

English Language Club Report

A Charity Sale by the English Language Club Entrepreneurs

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A charity sale was organised by the English Language Club (ELC) of Universiti Teknologi MARA, Cawangan Pulau Pinang (UiTM CPP) at Laman Perdana in Permatang Pauh campus from 4th April 2022 to 7th April 2022. With the assistance and support of the Malaysian Academy of SME and Entrepreneurship Development (MASMED), the club managed to secure a booth for free to sell its own originally-designed limited edition merchandise items for the purpose of raising funds to be donated to two organisations—Maahad Riyadhil Quran (MRIQ), Kedah and Zoo Taiping, Perak. Those organisations were chosen for our University Social Responsibility (USR) projects for the March – August 2022 semester: the Madrasah Visit and Exchange of Knowledge project and the Wildlife Conservation Week and Taiping Zoo Volunteer and Visit project respectively. Another purpose for the charity sale was to give exposure to club members on the responsibilities shouldered by common entrepreneurs in Malaysia.

With the help and permission from Dr. Suria Sulaiman, the head of MASMED UiTM CPP, the club members from Permatang Pauh campus were able to operate a two-desk booth near the ATM machine at Laman Perdana for four days from 10.00 a.m. to 5.00 p.m. Among the items, which were designed by the club members, were mugs, button badges, fridge magnets, face masks, and different kinds of bags. The mug design was inspired by the ESI iDART values of UiTM, with additional funny quotes on the mugs. The rest of the item designs followed a wildlife conservation theme – “Conserve, Preserve, Reserve (CPR) Wildlife” which included cute animal silhouettes and tiger motives. The club members managed to sell a handful of items throughout the week to passers-by and the remaining items were sold to relatives and friends in their respective hometowns. Club members from the Bertam campus also assisted in selling the items personally in their own college dorms. In total, the charity sale enabled the club to donate RM1,000.00 in cash to MRIQ and another RM1,000.00 worth of items to Zoo Taiping.



Another aspect of the project is the certified training and recognition of educators with entrepreneurial expertise. In order to achieve one of the Performance Indicators (PI) of Akademi Pengajian Bahasa (APB) and MASMED, the three club advisors underwent entrepreneurship training recognised by MASMED. To fulfil PI024 – number of educators with entrepreneurial expertise, the ELC Club advisors cum lecturer namely Noor Azli Affendy Lee, Muhammad Aiman Abdul Halim, and Dr. Nur Ilianis Adnan joined the Women Netpreneur Program 2022, a full-day online Zoom workshop by Gorgeousegeeks on 27 April 2022. The guest speakers shared their insights in online entrepreneurial skills needed in conducting a business during and post-COVID-19 pandemic. Additionally, the two gentlemen lecturers also joined the eUsahawan StartUp organised by the Malaysia Digital Economy Corporation (MDEC) on 10 June 2022 which was held at the 2nd floor of the Perdana Block (Bilik Perdana), UiTM CPP Permatang Pauh campus.