

FOR IMMEDIATE RELEASE

STRENGTHENING INCLUSIVE YOUTH DEVELOPMENT FOR NATIONAL PROSPERITY

27 JULY 2022, SHAH ALAM - The youth must master critical skills, particularly communication and digital skills for the country to generate future talents that are more resilient in boosting the productivity and competitiveness of the nation towards national prosperity.

Director of the Centre of Media and Information Warfare Studies, Faculty of Communication and Media Studies, UiTM Shah Alam, YBrs. Dr. Suhaimee Saahar @ Saabar said communication could be an element in shaping the productivity of the young generation in the industry as well as an added value to economic progress.

"Holistic education and skills must go hand in hand with knowledge and guidance by the teaching staff," he said during the Productivity & Competitiveness Forum: "Building a Culture of Productivity and Well-Being" held recently.

The panelists also raised the issue of outdated education syllabus during the Forum. They believed that strengthening industrial training is fundamental in preparing youth for real challenges.

Meanwhile, the Malaysia Productivity Corporation (MPC) Director General, YBhg. Dato' Abdul Latif Haji Abu Seman said the country needs to focus on four main productivity drivers to achieve higher productivity growth. They are - talent, technology, business environment, and subsidies.

"Among the main productivity improvement initiatives implemented by MPC based on the main drivers are addressing the challenges in the workforce by overcoming the issue of the worker shortage, educational achievement performance, and worker compensation," he said.

An online forum organised by MPC with the final year students of Public Relations, Faculty of Communication and Media Studies, Universiti Teknologi MARA (UiTM) Shah Alam and Universiti Malaysia Kelantan (UMK) was held recently on the theme of Productivity & Competitiveness: "Building a Culture of Productivity and Wellbeing".

It emphasises the importance of strengthening the inclusive development of the young generation for the country's well-being and prosperity towards a more advanced and holistic future growth.

A total of 650 participants from Institutes of Higher Education (IPTs) nationwide participated in the online Forum to support the government's efforts to increase productivity.

This initiative managed to garner almost 3000 views when it was aired on Astro and the official Facebook page of the Malaysian Productivity Corporation (MPC).

Among the activities held throughout the Forum was a Kahoot quiz held at the end of the panelists' discussion session. The participants' active engagement has shown that this programme encourages the younger generation to adopt a productivity culture in their daily activities.

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ABOUT THE MALAYSIAN PRODUCTIVITY CORPORATION (MPC)

Malaysia Productivity Corporation (MPC) is a statutory entity under the Ministry of International Trade and Industry (MITI). MPC fosters productivity, quality, and competitiveness in Malaysian businesses and organisations. MPC's vision is to be a forerunner in productivity enhancement for global competitiveness and innovation.

ABOUT THE STUDENTS IN THE FINAL YEAR OF BACHELOR OF MASS COMMUNICATION PUBLIC RELATIONS (UiTM) SHAH ALAM

Students in the final year of the Bachelor of Mass Communication (Honours) Public Relations programme at Universiti Teknologi MARA (UiTM) Shah Alam are collaborating with MPC on a public relations final year project that aims to investigate and apply skills outside of the classroom. This collaboration focused on planning strategic communication between the MPC and the public to improve the dissemination of information more effectively through campaigns and discussions.

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