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03
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USM STUDENT WINS ULDP 2016 CEO CHALLENGE, CREATES "ON MY WAY" APPLICATION

PENANG, 3 September 2016 - Universiti Sains Malaysia (USM) student from the School of Management, Jocelyn Lim Jia Sin, 21, has made the university proud in winning the Fourth Axiata University Leadership Development Programme (ULDP) 2016 for its CEO Challenge together with her teammates.

According to Jocelyn, she and her seven teammates from other local public and private universities, won the challenge with their proposal for a mobile application called "On My Way" which provides users with real-time tracking of public transportation services.

"I was very surprised and relieved when we were announced as the champion and all our hard work had paid off and in the long run, I will keep on learning and improving because of its importance in life, and learning is a journey, it is not a destination," she said.

Jocelyn added that, the selling point of the application is on real-time tracking of public transportation (one can know accurately when the bus is going to arrive), and users can collect points after completing their journey (a QR code will be printed on the ticket of the public transportation, where it could be scanned to collect points, answer a simple survey and to redeem fares after reaching a specified limit) and users may also know the duration of their travel (e.g. from point A to B by bus, then to continue travelling from point B to C by KTM).

"In short, the features integrated will be the display of arrival and travel times, ticket prices and peak hour alert, 'What's near me?' which highlights nearby hotels, F&B outlets and other amenities, feedback platforms to accumulate points for ticket rebates, all with a user-friendly interface," she explained further.

The programme saw the participation of 76 talented Malaysian students, which required them to undergo hands-on workshops, reflections on personal identity, teambuilding activities and business simulations in a two-week summer camp programme at Awana Hotel, Genting Highlands, before the top three teams progressed to the final round of the CEO Challenge.

Further information on this application can be viewed through neohemily.wixsite.com/onmyway

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