

Small actions, big impact

THE year-long Projek Rak Rahmah, initiated by the Universiti Putra Malaysia (UPM) School of Business and Economics Student Representative Council, is a much-welcomed respite for many on campus.

Carried out with the support of the School's Student Council, Trimax Club and UPM Esports Club, the project aims to provide students with essential items such as snacks, daily necessities, stationery, and digital access – allowing them to focus on their studies without being burdened by basic needs.

The student-led initiative, which focuses on supporting those from underprivileged backgrounds, kicked off on July 8 with an event to motivate students sitting for their final exams.

To date, the initiative has seen snacks, beverages and stationery being distributed throughout the month, thanks to sponsors which

included the faculty's academic staff, IOI Properties Group, Nestlé and Kechara Soup Kitchen.

Council representative K. Ilambaridhi said work on securing sponsorships started months earlier with the students sending multiple proposals, and experiencing just as many rejections.

"Some companies did not respond while others declined to participate. A few, however, recognising our sincerity, stepped forward to support and guide us.

"After much persistence, we even managed to secure a sponsorship of 10 laptops from FGV Prodata Systems Sdn Bhd.

"These will soon be distributed to selected students from B40 backgrounds who lack access to proper devices for online learning and assignments," he said, adding that the council will do its best to ensure no student is left behind.

Urging his peers to think beyond one-off activities and to



Happy faces: Snacks being distributed to UPM students under Project Rak Rahmah.

invest in long-term initiatives that directly improve student welfare instead, Ilambaridhi said small actions, when done with sincerity, can lead to meaningful impact.

He said Projek Rak Rahmah is a model that can be easily replicated.

"You don't need a big budget. Consistency and the drive to make a difference are what matter.

"We hope our efforts will

inspire more youths to step up and be changemakers who genuinely want to serve their communities," he said, adding that the council has heard many powerful stories from students who have benefited from their project.

A care pack recipient shared that he didn't have enough money for food one particular

week and how the project had helped "more than you know".

"That's when we realised the magnitude of what we were doing.

"True leadership is reflected in actions that address real issues and bring actual change, no matter how small the effort may seem," Ilambaridhi said in a recent press release.