LIGHT: LEADERSHIP FOR SOCIAL EMPOWERMENT

**PROJECT OVERVIEW**

LIGHT is a leadership programme for university students through community engagement with the theme “Leadership for Social Empowerment”. The programme is conducted through a community-project approach where students and academics from various disciplines engage with four local communities that produce cultural heritage products in Gombak, Malaysia.

**AIM**

To expose students to their roles as members of the society and industry with emphasis on self-development and how they can contribute to the community and nation.

**MAPPING THE OBJECTIVES TO SDGs**

1. To create opportunities for students to collaborate across universities, disciplines, and with the industry and communities.
2. To engage with the local communities and innovate ideas on how to sustain their culture and heritage.
3. To nurture the leadership values of LIGHT to the students: Leadership, Intuitive, Giving, Humility, Tenacity.

**VALUES**

Committee Members:

**COMMUNITY ENGAGEMENT**

**PROJECT AREA**

Gombak is a district in the state of Selangor, Malaysia, about 20km from Kuala Lumpur. The IIUM university campus is located in Gombak, and within 5km radius from the community partners in this project.

LIGHT contributes to one of IIUM’s Sustainable Development Goals Flagship Project, which is "KAED Flagship Project: Indigenous Heritage & Cultural Living Lab in Gombak". This project aspires to share ideas to the local communities on how they can sustain their cultural products for the future.

**COMMUNITY ENGAGEMENT**

**PROJECT PROCESS**

Students exhibited their findings with the local communities at a university festival.

Students shared their proposed solutions to the community partners to get feedback.

Students from various disciplines explored Lean Canvas and BNIC to generate solutions.

The community partners displayed and sold their products at the festival.

**ORGANISE**

**DEFINE**

**IDEATE**

**SHARE**

**COLLABORATE**

Form the committee members from 2 Universities: IIUM & USM.

**INTEGRATE**

Application and selection of students from various disciplines as LIGHT participants.

**IDENTIFY**

Document the products and analyse their potentials and challenges.

**POTENTIALS**

Generate possible ideas of how the products can be sustained in the future.

**INVITE**

Approach Gombak communities to become partners of LIGHT.

**EXHIBIT**

Display the findings to the public to create awareness about Gombak’s cultural products.

**PITCH**

Learn how to pitch the ideas to solve the challenges identified.

**RE-ENGAGE**

Meet back with the community.

**FEEDBACK**

Share the ideas for solutions to the communities to get feedback.

**RE-FOCUS**

Be clear on the problems that need to be solved.

**PROPOSE**

Refine the idea proposals for the communities.
**GROUP NAME: ‘PROF. N’**
**COMMUNITY PARTNER: BARAKAFF ‘BATIK’**

**Background**
- Established in 1972 by Sharifah Maharan Barakbah
- Hand-painted contemporary batik

**Significance**
- Hand-painted Batik is one of Malaysia’s unique arts that uses specialised skills, and she still hand-paints her batik products

**Problem**
- Need to revitalize market approach to capture the younger generation

**Proposed Solution**
- Social media marketing via Instagram, Facebook, Whatsapp
- Contemporary promotional materials design

**Group Members:** Muhammad Anwar Mohd Nor, Dicky Zukarnain Tanyi, Ahmad Salleh Ismail, Aaina Najihah Ahmad Fazliz, Nur Elena Abdul Rahim Hew, Nurzahra Fazliza Fawz, Maisarah Arifah Arunan, Nur Fazhah Mustapha

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**GROUP NAME: ‘ONE’**
**COMMUNITY PARTNER: SAMBAL’ PONDOK-PONDOK**

**Background**
- Established in 2016 by Noorhaliah Mahbob
- ‘Sambal’ is a traditional spicy sauce eaten as condiments

**Significance**
- ‘Sambal’ is a cultural food in Malaysia and she has developed 9 varieties of flavors as a way to innovate the products

**Problem**
- Need to obtain certifications in order to expand the potential of the products

**Proposed Solution**
- 3 levels of certifications: BeSS, MeSTI, Halal
- Start with the most affordable certification first, which is ‘BeSS: Bersih, Selamat & Sihat’ (Clean, Safe & Healthy)

**Group Members:** Ehtna Polam Ahmad, Farhan Aristo Hanun, Muhammad Fadzil Irfan Zukriil, Abdul Hakim Ahmad Tarmizi, Siti Norasyafa Rosli, Farah Shahira Ahmad, Nur Syazwani Shariudin, Adilah Farzana Che Ai, Alya Faizah Zainuddin

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**GROUP NAME: ‘ACE’**
**COMMUNITY PARTNER: JUNGLE SCHOOL GOMBAK**

**Background**
- Founded by Mejari Kalam (Semelai Tribe Member) & Norzalizah Zainal Abidin (IJUM) in 2012

**Significance**
- Knowledge-transfer of jungle survival skills of the indigenous people
- Promotion of indigenous crafts as source of income for the community

**Problem**
- Need to create more awareness to the public and university students

**Proposed Solution**
- Awareness campaign and promotion plan for two years
- Visibility in social media; promote to universities, colleges, corporates


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**GROUP NAME: ‘THE BRIGHTEST’**
**COMMUNITY PARTNER: KOLEKSI ‘SONGKOK’ ANISHAF**

**Background**
- Established by Warshah Anwar and his wife Norhasmita Ibrahim as a business to sustain their livelihood

**Significance**
- ‘Songkok’ is a traditional headdress for Muslim men in Malaysia that is worn daily and on special occasions

**Problem**
- Demand is high, but lacking in skilled man-power to sew the ‘Songkok’. Thus, they are reluctant to expand their business.

**Proposed Solution**
- Collaborate with community colleges or vocational institutions to train new generations of ‘Songkoks’ makers
- Potential to co-create training modules for ‘Songkoks’ course

**Group Members:** Muhammad Murah Mohd Nor, Umar Darbaseran, Mohamed Amin, Saima Putri Harisap, Nur Aliah Izzati Ahmad Tajuddin, Akiyam Bajrai Ahmad, Tengku Nur Hazhira Tengku Azmi, Nuz Zalikha Shahiran, Puteri Ani Animah Megat Basi