



TAYLOR'S
COMMUNITY &
IMPACT LABS

Impact Labs Womenpreneur Impact Report



TAYLOR'S COMMUNITY
Inspiring and Impacting The Community
An initiative by Taylor's Education Group



TAYLOR'S

IMPACT LABS
Eradicating Poverty

2022

Table of Contents

S T I L L L I N G S

- 01.
Introduction
- 02.
Participants
- 03.
Students
- 04.
Testimonies
- 05.
Action Plans

Table of Contents

S
T
I
Z
E
T
I
Z
O
C

01. Introduction

INTRODUCTION



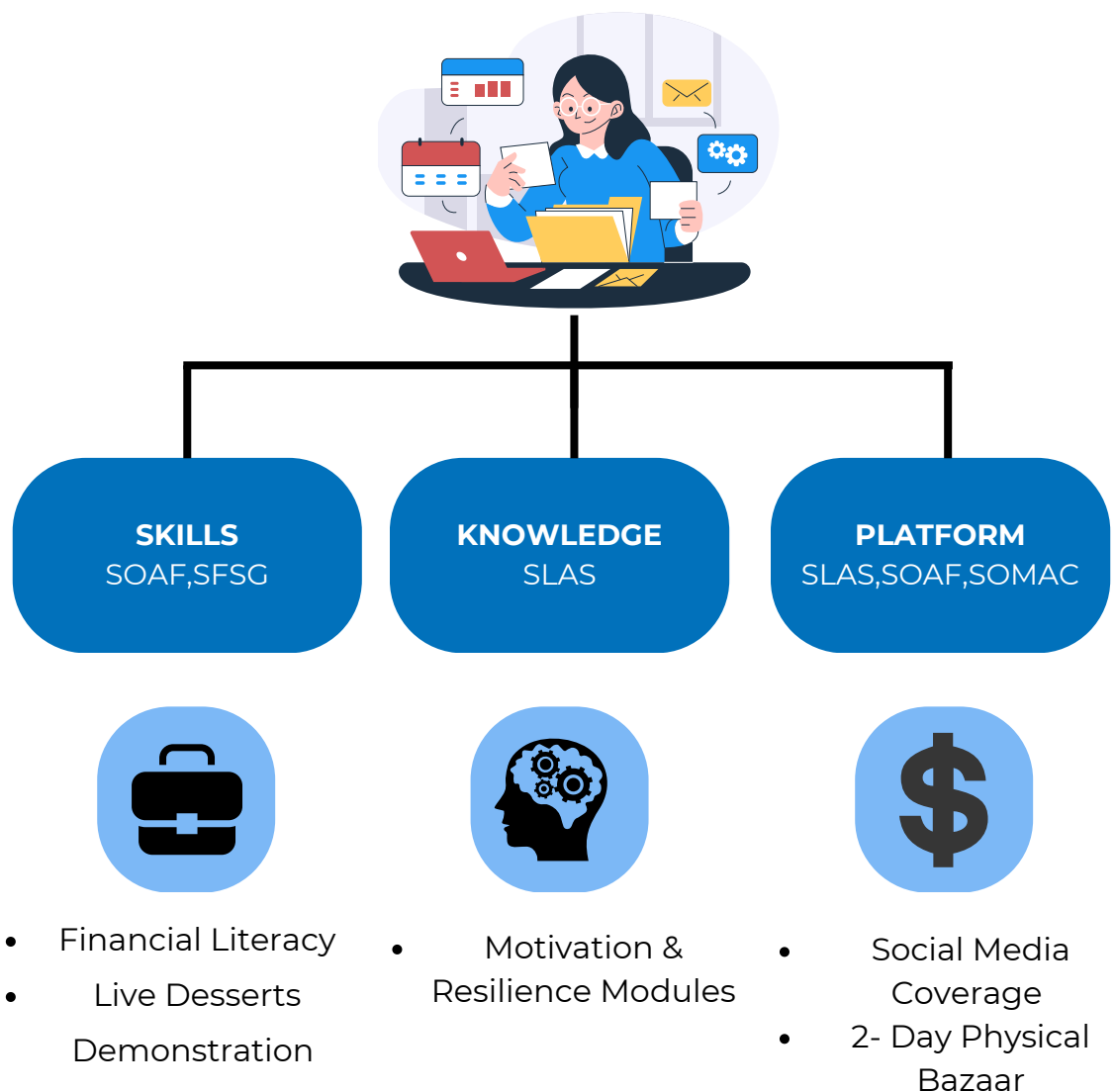
The impact of the COVID-19 pandemic reversed the steady progress of poverty reduction over the past 25 years. This unprecedented reversal is being further exacerbated by rising inflation rates and the impact of the distribution of equal opportunities as well. It is estimated that these combined crises will lead to an additional 75 million–95 million people living in extreme poverty in 2022, compared with pre-pandemic projections.

As such, SDG Goal 1 of Eradicating Poverty has become a major focus for many bodies and institutions worldwide. As well highlighted SDG Goal 2 is about creating a world free of hunger by 2030. The program also touched on reducing inequalities and ensuring no one is left behind thru SDG Goal 10.

Taylor's as an educational institution is moving towards impact-driven learning. As such, students of various faculties helped to organize and craft a program that satisfies both modules learning objective criteria and uplifts the community through doing social good.

The overview of how the project was designed with various schools which were the School of Food Science & Gastronomy (SFSG), School of Media and Communication (SOMAC), School of Liberal Arts and Science (SLAS) &, School of Accounting and Finance (SOAF) collaborating in order to make the program successful. From crafting the modules, enhancing their financial literacy, demonstrating various cooking techniques, and providing an avenue to use their knowledge via a 2-day physical bazaar within the Taylor's University Grounds.

PROJECT OVERVIEW



S
T
R
E
T
H
C
O

02. Participants

PARTICIPANTS



The Participants are women from the B40 community around Malaysia.

Opportunity

You won't win every time, but when your moment comes, take it.

You do not choose the circumstances of where your existence begins, but you can control what you choose to do with your existence. Sometimes, all you need is a chance.

That is what Taylor's endeavored to provide these women from our underserved communities. They showcased heart, commitment, and determination. Such qualities deserve recognition and appreciation.



“
Give a woman a fish you feed her for a day, teach a woman to fish, you feed her for a lifetime.

PARTICIPANT EXPERIENCE

Taylor's endeavored to eradicate poverty via a two-pronged strategy: Education & Opportunity.

Provide the women access to education that they do not actively possess, then provide them with the opportunity to put it into practice for tangible benefit.

01

Interview Phase

The filtering phase is where the candidates recruited to undergo a screening process in order to ensure that the most deserving candidates become participants in the program



02

Bootcamp Phase

To provide access to education for the participants to further enrich and upskill their knowledge bank. Teaching them how to fish, not just giving them a fish.



03

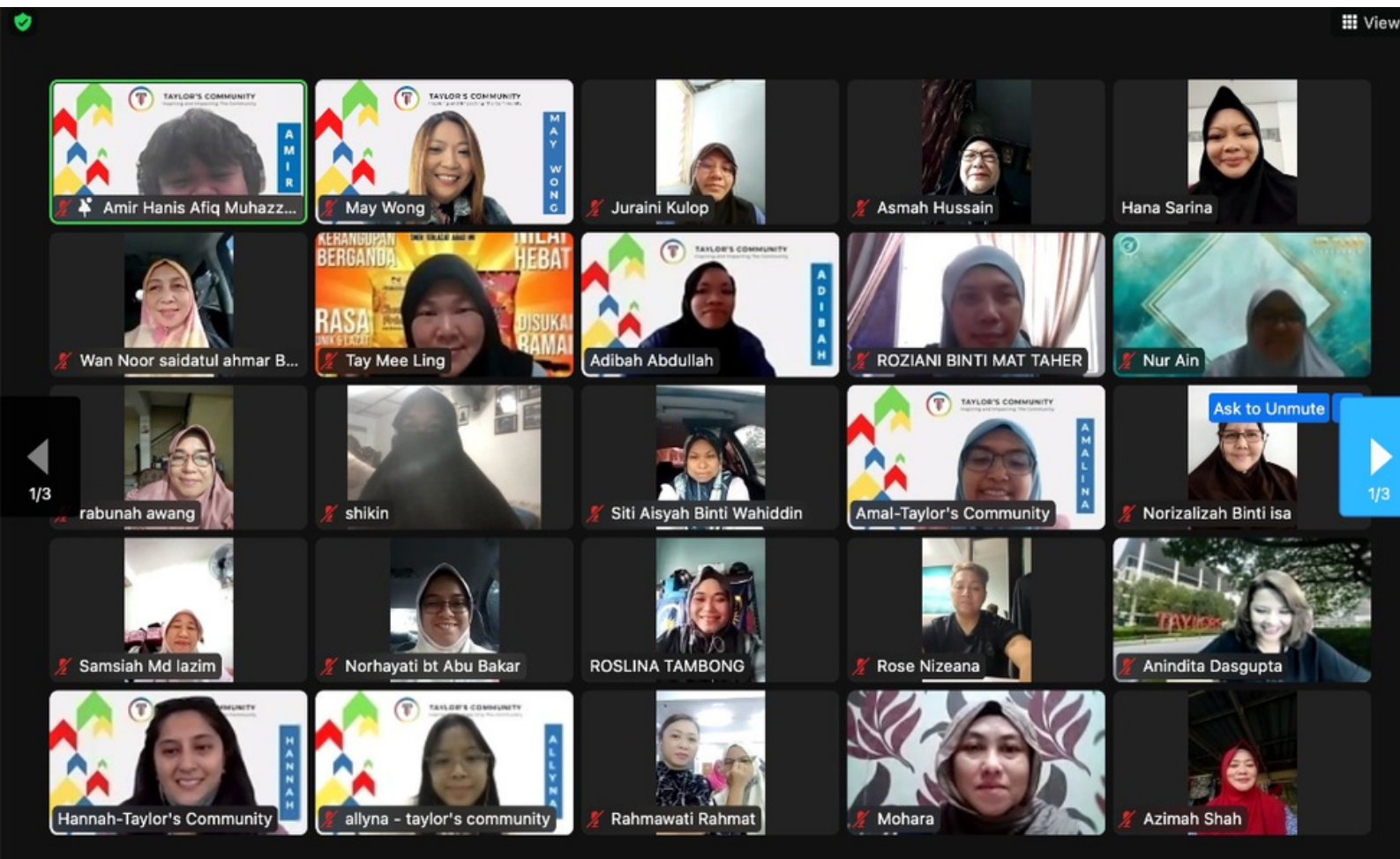
Bazaar Phase

To provide the opportunity to put the knowledge gained into practice, while also giving a chance to expose the community in Taylor's to those from a different background. Providing a marketing avenue to the participants for their businesses accompanied by revenue generation opportunities.









INTERVIEW PHASE

The filtering phase is where the candidates are recruited to undergo a screening process in order to ensure that the most deserving candidates become participants of the program.



BOOTCAMP PHASE

To provide access to education for the participants to further enrich and upskill their knowledge by teaching them how to fish, not just giving them a fish

Key Indicator	Explanation	Data / Outcome
Understanding the importance of Motivation in general	How well the participants understood and embraced the Motivation & Resilience modules	<div>  increased understanding </div> <div>  satisfied with module provider </div>
Understanding the importance of Financial Literacy in their business	How well the participants understood and embraced the Finance modules	<div>  increased understanding </div> <div>  satisfied with module provider </div>
Understanding the importance of Resilience in general	How well the participants understood and embraced the Resilience modules	<div>  increased understanding </div> <div>  satisfied with module provider </div>

BAZAAR PHASE

To provide the opportunity to put the knowledge gained into practice, while also giving a chance to expose the community in Taylor's to those from a different background. Providing a marketing avenue to the participants for their businesses accompanied by revenue generation opportunities.

Key Indicator	Activity / Project	Data / Outcome
Satisfaction of overall flow of the 2 days Bazaar at Taylor's University.	How satisfied the participants with the overall flow of the 2 days of Bazaar	91% were satisfied with the overall Bazaar for both days
Satisfaction rate with Taylor's University's students during the 2 days Bazaar.	How satisfied the participants with the engagement from the Taylor's students	88% were satisfied with assistance from Taylor's students
Satisfaction rate with organizers during the 2 days Bazaar.	How satisfied the participants with the organizers from the Taylor's Community	98% were satisfied with assistance from Taylor's Community

FINANCIAL REPORT

Participants took part in a 2-Day Bazaar Event to increase income opportunities & to grow their personal brands. We had 37 participants comprised of women from our underserved community!

Below is the financial report for overall income during the bazaar and the general feedback to the bazaar.

Participant Sales Progress

Income amount of the top performing participants over the 2-day Bazaar

Key Metrics & Measurements

- Total Sales (Day 1) : RM15,916.60
- Total Sales (Day 2) : RM15,947.00
- Total Sales (Overall) : RM31,863.60
- Average revenue (Day 1) : RM430.18
- Average revenue (Day 2) : RM431.00
- Highest Revenue in a day :
Siti Aida Rahmat (RM3,127.00)

10/10



Loved the Bazaar &
Want to be a part
more

98%



were satisfied with the
management &
execution of the
overall program

100%

*Provided Positive Feedback on their
feelings, emotions, and overall takeaway
from the Program*

WINNERS OF THE BAZAAR

Top Sales

Best Decoration

Most Engaging

Day 1



Siti Aida Rahmat
Coffee (F&B)
011-3548 6796
@ajherb.asia
Award Sum: RM500



Sharina binti Abd Sedek
Fresh fruits (F&B)
018-976 9665
@fruits.garage
Award sum: RM500



Hana Sarina
Handcraft (Arts&Craft)
017-221 3784
@hanasarinahcollection
Award sum: RM500

Day 2



Eriyani binti Ramli
Bamboloni (F&B)
017-251 2300
Award sum: RM500



Nurul Syuhada binti Roslan
Pastry & Dessert (F&B)
014-865 8257
@sugarbliss_desserts
Award sum: RM500



Sha'azimah binti Abd Sha'abar
Keropok lekor (F&B)
011-5894 1544
Award sum: RM500

Best Collaborated Booth



Ismaazila binti Ismail
Biscuits & Crackers (F&B)
017-352 5150
Award sum: RM500

Ros Sabariah binti Mat Rashid
Sambal (F&B)
011-3747 5674
Award sum: RM500



Most Efficient in Booth Setup



Rozaini Mat Taher
Dessert (F&B)
012-654 7901
@ziasecretbake
Award sum: RM250

Siti Hajar binti Yon
019-956 9533
@fruitoqueen
Award sum: RM250



03. Students

STUDENTS

The Students were comprised of 647 students, both local & international, from various backgrounds of expertise, from Learning & Motivation, Public Relations, Introduction to Finance 101 & Food Studies.

Perspective

Sometimes, we do not know how good we have it until we have a chance to experience life through the lens of others.

Students played a part in the interviews to meet and engage the B40 women, then crafted a module that could be utilized to educate them further, and even provided direct support to the booths of the program participants during Bazaar day!



“ All of the women I worked with were very friendly; they came to this program with a goal in mind, and I hope we helped them along the way.

*Omeshah A/P Arumugam
Bachelor of Psychology (Hons)
School of Liberal Arts & Sciences
Taylor's University*

STUDENTS EXPERIENCE

Taylor's endeavored to eradicate poverty by closing the privilege gap between the student body and the underserved communities.

Students were engaged to craft educational modules to facilitate the growth of the women and also to provide active support during the bazaar to boost the income of the women.

01

Interview Phase

The filtering phase is where the candidates recruited undergo a screening process in order to ensure that the most deserving candidates become participants in the program



02

Bootcamp Phase

To provide access to education for the participants to further enrich and upskill their knowledge bank. Teaching them how to fish, not just giving them a fish.



03

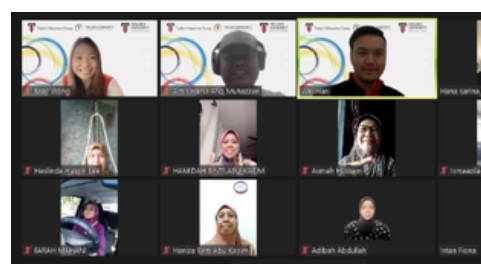
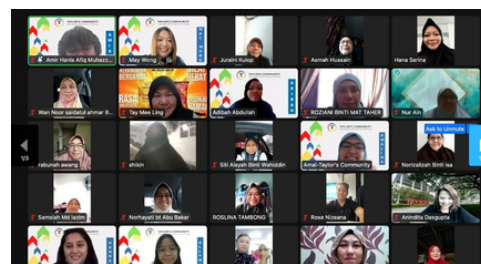
Bazaar Phase

To provide the opportunity to put the knowledge gained into practice, while also giving a chance to expose the community in Taylor's to those from a different background. Providing a marketing avenue to the participants for their businesses accompanied by revenue generation opportunities.



INTERVIEW PHASE

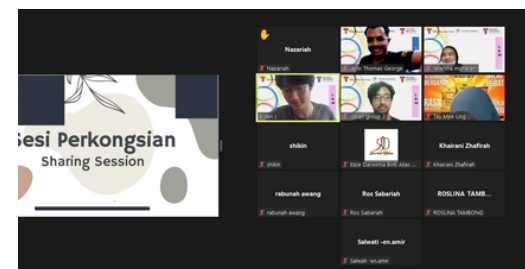
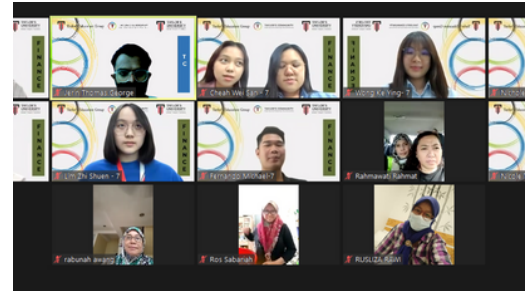
The filtering phase is where the candidates are recruited to undergo a screening process in order to ensure that the most deserving candidates become participants of the program.



Key Indicator	Explanation	Data / Outcome
Effectiveness in uplifting the community	Do you think that this program will help the community attending today?	97.1% agreed that it would be able to help the community
The Spirit on volunteering to uplift the community	Did this program sparked or further sparked your volunteering interest?	83.1% agreed they would love to volunteer for the community
Analyzing aspects to garner modules	Are you clear on your concept for the module creation phase?	94.9% agreed they were clear on modules needed to be created for the bootcamp

BOOTCAMP PHASE

To provide the students with the opportunity to learn soft skills that can support the information uptake process of the participants, while also lifting the barrier to allow the forming of meaningful relationships and a paradigm shift towards impact driven learning.



Key Indicator	Explanation	Data / Outcome
The overall experience being apart of the program	From your perspective, how satisfied are you with the participant experience today?	86.5% were satisfied with the experience they had with the participants
The experience of students being exposed to training the marginalized community	Is this your first underserved community training experience in your life?	77.5% were exposed to the community for the first time in the light of training
The students experience being trainers	How satisfied are you with your student facilitation?	82% were confident in expressing their thoughts and ideas

BAZAAR PHASE

To provide the opportunity for those who were involved with the program to garner practical experience by being on the ground to support the participants of the program.

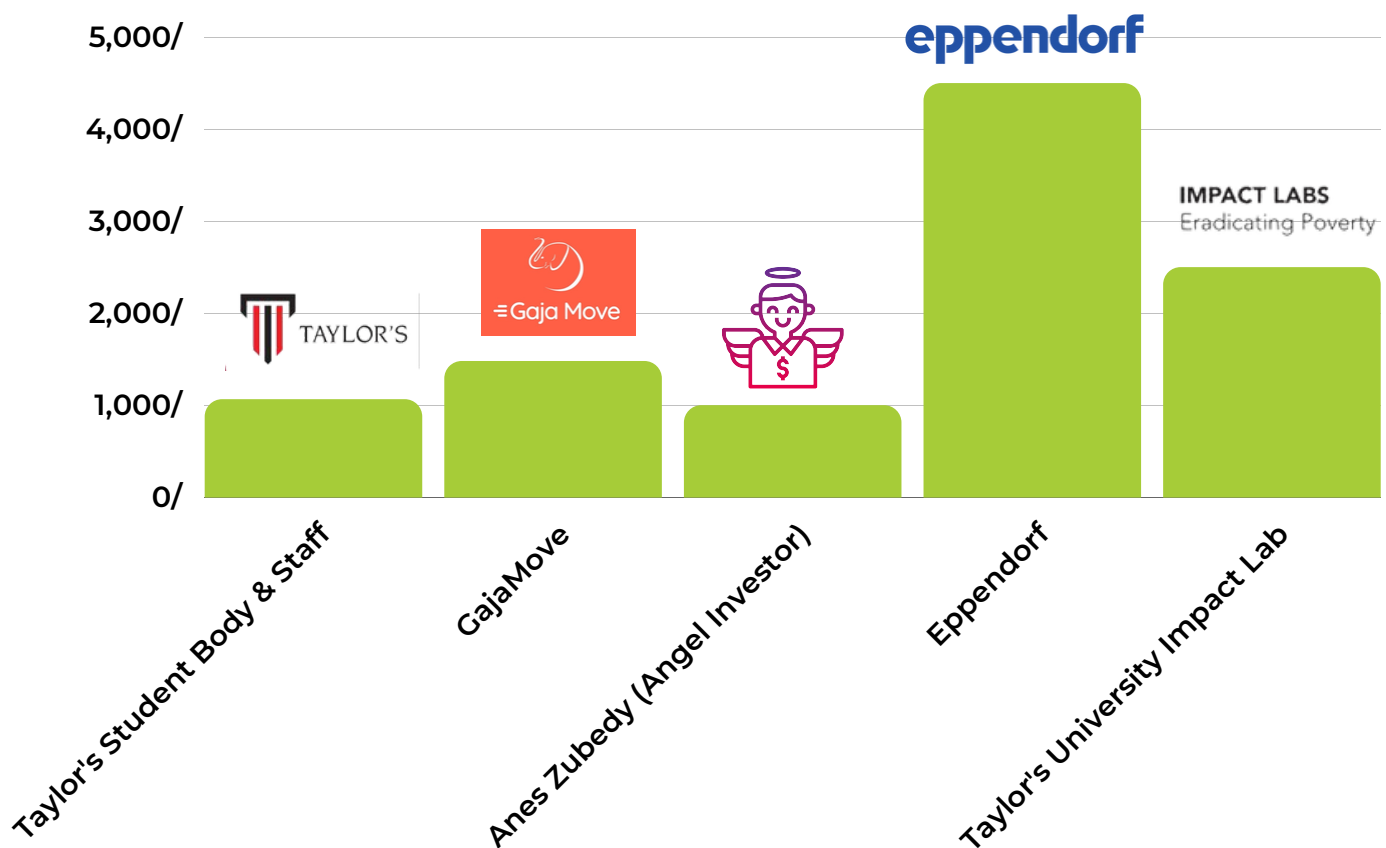
To provide the ability to generate impact and do social good in the hands of the students themselves.



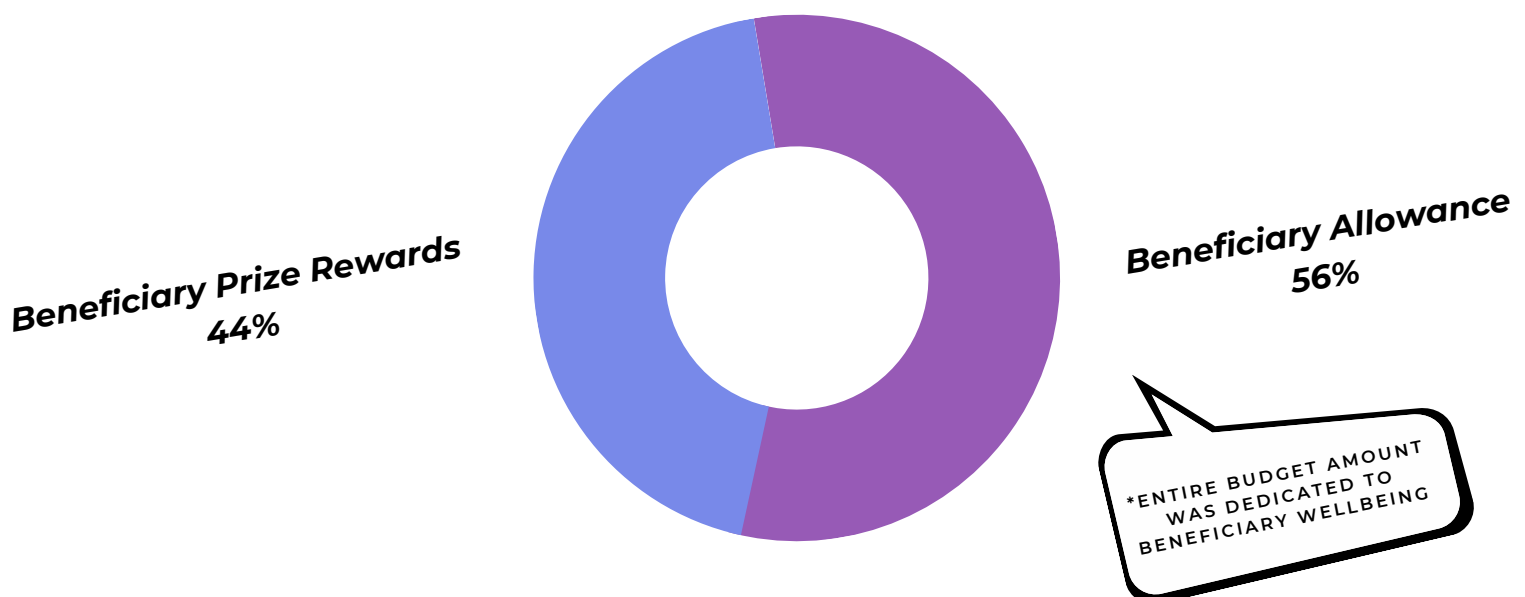
Key Indicator	Activity / Project	Data / Outcome
The experience of students being exposed helping in sales for the marginalized community	Is this your first underserved community training experience in your life?	74.4% were exposed to assist the community for the first time in helping their businesses
The experience of bridging gaps between the marginalized community	Did this program sparked or further spark your volunteering interest?	79.1% were exposed excited to continue their fire to help the community
The impact of the Bazaar from the perspective of the students	Do you think that this program will help the community attending today?	93% agreed that the bazaar was a great impact towards helping the revenue of the participants

BUDGET BREAKDOWN

Summary of budget: Total Amount of RM 10,065.00



SUMMARY OF MONEY SPENT



04. Testimonials

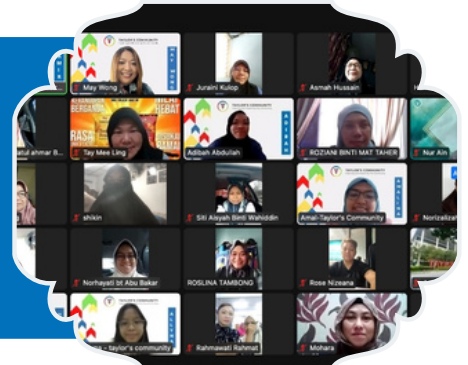
PARTICIPANT'S TESTIMONIALS

Key Highlights

Bootcamp

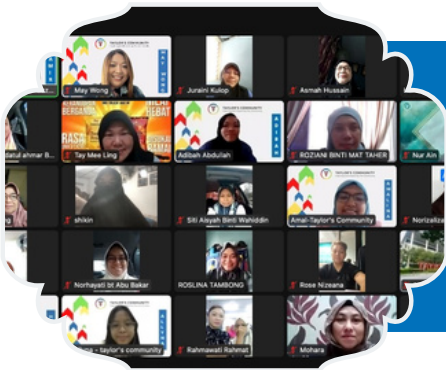
Happy to see the students were able to provide conducive training for the women entrepreneurs

-Juraini bt Kulop



Increase class time because it was fun at the same time knowledgeable

-Norizazilah bt Isa



Bazaar

Super happy and enjoyed myself so much! It was tiring but very satisfying!

-Tay Mee Ling



Satisfied with the Bazaar because my products were sold out!

-Hamidah bt Abu Kasim



The participant journey was something both insightful and inspiring. The women were determined, passionate, and driven to expand their business and increase their revenue while enriching their knowledge bank.

STUDENT'S TESTIMONIALS

Key Highlights

Interview

Overall interesting experience interviewing for the first time

-Stanley Siaw
Bachelor of Psychology (Hons)
School of Liberal Arts & Sciences
Taylor's University



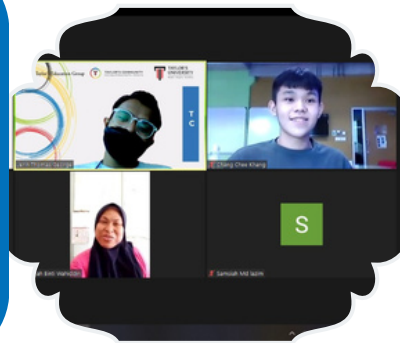
I quite enjoyed it because i felt that we were helping people who could use the help even though it was an assignment for us, it was something we all put a lot of effort into because it affected the lives of people

-Caithlyn Nicole Yew
Bachelor of Mass Communication (Hons)
School of Liberal Arts & Sciences
Taylor's University

Bootcamp

I think it was a good experience for me because I was able to dive and learn about these entrepreneurs. It's a blessing to see them strive for a better life.

-Isyraf Sani
Introduction to Finance
School of Accounting and Finance
Taylor's University



Was a pleasant surprise as the programs really help the akkas grow their knowledge. I was also really excited that we as students too can share knowledge with them to be successful

-Ahmad Kamal Bin Ahmad Shukri
Introduction to Finance
School of Accounting and Finance
Taylor's University

Super happy and enjoyed myself so much! It was tiring but very satisfying! Nice try for my first volunteer experience. I'm happy too to engage in this program to help as possible as I can when seeing their smiles.

-Saeid Abotorabi
Bachelor of Psychology (Hons)
School of Liberal Arts & Sciences
Taylor's University



Bazaar

It was a great experience collaborating with Taylor's community and it was a truly eye-opening experience for me as I got to know the akaks deeply in terms of their background, motivation, and goals. The event was well-organized & went smoothly as expected. Looking forward to participating in this kind of event again in the future. Thanks to the organizer, Jerin, Amir, & Wei Han for giving us the opportunity to collaborate with yall

-Tuan Nor Afiah Aqilah
Bachelor of Mass Communication (Hons)
School of Liberal Arts & Sciences
Taylor's University

Many of the students were exposed to a community in which they had little to no interaction with prior to the program. This provided the opportunity for a paradigm shift to a more impact driven lifestyle.

BAZAAR HIGHLIGHTS



05. Action Plans

ACTION PLANS

A journey of a thousand miles begins with the first step. That first step has been taken, so what's next?

Eradicating Poverty is a continuous work in progress - we need to track its impact and improvements over time. The following options could be explored:

01

Increased frequency

Have regular events at Taylor's for underserved communities. Provide regular opportunities such as bazaars, educational events, and community engagement activities.

02

Increased funding

The bigger the impact we want to make, the more is required in order to make it happen in an orderly & effective manner.

03

Increased financial opportunities

Provide opportunities for employment or SME business promotions for underserved communities.

04

Increased student experience weightage

Provide bigger roles for inclusion of student involvement and fulfillment.



Prof. Dr. Anindita Dasgupta
Director, Impact Lab : Eradicating Poverty



Dr. Wan Puspa Melati Wan Abdul Halim
Deputy Director, Impact Lab : Eradicating Poverty

CLOSING REMARKS

For our inaugural pilot purpose-learning project for the Impact Lab: Eradicating Poverty, It was a pleasure to partner with Taylor's Community.

The wide expertise of the Project Team in implementing impact-driven community projects was a great enabler for the will of our students and staff to alleviate poverty among women entrepreneurs within vulnerable communities.

Thank you to all involved for the continuous support, the enthusiasm, for supporting this meaningful partnership - and for walking the purpose-led walk together.

MODULE LEADERS



Ms. Christine Maryanna Gabriel
Learning and Motivation
SLAS



Dr Rabiatul Munirah Bte Alpandi
Introduction to Finance
SoAF



Ms. Marzura Abdul Malek
Professional Media Workshop
SOMAC



Chef Patma Majid Abdul Ghani
Creative Modern Pastry
SFSG

We would also like to thank the module leaders for guiding the students in order to make this pilot project successful. They were the backbone in helping the student craft the modules, guiding them in order to better help and cater for the program in order to help the lives for this women entrepreneurs.

We would like to sincerely thank the following parties for being involved in the program:

The Students of Learning & Motivation

The Students of Introduction to Finance

The Students of Public Relations

The Students of Food Studies

All Lecturers & Students that contributed to this program

Incitement for providing a platform for the fundraiser

Eppendorf for sponsoring the prize awards

GajaMove for sponsoring the program

Anas Zubedy for sponsoring the program

Professor Dr Neethiahnanthan A/L M Ari Ragavan Executive Dean - Faculty of Social Sciences & Leisure Management

Professor Dr Khong Kok Wei
Executive Dean - Faculty of Business & Law

All who contributed to the fundraising campaign for this program

We thank you for your continued support in our efforts to contribute to the SDGs.

CONTACT

Taylor's Community

1, Jalan Taylor's,
47500 Subang Jaya, Selangor

taylors.community@taylors.edu.my

may.wong@taylors.edu.my