

A win for UiTM

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A TEAM from Universiti Teknologi MARA (UiTM) emerged champion for the fourth consecutive year in the Student in Free Enterprise (SIFE) National Competition 2006.

SIFE is a global non-profit organisation active in more than 40 countries. It aims to educate people on the basic principles of free enterprise.

Working in partnership with business and higher education, SIFE establishes student teams on university campuses. They are challenged to develop community outreach projects that fulfil SIFE's five educational topics: market economics, success skills, entrepreneurship, financial literacy and business ethics.

SIFE team members implement programmes that create real economic opportunities for members of their communities.

The effectiveness of their programmes is judged at a competition. Each national SIFE organisation conducts a national competition, which is judged by leaders from its business community.

SIFE National Champion teams advance to the top level of competition, the SIFE World Cup. This year the SIFE World Cup will be held in Paris, France, from Sept 11 to 13. At the World Cup, teams from all over the world will share their outstanding achievements in making a difference to their societies.

The recent Phillip Morris SIFE National Competition 2006, which was held in the Putrajaya International Convention Centre (PICC) from June 26 to 28, saw a total of nine SIFE teams from various public and private higher education institutions competing for the national champion title and a chance to represent Malaysia SIFE World Cup.

Other than the national champion, Spirit Awards were also given to teams who conducted outstanding projects. Universiti Tenaga Nasional, Universiti Malaysia Sabah and Universiti Kuala Lumpur were named recipients .

The University of Nottingham Malaysia Campus received the "Rookie of The Year" award as the best newcomer to the competition.

SIFE UiTM came up with the idea of airing community service announcements (CSA) on a local private radio station. Given its practicality and innovative approach, the CSAs won over the judges as well as the audience,

SIFE Malaysia also introduced a new award to promote ethical practices. The Phillip Morris Malaysia Special Competition on Ethics and Best Practices recognises SIFE teams who have conducted projects that emphasise business ethics and social responsibility.

The SIFE team from UiTM emerged as the winner receiving RM 3,000, Universiti Malaysia Sabah and Universiti Kebangsaan Malaysia bagged the second and third place respectively.