



The participants show their decorated cakes. – Photo via Facebook/UPMKB

Putra Uptown 3.0 programme boosts entrepreneurial spirit

BINTULU: The Putra Uptown 3.0 programme has become a platform for the community in Universiti Putra Malaysia Bintulu campus (UPMKB) and surrounding areas to engage in entrepreneurial activities.

The programme, which was held at the Islamic Centre of UPMKB last Saturday, is a continuation of the Putra Uptown 2.0 programme.

Programme facilitator Dr Sharon Ong Yong Yee said Putra Uptown 3.0 is a platform to stimulate the entrepreneurial spirit of the community.

"The purpose of this programme is to enhance the soft skills of the students and encourage community engagement, along with raising awareness on the importance of having the guts to start a business as a platform for the country's economic development," she said.

Amira Nazira Abdullah, programme director of Putra Uptown 3.0, said the programme had been a valuable experience for her as the person in charge.

"Every step of the process, from planning to implementation, opens up opportunities for

learning and growth, not only for me, but for the entire committee.

"Through this programme, we have the opportunity to work with different stakeholders, listen to perspectives and ideas from different angles as well as overcome unexpected challenges.

"This experience teaches us not only about entrepreneurship, but also the importance of collaboration, communication and community," she said.

In addition to the sales booth, the programme also included a cake decorating workshop led by Quratula'in Bohari and Nur Laila Wani Raini of Yummy Delicious Bakery, along with a partnership on sensory strategies and organoleptic testing for cake market success by Dr Sharon Ong Yong Yee.

To showcase the talents and creativity of the participants, a cake decorating competition was also held following the workshop.

The competition was won by Nur Aina Mardhiyah Romainoor, a student from UPMKB, whose work impressed the judges with its unique decorations.