

GESC PARTICIPANTS VISIT PERLIS HANDICRAFT INDUSTRY ENTERPRISE

KUALA PERLIS, 16 August – 103 participants of the Global Entrepreneurship Summer Program (GESC) were brought on a visit to the Perlis Handicraft Complex to promote Malaysian culture while studying how the company is managed.

Maharakham University Thailand's International Business student Tanaporn Chusakul, 21, said that the visit revealed many details about the company's management and marketing.

“The visit to the Handicraft Complex afforded me the exposure to the management and the product marketing of the company which are related to the university programme I am studying.

“Besides viewing the handicraft on display, we were given the opportunity to try our hand at batik printing and wood carving,” he said.

Meanwhile Daffodil International University Bangladesh Entrepreneurship programme student Md. Atikur Rahman, 22, said that the visit allowed them to experience to create their own handicraft.

“Before this I have only viewed this on television, but today I was excited to be able to visit and print batik and create my own woodcarving,” he said.

During the visit the participants were escorted to visit the various fields of handicraft namely the production of metal craft like *keris*, machete and blades, batik textile craft production, wearable craft such as necklaces, bracelets and sandals, and forest craft like wooden key-chains and various other items.

Universiti Malaysia Perlis (UniMAP) Biomedical Electronic Engineering student Ainaa Mardhiya Md Zain, 23, stated that the excursion was a new experience for her.

“Handicraft production is not a simple thing like how we view it on television because it requires skill. Trying to produce our own handicraft is a new experience for me as well as for the other students,” she said.

103 participants consisting of seven student from Daffodil International University Bangladesh, 20 from Mahasarakham University Thailand and 76 from UniMAP were involved in the visit.