



Agribusiness Society (ABS) launched Agro-Mart in conjunction with MyAgrosis and FAMA

Agribusiness Agro-Mart is a joint venture program organized by Agribusiness Society (ABS) in collaboration with MyAgrosis and Federal Agricultural Marketing Authority (FAMA). The program's main objectives is to include students in more activities involving the aspects of agribusiness and food products. The program also exposes students to early level business activities that will provide them experience in more challenging businesses in the future. The program was held at Pasar Tani Jasin, participated by 26 students from the Bachelors of Science in Agribusiness in UiTM Jasin.



Students photographing at the Agro-Mart site on the 4th week



5 Groups with 5 different products



Site visit from Mr Zahid, advisor of Agribusiness Society

2.0 OBJECTIVE

1. To develop and strengthen leadership skill among students which will drive them to accomplish a specific task, accomplishing disciplinary actions and perform at high standards.
2. Creating a platform for students to train their planning ability in assessing the real situation and determine capabilities to complete the required tasks.
3. To raise consciousness about the challenges in the real work environment.
4. To increase the ability of students in an effective communication skill, build proper attitudes and behaviours.



The main idea of collaborating between all this various corporate entity is to create a conducive learning experience for the students, as well as improving the overall participation in Pasar Tani Jasin.

The program took place every Saturday, for 4 weeks in April. The Agro-Mart site was provided by FAMA whilst MyAgrosis handles the provision of the equipments. Students are assigned into 5 groups, with each groups coming up with different products to sell. The products must be innovative, new and has an added value to the market.

The program was well received by FAMA and UiTM, with both sides contributing into the betterment of the program. Associate Professor Dr. Asmah Awal, Dean Faculty of Plantation and Agrotechnology, followed by the deputy deans, visited Agro-Mart on the 3rd week of the program, citing that the program "is a good step towards better entrepreneurship".

The main expected outcome of this event is so that the students (especially) can gain from the experience of engaging with the customers, being innovative with their products, creating viable business plan, and coping with a different market environment, which is the Pasar Tani itself.