

About the SEED Village - Pulau Teluk Renjuna, Tumpat

Kampung Teluk Renjuna is situated on an island named Pulau Teluk Renjuna, one of the many islands located in the district of Tumpat, which is about one-hour journey by car from Kota Bharu, the capital town of the state of Kelantan, Malaysia.

This serene fishing village is one of the locations chosen for a special project, initiated by The Kelantan Council of Religion and Malay Custom (MAIK) called the Give-a-House Programme as a means of poverty alleviation strategies.

MAIK, as an advisory body to His Royal Highness the Sultan of Kelantan, has done a very noble project by providing a house for the poor. It is found that the impact of having a house has changed them to become more positive in their effort to search for better living standards, be it in terms of monetary as well as social well-being.

Programme Fee and Facilities

The programme fee is **USD 450.00**

The programme fee covers the following items: i) Accommodation in Kota Bharu and Pulau Teluk Renjuna Village, meals, land transportation cost during the programme from arrival to departure. ii) Medical service and iii) Tuition. However, the programme fee does not cover airfare tickets to and from Kota Bharu.

Registration, Terms and Conditions

To register, please use the form below and mail to the Center for Language Studies and Generic Development or write an email to thana@umk.edu.my/yohan@umk.edu.my/wantik@umk.edu.my before **30 July 2013**. After receiving your registration, we will send you the confirmation and details of payment procedure to transfer the programme fee to the organizer.

I bindingly register for the Social Enterprise for Economic Development (SEED) 2013 from 25 August - 6 September 2013 in Kelantan, Malaysia:

Stamp

☐ paying full fee of **RM 750.00**

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

Date, Place:

Signature:

Director
Centre for Language Studies and
Generic Development
Universiti Malaysia Kelantan
Locked Bag 36, Taman Bendahara,
Pengkalan Chepa,
16100 Kota Bharu,
Kelantan, Malaysia.

Information and Registration

Centre for Language Studies and
Generic Development
Universiti Malaysia Kelantan
Locked Bag 36, Taman Bendahara, Pengkalan Chepa
16100 Kota Bharu, Kelantan,
Malaysia.

Phone : +60 - (09)771-7276
Fax : +06 - (09) 771-7282
E-Mail : thana@umk.edu.my/yohan@umk.edu.my/wantik@umk.edu.my

Asia Research Centre
University of St.Gallen
Chair for International Management (South East Asia)

ASEAN
LEARNING
NETWORK

UNIVERSITI
MALAYSIA
KELANTAN

4th UMK SEED Program with Pulau Teluk Renjuna
Community at Tumpat, Kelantan



Social Enterprise for Economic Development (SEED) 2013
"A Cross - Cultural Leadership Program"
UMK and Pulau Teluk Renjuna
Community in Tumpat, Kelantan
25 August - 06 September 2013

Social Enterprise for Economic Development (SEED)

Inter - cultural leadership and enterprise development exposes students from all over the world to the unique context of Pulau Teluk Renjuna community programme in the District of Tumpat, Kelantan, through multicultural teamwork and social entrepreneurship.

Participants will work in consultation and discussion with the 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 Programme is co-organized by Universiti Malaysia Kelantan (UMK) and the Asia Research Centre (ARC) at the Chair for International Management (South East Asia), University of St. Gallen (HSG), Switzerland in collaboration with the ASEAN Learning Network (ALN).

Objective

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 business 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. This context will develop their intercultural transformational leadership skills through working cross-culturally in a village as change agents and within an international and multicultural team. Students will also 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 programme, students may continue to follow up with their work on a voluntary basis to bring about the fulfilment of their projects. The implementation of these projects takes place continuously with the assistance of UMK students in future SEED and other related programmes. These students can also recommend their friends to participate in this programme.

Participants

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

International students in the programme will be joined by students from UMK and also the ALN universities to facilitate optimum cross-cultural learning.

SEED 2013 - Programme

- ❑ **Saturday, August 24 - Arrival:**
The international students/participants arrive in Kota Bharu and will be received by UMK students and brought to UMK hostels for a rest, followed by Welcome Dinner at 8.00 pm.
- ❑ **Sunday, August 25 - SEED Seminar**
- ❑ **Monday, August 26-Tuesday, August 27 - SEED Intercultural Transformational Leadership Workshop and Site Visit in KB**
This is to introduce participants to Malaysia and Kelantan, particularly, the SEED Programme in Malaysia, Tumpat District and the SEED village, so as to prepare the participants to work with the Pulau Teluk Renjuna SEED villagers.
- ❑ **Wednesday, August 28 - Transfer to the SEED village, Meeting with village authorities and village visit (Homestay):**
Participants will meet the District officers and village representative to get a brief explanation about the village, and visit a few village projects and household
- ❑ **Thursday, August 29- Friday, August 30 - 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 potential. During the session, participants will experience real village life with the local community. Thus, a comprehensive understanding of the local context is gained and new ideas will develop from this two-day stint. Participants are also expected to hold exploratory discussion with the villagers.
- ❑ **Saturday, August 31-Tuesday, Sept. 3- Focus Group Discussion (FGD) , Business Plan Development with the villagers:**
FGD will be focused to know villager's expectation and willingness to develop themselves and to discuss how economic development can be done based on their existing potentials. 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 of their own culture to solve their problems
- ❑ **Wednesday, Sept.4 - Final Presentation:**
Well as their learning experience from the SEED programme.
- ❑ **Thursday, Sept. 5 - Final Presentation and Programme Closing:**
The participants will present in front of their lecturer, facilitators, village authorities, villagers and related government agencies(who will later help facilitate the business plans)
- ❑ **Friday, Sept. 6 - Departure:** International participants will be transferred to Kota Bharu Airport—Bon Voyage

Lecturer and Instructors

Prof. Dr. Chong Li Choy
Chair for International Management (South East Asia) and Director, Asia Research Centre (ARC), University of St. Gallen

Prof. Dr. Farok bin Zakaria
Director , Centre for Language Studies and Generic Development, UMK, Malaysia

Dr. Wee Yu Ghee
Senior Lecturer
Faculty of Business and Entrepreneurship,
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

Hjh. Thana Binti Abdullah
Senior Lecturer
Department of Human Sciences,
UMK, Malaysia

About UMK

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, 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. Apart from that, there is also one academic centre i.e. The Centre for Language Studies & Generic Development and a few centres of excellence, such as, UMK Entrepreneurial Institute (UEI) and The Global Entrepreneurship and Innovation Research Centre (GERIC) . The first batch

Registration

----- ✂ -----
Last Name : _____
Full Name : _____
University : _____
Major/Year: _____
Address : _____

E-Mail : _____
Phone : _____
Fax : _____