Bookje supervision Dr. Hadhrami (FSDK) who has selected to level pitching session the end
39	event Zakat submission Bank Rakyat Unipreneur 2.0	December 8 , 2022	Room Meeting Executive of UMK Kota	event Zakat submission Bank Rakyat Unipreneur 2.0
40	Pitching session for competition the end of the DICE Program	December 13 , 2022	Google Meet	Two Groups will held pitching session for task that has been implemented for both categories: Interactive media and creative video .
41	Competition Pitching Session End of the INTECH Program	15-16 December 2022	Eastin Hotel, Kuala Lumpur	Final pitching session for group BookJe that has been selected to level the end of the INTECH program.

LIST OF ENTREPRENEURIAL PROGRAMS/ACTIVITIES OF IGNITE VENTURE LAB

NO	PROGRAM	DATE	PLACE	NOTES
2022				
1	Startup International League 2022 – Princess Of Naradhiwas University (PNU)	28 Nov 2022	Zoom application	Engage as many four (4) groups of entrepreneur students who follow pitching sessions . Information student is like the following : 1. Camo Outdoor (Travel Technology Category Champion) - Fatin Afiqah Binti Zahari (FBI) - Nor Jaidaa Jalilah Binti Nozi (FTKW) - Siti Maisarah Binti Sharifuddin (FTKW) 2. Dry Squid Noodles (Place Third Lifestyle category) - Sitti Mehran Yasmine Binti Abd. Naddin (FTKW) - Syed Muhammad Hafiz Bin Seeni Mohd (FBKT) 3. Flower Mircobiome Booster (Runner- up in Lifestyle Category)

				- Muhammad Iqbal bin Mohamed Rashidi (FIAT) - Wen Hui Khong (FIAT) - Nur Alya Maisarah Binti Zalmanuddin (FIAT) - Sanjeev Shanmugam (FIAT) - Akmal Rizal Bin Noor Azuwi (FIAT)
2	IVL's Start-up Open Day 2022	12 – 14 Dec 2022	Ignite Venture Lab	's Start-up Open Day is the first program conducted by IVL and is between IVL initiative in give exposure to UMK citizens and agencies outside about existence of IVL. Activities - Exhibition of 3D Printers - Virtual Reality (VR) Exhibition - Pop Up Painting - Session Chat Talk from o Mr. _ Azleen Abdul Rahim (Founder 300 years) o Imer Jibril , CEO of King Oden o Dr. Nooraziah Ahmad (Fab 3D)

				o Mr. _ Wan Hasbullah (One VR)
2023				
1	Thunderpitch League 2023	26 Feb 2023	Zoom application	- Participation of 10 companies beginners student across various faculty - 3 companies beginners student already crowned as winner Thunderpitch League that is Cool D'Jeli , The Hoobit Garden Nursery and Visit Application - 3 winners the said already listed to in participation LaunchX organized by Sunway iLabs Foundry
2	LaunchX - The University Startup Accelerator Program Series 1 *Launch & Orientation & Meet the Mentors*	March 18, 2023	Sunway University	- Ideas brought by entrepreneur student in line with 17 converging UN Sustainable Development Goals framework to Net Zero Carbon concept . - IVL has send participation of 6 companies beginners students who cross various faculty at UMK such as Cool D'Jeli , Good Gelato, The Hobbit Garden Nursery, Visit Application, TUTA and Color Natural

				- company beginners Cool D'Jeli and The Hobbit Garden Nursery from UMK has accepted for join LaunchX
3	Digital Startup Bootcamp 2023	2 – 4 May 2023	The Ship Campus, Batu Kawan , Penang	- Through The cooperation of PKT Logistic Group Sdn . Bhd , Digital Penang, Pointstar Malaysia and Development Center and Education Entrepreneurship (CEED) as many as 23 students already succeeded follow implemented module like **Introduction to Digital Business** (Mr. Chong Wai Shen – Country Sales Manager Malaysia, Pointstar) **Apps Development – Level 1** (Mr. Alain Lye – Veecotech Web & Ecommerce Sdn . Bhd) **Metaverse** (Mr. Thiruvengadam Pillai – Buidl Studio) **Funding for Digital Business**

				(Mr. Lim Ching Seng – Digital Penang)
4	LaunchX - The University Startup Accelerator Program Series 2 *Pre-Demo Day + Funding Option + Valuation*	June 10, 2023	Sunway University	On level filter second , Sunway iLabs Foundry has announced Cool D'Jelly already selected to follow Pre-Demo Day session respectively physics at Sunway University. Cool D'Jeli already selected as Top 20 LaunchX 2023
5	Launch Your Apps 2 - Level 2	June 14, 2023	Zoom application	This programme recommended for reveal participants in development digital applications that will transform business them to application format or digital Title : Wireframe – UI/UX Lecturer : Dr. Azlin Sharina Binti Abdul Latef (Expert Refer to Human Machine – Interaction)
6	Workshop Preparation Kota Bharu PPD Level Stem Competition	June 20, 2023	SMK Zainab	Workshop Preparation this recommended by the Student Talent Development Unit , Student Development Sector , Office Kota Bharu District Education by Collaborative SMK Zainab Kota Bharu District PPD Co-Curriculum Hub and Center

				Network Industry University (CUIC) UMK.
7	Discussion Regarding Training Of Trainer (TOT) Bersama Coordinator Entrepreneurship Polytechnics And Colleges Community Silver Zone	June 27, 2023	Zoom application	This Training of Trainer (TOT) will focus on giving a recognized Design Thinking Trainer by UMK.
8	Inauguration Incubator Entrepreneurship (Ignite Venture Lab) In conjunction Tour YB Minister's work Higher Education	July 26 , 2023	Building UMK Campus Chancellery Bachok	
9	Briefing Regarding The Continuity Of The Launch Your Apps Level 2	August 9 , 2023	Zoom application	Wireframe or prototype design the form that has been produced by Digital Startup Bootcamp participants who will discussed with skilled freelancer developers in area development application from Marinduque State University, Philippines
10	Session Survey Against Ecosystem Starter Entrepreneur Young From University In Malaysia By Japan External Trade Organization (JETRO)	August 17 , 2023	Zoom application	Session surveys from this JETRO focus on relationship dynamics between university and company beginners in Malaysia. Survey held is for get a view about role played _ by university in incubate company beginners and initiatives taken by university specifically Ignite

				Venture Lab in nurture growth rapidly company beginners student .
11	Exercise Based on the National Robotics Competitions (NRC). PPD Kota Bharu The year 2023	August 21 , 2023	College Vocational base Chepa	Knowledge transfer in area robotics in College Vocational base Chepa together Ts . Dr. Azmul Fadhli Bin Kamaruzaman (Digital Makerspace) and Dr. Azlin Sharina Binti Abdul Latef (Human Machine - Interaction) who is expert reference IVL
12	Discussion Connected With Mystartup's MOU Together with Cradle Fund	August 22 , 2023	Zoom application	
13	A visit Regards Cradle Fund To Ignite Venture Lab	19 Sep 2023	Ignite Venture Lab	
14	Celcomdigi Studentpreneur Bootcamp 2023	14 – 15 Oct 2023	UTMKL Residency	CelcomDigi limited by Google cooperation has been organizing the CelcomDigi program Studentpreneur Boot camp series sixth for the year 2023. This program is carried out in a hybrid way that is face to face at Resindesi UTMKL, Kuala Lumpur and online that involves more than 250 participants through session Youtube Live. Engagement entrepreneur UMK students in this program give students deep

				exposure _ about digital entrepreneurship , incl strategy digital marketing , e-commerce, content creator, online presence and way measure performance business in digital world .
15	Joint Mentoring Session Participants Competition Innovation In conjunction Convention Innovation & Technical Nuclear Malaysia (NITC)	21 Oct 2023	Zoom application	Session guidance with 4 students from Faculty Data Science and Computing that will join competition innovation in conjunction Convention Innovation and Technical Nuclear Malaysia (NITC) 2023 which has produced product innovation namely Pollution Device: EcoWatch . Group below the guidance of Dr. Fakhitah Binti Ridzuan (Lecturer Senior , FSDK) has been following session focused guidance _ to pitching technique for project entrepreneurship .
16	Startup Open Day 2023	28 – 29 Nov 2023	UMK Campus Library Bachok	Startup Open Day 2023 organized by UMKEI and Office Libraries And Management Knowledge (PPI) is an annual event that aims to introduce Ignite Venture Lab. Startup Open Day includes chat talk technology , 3D Printing exhibition , Virtual Reality (VR) exhibition , E-sport Tournament, pitch deck session and exhibition application company

				beginners students sheltered below Institute UMK Entrepreneurship (UMKEI). Segment chat talk technology will feature lecturers mainly from expert industry and investors from Digital Penang, Playstation Garage and Cradle Fund Sdn . Bhd. will _ share experience and reveal the audience by ecosystem company digital startup .

3.6 Sustainability Impact: Entrepreneurship Centre's Contribution to Addressing Social Issues

The UMK Entrepreneurship Institute, meticulously aligning its current initiatives with the Madani Economy: Rakyat Empowerment Framework exemplifies a commitment to national objectives that transcend traditional business education. In line with the Madani Economy Framework, UMKEI not only seeks to empower individuals but also envisions a robust economy that uplifts local communities.

Focusing on the core objectives of enhancing economic growth, promoting investment, and strengthening local industries, UMKEI fosters innovation and global competitiveness. The overarching goal is to ensure comprehensive economic development, benefitting diverse stakeholders, including traders, entrepreneurs, public servants, professionals, workers, and both urban and rural communities.

A notable aspect of UMKEI's Global Entrepreneurship Research and Innovation Centre (GERIC) lies in its commitment to enhancing Malaysia's stature within the Southeast Asian

region. Initially focusing on modest improvements to state policies for SME initiatives, GERIC, serving as a consultant for Perbadanan Menteri Besar Kelantan (PMBK), acts as a catalyst for change. Beyond merely addressing social issues, GERIC plays a crucial role in thoroughly analyzing challenges faced by SME communities. It translates these insights into actionable policies for SMEs in Kelantan, thus effecting meaningful change. Through the strategic restructuring of economic policies and positioning Malaysia as a regional leader, UMKEI significantly contributes to the broader national narrative of excellence and influence.

In addressing pressing issues affecting the people, such as rising living costs, UMKEI becomes a proactive agent for positive societal change. Through its entrepreneurial endeavours and community engagement, it aligns with the Madani's mission to comprehensively benefit all segments of society.

In essence, the UMK Entrepreneurship Institute transcends conventional educational boundaries. It not only cultivates entrepreneurial excellence but actively contributes to the realization of national objectives, positioning UMK as a catalyst for economic empowerment and societal upliftment.

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