



BERNAS
PADIBERAS NASIONAL BERHAD

YOUTH PROGRAMME -WEBINAR-

PREPARED BY :

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HALMI

CORPORATE
COMMUNICATION
DEPARTMENT (CCD)



INTRODUCTION

- Webinar is a great way to educate the young generation on agriculture industry and clear out their false pre-assumption that prevent them from being interested on being a part of agriculture industry.
- By conducting a webinar about a topic that are highly related to them, and of current modern era, we can educate and attract them into the agriculture industry.

BERNAS Knows Rice Best

BERNAS Has Done a Lot



WEBINAR DETAILS

- **Date** : Tuesday, 20th April 2021 – 2nd week of Ramadhan
- **Time** : 11.00 a.m. – 12 noon
- **Webinar Topic** : Agro-Business for Youth
- **Objective** : To educate and attract youth towards agriculture industry, especially Rice Industry.



WEBINAR DETAILS



Platform




: Google Meet


Promotion





: E-mail, University portal, Instagram, Facebook, Twitter, and Whatsapp.

WEBINAR DETAILS

- **Target Audience**  : 200 business students + 50 BERNAS Staff

- **Main Speaker**  :
 - 1) Dato' Julainie Mohd Salleh (BERNAS representative)
 - 2) Ezreen Muhaizie (Agropreneur representative)
 - 3) Dr. A.S.M. Mukter-Uz-Zaman (MMU representative - Engineering)

- **Moderator**  : Muhammad Iskandar bin Halmi

- **University**  : **Multimedia University (MMU)**
 - Contact : En. Shahrilnizam / +6011-1217 6387
 - Department : Student Representative Council
 - Email : shahril.srcmmu@gmail.com

PRESENTER PROFILE

BERNAS REPRESENTATIVE

Dato' Julainie Mohd Salleh



- Company : Padiberas Nasional Berhad (BERNAS)
- Position : Head of Strategic Business Division

Area of Expertise

Malaysian Association of Certified Public Accountant (MACPA)

Experienced in Corporate Restructuring, Business Financial, Operational Management

- financial institutions
- palm oil plantation and refinery
- property development and construction
- oil and gas

PRESENTER PROFILE

AGROPRENEUR REPRESENTATIVE



Ezreen Muhaizie

- Company : Dibuk Sdn. Bhd.
- Position : Executive Director

Area of Expertise

- Bachelor of Processing Engineering
- Operation of Paddy Factory
- Business Management

Achievement(s)

- Productivity Champion by Productivity Malaysia Corporation (PMC)
- Anugerah Pengilang Harapan 2017
- Anugerah Pengilang Terbaik 2019

PRESENTER PROFILE

MMU REPRESENTATIVE

Dr. A.S.M. Mukter-Uz-Zaman

- Company : Multimedia University (MMU)
- Position : Senior Lecturer of Faculty of Engineering (FoE)

Background

- Doctor of Philosophy (PhD) degree in Electrical, Electronic and Systems Engineering.
- Inventor of more than twenty (20 patented technologies).
- Expertise in Micro nano-electronic devices and systems.
- Expertise in Internet-of-Thing (IoT) based system engineering.

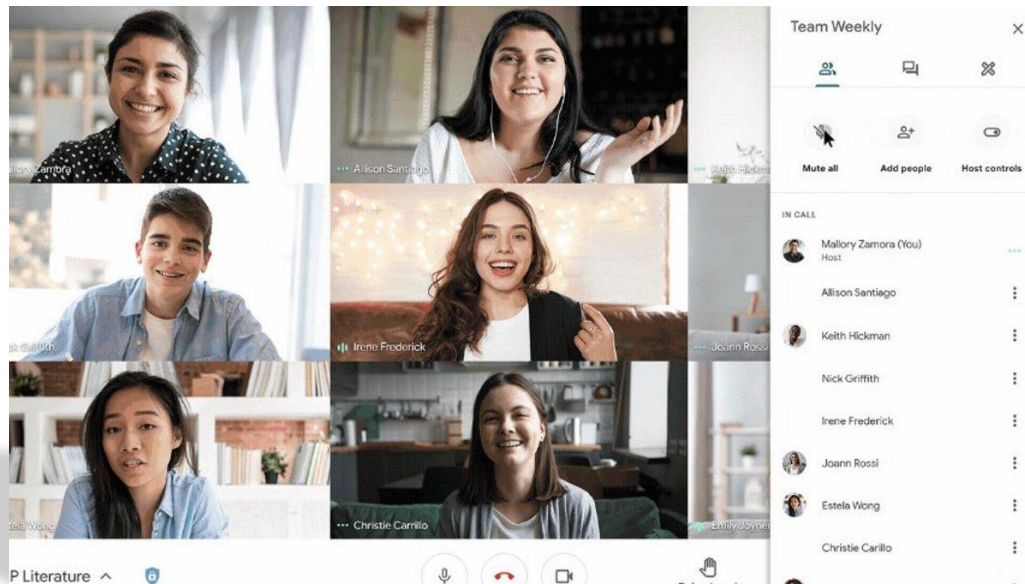




PLATFORM



1. Google Meet



Capacity : 100/150/250 Participants

Business Plus

RM75 MYR
/ user / month

[Get started](#)

- ✓ Custom and secure business email + eDiscovery, retention
- ✓ 250 participant video meetings + recording, attendance tracking
- ✓ 5 TB cloud storage per user
- ✓ Enhanced security and management controls, including Vault and advanced endpoint management
- ✓ Standard support (paid upgrade to enhanced support)

Package : Business Plus

Price : RM75

Features :

- Video Meeting
 - 250 Participants Capacity
 - Can record meeting
 - Attendance tracking
- 5TB Cloud Storage

BUDGET

Item	Cost (RM)
Google Meet Subscription	75
Token of Appreciation for 2 Person	100
Postage for Token of Appreciation	50
Total	225

WEBINAR CONTENT

Topic : Agro-Business for Youth

In this topic, the speaker will be explaining on:

- **Introduction of BERNAS – Dato' Julainie [10 minutes]**
 - Who BERNAS is?
 - What BERNAS do?
- **Why rice business is a good business? – Dato' Julainie [10 minutes]**
 - A glance of rice industry market in Malaysia such as its supply and demand.
 - Type of businesses in rice industry. — It is not just the 'food' rice.
- **How industry revolution 4.0 can help the industry – especially by youth.**
– Dr. Mukter [20 minutes]
- **Story of Successful Business from Agropreneur – En. Ezreen [20 minutes]**

WEBINAR FLOW

Time	Activity
10.00 a.m.	Test-run
10.45 a.m.	Webinar Registration
11.00 a.m.	Webinar Introduction by Moderator
11.05 a.m.	BERNAS introduction by Dato' Julainie
11.15 a.m.	'Why rice business is good?'
11.25 a.m.	'How IR 4.0 Can Improve Rice Industry?'
11.45 a.m.	Story of Successful Business from Agropreneur
11.55 a.m.	Q&A Session
12.00 p.m	Webinar Ends

THANK YOU

