

# HIGHER ED

FROM PAGE 27

## Spend and save

**FDR** Abdul Hakim Abdul Rahim, 19, from Universiti Malaysia, his university student card offers him more convenience and flexibility in his studies.

"The card gives me access to the UM library and the 24-hour study area. I can also borrow any books from the library for free."

**Lim Jia Hoo**, 22, from Universiti Putra Malaysia said that he uses his student cards frequently.

"To get around campus, I need to show my student card before boarding the UPM bus. I also use the card to access the university library."

"Not only that, the credit inside the card can be used to buy textbooks in UPM, as a part of the university's book plan."

**Lim** said he makes full use of MyRapid student concession card and KTM i-card to board public transportation.

"I use the KTM i-card every week as well as to get to Terminal Dorsepuh Selatan to return to my hometown in Johor."

**Lee Wei Yen**, 21, from APU said: "My student card enables me to access the parking facilities, gym and meeting rooms. I can also track my expenses and use the card for the shuttle bus services."



**Abdul Hakim Abdul Rahim**



**Lim Jia Hoo**

**GET GREAT DEALS** All work and no play is not the healthy way to live. Students need to find a balance between studies and social life.

With the student cards, attending a university in the city does not stop Abdul Hakim from being cosy when it comes to entertainment.

"I often use my student card to buy movie tickets at MBO and TGV for a cheaper price which is a huge money saver."

"There is also a discount for students subscribing to digital platforms like Apple Music. On average, I can save about RM50 to RM70 a month," said Abdul Hakim.

According to Lim, entertainment services as an affordable form of a stress-reliever.

"During my free time, I watch movies and go bowling where I can get discounts with my student card."

"I also enjoy going out to sing karaoke with my friends at Neway Karaoke and Loudspeaker which offer a special price for students," said Lim.

Students can also score great deals at certain food outlets.

Lim said: "As a student, I am entitled to discounts at popular restaurants such as Kenny Rogers Roasters and Bar BQ Plaza. In total, I can save up to RM50 each month."

"I have experienced getting a student discount for a buffet treat at Seai Garden," added Abdul Hakim.

**Yap** pointed out that students can also get special deals at The Chicken Rice Shop as well as five per cent off at KFC.

Apart from being a means to unwind, going out is also a great way to purchase necessities for their studies.

**Lee** said: "I can use my student ID to buy books and stationary at Popular Bookstore and Apple products for a lower price. Stu-



**On average, students can save RM50 to RM100 in a month.**

**MUHAMMAD NIZAM ALIAS**  
Prasarana Malaysia group chief operating officer (operations)

dents are entitled to RM500 discount for electronic devices like laptops and iPads."

**Yap** added: "There are student discounts at Times bookshop and Orange Technology where I can get up to 15 per cent off for computers. After making use of these deals, my monthly savings can increase by RM60 to RM100."

It is important for students to look presentable in class especially when there is a presentation.

"To buy clothes for university, I can get discounts from outlets like Cotton On and Forever 21," said Lee.

**LACK OF AWARENESS** However, some university students are in the dark about the various perks of a student card.

Universiti Teknologi Mara chemical engineering student Sofia Jasmin Johari, 21, said that she seldom uses her student cards.

"I only use the card for discounts when buying books and to gain access to the Society of Petroleum Engineers which is a paid journal, for free."

"Personally, I have yet to use the card for food or lifestyle. Except for the ones that I mentioned, I don't really know much about the use of the card. That is why I don't use it more often," added Sofia.

**Daniel Azman**, 23, from International Islamic University Malaysia said that there is a lack of awareness among students.

"Many students do not know about the special discounts or the process of getting the transportation concession cards."

"As a user since 2015, the tedious renewal process can be a reason why students do not use it that much," said Daniel.

According to Lim, it is unfortunate that some students do not appreciate the advantages that come with owning the student cards.

"It's a pity and a waste that they don't make



**Ryan Yap** (standing, centre) borrowing a book from the university's library with his student card.

good use of the student card. They should be more aware about the benefits while they are at university."

**Lim** added: "Today, it should be easy for students to gain information online from social media. They can find out about student products offered by stores easily, especially on food and beverages."

Meanwhile, Abdul Hakim said that the lack of use may be due to insufficient information and providers.

"We rarely see universities informing students about the benefits or other companies actively reaching out to promote their products to students. Students will only know about the discounts whenever we discover them ourselves."



A student using his student card for printing services on campus.

## STUDENT PROMOTIONS

### EDUCATION

- Book Xcess — RM5 off
- POPULAR Student Card — a discounted membership card. It is RM10 and valid for two years compared to the normal fee of RM12 for one year
- Times The Bookshop — 20 per cent discount
- Pustaka Sri Dunia — 10 per cent discount
- Evernote app — 50 per cent off for a year of Evernote Premium
- Academic journals such as Elsevier and Society of Petroleum Engineers — free for students in select universities

### TECHNOLOGY

- Dell — special discounts ranging from RM110 to RM300 for select products
- Microsoft — 10 per cent discount for Surface laptops and free Microsoft Office 365 Education for universities that purchased the license
- Apple — discounts for MacBook and iPad
- CAD vision systems (software for engineering and architecture students) — 50 per cent off
- IBM SPSS Statistics GradPack (Predictive analytics software) — special discounts
- Lenovo Malaysia — special discounts

### ENTERTAINMENT

- Apple Music — 50 per cent off
- MBO Cinema tickets — RM49 per ticket on weekdays before 6pm
- The Kuala Lumpur Performing Arts Centre — discounts depending on shows

### TRANSPORTATION

- MyRapid concession card — 50 per cent discount on RapidKL Bus, BRT, LRT, Monorail, MRT, RapidKL buses and MST feeder buses
- Malaysia Airlines — MExplorer for students aged 13 to 26. Up to 28 per cent fare discount with additional 10kg baggage allowance, one complimentary travel date change, special friends and family promotion and enrich miles
- AirAsia — WPUA (Waran Perjalanan Udara Awam) discounts for university students and employees for official businesses only
- Traveloka — Up to RM50 off for flight bookings on Traveloka app

### FOOD

- Seai Garden — Student discount, student birthday discount, School's out 10 per cent discount
- MyBurger Lab — 10 per cent off for every meal
- Sudo-Ya at Setapak Central and IOI City Mall Putrajaya — 10 per cent discount
- K Fry Urban-Korean at IOI City Mall — 20 per cent off as weekdays from Jan to Apr
- The Library Coffee Bar at IOI City Mall Putrajaya — 10 per cent off total bill
- NY Steak Shack at IOI City Mall Putrajaya — 20 per cent discount
- Kenny Rogers Roasters — 25 per cent off total bill

### RECREATION

- The Habitat at Penang Hill (tropical rainforest trail) — RM02 discount
- Shah Alam Municipal Council Futsal Court — discount on weekdays, 8am to 7pm
- U-bowl (bowling) — RM3.50 at 10th and RM4 at Jusco Seremban 2
- Celebrity Fitness — RM20 off monthly for Univesis student members only
- Sports Direct — 10 per cent off

## Cheaper transportation the most-used student benefit

LIVING off campus, Daniel Azman, 23, from International Islamic University Malaysia uses the Rapid bus and LRT to commute to university every day.

"With the MyRapid concession card, I only pay half the price. For instance, I take a bus from my house in Ampang to KLCC. Then my LRT ride from KLCC station to Dorepuh station costs RM1.30 instead of the normal fare of RM3.00."

"Taking two trips daily, I spend RM68 in a month for my LRT fare. It's a lot cheaper than RM140 for normal priced tickets. Now, RM300 can last me for two months depending on use," said Daniel.

Having a passion for travelling, Daniel added that he is aware of student discount programmes such as the Malaysia Airlines M Explorer.

Prasarana Malaysia offers the MyRapid concession card to students in all categories from primary school to university.

Prasarana group chief operating officer (operations) Muhammad Nizam Alias said: "Students who are concession card holders enjoy 50 per cent off the adult fare for our services, namely LRT, Monorail, BRT, MRT, RapidKL buses and MST feeder buses."

"Students can apply for the concession card via our website and it is valid for one year from the date of issue or until the end of their studies."

"The 40 per cent discount helps students to save money for other necessities. We charge normal fees but if you're a frequent traveller, the i-Card is worth it," said Ahmad Anis.

A large number of students have signed up for the card to ease their travels.

"Last year, the total number of KTM i-Card holders was 43,699. By using the card, students can save up to RM300 per month instead of paying RM1,080 an adult fare."



University students can register for the KTM i-Card.



**Daniel Azman**



**Ahmad Anis Khalid**

Malaysia's largest rail service Keretapi Tanah Melayu offers the KTM i-Card for secondary school, college and university students.

KTM corporate communications head Ahmad Anis Khalid said that students are entitled to 50 per cent discount rate from the adult fare.

"The discount is eligible for Electric Train Service and KTM InterCity. Students are required to apply for the virtual card through the KTM website and it is valid for one year from the date of issue or until the end of their studies."

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University students are eligible for public transportation discounts such as the MyRapid concession card.

## Maximising benefits of student cards

**RAYYAN RAFIQ**  
rayyan.rahim@postbox.my

A STUDENT card is provided to each university student as an identification document to verify his status.

It is one of the first things that students receive upon enrolling at a tertiary education institution.

Apart from identification, student cards

serve a very important purpose in helping students to save.

By flashing the cards, they are eligible for a plethora of financial benefits from their universities and retailers.

The benefits are available across different categories ranging from education, transportation, food and beverages to entertainment.

Asia Pacific University of Technology and Innovation student Ryan Yap (see page 27) owns three student cards — namely the APU student card, Mad Cikatan Siswa from Bank Rakyat and MyRapid student concession card.

Students are provided with cheaper options, said Yap.

"The cards allow me to save while I can, which is extremely important if you're a student."

His student identification cards enable him to a number of benefits on campus.

"With my APU student card, I can get access to many facilities at university, such as the gym, library system and shuttle bus."

"I can also pre-load the card and use it to pay for printing services and purchase food or any items at the cafe and convenience stores on campus," added Yap.

While the privileges and rewards exist, it begs the question: do vanity students in the country make the most of the student cards?

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