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CONNECTING WITH A HUMAN TOUCH



PENANG, June 2017 - Some 40 Universiti Sains Malaysia (USM) Graduate School of Business (GSB) Master of Business Administration (MBA) students and academic staff participated in the Community Outreach Programme at the Cerebral Palsy (Spastic) Children's Association of Penang last month.

The goal of the programme is to connect with a human touch and enable the sharing of skillsets and social enterprise opportunities with the spastic children in our community which in turn, helps to improve their quality of life (QOL) in the present and the near future.

GSB lecturer, Dr. Ooi Say Keat said the knowledge learnt in class in terms of engaging nature, economics, society and business ethics was put into practice as the students gave back to society as part of their corporate social responsibility (CSR) project.



“It is hoped too that such a programme will create and raise awareness of cerebral palsy and spastic children among the students and staff involved,” added Ooi.

Meanwhile, GSB’s Deputy Dean of Academic, Student and Alumni, Dr. Salmi Mohd Isa said this is not the first time GSB has initiated such a community outreach programme.



"Last year we organised a similar programme at Taman Negara and the participation and impact on the targeted community was very encouraging; we hope to make the GSB Community Outreach Programme as an annual event and a sustainable programme," she said.

The half-day programme also included educational talk for better understanding of spastic children, interaction and games session, musical performance, baking and handicraft skill development, plants and gardening activities, cleaning activities for health benefits in cleaner environment and wall murals painting.

Salmi added that they were very thankful for all the companies as well as members of the public who have provided the necessary funding for the project, among them were Plexus Manufacturing Sdn. Bhd., Lypometal Sdn. Bhd., Creative Bliss Sdn. Bhd., and Golden Frontier Packaging Sdn. Bhd.



The funds raised were used for the project execution which included donation of mobility equipment, i.e Pediatric Wheelchair, Posterior Walker, AFO brace and etc; items/materials for baking and handicraft; gift of encouragement for the kids activities and for cleaning, planting and gardening tools.

Established in August 1962, the Cerebral Palsy (Spastic) Children's Association of Penang is a non-government association that provides therapy and special education to children with cerebral palsy in and around the state of Penang.

Original text & photos: Dr. Salmi Mohd Isa & Dr. Ooi Say Keat/Editing: Tan Ewe Hoe



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