

FINANCIAL ASSISTANCE TO LOCAL COMMUNITIES

[Princess Nourah Bint Abdul Rahman University initiated the establishment of the Business Support and Development Center to be a national center specialized in supporting and assisting female students at the university and Saudi women in the field of entrepreneurship to advance the pioneering role of Saudi women and to enhance their efforts in the process of comprehensive economic development.](#)

The Business Support and Development Center is one of the important and purposeful national initiatives launched by the university to serve the Saudi society, and to advance the education and entrepreneurship process for Saudi women to provide qualified national women cadres that meet the needs and requirements of the Saudi labor market, as the university is one of the leading and prominent scientific edifices in support of Saudi women's education , And the largest women's university in the world.

The "Business Support and Development Center" embraces Saudi women's projects, provided that the idea of the project contains a new or innovative technology, preferably with intellectual property, and is among the country's economic priorities, as well as that the project or idea is capable of development and marketing and has an economic benefit and contributes to Creating new job opportunities that can be applied and succeeded in the Saudi market.

جامعة الاميرة نورة ! 34 مشروعاً ريادياً للسيدات

👤 روج - زكية علي © سبتمبر 16, 2015

بادرت **جامعة الأميرة نورة بنت عبد الرحمن** بإنشاء (**مركز دعم وتطوير الأعمال**) لتكون مركزاً وطنياً متخصصاً في دعم ومساعدة الطالبات بالجامعة والسيدات السعوديات في مجال ريادة الأعمال للنهوض بالدور الرائد للمرأة السعودية. وتعزيز جهودها في مسيرة التنمية الاقتصادية الشاملة. ويعد (**مركز دعم وتطوير الأعمال**) أحد المبادرات الوطنية الهامة والهادفة التي أطلقتها الجامعة لخدمة المجتمع السعودي. ودفع مسيرة التعليم وريادة الأعمال للمرأة السعودية لتوفير كوادر نسائية وطنية مؤهلة تلبي احتياجات ومتطلبات سوق العمل السعودي. باعتبار الجامعة أحد الصروح العلمية الرائدة والبارزة في دعم تعليم المرأة السعودية. وأكبر جامعة نسائية في العالم.

وحقق "**مركز دعم وتطوير الأعمال**" نجاحاً ملحوظاً في دعم وتشجيع السيدات السعوديات على ريادة الأعمال والابتكار لإحداث تأثيرات إيجابية تسهم في زيادة الإنتاجية. وتهدف توجهات الدولة إلى تحويل الاقتصاد السعودي القائم على الموارد الطبيعية إلى اقتصاد مبني على المعرفة يحركه الإبداع والابتكار لإحداث نهضة اقتصادية شاملة.

وعلى الرغم من الفترة الوجيزة لإنشائه عام 2012 وإطلاق تشغيله عام 2013 نجح المركز في احتضان 34 مشروعاً ريادياً للسيدات السعوديات.

وأشادت **نور العبد الكريم** المشرف العام على مركز دعم وتطوير الأعمال **بجامعة الأميرة نورة بنت عبدالرحمن**. بالدعم السخي والرعاية الكريمة التي توليها **جامعة الأميرة نورة** لكافة فعاليات وأنشطة المركز الهادفة إلى تعزيز الابتكار وريادة الأعمال النسائية في المملكة. منوهة في هذا الصدد بالاهتمام والرعاية الكبيرة والتوجيهات السديدة التي يحظى بها المركز من معالي الدكتورة **هدى بنت محمد العميل** مديرة جامعة الأميرة نورة بنت عبدالرحمن. وسعادة الدكتورة نائلة بنت عبد

Figure (1)

[368 beneficiaries of the student skills support center programs at Princess Nourah University](#)

As part of the week 9 plan, the Student Skills Support Center (Najah) at Princess Nourah Bint AbdulRahman University implemented a series of training programs and workshops across the virtual halls of 368 trainees.

The Centre sought to implement a number of training partnerships within the Executive Education Initiative to implement quality programmes aimed at enabling female university students and graduates to gain basic merits in entering the labour market and managing projects.

In collaboration with the National Dialogue Training Academy, the "Vision Generation Merits" program was held for 5 weeks, in addition to collaborating with LinkedIn Saudi Arabia to provide training programs. A series of virtual meetings were also carried out in cooperation with the General Court of Accounting, as part of the Public Finance Initiative aimed at strengthening self-censorship in the preservation of public funds, part of community responsibility and a manifestation of national belonging.

It is worth mentioning that the Center has completed a package of specialized training programs and workshops aimed at students and

graduates of Princess Nourah Bint AbdulRahman University, from which this week it implemented a course "Planning and Initiatives" aimed at female students of the Faculty of Arts and Society, and the course "Kifaya Early Childhood Teachers" aimed at students of the Faculty of Education, in order to develop their knowledge and creative and leadership skills to contribute to their qualification for the labour market.

On the other hand, the center's student guidance and guidance agency provided social and psychological counselling services to 137 female students, three morning-evening training programmes, including the "Goodbye My Friend" event for 30 female students, the effectiveness of "adapting to the university environment", the number of female beneficiaries (30) students, the effectiveness of "self-balance" of 26 female students, and the "Let's Communicate Together" course for 27 female students.

This is based on the fact that Princess Nourah Bint Abdulrahman University is a beacon of science and knowledge, and is one of the objectives of the University's strategic plan 2025 to develop competitive competencies in the national economy.

[Princess Nourah University implements "Entrepreneurship Caravan" program in its second edition](#)

The Center for Business Support and Development at Princess Nourah Bint AbdulRahman University launched the "Entrepreneurship Caravan" program in its second edition, which is an educational campaign in the concept of entrepreneurship, including three stages, each stage containing virtual workshops and training courses, presented by the Center in collaboration with specialists and practitioners in entrepreneurship, this month.

The classification of workshops in the programme was based on three phases, the first phase: "Discovery", which focuses on discovering opportunities, how to exploit ideas, preserve property rights, and the most important steps to establishing a business. This phase was called "With You From Scratch", including a workshop entitled "Turning the idea into a pilot project", a workshop "Steps to Start a Business", as well as an "Intellectual Property" workshop.

The second phase focused: "mentoring" existing entrepreneurs through guidance and support on legal procedures, financial planning of the project and the work of the feasibility study. This phase was called "With You Step by Step", and included a workshop entitled "Financial Planning for Projects", a workshop "Legal Procedures for Projects", as well as a "Feasibility Study" workshop.

The third and final phase: "Empowering" to empower existing entrepreneurs in the development and business development phase to help increase productivity and achieve growth, under the name "With you to the other", including the workshop "Identity and Brand Design", as well as the workshop "Create your e-store", and the workshop "Growth and Expansion of Projects".

Latifa Bint Abdullah al-Zaid, General Supervisor of the Center for Business Support and Development, explained that the convoy aims to spread and promote a culture of entrepreneurship among students and graduates of Princess Nourah Bint Abdulrahman University, develop their entrepreneurial abilities, motivate creators, invest in their innovations and talents and turn them into economic products, and prepare a generation capable of creating investment jobs.

The Center for Business Support and Development was established to be a national center specializing in supporting and assisting university students and Saudi women in entrepreneurship, to promote a culture of self-employment and diversify sources of income, advance the national economy, create more career opportunities for the sons and daughters of the country, and achieve one of the objectives of the 2025 Strategic Plan of Princess Nourah Bint AbdulRahman University to lead women in the national development process.

[The dialogue café at Princess Nourah University](#)

The Faculty of Social Service at Princess Nourah Bint AbdulRahman University, represented by the Dialogue Café, has organized a number of training courses as part of its efforts to develop the professional, applied and social skills of female students to achieve competitive outcomes, one of the university's most important trends in its strategic plan 2025.

The café offered a training course entitled "Presentation and Delivery Skills", with the aim of teaching professional presentation design skills. The course included an explanation of the concept of presentations, the most important

presentation programmes, their importance as a means of attracting audiences during the presentation, and facilitating access to information, whether in the field of education or training. The trainer discussed some tips for professional presentations while explaining the delivery skills and how to improve them.

The café held another course entitled "How do you face the difficulties of field training?" with the aim of addressing the difficulties of field training through learning, and the presentation included segments on the concept of field training, mentioned the difficulties faced by participants during field training, and the way they are faced through the development of a training plan that includes the arrangement of ideas, discussion and clarity, as well as the importance of volunteering in investing time and acquiring skills and experience, in addition to mentioning some volunteer platforms.

The College has also worked on the "Office Management and Mail writing" course, with the aim of giving participants the ability to build experience and skills in employment and volunteering.

The course discussed the concept of office management and the criteria for achieving successful office management, the difference between leader and manager, the most important skills required in office management, the importance of the organizational structure of the job to know the job description, and the course also included an explanation of the application (swot) to identify weaknesses, strength, risks and opportunities.

She concluded with a practical application in writing e-mails, presenting some forms, explaining the standard standards for mailing, and mentioning the importance of observing spelling rules while presenting the most prominent errors in mail writing.

In contrast, the café held a course "Building Experiences in The Biography of Volunteerism", which included a discussion on the types of voluntary experiences that female students went through during their university studies, such as: volunteering at the college club, the dialogue café, a success center, and mentioning the most important elements of the cv (skills, experiences, courses).

She presented the importance of cv and the impact of experience on the job and volunteering administrative work, as well as a practical application in

which she explained how to register on the volunteer platform to contribute to the work put forward.

It is worth mentioning that the dialogue café, which has offered these various courses, always presents more of them in addition to student events and sessions, which carry on the task of achieving lofty goals, including: discussing contemporary community issues in order to promote the values of citizenship and belonging, and seeks to develop the personal skills of female students in various areas including specialization and entrepreneurship.

[With the aim of increasing women's participation in the labour market, vocational courses and services provided by Princess Nourah University](#)

The Agency for Development and Quality, represented by the Department of Institutional Excellence, held the first meeting of the Institutional Classification Award in the presence of the University's Undersecretary for Development and Quality and a number of college agents and during the meeting was introduced the criteria of the award, the time frame and the tasks of the College Committee for Institutional Classification.

In another context, the University Agency for Development and Quality, represented by the Department of Initiatives, and in cooperation with the Center for Communication and Financial Knowledge coordinated the introductory meeting "Strategic Objectives of the Financial Sector System", which aims to raise financial awareness and spread the financial culture among the university's students.

On the other hand, the Center for Student and Professional Support organized a lecture entitled "Emotional Intelligence in the Working Environment", which is for female students and graduates of health colleges aimed at introducing them to the basics and importance of emotional intelligence in the working environment, and provided a training course entitled "Proper Professional Planning", with the aim of introducing female students and graduates to the importance and how to plan in the professional field before and after graduation.

It is noteworthy that the center provides a weekly individual vocational guidance session service for female students and distance graduates booked by a student or graduate and held with the professional guide with the type

of service required (preparation of a resume, job interview skills, professional orientations, etc.).

This is in pursuit of one of the objectives of Princess Nourah Bint Abdulrahman University's strategic plan 2025, which is to lead women in the national development process by achieving vision goals that seek to increase women's participation in the labour market.

[At the Moscow International Innovation and Innovation Technology Fair, female students from Princess Nourah University receive \(3\) gold medals](#)

Female students from Princess Nourah Bint AbdulRahman University (3) won gold medals during their participation in the 24th Moscow International Innovation and Innovation Technology Fair (Archimedes) in three areas: electrical appliances, early education, tools and disease prevention.

In the field of electrical appliances, the gold medal was awarded to Hanouf Saleh al-Qabaa and Ghada Ali al-Qahtani, two of the university's employees, for the invention of the "fruit picking and collecting" device, a circular disc containing an arm (the cutting column of fruits), the supplier Several picking heads in proportion to the type of branch, a camera connected to the control to explore the color of the fruit and its readiness to pick, and comes out of the round base two columns to install the sail at the end of a bowl to collect fruits, characterized by changeable when filled, and controlled Through a wireless controller, farmers are able to manage large farms, or tourism with artificial intelligence, to follow picking, irrigation, pesticide spraying and vaccination in the least time and effort.

In the field of early education, student Ruba AbdulRahman Al Fadhil received the gold medal, about the invention of "children's chairs", whose idea was to love the child to explore the stereoscopic, by moving them and installing them, where this idea was used to invent a chair that helps develop the child's love for exploration at the heart of the chair and change its direction.

While student Shatha Saad al-Da'iyah, a gold medal in the field of tools and disease prevention, won the invention of "ring hooks" (bracelet) aimed at achieving the safety and protection of the user, through the presence of a barrier between the hand of the user and the handle, so the idea of the

bracelet to wear in the facility, used by the person after opening it from the middle and coming out of it a plastic piece that is as a insulator holding the handles, and then he can remove it after use and wash it and then re-install it in the bracelet.

The university's participation in the exhibition aims to introduce the inventions of Princess Nourah University, encourage them to register and preserve their innovation in intellectual property-related bodies and offices, and to expose inventions to international evaluation and arbitration and marketing inventions as entrepreneurship.

The Moscow International Innovation and Innovation Technology Fair, aimed at developing creative and innovative activity, is accredited by the International Federation of Inventors Associations (IFIA), the Russian Federal Intellectual Property Authority, the Ministry of Defence of the Russian Federation, the Federation of Machine Manufacturers of Russia, the Chamber of Commerce and Industry of the Russian Federation, and regional representatives of the Federation of Russia, which participates in the exhibition each year approximately (35) countries, and (44) regions of the Russian Federation, with more than (850) innovative inventions and techniques.