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From: Unit Komunikasi Korporat
Sent: Wednesday, October 24, 2018 8:15 PM
To: UUM - All Staff; UUM - All Students
Subject: Dato' Zulkipli Attracts Students To Venture Into Volunteerism



Unit Komunikasi Korporat
CORPORATE COMMUNICATION UNIT

Universiti Utara Malaysia

24 OCTOBER 2018 / 15 SAFAR 1440H

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

Translated by Mahaliza Mahadhir
Pictures by: SAPSP

DATO' ZULKIPLI ATTRACTS STUDENTS TO VENTURE INTO VOLUNTEERISM



UUM ONLINE: An experience sharing session with SAPSP Adjunct Professor, Dato' Zulkipli Ramli, who is also the Chief Executive Officer of the National Welfare Foundation (YKN), successfully attracted students to venture into the field of volunteerism and community service.

He called on all volunteers to conduct a prior review of the target group before approaching them as each group had different needs.

In addition, the health of each volunteer should be prioritized whilst carrying out volunteer work.

"When we become counsellors we must be perceptive to things around us, what is going on, perceptive to all the information, our senses must be focused, we need to be confident, pure and clean hearted," he said as he enlightened attendees on the topic, Boundaries and Borders of Welfare, the Social Work and Counselling Perspective at the UUM CAS Seminar Hall, yesterday.

He recounted his experience as a counsellor with Tabung Haji while working with the pilgrims in Mecca who wanted to return to Malaysia.

According to him, counselling session is an exploration for the counsellor to win the client's heart to continue talking as well as give them the confidence to continue to talk about their problems.

"Charity work does not end as it is a continuous process, I have run for a long time and the baton will be handed over to you," he added.

Elaborating further, he also expressed the intention of setting up a secretariat in UUM to coordinate volunteer programmes which will be the first in the line-up.

"UUM will be the first university in which we will handle all volunteerism programmes with YKN and run community programmes with the right approach," he said.

He urged students to participate in charitable activities under YKN. The activities will involve students from various states and registration can be done online by visiting YKN so as to ensure that welfare efforts will continue.

At the same event, a registration counter was set up for students to register to become YKN volunteers and as token of appreciation each volunteer was given a limited edition vest and Touch 'n' Go card.

Later, both the YKN-Palestinian People's Fund Campaign and the UUM-level 'Friends of YKN' launching ceremony were officiated by the Deputy Vice-Chancellor (Student Affairs & Alumni), Prof. Dr. Abdul Malek Abdul Karim.

The Palestinian People's Fund is a humanitarian aid that focuses on providing assistance in terms of education, welfare; including food and medical necessities to the people of Palestine who face financial crises that have greatly affected their education and welfare.

The YKN has also worked with various parties to ensure that the funds raised could be utilized by Palestinians in Gaza, hence the donation campaign acts as a medium for the public who are concerned about humanitarian issues in Palestine.

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