

# UPNVJ Involves Lecturers and Experts in the Selection of MSME Mentors for Depok City

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**UPNVJ Public Relations** – In order to strengthen the resilient and competitive MSME ecosystem, the “Veteran” National Development University Jakarta (<http://upnvj.ac.id>) (UPNVJ) established a strategic collaboration with the Depok City Government in the *Recruitment of Prospective MSME Companions*, which was held on July 7-8, 2025 at the Depok Mayor's Office.

This recruitment is designed to identify individuals with high levels of competence, integrity, and social awareness to assist MSMEs in Depok City. The selection process consists of two main stages: a psychological assessment and an in-depth interview, all of which involve professionals from UPNVJ.

The first stage, a psychological assessment conducted by a team of experts from UPNVJ's Psychology department, focused on exploring the participants' character, emotional stability, work motivation, and leadership potential. The interview phase, meanwhile, involved in-depth testing by lecturers from UPNVJ's Economics and Information Systems departments. This interview not only explored participants' understanding of MSMEs but also their ability to apply digital technology and understand socioeconomic realities on the ground.



This recruitment is seen as a crucial first step in establishing a professional and sustainable MSME mentoring system. Through a rigorous selection process, it is hoped that the selected mentors will become strategic partners for MSMEs, encourage innovation, and provide concrete solutions for community business development.

UPNVJ's active involvement in this activity again demonstrates the role of higher education institutions as catalysts for regional development. Not only does it serve as a means of implementing the Tri Dharma of Higher Education in terms of community service, but this activity also demonstrates UPNVJ's contribution to driving local economic growth based on science and technology.

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