

UiTM

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CivileEdge

e-Newsletter

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ADVANCING KNOWLEDGE. CREATING IMPACT

Our news & research highlights reflect the faculty's continued commitment to advancing knowledge with real-world impact.



CBPM RESEARCH HIGHLIGHTS

IREACH 1.0 & 2.0: EMPOWERING RURAL COMMUNITIES THROUGH KNOWLEDGE, INNOVATION & SUSTAINABILITY

Written by Assoc. Prof. Ir. Ts. Dr Nur Kamaliah Mustaffa

“We believe in the power of knowledge to transform communities.”

At UiTM, we believe in the power of knowledge to transform communities. Our journey with the Rural Empowerment and Community Help (REaCH) programme began with REaCH 1.0 in Kuala Terengganu, where, supported by a Social Impact Grant of RM250,000 from Yayasan TM, we worked hand-in-hand with local communities to enhance skills, strengthen economic resilience, and promote digital literacy. The success of this first phase inspired us to go further, and we are proud to continue the journey with REaCH 2.0 in Kampung Juasseh Tengah and surrounding areas in Kuala Pilah, Negeri Sembilan, with another RM250,000 grant from Yayasan TM.

Led by Assoc. Prof. Ts. Dr. Nur Kamaliah Mustafa and supported by a dedicated team of experts, Ir. Ts. Dr. Nor Azmi Bakhary, Ir. Dr. Nazirah Ab Wahab, Ts. Dr. Nurul Rabitah Daud, Ir. Dr. Zadariana Jamil @ Osman, Dr. Azrin Ali, and Mr. Muhammad Azril Izuan Ramlan, we set out to empower the community through education, innovation, and sustainability. This year, we involved 100 SULAM students, giving them hands-on experience in community engagement, leadership, and real-world problem-solving, while bringing fresh energy and creativity to the programme.

“REaCH is more than a programme, it’s a celebration of collaboration, culture, and community.”

The core of REaCH 2.0 is built around three pillars aligns with the Sustainable Development Goals (SDGs), ensuring a balance between social, economic, and environmental progress for rural communities. To uplift the local economy, we implemented entrepreneurship classes, incentive awards, coaching and mentoring, and digitalisation support for rural products. Social empowerment initiatives included women’s development programmes, grooming classes, free health screenings, and education and career counselling. Environmental initiatives focused on creating a community farm, a recycling centre, agricultural training, solar energy education, and recycling & 3R workshops. Alongside these, we ran campaigns, talks, and competitions to raise awareness about biodiversity and responsible use of natural resources.



The highlight of REaCH 2.0 was the Festival Perpatih, celebrating the programme’s achievements and fostering community unity. Officiated by Negeri Sembilan EXCO for Education and Human Capital, Dato’ Ismail Lasim, and attended by representatives from UiTM and Yayasan TM, the festival brought together communities, students, and partners in a lively and joyful celebration. The festival was full of adat perpatih exhibitions, craft competitions and traditional games. We were also proud to award seed funding to 20 local entrepreneurs to support their micro-businesses. This programme would not have been possible without strong collaboration with our partners: JPKK Juasseh Tengah and Pasir Ambor, nearby primary and secondary schools, Pejabat Pendidikan Daerah Kuala Pilah, Klinik Kesihatan Juasseh, Pejabat Pertanian Kuala Pilah, SWCorp Negeri Sembilan, and Lembaga Muzium Negeri Sembilan. Working alongside us, they strengthened programme delivery, community engagement, and cultural preservation.

“Through REaCH, we’ve seen how sustainable development thrives when universities, industry, government, and communities work together.”

The success of REaCH 1.0 and 2.0 shows the power of collaboration, and with the continued support of Yayasan TM through the Social Impact Grant, we remain committed to empowering rural communities to grow, innovate, and thrive building a brighter and sustainable future for all.

MORE INFORMATION ABOUT US



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UiTM *di hatiku*

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