

PRESS RELEASE

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UITM REVIVORS INAUGURATE MALAYSIA'S FIRST TRUE JUNIOR ENTERPRISE

SHAH ALAM, 15 June 2016: The European concept of student-run Junior Enterprises has now gained a foothold in Malaysia when University Teknologi MARA's 'Revivors' team recently registered Malaysia's first true Junior Enterprise, MYJE Enterprises, with the Registrar of Companies Malaysia.

MYJE was formed following the Revivors being declared the winners of the Rebuild It Green competition, a competition hosted by the Ministry of Works Malaysia to find sustainable solutions to mitigate the impact of natural disasters, which earned them a seed fund of RM40,000 to establish their Junior Enterprise.

Junior enterprises are non-profit business organisations affiliated with a university, offering professional services to the market and run by students as a means to provide them real-world working experience, better preparing them to enter the working world.

MYJE will be receiving assistance from the European Confederation of Junior Enterprises and Brazilian Confederation Brasil Junior, both of which sent representatives for the competition's panel of judges.

According to team leader Kamarul Ariff, the recent series of natural disasters across the Asia Pacific Region, especially the floods that struck the East Coast of Peninsular Malaysia in December 2014, served as inspiration for their prize winning Disaster Management and Mitigation Plan (DMMP), which the team will commercialise through their Junior Enterprise.

"The root of the DMMP is to prevent people from becoming flood victims. We chose floods as Malaysia is prone to this. We believe that the DMMP is the best tool to mitigate not only the impact of natural disasters to the public but also the planet. We wanted to create something that takes on a holistic approach to the problem; so our

idea is cost efficient and sustains aspects of nature, management and human interaction,” said Kamarul.

The DMMP are a set of flood mitigation guidelines and a complimentary mobile application called myBanjir, which the Revivors team intends for local authorities and the public to utilise in the event of severe flooding.

“We will start promoting DMMP to the nearest local authorities and the ones in Kelantan and Pahang as these states suffer from seasonal flooding,” said team member, Martini Binti Alwi who is excited to get the project underway.

As pioneers in Malaysia, UiTM’s junior entrepreneurs are eager to take their plans forward and have already set up a timeline for their activities.

“This year we will develop the company’s base and have the myBanjir app ready for testing by the end of the year,” said Kamarul of his group’s plans for MYJE Enterprise, while team member Vivian Anne Thomas added, “We will adapt imported modern technologies or tools from other countries for the first time in Malaysia. We believe these tools, such as flood barriers, plastic wrap, and compact inflatable rafts, could be applied and prepared affordably and set up quickly”.

Therefore the Revivors team hopes to register the company under UTM’s entrepreneurship department and have plans to expand it towards facilitating and developing the ideas of fellow university students, so as to create a collective of young entrepreneurs in order to ensure long term sustainability.

“We hope that whoever is interested in creating new ideas or products, they would register it under our company. We can gather all the young entrepreneurs and provide them consultation, some ideas, and simple funding so that they could realize their products,” says Kamarul.

“This way, even though we are graduating or already done with our studies, the Revivors team will always be there and working even if we are not,” added Martini.

Rebuild It Green was a construction-related competition hosted by the Ministry of Works Malaysia and held from November 2015 to April 2016, in which four university teams competed to conceptualise and develop ideas that would innovatively mitigate the impact of natural disasters, rebuild damaged urban areas faster in a better and more sustainable manner after a natural disaster strikes, or even avoid these disasters from impacting communities in the first place.

The universities that took part in the competition were Asia-Pacific University, KDU University College Penang, Universiti Kuala Lumpur and Universiti Teknologi MARA.

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