

Away from the hustle bustle of the busy city, you will be awed by this scenic haven which connects you to the rare and precious web of life that flourishes in the wetlands including the endangered species of turtles, mangroves, forests, peat swamps and the largest brackish lagoon in Peninsular Malaysia. It's time to unleash your love for the nature!

SETIU A WETLAND WONDER

With the size of 23,000 hectares, Setiu Wetlands is the largest natural wetlands in the East Coast region of Peninsular Malaysia, combining various ecosystems including freshwater, seawater, brackish water and a 14 km lagoon. The lagoon is a natural harbor for fishing boats of the fishermen surrounding the area. The local communities are involved in fisheries sector and cottage industries that produce traditional sea-based traditional delicacies which include fish crackers, shrimp paste as well as fermented fish sauce.

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MINI SEED UMK 2019

**SETIU WETLANDS,
KUALA TERENGGANU**

30 April 2019 –5 MAY 2019



Supported
By:



Program Description

The **Social Enterprise for Economic Development (SEED) Program** of the ASEAN Learning Network is a unique student-centered and socially responsible learning initiative, requiring students to work together in multicultural teams to learn experientially in the real-life context of a poor Southeast Asian village. In the SEED program, students learn and understand through practice by developing a viable enterprise plan with the villagers which the villagers will themselves implement. By resolving the villagers' problems arising from their perception of the viability of proposed ideas, students win the agreement and change the mind-sets of villagers through empathy and effective intercultural understanding and teamwork, thereby, acquiring skills in intercultural management, transformational leadership, entrepreneurship and innovation.

Mini SEED UMK 2019 is designed exclusively for executives who are pursuing MBA Program at Malaysian Graduate School of Entrepreneurship and Business, UMK enabling them to experience a shortened five-day SEED Program (which conventionally takes twelve days to complete in the past seven SEED Programs in UMK held since 2010). Prior to the Mini SEED Program, the executives who are full time working adults will collect data over three weekends in Setiu Wetlands before finalizing the findings for action/ business plan writing over the five-day span with additional external SEED members.

For more information about the past SEED Programs conducted by UMK and other member institutions, please visit www.aseanlearningnetwork.org

Program Objectives

I. Promoting Socio-Economic Development in the Target Village at Setiu Wetlands

SEED provides students with a beyond-classroom-opportunity to practice the skills that are needed to seek solutions which address local issues concerning them. Using experiential and enquiry-based strategies, participants can study a wide variety of issues, from entrepreneurship, health care to education and the environment before recommending "comprehensive" socio-economic development change.

II. Cross-Cultural Leadership Development and Learning in a Real-Life Asian Context

SEED completes participants as better learners, citizens, and change leaders who help make a valuable contribution to the community. Students gain valuable experience in developing social enterprise in a unique Asian context through intercultural, transformational teams. Students learn about the unique community and village context, the management approach and develop a conceptualized action plan customized for community change. Besides transformational leadership skills, SEED also integrates skills in the planning of values clarification and values analysis with the possible solutions leading to a sustainable future.

III. Continuous Cooperation and Contribution to Social Enterprise

After the program, students may continue to follow up their work on a voluntary basis to bring about the fulfilment of their action plans until a desired change takes place in the village. Periodical follow up visits and actions will be carried out by UMK students.

Program Schedule

29 Apr '19	Arrival & Registration (for International Participants only)
30 Apr '19	Departure to Setiu Wetlands Opening Ceremony Seed Seminar and Workshop
1 May '19	Social Mapping Data Collection
2 May '19	Data Collection Action/ Business Plan Writing
3 May '19	Focus Group Discussion Action/ Business Plan Refinement
4 May '19	Proposals Presentation to the Target Village
5 May '19	Final Presentation Closing Ceremony Submission of Action/Business Plan
6 May '19	Departure

Registration

Online registration link: <https://goo.gl/uicaAU>
Please complete your registration latest by **5 April 2019**. Letter of Acceptance indicating registration confirmation will be issued within five working days.

Program Fees*

- **FREE 10 SEATS** are reserved for ALN Members (first-come-first-serve basis)
 - Local Participant: RM800.00
 - International Participant: USD250
- (*Fees are inclusive of accommodation, meals, program materials, local transfers, border/ airport transfer and certificate of participation)