

*Part of the lush greenery of UTAR Perak Campus.*







*Serving the Community  
and Giving Back to Society*



# *Serving the Community and Giving Back to Society*

## UTAR - A Community-Engaged University

The heart for the people has always been deeply rooted within us since the genesis of the university. As a not-for-profit organisation committed to fostering university-community engagement, UTAR strives to engage deeply in the civic life of the community through various initiatives with the aim to achieve excellence in university-community engaged scholarly activities to further develop communities, and to shape future citizens by working together.

Born out of the aspiration of a university by the people for the people, UTAR has never failed to give back to the community in various possible ways, besides the provision of affordable quality education.





## Scholarships to the Needy

As a caring University, students' welfare must take precedence at all times. We believe no students should be denied of educational opportunities due to financial constraints. It is with this belief that UTAR provides scholarships and student loans to deserving students. To date, UTAR has awarded scholarships worth a total of RM29 million benefiting 4,309 deserving students through various scholarship schemes:

1. UTAR Top Achievers Scholarship
2. UTAR-The Star Education Fund Scholarship
3. UTAR-Nanyang Siang Pau Scholarship
4. UTAR-Sin Chew Daily Education Fund Scholarship
5. UTAR-Sport Scholarship
6. UTAR-Talent Scholarship

7. UTAR-Tan Sri (Dr) Lim Goh Tong Scholarship
8. UTAR-Military College Scholarship
9. UTAR-CLMV Scholarship

From the contributions of generous individuals and organisations, UTAR has established 16 interest-free student loans and disbursed about RM4.2 million of loans benefiting 358 needy students.

In addition, UTAR students are also receiving scholarships from many organisations and companies such as Gamuda Berhad, SP Setia Foundation, Kuok Foundation, Murata Electronics and Lion-Parkson Foundation.





## Promoting Lifelong Learning

At UTAR, we subscribe to the belief that lifelong learning is the key strategy to strengthen human capital development. As part of our social responsibility, UTAR, through its Centre for Extension Education (CEE) conducts varied and diverse range of lifelong learning programmes to meet the diverse learning needs of the university community, government and industry, corporations and the public at large. Since its inception in 2003, the CEE has succeeded in conducting about 1,800 programmes benefiting more than 101,000 participants.

The University has also conducted a series of educational training and professional development programmes to teachers in the Independent Chinese schools, such as Kuen Cheng High School and Chong Hwa Independent High School in KL, and Pin Hwa High School in Klang.



# English course for cabbies

## Free lesson to help taxi drivers handle difficult situations

By **KNG ZHENG GUAN** and **RACHEL LAU**  
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**M**CA Lifelong Learning and UTAR-CEE are offering a fully-subsidised short English course to 200 taxi drivers in Klang Valley.

The three-hour short course which is scheduled to begin on May 17 aims to equip taxi drivers with necessary English vocabulary and speaking skills as well as to help them understand the role they play in Malaysia's tourism industry.

"We also want to provide taxi drivers with a mental framework of the industry and to prepare them with skills and techniques for handling passengers in difficult situations," said MCA Lifelong Learning director Quek Ngee Meng at a press conference recently.

»If the response is good we will organise similar workshops nationwide«

QUEK NGEENG MENG

general Rickman Hiew said it was a good initiative by MCA and encouraged his fellow colleagues to take part.

"Learning English is very important because right now, many of us (taxi drivers) are reluctant to ferry foreign tourists for fear of making



Free public talks organised by CEE



About the Magic of Memory



About Parenting



About Emotional Intelligence



About a Flat World



About Andropause and Menopausie



About Feng Shui



About Traditional Chinese Medicine



About Crime Prevention



About Internet Security



## Community Service

As a socially responsible organisation which has the community at heart, UTAR is always ready to lend a helping hand to the poor, the physically challenged, the elderly and those who are on the margins of society. This caring and empathic commitment is exemplified by numerous fund raising organised by the students and staff of the university. These include charity car wash in support of the Handicapped and Mentally Retarded Children Centre, charity musical to raise funds for Malaysian Care-Orang Asli Education Programme, a charity sale to benefit Beautiful Gate Education Centre for the Disabled in Kampar and distribution of Chinese New Year goodies to poor families in Kampar, Perak.





## Reaching Out

To develop the spirit of caring among students and enhance awareness among students on the importance of community service, UTAR encourages its students to be involved in community service as a way to reach out to the poor and underprivileged in the society. The Community Service Society, one of the student societies and clubs in UTAR, actively participates in various community services through its outreach activities. Visits to children and orphanage homes were one of such activities organised by the Community Service Society so as to provide an opportunity for the students to show their care and concern as well as bring cheer and joy to the home's children. Another community service effort put together by the students includes a volunteerism campaign at Tronoh Mines Villages in 2011 which benefited the villagers in the area of health, education and health. To instil the spirit of saving lives among the students and staff, blood donation drive held in UTAR four campuses was a regular feature in UTAR's annual orientation programme.



UTAR named the Best Organiser under the category of Private Educational Institutions for 2004.



## Giving back to society

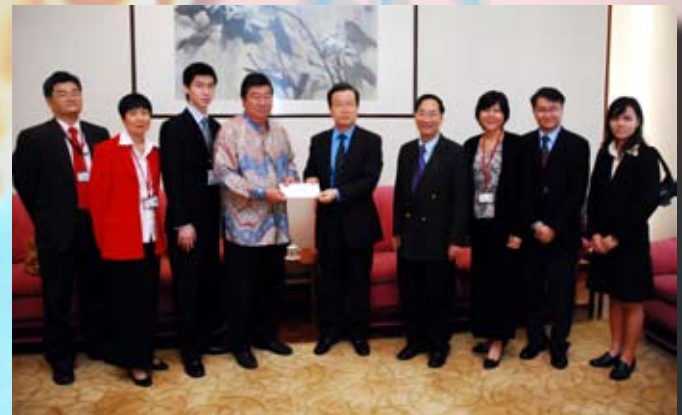
As part of its responsibility to give back to society, UTAR assists in reducing the plight of victims of natural disasters both within and outside Malaysia. UTAR students and staff promptly responded to the call to provide humanitarian assistance to such victims. To name a few, there were fund-raising campaigns in aid of war-hit Iraqis civilians in 2003, Tsunami victims in 2004, victims of Cyclone Nargis in Myanmar in 2008, victims of Sichuan earthquake and "Hope for Japan" fund-raising campaign for Earthquake and Tsunami victims in Japan in 2011.



In aid of the Tsunami victims in Japan in 2011



In aid of the Cyclone Nargis victims in Myanmar in 2008



In aid of the Sichuan Earthquake victims in China in 2008



In aid of the Indian Ocean Tsunami victims in 2004







## Collaboration with the Malaysia Mental Literacy Movement

In the effort of creating awareness on the importance of harnessing the full potential of human mind, UTAR co-organises with the Malaysia Mental Literacy Movement and Kolej Tunku Abdul Rahman (KTAR) to hold the annual Malaysia Festival of the Mind. The Festival has received overwhelming response from the public and it is anticipated that the event will continue to yield great impact in years to come. In addition, many lectures and activities are also conducted every year in schools to promote mental literacy.



# MALAYSIA FESTIVAL of the MIND VII Kuala Lumpur

