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KRU Foundation, PTPTN collaborate in Kita Jaga Kita programme



By Mohamed Basyir - January 14, 2022 @ 10:20pm



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KUALA LUMPUR: The National Higher Education Fund Corporation (PTPTN) is collaborating with KRU Foundation to empower digital entrepreneurship knowledge for youths under the Kita Jaga Kita programme.

KRU Foundation Board of Trustees president Datuk Norman Abdul Halim said the programme launched June last year will offer social e-commerce training for youths.

"This is to help create 100 entrepreneurs among university and college students especially from the B40 group throughout this year via the programme," he said in a statement today.

PTPTN has helped the first group of 20 Malaysian youths to participate in this programme as well as qualifying them to obtain international professional certification.

"We expect the strategic cooperation with the KRU Foundation will help PTPTN borrowers from B40 families to venture into the field of entrepreneurship in improving their family's economy.

"Hopefully, with this initiative, we can increase the positive image of PTPTN in the community and strengthen the relationship between PTPTN and the youth, especially PTPTN loan borrowers", said PTPTN chief executive officer Ahmad Dasuki Abdul Majid.

Certificates of completion of training and accreditation from the professional body "Adobe Certified Professional – Premiere Pro" were presented to 20 trainees who participated in this programme.

The training was conducted for a month in a hybrid manner which included modules related to digital entrepreneurship and creative content publishing.

Also present during the ceremony were KRU Foundation Board of Trustees vice president Muhammad Razlan Ismail and PTPTN chief operating officer Mastura Mohd Khalid.

<https://www.nst.com.my/news/nation/2022/01/763090/kru-foundation-ptptn-collaborate-kita-jaga-kita-programme>