

Community Pulse

IMU COMMUNITY ENGAGEMENT NEWSLETTER



Thank You For Making Our Society A Better Place

Together, we have powered through 2020, a challenging year made better with your support and contribution.

In this issue, we look back at the highlights of 2020 and the moments we created together.

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American composer Duke Ellington once said "A problem is a chance for you to do your best." Indeed, the COVID-19 pandemic brought upon us hardships and ceaseless worries, but it also opens up new opportunities for us to be our best selves and reach out to the people around us. The pandemic had not stopped us from developing new ways to engage and enrich the community.

Just as how the world had to evolve to adapt to the New Normal, IMU staff and students had also found various ways to support the communities despite the various levels of restrictions of MCO in 2020. We have also been able to build upon the cornerstone for our future community projects and initiatives to build upon. Our goal is to align all of our community-related projects and activities to IMU CE's Anchoring Pillars based on the United Nations Sustainable Development Goals (UN SDG). This will ensure sustainable development of the greater communities by building impact in these areas and will benefit from this holistic growth. Moving into 2021, we will continue in our efforts to pursue our vision to build an impactful, sustainable community engagement.

IMU CARES SUPPORT THE
UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (UN SDG).



Community Needs during MCO

Despite restrictions caused by the pandemic, the well-being of our community partners are always on our minds. Over 60 initiatives were carried out with the mobilisation of the Humanitarian Aid Fund and collaborations between IMU Staff and external organizations.

Daily essentials such as facemasks and dry food were given to the communities in need. IMU CE provided PPEs and sanitisers to the front-liners in several hospitals and the Kajang Prison. Two ventilators were also donated to Hospital Tuanku Jaafar and Hospital Kluang in Johor. During the height of the pandemic in Sabah, IMU as a university responded by sending 5000 pieces of N95 face masks promptly to the frontliners there.

(clockwise from left: IMU CE sending face shields made by IMU students (inset) for hospital front liners; delivering daily necessities to communities in need; sending off facemasks to Sabah; IMU donated ventilators to hospitals)



Teamwork Makes the Dream Work

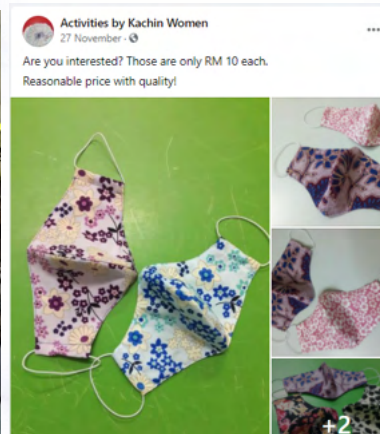
Collaboration between staff & students

The COVID-19 MCO period brought out the best in IMU staff and students to work together to make face shields as well as mask ties (staff and students of IMU Kluang and Seremban campuses) for hospital front-liners.

(left: IMU staff ironing & folding the face masks in office; right: students taking up a meeting room to iron the facemasks before packing them.)



Collaboration between IMU CE & Community Partner



Together with our community partner, the Kachin Women, sewed cloth face masks, disposable gowns and head covers for hospital front-liners. Through this collaboration, they gain the skills which provided substantial income for them during the MCO period.

(left: the Kachin Women hand-sewing face masks in their centre; selling their hand-sewn masks on their Facebook page.)

International Partnerships & Collaborations

"Safe Drive, Saves Lives" Campaign

In 2016, transport-related accidents is the fourth most common cause of death in Malaysia. To raise awareness on mortality caused by road traffic accidents, an MoU was signed between IMU, InciSioN (International Surgical Society), MIROS (Malaysia Institute of Research for Road Safety) and DriveMark followed by a series of nation-wide campaign on "Safe Drive, Saves Lives" was launched. This initiative is also in line with Target 3.6 of the UN SDG, which is to halve the number of global injuries and deaths caused by road traffic accidents.



Social Entrepreneurship Academy (SEA) International



One of the aspects of developing sustainable and impactful community engagement is by integrating social innovation in developing community initiatives.

To present more opportunities for both IMU staff and students to spearhead community transformation projects, an MoU was signed with Social Entrepreneurship Academy (SEA) International which is part of an international network of hubs which provides training and support to organisations to enable social change through various learning programmes that focus on leadership, enterprise, personal development and social impact.

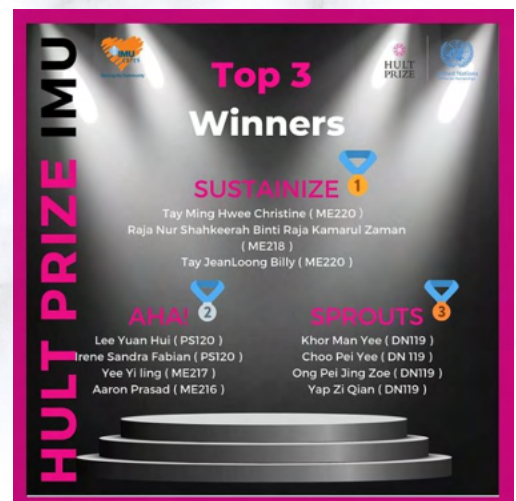
Hult Prize Challenge IMU 2020



To inculcate social entrepreneurship among IMU students, IMU CE also marked its first ever participation in the Hult Prize OnCampus Challenge this year. Known to be the "Nobel Prize for students", Hult Prize is a global platform for college and university students to drive social change through entrepreneurship by pitching their ideas on solving global social issues.

Over a period of three months, 10 teams of IMU students planned and refined their ideas of a social entrepreneurship regarding this year's theme "Food For Good: Transforming food into a vehicle for change". IMU CE organised a 4-day Design Thinking/Social Entrepreneurship workshop conducted by SEA to hone their skills.

The Hult Prize Final Pitch was held on 30 November 2020 as the final showdown between these teams. The top 3 winners were decided by the jury, a panel of specially invited social entrepreneurs from across Malaysia. The winning teams will be proceeding to the regional summit to compete with other winners from other universities for a chance to win the grand prize, USD \$1,000,000 as seed capital for their start-up.



Appointment of IMU CE Fellow 2021-2022

The IMU Community Engagement Fellowship (CE Fellow) brings together university, alumni and community members to promote excellence in community engagement for the university and beyond. The CE Fellows will also be champions of the IMU Community Engagement strategies via the identified IMU CE Anchoring Pillars, which are based on the four UN SDGs.

We are pleased to announce the appointment of our Community Engagement Fellows for 2021-2022. These distinguished individuals who are already champions in their own right contributing to community building, have stepped up to the plate to spearhead great change in the community and society.



Professor Dr James Koh Kwee Choy

Areas of Focus:

- Economic and healthcare inequalities among vulnerable communities (the orang asli community)
- Inequality in access to healthcare & education in marginalised communities



Associate Professor Dr Snigdha Misra

Areas of Focus:

- Healthcare and well-being of the elderly, mothers & infants
- Iron deficiency anaemia amongst women of reproductive age



Dr Ismail Abdul Sattar Burud

Areas of Focus:

- Healthcare & well-being of People With Disability(PWD)
- Improving the quality of life of the obese community via education & creating awareness



Dr Tan Seok Shin

Areas of Focus:

- Healthcare, well-being and quality education for the underserved communities
- Responsible consumption & production of food and sustainable nutrition



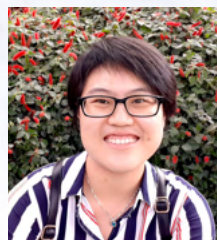
Dr Sreenivasa Rao Sagineedu

Areas of Focus:

- Social entrepreneurship as a sustainable solution to community/societal challenges
- Greener earth

Congratulations to the CE Fellows and we look forward to working together with them for a better world!

Staff Updates



You would have noticed two new faces in the CE office. Dr Aaron Tan Shin Kiat, and Ms Chen Wei Shan joined us in the roles of Assistant Administrator and Executive respectively. Aaron, our own IMU Alumna, was SRC's Public Relations Liaison for IMU Clinical Campus and joined us as soon as his Sem 10 exams were over. Aaron replaced Dr Tam Kah Chun who has left to begin his housemanship in Ipoh in October 2020. Wei Shan joined soon after Aaron and brings with her expertise in communication. Together, both Aaron and Wei Shan bring along the sunshine on their faces and add to everyone's smiles! Welcome Aaron and Wei Shan.

Together with the dedicated Project Leaders, the CE Working Group, the CE Committee, IMU staff and students as well as our partner organizations, sponsors and community partners, the IMU CE Team will continue to strive to bring meaningful community engagement for the university and the greater community.

Thanks everyone! Together, you have helped our communities get through these tough times this year.

**New Year,
New Beginnings,
Infinite Possibilities.**

IMU Cares wishes you

*Happy
New Year!*

