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Social Innovation Initiatives

Volume.2

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Faculty of Education

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About The Book

This book is a compilation of summaries that describe the programmes that have been run by the academics and students at the Faculty of Education, Universiti Teknologi MARA. The main objective of the programmes is to create a platform for the faculty members to take part in social innovation projects in the local community. More importantly, the programmes also complement the students' regular class experience as they also can learn a range of skills that can make them more active socially and entrepreneurially.

Definition of social innovation:

Social innovations are new ideas that meet social needs, create social relationships and form new collaborations. These innovations can be products, services or models addressing unmet needs more effectively.

1. Karnival MyJeram 2019 (Zumba & Voluntary activities)

Contributor

Ahmad Fahim Zulkifli

What

This program was organised by the Pusat Khidmat Masyarakat DUN Jeram N12 and its objective was to celebrate the local community through activities, engagement, and collaborative efforts. Many activities were planned to accommodate various age levels, interests, and needs of the community and they comprise activities that were academics, entrepreneurial, and physical in nature. Administrators, academics, entrepreneurs, and celebrities were also invited to share their views and tips on the given topics throughout the event. Furthermore, the program provided great opportunities for the students to meet new people and develop their networking for future life development.

Who

The second-year undergraduates majoring in Physical and Health Education were responsible for choreographing and conducting the Zumba session. Additionally, they volunteered to provide support to the organiser throughout the event. The activities were beneficial to the students as they are pre-serviced teachers who have been trained to deliver physical and health education-related contents and conduct a variety of physical activities to educate and promote physical well-being.

When

It was held from 27 until 29 September 2019.

Where

The program was conducted at an area adjacent to the Pusat Khidmat Masyarakat DUN Jeram.





Story

The Zumba and voluntary activities were initiated with the aims to increase knowledge and self-esteem among the students in conducting physical activities with the local community. Moreover, it was believed that the activities would enable the students to hone their leadership skills such as managing individuals in groups and delegating tasks that are related to physical well-being and health, meaningfully and consistently. Additionally, the event helped the students to conduct the Zumba activity creatively and to develop appreciation for lifetime fitness. Apart from Zumba, the students also helped to organise other activities such as folk sports, futsal, and forums.

Beneficiaries/ Stakeholders

The UiTM students' involvement was meant to increase engagement between the university and local community through physical activities.

Key lessons

The activities provided the students a great platform to enhance their physical, cognitive, and social learning domains as they had the opportunities to brainstorm and practise beforehand to ensure that all the activities were well planned throughout the day. The process involving planning, executing, and evaluating had increased their ideas and skills in using physical activities to achieve their set goals in the future. Additionally, some of the Zumba movements were modified to ensure they were age-appropriate and related to the interests and needs of the local community.



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