E-learning provider targets 50,000 uniCLIQ users in first year

Portal aimed at helping bridge rural-urban education performance gap

E-learning service provider uniCLIQ Sdn Bhd is confident that its newly launched, brand new e-learning portal will be well-received by the market, especially among students and parents.

The uniCLIQ portal, accessible at www.uniCLIQ.com, is a virtual learning product that seeks to complement conventional learning in schools. The e-learning system is specially designed for primary and secondary students, enabling them to carry out self-learning and self-assessment on various subjects at their own pace, time and convenience.

uniCLIQ Chief Executive Officer Apandi Dollah said: “We are confident of getting at least 50,000 subscribers in the next 12 months. uniCLIQ is available at a very competitive pricing package that gives subscribers value-for-money. Naturally we are targeting the parents as they are the ones who decide for their children’s education. We have made the product highly affordable especially for the rural community as well as urban students.”

As part of its marketing strategy, uniCLIQ has appointed teen YouTube sensation Najwa Latif as its brand ambassador.

Dubbed “An after school portal”, uniCLIQ is created for all students to learn and study online after school hours all year through. Endorsed by the Ministry of Education Malaysia, the interactive multimedia courseware contents are developed based on the Ministry’s National Curriculum and can be viewed and accessed anytime, anywhere via the Internet at www.uniCLIQ.com.

uniCLIQ will be promoted throughout the country via various advertising and promotional channels including electronic and print media, and roadshows to key target areas. In the long term, uniCLIQ intends to be an aggregator of educational e-learning content of all subjects suitable for schools, colleges or even life-long learning for adults. The company is also looking at forging partnerships and alliances to widen its market reach.

uniCLIQ Sdn Bhd is a pioneer in the provision e-learning service and contents. It was formerly known as Telekom Smart School Sdn Bhd (TSS) and used to be part of the TM Group until it was taken private by Apandi in August 2011. The company has been in the online education business since 1999.

Explained Apandi: “What makes uniCLIQ different from the other e-learning products in the market is our focus on learning for the sake of knowledge, rather than for scoring in exams. With proper learning and understanding of the subject matter through uniCLIQ’s specially-designed modules that suit various levels of education, excellent academic achievements will come naturally. We have been in the education business for 13 years and our proven track record speaks volumes of our products and service quality.”

Apandi expressed hope for the uniCLIQ portal to be able to play a meaningful role in the Rural Education Transformation Plan as announced by the Deputy Prime Minister Tan Sri Duyi Yassin recent-ly. The Rural Education Transformation Plan would focus on rural secondary schools and look into the aspects of teaching manpower, infrastructure, quality of education, financial allocation and the role of parents. Tan Sri Duyi Yassin who is also Education Minister has set a target of bridging the gap between urban and rural schools within the next 10 years.

Online modules for primary and secondary students are available from as low as RM10 per subject per month. uniCLIQ offers e-learning for core subjects such as Bahasa Malaysia, English, Mathematics and Science, while elective subjects include Additional Mathematics, Biology, Visual Art and Islamic studies. The modules are also available at discounted rates for 3-month and 6-month packages that enable uniCLIQ subscribers to enjoy greater savings.

uniCLIQ has enlisted the service of the 2011 Tokoh Guru Kebangsaan Prof. Dato’ Dr Ab Rahim Selamat as its Advisor in order to ensure the quality, relevance and currency of its e-learning contents and syllabus. Prof. Dato’ Dr Ab Rahim is one of the seven members appointed by the Ministry of Education to the Independent Panel to review the country’s education system, along with Tan Sri Tony Fernandes of AirAsia and Khazanah Nasional Berhad Managing Director Tan Sri Azman Mokhtar, among others.

He has provided educational consultancy services both in Malaysia and internationally including for countries like Palestine, the Maldives, the UAE, Indonesia, Thailand and Vietnam and was instrumental in the planning, establishing and managing of local tertiary institutions including the Sultan Idris Education Uni-versity (UPS) and the Kuala Lumpur Uni-versity (UniKL), apart from being the first Dean of the Faculty of Education at Universiti Selangor (Unisel). The former Di-rector of Institut Aminudin Baki (IAB) has written more than 20 books on Smart School, learning skills, teaching system and management of training.
uniCLIQ Sdn Bhd COO Analiz Alias (left) with uniCLIQ E-Learning Portal Brand Ambassador, teen singer Najwa Latif displaying the uniCLIQ portal that can be accessed via various Internet-enabled devices.