



UNIVERSITI
TEKNOLOGI
PETRONAS



MAKING A DIFFERENCE THROUGH
UNIVERSITY SOCIAL
RESPONSIBILITY

www.utp.edu.my/usr



ABOUT UTP



Universiti Teknologi PETRONAS (UTP) was established on 10 January 1997 and is a leading private university in Malaysia.

The campus is built on a 400 hectare (1,000 acres) site strategically located at Bandar Seri Iskandar, Perak Darul Ridzuan, Malaysia. The University is a wholly-owned subsidiary of PETRONAS, the national oil and gas company of Malaysia.

UTP offers a wide range of industry-relevant engineering, science and technology programmes at undergraduate and postgraduate levels. It aims to produce well-rounded graduates with excellent leadership qualities and communication abilities.



The University conducts extensive research activities in collaboration with PETRONAS and other institutions and industries, locally and abroad, on six research focus and niche areas. The focus areas are self-sustainable building, transport infrastructure, health analytics, hydrocarbon recovery, contaminant management and autonomous system.

UTP has produced more than 15,000 graduates and currently has an enrollment of over 1,200 foundation students, 6,000 undergraduates and 1,200 postgraduates from more than 60 countries around the world.



A CARING GLOBAL UNIVERSITY WITH STRONG SOCIAL VALUES FOR THE WELL BEING OF SOCIETY

In 2013, UTP embarked on a new approach for its corporate social responsibility (CSR) initiatives. Having been established nearly two decades prior, and with numerous accolades for academic excellence, the University wanted local communities in the vicinity of its campus in Bandar Seri Iskandar to grow and prosper.

The new CSR plan would shift the focus from being purely philanthropic and charity-based to those that emphasise more on capacity building for empowerment. A catchphrase often repeated to encapsulate this new thinking was: Instead of giving fish, teach the communities how to fish.

Three key areas were identified:

EDUCATION

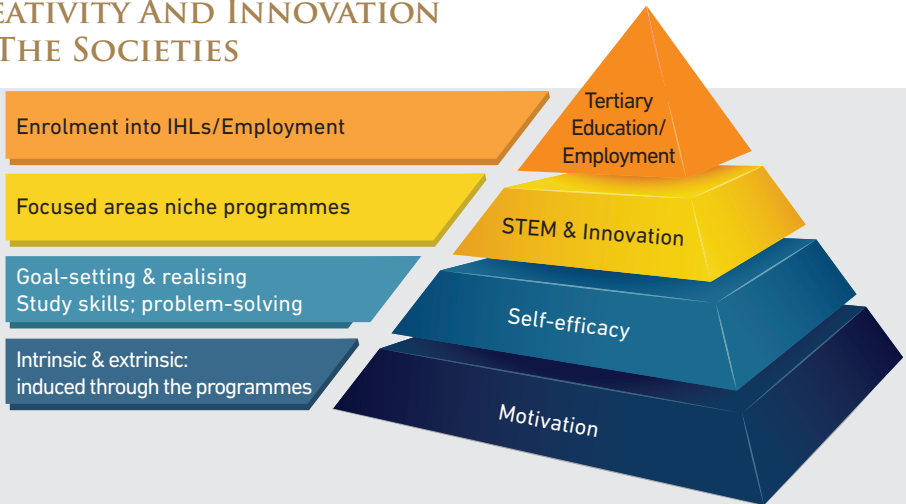
SOCIOECONOMIC DEVELOPMENT

ENVIRONMENT



EDUCATION PILLAR

A CARING UNIVERSITY IN
TECHNOLOGY EDUCATION,
CREATIVITY AND INNOVATION
OF THE SOCIETIES



SUCCESS HIGHLIGHT

STEM WITH UTP

The current teaching methodologies in closed classrooms lack motivational elements and are often exam oriented. Hence, the targeted students have failed to see the relevance or the purpose of education for their future. By taking this into a serious consideration, SK Pengkalan Baharu has taken an initiative to co-jointly organise with UTP a one-day event for STEM through the introduction of gamification such as hands on, team building, and communication activities. This will motivate students to have a positive insight on the importance of education and their future career. The negative perception



especially for Science and Mathematics subjects would also be enlightened. UTP believes by integrating essential soft skills and STEM in young generations would bring our nation closer to the realisation of the goal to establish a scientific and innovative society. About 180 students participated in this programme, held on 3 October 2018.

SOCIOECONOMIC DEVELOPMENT PILLAR

IMPROVED
SOCIOECONOMIC
CONDITIONS
BASED UPON
PRINCIPLES OF
JUSTICE, PRUDENCE,
STEWARDSHIP,
COLLABORATION
AND DIVERSITY



SUCCESS HIGHLIGHT

EMPOWERING LOCAL ENTREPRENEURS

Mahani Abd Karim, the 50-year-old seamstress from Kampung Aji, Perak has set her sights on not just growing her modest tailoring business but also on helping other women in her village improve their standard of living. Mahani started tailoring some 20 years ago - offering her services to friends and family. It was a means for the mother of four, and whose husband was a petty trader, to supplement the family's income. In 2009, she opened a shop at Bota Kanan, a nearby town. Though she earned a modest living through this venture, like any small entrepreneurs, Mahani lacked the resources to grow the business.

Given her enthusiasm and interest to grow her business, UTP approached Mahani in 2016 to lead Kampung Aji's tailoring initiative. "I started a company with my husband, called



D' Aji Fashion, and the plan is to gather together friends who sew, especially those from Kampung Aji. I want to get the young people in the village interested in tailoring, and give them training and guidance", says the petite and soft-spoken entrepreneur who currently has two employees and one intern. Through a loan from UEM Group Bhd, which is one of UTP's partners in this CSR initiative, Mahani is able to invest in new equipment, advertise, and bid for tailoring contracts. To date, the enterprise has completed a job for a local hospital and agricultural institute and is in the midst of securing a commission from a large retailer for the supply of baju kurung.

ENVIRONMENT PILLAR

TRANSLATION
OF TECHNOLOGIES
TO ADDRESS
SUSTAINABILITY
GAPS IN
COMMUNITIES



SUCCESS HIGHLIGHT

RURAL ELECTRIFICATION PROJECT

For the first time, PETRONITA Welfare Committee collaborated with UTP and Jabatan Kemajuan Orang Asli (JAKOA), Daerah Batang Padang dan Muallim, Tapah, Perak to implement a rural electrification project at Kampung Batu 20, Tapah.

This electrification project is intended to improve the quality of the livelihood of the Orang Asli community by providing them access to renewable and clean energy via solar power using the Photovoltaic Electricity Generating System (PVEGS) for the village. In



addition to providing electricity, it also allows capability building and self-empowerment through the training on the use of solar electricity system and the scheduled maintenance of the system. This project commenced in November 2015 and took about six months of dedication and hard work to be successfully completed. More than ninety Orang Asli villagers of Kampung Batu 20 will benefit from this project.

Source: <http://petronita.org/Key-Highlights/Pages/solarproject.aspx>

MORE SUCCESS HIGHLIGHTS

EDUCATION

YOUNG INNOVATE PERAK

YIP Programme inspires passion amongst secondary school students towards STEM. Activities include for students to design embedded system solutions and real-life problems with technology through critical and creative thinking.

Project Partner: IM4U.

CONVOCSR KAYAK EXPEDITION 2017

The programme reached out to 2 communities in Bota and Manong through a 3D2N Kayak Expedition with the aim to educate the school children on STEM. STEM related modules were delivered during the stopover at Bota and Manong.

Project Partner: PETRONAS
Dagangan Berhad

ITI-CAREM POWERED CAR COMPETITION 2018/2019

Jointly organised by UTP Institute of Transport Infrastructure (ITI) and Centre for Automotive Research and Electric Mobility (CAREM), the Competition is a CSR that aims to demonstrate the concept of a smart mobility to nearby community and to develop problem solving skills among school students.

SOCIOECONOMIC DEVELOPMENT

MENGGAPAI IMPIAN & YUTP SCHOOL KITS GIVING CAMPAIGN

The annually held Menggapai Impian & YUTP School Kits Giving Campaign is part of UTP's University Social Responsibility (USR). The two aim at easing the financial burden of low-income families by equipping their children with school kits.

Project Partners: Various Donors

INTERNET ACCESS FOR ORANG ASLI COMMUNITY CENTRE POS LEGAP, SUNGAI SIPUT, PERAK

Internet Access Centre for Orang Asli was set-up in Legap with the aim to transform and nurture interactive learning amongst Orang Asli community.

Project Partners: Samsung,
JAKOA and UKM

D'RASA AJI ENTERPRISE - BAKING PROJECT AT KAMPUNG AJI, BOTA KIRI, PERAK

The programme helps four women on a kuih-baking effort through D'Rasa Aji Enterprise, a registered business selling several types of traditional Malay cakes, frozen food and savouries.

Project Partners: Women
Development, Family, Community
Welfare and National Integration
Committee, Agriculture Department,
Perak Tengah District and GIATMARA

ENVIRONMENT

BIO-PESTICIDE FOR IMPROVEMENT OF PADDY FIELD

This is a comparative study between commercial bio-pesticide and conventional at field trial at Rice of Excellent Centre, Titi Serong. Bio-based pesticide is proven to improve paddy growth and yield.

Project Partners: Elsevier &
Agriculture Department, Perak
Tengah District

PROTECTION OF ENDANGERED SPECIES

In 2013, the University engaged with FRIM to protect four endangered tree species namely *Vatica flavida* (resak padi), *Shorea hemsleyana* (cengal pasir daun besar), *Shorea macrantha* (kepong hantu) and *Aquilaria malaccensis* (karas) that have been touted as the country's heritage.

Project Partner: Forest Research
Institute of Malaysia (FRIM)

OWL HOUSES

This is a project led by UTP Design and Prototype Centre (DPC). It designed and fabricated owl houses for farmers in Kampung Aji and Kampung Padang Marhom, critical for rat control in the padi fields. Among the improvements made to the structure compared to the previous wooden ones included improved ventilation and durability.

Project Partner: Agriculture
Department, Perak Tengah District

BE OUR PARTNERS - HOW TO CONTRIBUTE



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Kindly email us the proof of payment for receipt issuance.

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