



4

Projects

2,494

People Impacted

7,474

Hours Contributed



SIFE

UNIVERSITI
TEKNOLOGI
PETRONAS
2010/2011
ANNUAL REPORT



presentation
5th Category
made by panel judges is FINAL





PROJECT 1 : CORPORATE SOCIAL RESPONSIBILITY CHALLENGE (CSR)

OBJECTIVES OF CSR

- To minimize poverty 30km radius within our university
- To ensure participants gain a stable monthly income of at least MYR 500
- To improve the quality of life of the targeted group

HOW CSR PROJECT MET THE SIFE CRITERIA?

1•ISSUES ON RELEVANT ECONOMIC AND SOCIAL FACTORS

- Poor community lacks of business acumen and entrepreneurial skills
- Rising cost of living poses a challenge to low income household
- Low esteem amongst poor community

2•EFFECTIVE EMPOWERMENT

- Equip community in need with entrepreneurial skills and knowledge
- Guide this community in improving their products and business
- Develop self-esteem and interests for business amongst them
- Engage them to collaborate with Perak State Treasury

3•TARGET PEOPLE IN NEED

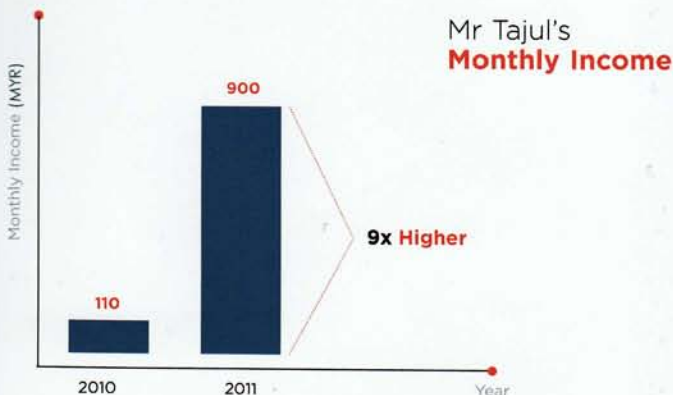
- Families with an average income below MYR 400
- Community lacks of business knowledge and proper equipments
- Poor community needs guidance on business venture
- Mr. Tajul's(one of the beneficiaries) business process is not organized

4•APPLICATION OF BUSINESS, ECONOMIC CONCEPTS AND ENTREPRENEURIAL APPROACH

- Applying market expansion strategy
- Increasing production capacity with better equipments
- Increasing varying products quality
- Mr. Tajul is now more systematic in planning, organizing, leading and controlling his business activity

5•IMPROVEMENT OF THE QUALITY OF LIFE AND STANDARD OF LIVING

- Income of Mr. Tajul (one of the beneficiaries) increased by 900%
- His products have been expanded to 22 stores in Perak and 3 stores in Kuala Lumpur
- Socially, he is able to send his children for tuition classes and the children enjoy proper basic necessities
- Mr. Tajul capable of supporting the family financially
- He is awarded 'Entrepreneur Icon 2011' by the Perak State Treasury
- He is now more confident with high self esteem'



6•LONG-TERM PLANS

- Establish a bakery shop for Mr. Tajul
- Include more deserving recipients within 30km radius from our university
- Collaborate with other higher learning institutions

108
MEMBERS

35
ALUMNI

1
FACULTY ADVISOR

FACTS ABOUT MALAYSIA

- Capital : Kuala Lumpur
- Population : 28.3 million
- GDP Total : 174.23 billion USD (2010)
- Per Capita Income : 8,140 USD
- Currency : Malaysian Ringgit (MYR)
- Exchange Rate : 1 USD = MYR 3.189 (as at 30th September 2011)





PROJECT 2 : TEENS IN ENVIRONMENT CORPORATION (TIEC)

OBJECTIVES OF TIEC

- To develop environmental awareness amongst the youth
- To inculcate community and social responsibility amongst the young generation
- To instill entrepreneurship skills amongst students and low-income families

HOW TIEC PROJECT MET THE SIFE CRITERIA?

1•ISSUES ON RELEVANT ECONOMIC, SOCIAL AND ENVIRONMENTAL FACTORS

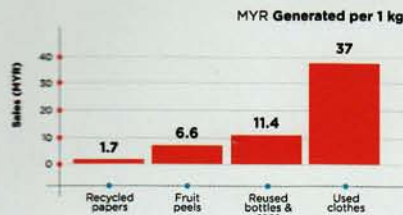
- Young generation is less exposed to social responsibility to the community
- Provide platforms for teenagers to be creative in handling environmental issues
- Instill the interest in the entrepreneurial activities amongst the younger generation
- Teenagers nowadays lack of knowledge on financial skills
- Increase amount of waste accumulated today

2•EFFECTIVE EMPOWERMENT

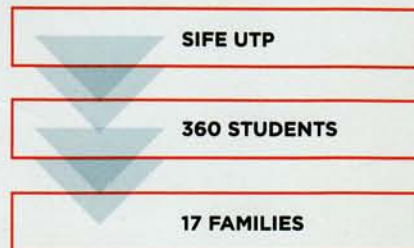
- Educate high school students to make marketable eco-friendly products from waste materials
- Guide the students to engage with the needy
- Train students to utilize available resources especially waste materials to generate income
- Equip the youth with entrepreneurial skills

5•IMPROVEMENT OF QUALITY OF LIFE AND STANDARD OF LIVING

- 17 eco-friendly products are created from waste materials
- Waste materials are reduced in a profitable and sustainable way
- 17 families experienced better standard of living and improve in quality of life
- Young generation gains more understanding on community social responsibility
- Poor students able to buy school basic needs (e.g. reading materials, stationeries and school uniforms)
- Empower 360 SIFE juniors from 20 schools to run actual businesses and passion for community service projects



TIEC Knowledge Transfer



6•LONG-TERM PLANS

- Establish TIEC modules in participating schools
- Collaborate with organizations which have interests in environmental issues
- Organize TIEC Competition at national level in Malaysia

3•TARGET PEOPLE IN NEED

- Direct : 360 high school students (13-17 years old)
- Indirect : 17 low-income families and orphans
- Engaging the high schools to identify students interested in entrepreneurship and social work

4•APPLICATION OF BUSINESS, ECONOMIC CONCEPTS AND ENTREPRENEURIAL APPROACH

- Conducting TIEC Camp 2011 to equip the students with entrepreneurial knowledge and skills
- Providing business seminar from experienced businessmen and lecturers
- Monitor them through School Development Program (SDP)
- Assessment of the students' projects through TIEC Competition 2011
- Conversion of waste to wealth provides business opportunities

PROJECT 3 : BUSINESS EXPANSION AND EMPOWERMENT PROGRAM (BEEP)

OBJECTIVES OF BEEP

- To develop single mothers into successful and independent entrepreneurs with adequate business knowledge and skills
- To improve the single mothers' quality of life

HOW BEEP PROJECT MET THE SIFE CRITERIA?

1•ISSUES ON RELEVANT ECONOMIC AND SOCIAL FACTORS

- Single mothers receive negative perceptions because of their status entrepreneurs with adequate business knowledge and skills
- Their income is insufficient to raise the family
- They face difficulties to get jobs due to family commitment

2•EFFECTIVE EMPOWERMENT

- Equip the single mothers with basic sewing skills
- Educate them on basic accounting and marketing knowledge
- Involve them in setting up a business and business planning
- Train them to diversify their products and services
- Allow them to manage the business independently

3•TARGET PEOPLE IN NEED

- 5 unemployed single mothers from 'Nur Kasih Single Mothers Association', Perak, Malaysia
- Conduct survey to identify the business that suits the single mothers' interests
- Establishment of sewing shop, Kita Semua Enterprise (KSE)*

*'Kita Semua' literally means 'all of us'

4•APPLICATION OF BUSINESS, ECONOMIC CONCEPTS AND ENTREPRENEURIAL APPROACH

- Expose the single mothers to Risk Management Seminar 2011 and Professional Empowerment Course 2011
- Guide these single mothers to come out with a business plan, emphasize on marketing concepts into their business
- Provide superior customer service to gain competitive advantage over competitors

5•IMPROVEMENT OF QUALITY OF LIFE AND STANDARD OF LIVING

- The unemployed single mothers are now able to run their own business
- They are now more positive and confident in leading their life
- They are able to support their children needs and financially better-off



6•LONG-TERM PLANS

- Branding products of KSE
- Establish a fully functional business and training center by 2012
- Expand KSE business all over Perak

PROJECT SUMMARY

PROJECTS	PEOPLE IMPACTED	HOURS CONTRIBUTED	RESULT
Corporate Social Responsibility Challenge (CSR)	38	1804 Hours	<ul style="list-style-type: none"> Increased Mr. Tajul's monthly income as high as 900% Assisted his business expansion to 25 more outlets Enabled Mr. Tajul to improve his family's condition
Teens in Environment Corporation (TIEC)	495	2520 Hours	<ul style="list-style-type: none"> Raised environment and social awareness among the teenagers Trained 360 SIFE juniors to improve quality of life and standard of living of 17 families through business Generated MYR18,000 total profit through the sales of eco friendly products
Business Expansion and Empowerment Program (BEEP)	1895	2952 Hours	<ul style="list-style-type: none"> Unemployed single mothers are now skilled business women Establish new business entity and empowered the single mothers with vocational and business knowledge Provided them with additional
Helping Hands (HH)	66	198 Hours	<ul style="list-style-type: none"> Polished the skills and innate ability of the disabled people Boosted their self-esteem

FINANCIAL HIGHLIGHTS

CASH FLOW STATEMENT (JULY 2010 - SEPTEMBER 2011)

A) Beginning Cash Balance	RM 0.00
B) CASH INFLOWS	
1) Sponsor:	
• CIMB Foundation	RM 66 825
• Chartis	RM 3 000
• Dana Belia 1Malaysia	RM 10 000
• Baitumul Perak	RM 9 000
2) Donation	
• Members of SIFE-UTP	RM 3 160
• others	RM 1 300
3) Club Activity	RM 786
C) TOTAL CASH INFLOWS	RM 94 071
D) CASH OUTFLOWS	
1) Project Expenditure	
• Teens in Environment Corporation (TIEC)	RM 32 394
• Helping Hands (HH)	RM 776
• Corporate Social Responsibilities (CSR)	RM 9 475
• Business Expansion And Empowerment Program (BEEP)	RM 19 633
2) Administration	RM 1 077
E) TOTAL CASH OUTFLOWS	RM 63 385
F) CASH SURPLUS/DEFICIT	RM 30 686
G) ENDING CASH BALANCE	RM 30 686

PARTNERS AND SPONSORS



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