

# TAUTAN KASIH - FPHP COMMUNITY SERVICE

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Malaysia has been a major supporter of Corporate Social Responsibility (CSR) concept, with the government promoting and underscoring the key role of CSR as contributing factors to national growth. As such, UiTM Penang also has devoted several programs toward promoting child-friendly CSR.

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Located in Rumah Kanak-Kanak Taman Bakti, Kepala Batas, the Faculty of Hotel and Tourism Management (FPHP) UiTM Penang organized a community service on the 20th December 2018 from 9.00 am to 2.00 pm. Led by Chef Abdul Rahman, the program involved a joint collaboration of 78 lecturers and staffs from FPHP and several companies including Syarikat Ayam Bismi, Farm Fresh Sdn Bhd. SN Craft Ventures, Seberang Perai Utara Health Office, Kepala Batas Dental Clinic and Sinar Harian Press.



Among the main objectives of the program includes:

1. To foster a sense of responsibility and concern for the community in the environment.
2. Apply the knowledge, skills and practices of civic values in each individual.
3. Develop personality and understand the concept of cooperation.
4. Nurture the spirit of mutual living in a community irrespective of religion, race, belief and ideology
5. To be a patriotic, concerned and responsible citizen to the community and the country.



Rumah Kanak-Kanak Taman Bakti, Kepala Batas is an institution under the Department of Social Welfare providing care and protection to children aged between 1 month and up to 12 years under the court order in compliance with section 54 of the Child Act 2001 for a period of three (03) to eighteen (18) years.



There were several activities conducted that day including breakfast and luncheon, telematch, free milk- distribution to the children by Farm Fresh Sdn Bhd, coloring contest, cup cake decorating demonstration, dental and aedes booths fair and souvenir gift distribution to the children by SN Craft Ventures.



The children's home is managed by Members and Chairman of the Board of Visitors appointed by YB. Women, Family and Community Development Minister in accordance with the Rules of the Child (Safe House) 2007. The duty includes to safeguard the welfare and interests of the children, to manage public donations and help to monitor the administration of the institution in the interests and welfare of the children (<http://jkm.penang.gov.my>)



The opening cum closing ceremony was completed by the UiTM Penang Rector, Prof Madya Ts. Dr Mohd Hisbany Mohd Hashim. During the session, prize - giving ceremony and donations were given by the Rector accompanied by the Head of Center of Studies to cater for the day-to-day operation of the institution. The program ended at 2.00 pm.