

Role model in volunteerism

INITIATIVE: 100 iM4U centres at higher learning institutions to encourage youth volunteer activities

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MALAYSIA is positioning itself to be a hub and role model in volunteer work in a multicultural setting based on the iMalaysia concept.

In this respect, Prime Minister Datuk Seri Najib Razak urged youths, including university students, to grab the opportunity to register as iMalaysia for Youth (iM4U) activists via the iM4U's website.

iM4U is a national initiative aimed at encouraging and supporting youth volunteerism. It is also mobilising a full-scale volunteerism movement next year since 2013 is the country's National Volunteer Year.

"The iM4U is also organising the 2013 National Volunteer Convention in February," said Najib, who is also iM4U chairman.

He also announced the setting up of 100 iM4U outreach centres at institutions of higher learning to allow and encourage volunteer activities by youths to be carried out in an organised manner.

He added the centres could be set up using existing facilities and infrastructure. To kick-start the volunteer work at these centres, each of them would receive a RM5,000 grant, said the prime minister.



Datuk Seri Najib Razak autographing a guitar belonging to **guitarist Rithan of Deja Voodoo Spells** after meeting the 10 finalists of the 'My Uni Rocks' online contest at the **Prime Minister's Department** yesterday. Pic by Ahmad Irham Mohd Noor

He said the government would also have a special award for the most active outreach centre.

"Also, iM4U will give a special award to the most active iM4U outreach centre which comes out with many volunteer activities among the youths and university students.

"We will even have a prominent

iM4U volunteer (*tokoh sukarelawan*) award to be given to individuals who initiate volunteer work in the country," he said before meeting the 10 finalists in the "My Uni Rocks" online contest yesterday.

"My Uni Rocks" is a nationwide three-month contest, using the Facebook platform. It invites stu-

dents from public and private universities and colleges to submit innovative and viable volunteering proposals. It has received more than 200 with volunteering proposals ranging from the environment to helping the underprivileged in the first phase.

The 10 finalists include Tam MPP UPMKB from Universiti Putra

Malaysia with their "From Heart to Heart", Team Golden Books from Sunway University "Golden Books Foundation" and Team Gang from AIMST University with their project, "Teaching Programme".

The finalists will each receive RM10,000 to fund and kick-start their projects.

In the second phase, "My Uni Rocks" is now open for public voting of the 10 finalists and their volunteer proposals. The three winning teams that receive the most number of votes will have a sponsored concert carnival held at their university campus grounds, Apple iPads, as well as an all-expenses-paid overseas study trip for five.

The prime minister was pleased that the "My Uni Rocks" contest had used a social media platform such as Facebook because he believed it would attract more youths to exchange ideas on various volunteer activities.

"iM4U really appreciates all the work and dedication of the younger generation in presenting their ideas for volunteer activities based on their preference.

"This is the first (the My Uni Rocks) organised by the government using the social media platform.

"By doing this, we can have more youths exchange and discuss their ideas," he said.