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23/06/2025 / MAS AIYU JAMALUDIN



SHAH ALAM, 16 June 2025 – In a collaborative effort to bridge academic learning with real-world impact, 35 Parks and Amenities students from the Faculty of Built Environment (FAB), Universiti Teknologi MARA (UiTM) Shah Alam participated in the SULAM Programme: Cultivating Digital Marketing Culture with Kebun Komuniti Jalan Tuntung, Seksyen 20, Shah Alam.

Organised under the national framework of Service Learning Malaysia – University for Society (SULAM), the programme championed the theme “Empowering Communities Through Technology,” equipping the local urban farming community with foundational skills in content creation, social media marketing, poster design using Canva, and small-scale e-commerce tools.

A highlight of the programme was an interactive workshop that enabled over 10 community members to gain hands-on experience in designing promotional materials using Canva—skills that would support their efforts in promoting garden produce through digital platforms.



Programme advisor Pn. Mas Aiyu Jamaludin emphasized the dual benefit of the initiative: enhancing students' applied knowledge while delivering immediate value to the community. "This initiative allows our students to move beyond theoretical learning. They're applying their knowledge in a practical setting that supports community sustainability and development," she said.

Chairperson of the urban farming group, Tuan Haji Abdullah A. Hamid, expressed deep appreciation for the student-led collaboration, "This programme brings new digital energy to our work. Now, we're better positioned to share our produce with a wider audience," he remarked.



In addition to the training, the programme featured communal clean-up sessions, planting activities, and two-way knowledge exchange, strengthening bonds between the university and the local community.

This initiative is aligned with UiTM's commitment to holistic education and social innovation and is envisioned to serve as a replicable model for sustained university-community partnerships that promote inclusive and sustainable knowledge-sharing.

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