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UUM Corporate Comm.
Universiti Utara Malaysia

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"UUM : UNIVERSITI PENGURUSAN TERKEMUKA"
(THE EMINENT MANAGEMENT UNIVERSITY)

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UUM FOUNDATION STUDENTS BOND WITH KUALA JERLUN COMMUNITY



UUM ONLINE: A total of 204 foundation students of the sixth cohort paid the Kuala Jerlun community a visit. Besides exploring the beautiful and peaceful sites at the village, they also proved themselves to be a community-friendly lot.

Dean of Student Affairs, Dr. Massudi Mahmuddin, who represented the Vice- Chancellor, said the Centre for Foundation Studies in Management - Kuala Jerlun Community Engagement Towards Community Development programme successfully inculcated the spirit of cooperation which in one fell swoop strengthen the bond between the students and the community.

“As early as 8.00 am, students and villagers worked side by side and hand in hand at various locations including mosques and cemeteries, musholla, homestay and the Kampung Jeruju community hall.

"Students conducted a motivational programme at SMK Jerlun which involved a total of 100 Form 4 and 5 students. During the motivational programme, the foundation students took the opportunity to promote the Foundation Studies in Management Programme to the school students. The AMC slot that was conducted by Ms Aida Solehah, a foundation student with disabilities received encouraging response from the fellow students of SMK Jerlun. Students also assisted the village folks with the cooking of lunch," he said.

He said programmes that involved the community such as the one with the Kuala Jerlun village community, was carried out by the Foundation Centre annually. According to him the idea of this programme actually came from the fact that the university's role was not merely responsible for the academic development of students but also in the community contribution through corporate social responsibility (CSR) programmes.

"I fervently believe that a programme such as this would be a great starting point for further collaboration in bringing students closer to community and not just be a 'touch-and-go' activity," he said.

He expressed hopes that such activities would inculcate the spirit of helping one another regardless of background. He also expressed his gratitude and appreciation to everyone involved in making the programme a resounding success.

Meanwhile, Director of the Community Engagement Programme, Mr. Nasaruddin Mohd. Shukri said by working side by side and hand in hand, the programme provided students with the opportunity to showcase their soft skills in the form of volunteer work.

He further reiterated that the programme organised by the UUM Centre for Foundation Studies in Management in collaboration with Jerlun Parliamentary Service Centre, SMK Jerlun and the community was aimed at establishing friendly relationship between UUM and the caring community in Kuala Jerlun.

The closing ceremony was officiated by the Special Officer to the Kedah Menteri Besar, Dato' A. Aziz Mohamad, who also presented contributions to the less fortunate families and school students.

Also presented to the villagers and denizens of SMK Jerlun were donations of pre-loved clothing and cash from charity sale of the pre-loved items which was organised by the Centre for Foundation Studies in Management.

Also present were the Director of the UUM Centre for Foundation Studies in Management, Assoc. Prof Dr Munif Zarirruddin Fikri Nordin, Assistant Director, Mdm. Nur Shazwani Shariffudin and Principal of SMK Jerlun, Mdm. Siti Rubiah Mohd Arshad.





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