



[Home](#) / [2024](#) / [August](#) / [GlowINC Green Programme Instils Environmental Awareness and Skincare Among Youth](#)

## GRU2025 SDG

28/08/2024 / NURUL SYAFIQAH ZAMREE



KUANTAN, 26th June 2024 – The GlowINC Green program, focusing on skincare awareness and love for environment, was organized by final-year students from the Bachelor of Communication and Media Studies (Hons) in Interpersonal Communication, Faculty of Communication and Media Studies (FKPM), UiTM Shah Alam. The programme took place at Kolej Tingkatan Enam Astana (KTEA) in Kuantan, Pahang, involving more than 200 participants including teachers, lecturers, FKPM students, and KTEA students.

Participants were educated on the importance of maintaining facial cleanliness and skin health against harmful UV rays. This awareness is crucial for boosting self-confidence and reducing skin problems such as acne, redness, early signs of aging, and skin cancer. Through demonstrations and info hunt games, participants gained clearer and deeper understanding of the importance of regular face washing and using products suitable for their skin types.

The programme, which also received support from the MClive 8.0 programme, was officiated by YBr. Encik Saiful Hisham Bin Yaakob, Principal of KTEA. In his speech, YBr. Tuan Principal said, “This volunteer programme of planting 30 saplings and sharing skincare awareness have a positive impact on environmental sustainability and Malaysia ecosystem, while also enhancing students’ skills.” This aligns with UiTM’s goal of becoming a Globally Renowned University (GRU) 2025, focusing on leadership, community service, and volunteerism.

Supporting Sustainable Development Goals (SDGs) 3, 4, 13, 15, and 17 – Good Health and Well-being, Quality Education, Climate Action, Life on Land, and Partnerships for the Goals – the GlowINC Green program demonstrated that UiTM students as organizers can enhance their communication confidence and maintain good relationships with industry partners, beneficial for future career opportunities. The program achieved success with support from sponsors such as Emina Cosmetics Malaysia, the Forest Research Institute Malaysia (FRIM), Adabi, Malaysia Youth Community (MYC!), Duopharma Consumer Healthcare, and Mydin.

Penulis : Nurul Syafiqah Zamree, Sharifah Yuliana Bt Syed Ali Hanafiah, Norhayati Baba



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## HUBUNGI KAMI

Universiti Teknologi MARA (UiTM)  
40450 Shah Alam, Selangor Darul  
Ehsan  
Malaysia  
Tel: +603-5544 2051 / 2000

