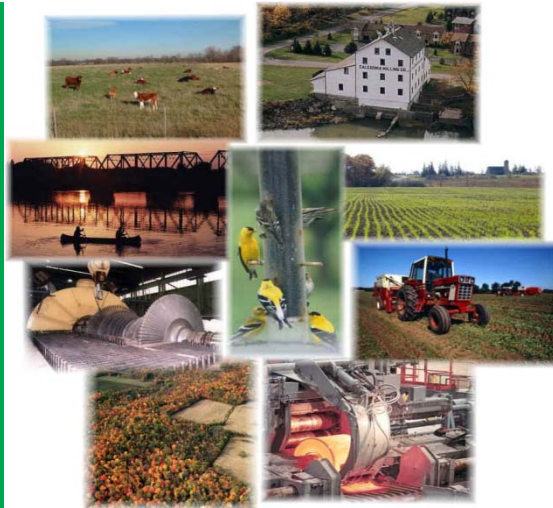




1st SEED program with Temiar,
Integrating Indigenous People at
Gua Musang, Kelantan



**Social Enterprise for
Economic Development (SEED)
A Cross-Cultural Leadership
Program**

UMK and Temiar Village in Gua Musang,
Kelantan, Malaysia

31 August - 11 September 2012

■ ■ ■ ■ Social Enterprise for Economic Development (SEED)

This program in inter-cultural leadership and enterprise development exposes students from Europe and Asia to the unique context of a Temiar village in Gua Musang, Kelantan, through multicultural teamwork and social entrepreneurship.

Participants will work in consultation and discussion with villagers, to actively engage in social entrepreneurship by developing viable business plans, each to improve a specific village enterprise and to develop markets for its products. The students will be given the relevant information about the village and the region which will allow them to explore and develop different possibilities of assistance for the villagers and thereby changing their established mindsets. The business plans with proposals for Village Enterprise Development will then be presented to the villagers and potential sponsors and financiers, such as venture capitalists and bankers.

This program is co-organized by the Universiti Malaysia Kelantan (UMK) and the Asia Research Centre (ARC) at the Chair for International Management (South East Asia), University of St. Gallen (HSG), in collaboration with the ASEAN Learning Network.

■ ■ ■ ■ Objectives

Promoting Economic Development in the Target Village:

Students are encouraged to look for business and other sponsors to invest in appropriate production facilities, provide new markets for these products, new technology, and knowledge to improve agricultural production methods and yields in the target village.

Cross-Cultural Leadership Development and Learning in a Real Life Asian Context:

Through this project, students will gain valuable experience in enterprise development in a unique Asian context and develop intercultural transformational leadership skills in working cross-culturally in a village as change agents and within an international and multicultural team. Students will learn about the unique village contexts, the management approach and development of their conceptualized enterprises, and develop transformational leadership skills.

Continuous Cooperation and Contribution to Social Enterprise:

After the program, students may continue to follow up their work on a voluntary basis to bring about the fulfillment of their projects. The implementation takes place continuously with assistance of UMK students and further SEED and related programs. Students may be involved in future SEED programs or recommend their friends to participate in their place.

■ ■ ■ ■ Participants

Participation is open to students (from outside Malaysia) with any disciplinary background willing to learn cross-culturally. There are only about 20 places allocated for students from various universities. A number of places are already allocated for students from the ASEAN Learning Network universities.

International students in the program will be joined by students from UMK to facilitate optimal cross-cultural learning.

■ ■ ■ ■ Program

- ❑ **Friday, August 31** **Arrival:** The international students arrive in Kota Bahru and will be received by UMK and brought to UMK hostels for rest, followed by Welcome Dinner at 1900.
- ❑ **Saturday, September 1** **SEED Opening**
- ❑ **Saturday, Sept. 1 - Sunday, Sept. 2**
SEED Intercultural Transformational Leadership Classes and Site Visits in KB to introduce students to Malaysia and Kelantan, particularly, the SEED program in Malaysia, the SEED village and its indigenous people, and to prepare the students for work at the SEED village with the Temiars.
- ❑ **Monday, Sept. 3** **Transfer to the SEED village, Meeting with village authorities and Village visit:** The participants will meet the District officers and village representatives to get a brief explanation about the village, and visit a few village projects and households.
- ❑ **Tuesday and Wednesday, Sept. 4-5** **Village Familiarization and Data Gathering:** The participants will go to different assigned kampongs in the village to do social mapping and to identify local business potentials. Students experience village life among the community and discuss potential opportunities for development. A comprehensive understanding of the context is gained and first ideas developed through this and earlier contacts with the village and villagers. Exploratory discussions should be held with villagers during this time.
- ❑ **Thursday to Saturday, Sept. 6- 8** **Focus Group Discussion with Villagers and Business Plan Development:** FGD will be focused to know people's expectation and willingness to develop themselves and to discuss how economic development can be done based on the potentials they have. Through the development of a social enterprise project with the villagers, the students are able to help open the villagers' minds to new ideas from outside their own culture to solve their problems.
- ❑ **Sunday, Sept. 9** **Final Presentation Preparation:** The participants will prepare their final presentation of their Business Plan as well as their learning from the SEED program.
- ❑ **Monday, Sept. 10** **Final Presentation and Program Closing:** The participants will present in front of lecturers, facilitators, village authorities and government agencies (who will also help facilitate the implementation of the business plans).
- ❑ **Tuesday, Sept. 11** **Departure:** International participants will be transferred to Kota Bahru Airport

■ ■ ■ ■ Lecturers and Instructors

Prof. Dr. Li Choy Chong

Chair for International Management (South East Asia) and Director, Asia Research Centre (ARC), University of St. Gallen (HSG), Switzerland

Prof. Dr. Lukman @ Zawawi bin Mohamad

Professor for Social Entrepreneurship, Faculty of Business and Entrepreneurship, UMK, Malaysia

Dr. Wee Yu Ghee,

Senior Lecturer
Faculty of Business and Entrepreneurship, UMK, Malaysia

Prof. Dr. Farok bin Zakaria

Director , Centre for Language Studies and Generic Development, UMK, Malaysia

Dr. Yohan Kurniawan,

Senior Lecturer
Department of Human Sciences, UMK, Malaysia

Wan Tik Sakinah Binti Wan Mohd Zain,

Senior Fellow
Department of Human Sciences, UMK, Malaysia

■ ■ ■ ■ About UMK

The Universiti Malaysia Kelantan (UMK) is a public university incorporated under the 9th Malaysia Plan which stresses the development of human capital with first-class minds. The specific objective is to explore, develop and expand knowledge in the areas of entrepreneurship, agro-business, heritage, creative technology and natural resource sciences through high quality teaching, learning and research. The university has a vision of “championing human capital development with entrepreneurial qualities for global prosperity” and “entrepreneurship education is the foundation to all disciplines of studies”.

Currently, the university has five faculties, one academic centre and one institute (centre of excellence), namely, Faculty of Entrepreneurship and Business, Faculty of Earth Science, Faculty of Agro – Based Industry, Faculty of Creative Technology and Heritage, Faculty of Veterinary Medicine, the Centre for Language Studies and Generic Development, and the UMK Entrepreneurial Institute (UEI). The first students were enrolled with the commencement of the June 2007 semester.

■ ■ ■ ■ Registration



Last Name : _____

First Name _____

University _____

Major/Year _____

Address : _____

E-Mail : _____

Phone : _____

Fax : _____

■ ■ ■ ■ About The Temiar at Gua Musang

The Temiar are the second largest group among the indigenous minorities (Orang Asli) in Malaysia. The Orang Asli constitute less than 1% of the Malaysian population. Many Temiar are swiddeners (whose cultural identity depends on the forest and their uses of it) while others are agricultural smallholders, small business people, or wage earners. Many are not too well integrated with the modern society despite various governmental schemes to help them.

Despite the economic development around them, the Temiar have managed to retain much of their cultures and traditions. The Temiar continue to produce many utilitarian and ceremonial crafts, including basketry (from rattan, palm or other fibres). Their traditional hunting implements include bamboo blowpipes (*blau*), and various animal and fish traps. Their traditional musical instruments include the *genggong* (mouth harp) and *si-oi* (mouth flutes).

■ ■ ■ ■ Program Fee and Facilities

The program fee is CHF 500.--

The program fee covers accommodation in Kota Bahru and Gua Musang, meals and pocket money (to cover meals not provided), all land transportation from arrival to departure and transport cost (when not traveling in groups), services of a medical team (including a doctor), and course tuition fees. The program fee does not cover airfare to Kota Bahru.

■ ■ ■ ■ Registration, Terms and Conditions

To register, please use the form below and mail to the Asia Research Centre at the University of St. Gallen or write an email to verena.haessig@unisg.ch until **11 August 2012**. After receiving your registration, we will send you the confirmation and details for the Bank-Account to transfer the program fee.

Cancellation before 20 August 2012 will result in cancellation fee of CHF 200, thereafter the full fee will be charged.



I bindingly register for the Social Enterprise for Economic Development (SEED) 2012 from 31 August to 11th September 2012 in Kelantan, Malaysia:

paying full fee of CHF 500.--

I undertake to insure myself adequately against all health and accident risks during the program.

Date, Place:

Signature:

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bitte
frankieren

ARC-HSG
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Asia Research Centre
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