



# UNIVERSITY OF MALAYA

## FINAL REPORT

THINKING AND COMMUNICATION SKILLS (WIX2001)

SEMESTER 1 2021/2022

TUTORIAL GROUP: T4

GROUP NAME: SG8

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# 1. INTRODUCTION

## 1.1 Description of The Project

'Food For All' is a Service Learning Malaysia - University for Society (SULAM) based project initiated by a group of 5 students of Universiti Malaya. The aim of 'Food For All' is to help people, especially those that do not have access to good and healthy food. Our project aligned with Sustainable Development Goals (SDG), which is goal number two, 'Zero Hunger'. We want to help homeless people to get free and comfort food. Due to this, we will collaborate with a government agency to distribute the food to all eligible people. Besides, 'Food For All' also aims to raise awareness among youth about helping homeless people by using social media which is Instagram as our main platform.

The most common fact among homeless people is the lack of nourishment as they do not have easy access to it, unlike other people. By helping them to get a complete meal or a portion of healthy food for the day, we actually will lighten their burden from that particular aspect. Since some of us are not aware of the well-being of these people because of the privilege to have a plate of pyramid food, we need to expose ourselves more to this type of awareness. To conclude, 'Food For All' will become a helping hand in combating 'Zero Hunger' as we will make sure that our vision to help the people in need of sustenance will be fulfilled hence the society can instill awareness that everyone deserves good and comfy food.

## **1.2 The Collaborator**

Pusat Transit Gelandangan Kuala Lumpur (PTG KL) is built to overcome all the serious issues that would cause inconvenience towards the society, affecting the cleanliness of the city and the image of Wilayah Persekutuan Kuala Lumpur. PTG KL is also an initiative from the government to help the people in need that are helpless especially the homeless people and would welcome all the help from the community and society. PTG KL is located in the middle of the city in Lot 650, Jalan Pahang 53800 Kuala Lumpur, Malaysia. PTG KL has all the basic facilities needed for people to use and maintain sustainability in life. By collaborating with The Management of PTG KL, we are aiming to help the people in need that are mainly sheltering in PTG KL by providing food to them.

The Management of PTG KL helps us by providing all the platforms needed to hand in the food collected from our resources to the homeless people that are in PTG KL. PTG KL also provides us with a safe platform and ensures all the food receivers are in good health since the COVID-19 pandemic has been widely spreading. This is to make sure that the people in the place are safe from all kinds of viruses to ensure the safety of the community.

## **1.3 The Target Group**

Homeless people can simply be described as people without housing or people who do not have any place to live or sleep. They usually sleep in the street, parks, or small hallways. These people are the unlucky people who have nowhere else to stay and shelter themselves from the heavy rain, sunny days, etc. Our targeted group is homeless at Pusat Transit Gelandangan Kuala Lumpur (PTG KL). By providing basic food, we will help the management of PTG KL to fill up the stock needed for the people there.

According to the staff in charge named Encik Bahrin, he said that the total number of residents, for now, is 45. However, this number may have changed due to the check-in and check-out process. The residents are Malaysian citizens, who are multi-racial but commonly there are three main races which are Malay, Chinese and Indian. All of them are men and their relationship status consists of single, married, and widower. Their average age is between 18 to 60 years old. Even though the shelter has been provided for the homeless, some of them still go out for work in the morning, some may do the volunteer event, and some may just stay there to clean up the surroundings of PTG KL.

## **1.4 The Project Conducted**

'Food For All' is aiming to give food to the homeless at PTG KL. So, we handle a food drive for a week which is held from 16th to 23rd December 2021 in 3rd College and 8th College as our initiative to gain food instead of doing fundraising since SULAM is not allowed to be in monetary form. Besides, we also created an Instagram account especially for the project which is named 'projekfoodforall'. The aim of both of the activities is to create awareness among students at the University of Malaya about the believes that all people should have an equal chance to get access to food. The last action is for the food gained from the food drive project to be handed over to the homeless at PTG KL on the night of 23rd October 2021 during their dinner time which is at 8:30 pm.

## **1.5 The Project Executed**

We execute the project in three ways which are through the food drive, social media which is '@projekfoodforall' on Instagram and last but not least the handing over the food collected to the homeless at PTG KL.

- **Food Drive**

We provide an empty box in the offices of 3rd College and 8th College from 16th to 23rd December 2021, so the students who willingly want to give the dry food can put it directly in the box.

- **Social Media (Campaign Management)**

We made an Instagram account especially for the 'Food For All' project, named 'projekfoodforall' to let the students know about our campaign. We also give the specification of types of food that people can give to the homeless such as dry food, hot meals or even mineral water. All the latest news from our project will be updated to this Instagram account to gain the attention of the youth towards this campaign.

- **Pusat Transit Gelandangan Kuala Lumpur (PTG KL)**

We handed over the food collected from the food drive activity to the homeless at PTG KL on the night of 23rd December 2021. We also had an interview session with one of the staff called Encik Bahrin as well as the homeless to get to know more about the daily routine in PTG KL and their opinion regarding the project like "Food For All".

## 1.6 Problems/Needs and Solutions

### Problems/Needs

Handling a project has its own ups and downs where problems might occur from time to time. Initially, our group encountered a problem finding any reliable collaborator that has the same mission and vision as Food For All.

Other than that, the most challenging part would be finding food resources for the homeless on account of not being able to collect funding in monetary form. Our team approached food banks, foundations and soup kitchens to get food for the homeless and we offered them our energy and we will promote their good deed to the social media. Unfortunately, most of them demand us to organize funding to collect the amount of money stated to proceed our good deed. Our second initiative related to food collection also have problems, where our food bank became visible, where not many people knew the existence of the Food Bank Drive. Consequently, the food-collecting process rate is slower than expected at first and our group became concerned if we could not achieve our target goals.

Last but not least, due to pandemic restrictions, we have to follow the Standard Operating Procedure (SOP) restricted by the government where must limit our interaction with the homeless in Pusat Transit Gelandangan Kuala Lumpur (PTG). Our short interaction time with people there only allow us to get feedback from a few people only. Besides that, we could not interact properly with our second target group which is youth since we only connect through social media platforms mainly Instagram.

## **Solutions**

Referring to the problems stated above, we manage to get into concession where we rewrite the request letter and sent it out along with an official supporting letter provided by our coordinator, Dr Rohana. Head of public relations, Filzah also contacted staff in charge in Pusat Transit Gelandangan Kuala Lumpur (PTG) and immediately our proposal was accepted by management there.

Furthermore, all of the team members concur to change method for finding food resources to organizing a food bank drive in Universiti Malaya where our head of logistics, Aiman Fatihah and others collected the food ourselves. We did a pick-up service around our university where students can contact us to donate theirs. We also put a basket in Kolej Kediaman Kinabalu's (KK8) office where students there can directly go and drop by any food for this food drive event. It was held around one week and asked for help from our peers to help spread the news to others so more youth will notice this good deed. Thankfully, our team manage to collect food as much as we target in the first place where at least enough for 45 people to eat.

Lastly, to overcome the short period of interacting with the homeless in PTG, we divided our tasks where two people interviewed as much as homeless they could and another person will interview staff in charge on that night. As usual, our photographer and videographer keep on with their pace getting as much as the record they could for official documentation purposes. We also did not forget youth who faithfully follow our social media as a support for Food For All project. All feedback was collected through Instagram where we successfully gathered fifty out of seventy-six respondents. We can conclude that our initiative to give awareness and open youth's eyes to the homeless in our country achieved as the result was contented.

## **1.7 Benefits for The Target Group Gained From This Project**

Food For All are targeting the youth and the homeless people.

Homeless people are the unlucky people who have been neglected by their own family and friends, some are just the unlucky people who have no source of income due to some critical issue. Many of us have been forgetting about how we as a human in one society need to help them in order to have a better community and life. By doing this project, we aim to provide food to our target group. Gladly we have Pusat Transit Gelandangan Kuala Lumpur who has been providing us with a platform to do good deeds to the homeless people. Foods are an important part of our life. But knowing how this world works, most of the things that we need and want to own need to be paid for but most of the homeless people are jobless and have no money or source of income to buy them food but Food For All is an initiative to help them in terms of providing them with foods to maintain their sustainability. We hope this project will help them to continue living their life without an empty stomach.

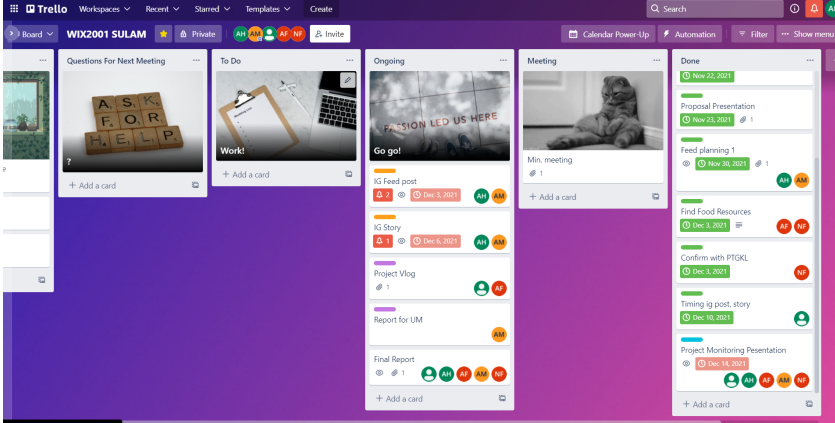
Next, we are targeting the youth. Youth plays a very important role in society. They are full of energy and educated with rationality as their ultimate belief. Our nation's future lies in each of the youngsters' hands. They will be the ones who replace the people on the governing board and make changes to the nation as well as to our world. We reach our target by our main social media which is Instagram. Surveys show that 90% of teenagers aged 13 to 17 have used social media. By having our own Food For All Instagram, we are reaching up to 76 followers which consist of students. We gladly raise awareness by reaching out to them through our social media. We manage to give knowledge about homeless people such as where to donate the goods, how they can contribute to the homeless people, information about the homeless people and so on. This would give such a great impact on our second group target which are the youths. And we hope that many of them would benefit from the knowledge and the awareness that we are trying to reach.



## 2. FULFILLMENT OF PROJECTS' OBJECTIVES

No.	Objective	Outcome
1.	To help homeless people by providing them free food to ensure they have enough food supply to survive at the end of the day.	We managed to collect food and packed them into 45 packets of paper bags. The bag of food contained a drink box of water, a packet of biscuits, and a packet of apollo. We also give PTG KL a packet of Mydin biscuit (medium) and a packet of kerepek (medium).
2.	To collaborate with the management of PTG KL to hand out and distribute food to the homeless people at PTG KL.	We arrived at PTG KL at 7:45 pm. to hand out the food during their dinner time which is at 8:30 pm. As the homeless take the hot meals for dinner, they also pass by our counter to take the paper bag. All of our paper bags were successfully distributed to the homeless.
3.	To instil a caring attitude in society, especially youth by promoting the campaign of helping the homeless in Malaysia.	We managed to have 80 followers in our Instagram account and gained an average of 20 likes for all of our posts. We also get good feedback from peers as most of our followers are among the students of Universiti Malaya.

### 3. ACTIVITIES CONDUCTED

NO.	ACTIVITIES/TASKS	DESCRIPTION
1.0	<p><b>Formation of group</b></p> <p>(26/10/2021 - 2/11/2021)</p>	<p>We created our group quite fast since most of us knew each other before. Once we have a group, we decided on the project that we will carry out for this semester. The process was a bit challenging since we need to have a project that could benefit the community, collaborator and us. In the end, we decided to go with the project 'Food For All'.</p>
1.1	<p>Allocate tasks among team members</p> <p>(30/10/2021 - 2/11/2021)</p>	<p>To distribute the tasks among us, we allocate the specific task to the person whom strength is equal to the task so that the task will be well presented and completed. To make things better, we also have our group Kanban board to make sure the task allocation will be done by each person.</p>  <p>Figure 1.1.1 Our Kanban board and we use Trello to create it.</p>
2.0	<p><b>Project kick-off campaign</b></p> <p>(8/11/2021 - 5/12/2021)</p> <p>- Finalized project</p>	<p>Upon entering this period, our Project Manager finalized our project with confirmed objectives of our project. During this period, we carry out our project according to our plan.</p>
2.1	<p>Select target audience</p>	<p>We determined our project's target audience through some discussions held in Google Meet. We managed to come out with two</p>

	(10/11/2021 - 16/11/2021)	target audiences, which are the homeless of PTG KL and the youths. The focused service will be different but they are still in the same circle of Food For All.
2.2	Reaching out to the collaborator and resources of food  (19/11/2021 - 5/12/2021)	We also need to determine our collaborator to work with. For this, we also held a few discussions since it was quite hard to find a suitable collaborator that willing to work with us. Upon decided, our Head of Public Relation approached the collaborator, PTG KL to ask for permission and give more information regarding our project.
<b>3.0</b>	<b>Preparation of running the project (Collaborator)</b>  <b>(25/11/2021 - 9/12/2021)</b>	During this period, we discuss with our collaborator deeper regarding our project and food that will be given to the homeless people in PTG KL.
3.1	Analysed what type of food is needed  (30/11/2021)	We discussed and analysed what type of food will we give to the homeless people. The Head of Public Relation assists us effectively since we need to contact PTG KL to know more about food that we can give.
3.2	Finalize the quantity and suitable food  (4/12/2021)	Once we know what type of food we can give, the coordinator finalized the quantity and the suitable food that we want to give to the homeless people.
3.3	Set up the date, time, and place to collect the food  (16/12/2021 - 23/12/2021)	After the finalization of food and its quantity, we proceeded to discuss the date, time, and place that we will organize a food drive to collect the food. The decision was made by our Project Manager and Head of Logistics.



Figure 3.3.1 The food drive box



Figure 3.3.2 The poster of our food drive



Figure 3.3.3 A student donated food for our food drive

**4.0** Preparation of running the project (Resources of food)  
  
(2/12/2021 - 5/12/2021)

During this period, we discuss the preparation of food from resources of food aspect.

4.1	<p>Analysed what kind of food is needed</p> <p>(2/12/2021)</p>	<p>The Head of Public Relations is responsible to analyse what kind of food is needed while also being helped by other members before we can hold our food drive.</p>
4.2	<p>Analysed the quantity of food is needed</p> <p>(5/12/2021)</p>	<p>After that, the Head of Logistics analysed the quantity of food needed, so that we can set a target on how much food we should have before handing it to the homeless people in PTG KL.</p>
5.0	<p><b>Running the project (Collaborator)</b></p> <p><b>(23/12/2021)</b></p>	<p>During this period, we actually did the fun part of our project which is to run the project with our collaborator.</p>
5.1	<p>Food distribution</p> <p>(23/12/2021)</p>	<p>We arrived at PTG KL at around 7.45 pm. Upon arriving, we spoke first to our collaborator about our tentatives that night. Later, we proceed to unpack the food we will give and distribute it at dinner time there. The process was quite fast but we do not end there. We held a few interviews with the homeless people there asking about their experiences living in PTG KL and their well-being there. We gained so many insights into their life and learned many good lessons. We also interviewed the staff there that represented our collaborator for that night. They also had given us much new information about PTG KL and the life of homeless people there. The whole event that night ended at around 9 pm.</p> <div data-bbox="600 1442 1445 1912" data-label="Image"> </div> <p>Figure 5.1.1 Us loading up the car with the food to be given</p>



Figure 5.1.2 The distribution of food at PTG KL



Figure 5.1.3 Interview session with our collaborator



Figure 5.1.4 Photo session with our collaborator

6.0	<b>Running the project</b>  <b>(Targeted audiences)</b>  <b>(4/12/2021 - 19/12/2021)</b>	During this period, we managed the online campaign regarding homelessness awareness to our targeted audiences, the youths. We also had a session with the homeless people in PTG KL.																																																
6.1	Campaign management  (4/12/2021 - 15/1/2022)	<p>We organized our online campaign on Instagram, since most youths are using the application nowadays. Firstly, the Head of Publicity came out with a well-planned idea for our post on Instagram. She also was in-charge in creating and managing our Instagram account. Then, the design team will design the post that will be posted there. The information in the post was made sure to be true and informative before we can actually spread the awareness around.</p> <p><b>NOTE:</b></p> <ul style="list-style-type: none"> <li>- Pink: Aisyah</li> <li>- Blue: Afifah</li> <li>- Green: Done</li> <li>- Yellow: Bukti our activities</li> </ul> <table border="1" data-bbox="651 999 1426 1680"> <thead> <tr> <th></th> <th>3</th> <th>2</th> <th>1</th> </tr> </thead> <tbody> <tr> <td>K</td> <td>Thank you (target group)</td> <td>Thank you (general)</td> <td>Thank you (collaborator)</td> </tr> <tr> <td>J</td> <td>thaipusam</td> <td>List places to help homeless (part2)</td> <td>New related to homeless</td> </tr> <tr> <td>I</td> <td>trivia</td> <td>List places to help homeless (part1)</td> <td>trivia</td> </tr> <tr> <td>H</td> <td>filler</td> <td>New Year 2022</td> <td>filler</td> </tr> <tr> <td>G</td> <td>Gmbr aktiviti dkt PTG</td> <td>Intro PTGKL</td> <td>Gmbr ptgkl</td> </tr> <tr> <td>F</td> <td>filler</td> <td>Christmast post</td> <td>filler</td> </tr> <tr> <td>E</td> <td>Is my action does any impact on the community?</td> <td>Homeless statistic in Malaysia</td> <td>Ways to help homeless</td> </tr> <tr> <td>D</td> <td>Who can help?</td> <td>Define homelessness state</td> <td>Food Drive</td> </tr> <tr> <td>C</td> <td>Where?</td> <td>Why them?</td> <td>Who needs food?</td> </tr> <tr> <td>B</td> <td>Types of food</td> <td>Food image (hot, dry)</td> <td>Why food for all?</td> </tr> <tr> <td>A</td> <td>Who initiated Food For All?</td> <td>What is food for all?</td> <td>Logo</td> </tr> </tbody> </table>		3	2	1	K	Thank you (target group)	Thank you (general)	Thank you (collaborator)	J	thaipusam	List places to help homeless (part2)	New related to homeless	I	trivia	List places to help homeless (part1)	trivia	H	filler	New Year 2022	filler	G	Gmbr aktiviti dkt PTG	Intro PTGKL	Gmbr ptgkl	F	filler	Christmast post	filler	E	Is my action does any impact on the community?	Homeless statistic in Malaysia	Ways to help homeless	D	Who can help?	Define homelessness state	Food Drive	C	Where?	Why them?	Who needs food?	B	Types of food	Food image (hot, dry)	Why food for all?	A	Who initiated Food For All?	What is food for all?	Logo
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Figure 6.1.1 The content planning for our online campaign

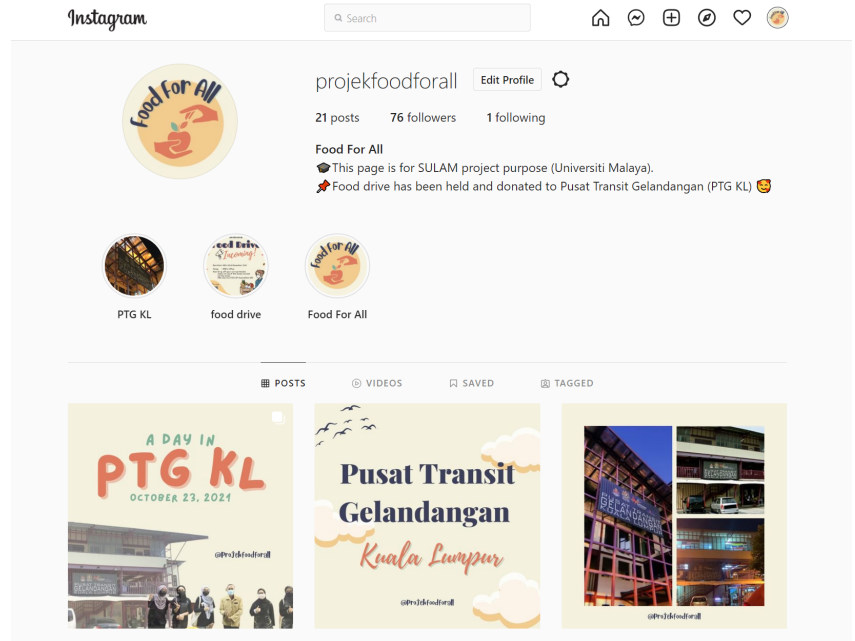


Figure 6.1.2 Our project’s Instagram account for where we held our online campaign



Figure 6.1.3 Some of the posts we designed for our online campaign

6.2

Interview

(23/12/2021)

We interviewed our first target audience, the homeless people at PTG KL after the food distribution session there.



## Staff

1. Who started PTG, KL/Waktu operasi.
2. Bagaimanakah pihak sini boleh sediakan tempat berteduh utk gelandangan
3. Adakah jadual aktiviti harian selain waktu makan telah ditetapkan untuk penghuni?
4. Apakah antara cabaran besar yg en/pn lalui semasa mengendalikan mereka di ptg kl? Bagaimana en/pn mengatasi cabaran tersebut?
5. Apakah pendapat en/pn trhadap golongan belia yang menyalurkn bantuan trhadap PTG?
6. Individu-individu yang menyalurkan bantuan adalah kebanyakannya terdiri daripada golongan mana?
7. Apakah procedure untuk community ingin memberi bantuan kepada homeless? (so that kita can tell other people what are the procedures that they can do to help)
8. Adakah PTG dapat membantu gelandangan keluar drpd situasi ini?

## Homeless

1. Bagi salam
2. Tanya nama
3. Minta izin nk record perbualan
4. Bagaimanakah perasaan en/pn (depends la) apabila menerima bantuan dalam bentuk makanan?
5. Selain makanan, minuman tempt tinggal, apakh bentuk bntuan yg en/pn terima?
6. Adakah anda berasa selamat di sini?
7. Apakah aktiviti yg dilakukan sepanjang tinggal di sini.
8. Apakah perkara yg pling best brlaku dlm minggu ni?
9. Apakah perasaan anda sekarang? (ni soalan last)

Figure 6.2.1 Sample questions for the interview



Figure 6.2.2



Figure 6.2.3

Figure 6.2.2 and Figure 6.2.3 Interview session with the residents of PTG KL

<p><b>7.0</b></p>	<p><b>Getting feedback (Collaborator &amp; Targeted audiences)</b></p> <p><b>(10/1/2022 - 14/1/2022)</b></p>	<p>During this period, we collected feedback on our project from the collaborator and the targeted audience.</p> <p>For our second target audience which is the youths, we provide them with a survey filled with questions about our project's impact on them.</p> <div data-bbox="603 416 1442 1182" data-label="Image"> <p>The image shows an Instagram post from the account 'projekfoodforall'. The post features a circular logo with the text 'Food For All' and a hand holding a bowl. Below the logo, there are three smaller images: a food box, a person, and another 'Food For All' logo. The main text of the post reads: 'Feedback about Food For All (Homeless Awareness Campaign)'. It starts with 'Hi there!', followed by 'We are from @projekfoodforall want to get your feedback regarding our online campaign.' It then explains that 'Food For All' is a project to spread awareness about homeless people in Malaysia and asks for help to complete a form. The post ends with 'Thank you~' and a link to a form: '17203106@siswa.um.edu.my (not shared) Switch account'. A red asterisk indicates that the form completion is required.</p> </div> <p>Figure 7.1 Feedback form we used for the online campaign</p>
<p><b>8.0</b></p>	<p><b>Preparation for the final report</b></p> <p><b>(1/1/2022 - 17/1/2022)</b></p>	<p>During this period, we prepared the final report to be submitted. All members in our group completed their parts based on the distribution of work we had done. When the report is ready, each of us will check it thoroughly for any mistakes or any corrections to be done to make it perfect.</p>
<p><b>9.0</b></p>	<p><b>Submission of the final report</b></p> <p><b>(18/1/2022)</b></p>	<p>On this day, our Project Manager submitted our final report to be assessed by the lecturer and it also marked the day as the end of this course.</p>

## 4. REFLECTION

### AISYAH BINTI SHAHAROL MUNIR

As a project manager for our SULAM project, Food For All (FFA), I would like to express my gratitude first towards my team members because we manage to finish this SULAM project flourishingly. Planning and executing FFA had taught me a lot by helping me improve my soft skill, leadership, project management and time management. On top of that, being a leader require a lot of patience, critical thinking and being able to build trust among team members. I felt so relieved because under my takers our team manage to handle and overcome any problems that occurred from the beginning of the project planning until the end of this project.

Besides that, I am also one of the designers for FFA where my other team member and I hold big roles to attract youth to keep up to date with our awareness campaign through our main social media, Instagram. I need to work on my visual and creative sense designing eye-catching visuals that are easily understood without a lot of thinking. Regarding the above matter, on days where I am quite weary with a hectic schedule as an undergraduate student where it does limit my creativity and critical thinking to produce better quality marketing products. Besides that, it is tough to catch up with each material's dateline from time to time.

Last but not least, the most heart-warming thing that keep running in my mind since we went to Pusat Transit Gelandangan Kuala Lumpur is seeing the happy faces of the homeless in there politely thanked our teams many times when we distribute the food even though our food mostly snacks that were donated by Universiti Malaya students. I was touched seeing our small deed can brighten people's day and I started to remind myself to always see people surrounding me whether I can contribute to putting a smile on anyone's face. To conclude, I realise we must always be grateful for what we have and some part of our privilege might not be all that we are fond of.

## **AFIFAH BINTI ABDUL HALIM**

As a coordinator of Food For All, I need to stay alert with all the reminders and dates regarding our project. I also am responsible for designing our online campaign and also had done a few interviews with our target group, the homeless people at PTG KL.

When keeping up to date and reminders, time management is important as it is their main aspect. To make sure that I am aware of all the dates and reminders, I use a software called Notion to better manage my time and this project. All was great as the application had helped me a lot. Designing our online campaign was the most fun part as I got to dive into my creative mind. We use Canva to design all the infographics that spread around through Instagram. I learned a lot during the designing process because I need to work together with another person in the team. Teamwork makes the dream work. We discuss well and designed many interesting and cute posts. Interviewing the homeless people at PTG KL also had been a refreshing experience for me. I got to know their life there and insights about their general life. Some of them miss their family far from another state and hope can get back to them soon. Family is the thing that keeps them to continue their life as they want to be the best version of themselves for their family. This show that how vital is family for a person. I love my family too and they motivated me to do better in my life every single day.

Before the start of this project, my knowledge about homeless people has not been good, as in my hometown I rarely found any homeless people. But here in Kuala Lumpur, the situation is different as many people come here to find jobs that could feed their families. But when they fail to do it, they might end up as a homeless person because they could not afford to stay at their shelter. By doing this project, I get to know much new information regarding homeless people through many tasks that I had been held accountable for. I feel grateful to have been able to handle this project with my fellow friends too as we get to know each other better through the activities held.

## **AIMAN FATIHAH BINTI AHMAD RAZIF**

As the head of logistics for Food For All, I am responsible for the entire transportation supply chain and handling the food drive. On the other hand, I am also the videographer, photographer and vlog editor for our team along with one of our team members, Durra.

As I am responsible for handling the food drive, we had so many challenges while doing the food drive such as lack of attention from our community. Hence, we had a lack of supplier issues. As we planned, we are going to put the Food Drive box in front of the KK3's and KK8's office since it's the main spot where the residents will walk over there. and we expect them to notice it. But, as KK8's got the approval from the management, our food drive in KK3 was not a success if we wanted to put it in front of the office the same as how KK8's did the food drive. Hence, as a solution, we blasted the message of having a food drive in the college and some of the students were kind enough to text us personally and were able to donate some goods by going to their room and collecting the goods. This challenge taught me that, in doing anything, we need to have a backup plan in case our main plan was not successful. And we do need a lot of patience and effort to reach our target audience.

Next, I am also handling the transportation to the PTGKL. It took us approximately 23 minutes to drive there by car. Things went well during our journey. We brought along a box of goods to be given to the residents in PTGKL and gladly it fits inside the car. But we do face a minor challenge such as facing the traffic since Kuala Lumpur is famous for its crowded traffic. Hence, to tackle this problem, we decided to start our journey by 7 pm and we arrived there 30 minutes early. We got to do a good amount of preparation in a good amount of time.

Last but not least, I am also in charge of editing the vlog as well as being the videographer and the photographer. It was not an easy task for me since I faced issues such as getting my 80% done video deleted suddenly and it requires me to do it all over again. But, not to be mistaken, I am enjoying the task that has been given to me.

This visit and the tasks given has taught me a lot on how to manage my time, how to face problems and requires critical thinking to solve all the problems in a nick of time. Lastly, I also learned that, as a human and in one community, we need to have tolerance and consideration towards each other including the homeless people because they are just unlucky.

## **FARAH DAYANA DURRA BINTI JAMIL**

As a publicity director of Food For All, I have the responsibility to publicise our project to the public. Other than that, I also held the roles of photographer, videographer and video editor.

Being a publicity director mainly focuses on handling our social media account which is projekfoodforall on Instagram. However, it is not as easy as it sounds. This role has taught me a lot about time management. Time management is one of the most important things when it comes to posting content. The right timing of posting will let you get more followers, likes and shares.

To get more engagement, I am responsible for thinking of something that can let us have a bigger audience. I will provide a posting schedule for my two teammates, which are content creators to prepare the contents of our Instagram page. I will also constantly remind them of the schedules so that they will get the materials done and ready to be posted. Sometimes, my teammates will help remind me to post the content. Other than that, we reach more of our audience by sharing the posts in our personal Instagram account and also share it in our Instagram Story.

Through the lenses of the camera, I managed to learn how to respect other people. We were told not to record any of the homeless' faces to protect their identity. Our team understood that and respected their request. This has instilled creativity in me during the process of video making. I work with my dearest friend, Aiman to create a montage of our visits to PTG KL. During the making of the video, a lot of points need to be taken into consideration. This has also taught me patience.

The visit to PTG KL surely has taught me a lot. I believe that we need to understand that not everyone lives life like us. We shall treat each other equally and respect everyone. This is my first time handling a project like this and I hope I can continue this good deed in the future.

## **NURUL FILZAH BINTI ABDUL HADI**

As a Head of Public Relation, I need to deal with the collaborator as well as the target audience because both are involved with external organizations.

The process of finding a suitable collaborator is the hardest challenge because I need to consider the organisations that have aims parallel with our project objectives, which is to provide food for the unfortunate. I try to approach over five organizations to gain sponsorship of the dry food because SULAM is prohibited to be in monetary form. To be safe, I sent all the official letters through email to the organizations that my group members and I have been shortlisted such as Yayasan Food Bank Malaysia, Kechara Soup Kitchen and Pit Stop Community Cafe to approach them at an early stage since I don't have any guarantees that all the companies will accept our application to make them as our collaborator. At first, everything went well, but for the next two days after sending the letter, I got the reply from the organisation one by one. Unfortunately, some rejected our application, some did not reply at all.

Since our first plan did not go smoothly, we chose to change the collaborator. So, our contingency plan is to make The Management of PTG KL our collaborator and our target audience is homeless at PTG KL. I started to contact PTG KL through phone calls and they wholeheartedly support our project and welcomed us to make them our collaborator.

I feel very grateful as I manage to run the 'Food For All' project with my peers even though this is a small and short-term project. This is my very first experience conducting a project like a charity for the community. I also get the chance to take myself to a place that I have never been to, which makes me feel very humble and more empathetic for the unfortunate. Even though the shelter is provided for the homeless, they still go to work every day and even some of them do volunteer work near their place especially for the flood victims.

I learned that we need to always help people even if it is such a small deed because Lao Tzu, who is the Chinese Philosopher once said, "Great acts are made up of small deeds". I hope that everyone will get the message from the 'Food For All' project.

## 5. CONCLUSION

Food For All is a project initiated by a group of 5 members and led by Project Manager, Aisyah. In line with our objectives, we managed to collaborate with Pusat Transit Gelandangan Kuala Lumpur (PTG KL) and next, to distribute food to homeless people at PTG KL. We also successfully distributed the food that we have collected through a food drive at 3rd Residential College and 8th Residential College to the homeless people at PTG KL on the 23rd of December 2021. Lastly, by creating an Instagram page (@projekfoodforall) and constantly posting facts about the homeless in Malaysia, we hope to instill a caring attitude in our society, especially the youth. With the initiative from Food For All to create an Instagram page, we managed to raise awareness to promote homelessness in Malaysia. This can be said due to the increasing number of the awareness of homelessness in the survey conducted by us which is from 4 people to 32 people. Other than that, the most preferred post on our Instagram is the information on how to help the homeless people making it one of the reasons our objective to raise awareness about homelessness achieved.

From our observation, our project can be improved in a few aspects such as time management. Our discussion on determining a collaborator and target group should have come to a conclusion a bit earlier. However, since our group members have different class schedules, it is hard to schedule a meeting where everyone can attend. Hence, meetings are often postponed and our food drive needs to be shortened causing less food collected.



## 6. APPENDIX

i) Montage/Vlog video: [20220117-153102-037.mp4](#)

ii) Letter to Pusat Gelandangan Kuala Lumpur:

Nurul Filzah binti Abdul Hadi  
Fakulti Sains Komputer dan Teknologi Maklumat  
Universiti Malaya  
50603 Kuala Lumpur  
Malaysia

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Pegawai Operasi  
Pusat Transit Gelandangan Kuala Lumpur  
20 Jalan Pahang Titiwangsa Sentral  
53000 Kuala Lumpur  
Malaysia

16 Januari 2022

Tuan/Puan,

**PERMOHONAN MENDAPATKAN PENILAIAN BAGI PROJEK 'FOOD FOR ALL'**

Merujuk perkara di atas, saya selaku wakil kumpulan 4 bagi subjek '*Thinking and Communication Skills*' (WIX2001) ingin memohon untuk mendapatkan penilaian keseluruhan tentang projek kami iaitu 'Food for All' yang telah dijalankan pada 23 Disember 2021.

2. Untuk makluman, penilaian daripada rakan usaha sama untuk projek kami iaitu Bahagian Pengurusan Pusat Transit Gelandangan Kuala Lumpur (PTG KL) akan menyumbang kepada 10% markah keseluruhan bagi subjek ini. Borang penilaian akan diberikan dalam bentuk pautan iaitu dengan menggunakan *Google form*.

3. Berikut merupakan butiran lanjut mengenai borang penilaian yang perlu diisi

Pautan: <https://forms.gle/KbhY4rykWCs9dcp48>

\*Bagi soalan *Sub-Group Number*, kami merupakan kumpulan SG8.

4. Kami memohon jasa baik tuan/puan agar borang ini dapat diisi dengan penilaian yang cemerlang. Terima kasih.

Yang benar,



Nurul Filzah binti Abdul Hadi  
Ketua Logistik Projek '*Food for All*'

iii) Link to Food For All social media posts: [IG Feed Post](#)

iv) Instagram feed tracker:

**NOTE:**

- Pink: Aisyah
- Blue: Afifah
- Green: Done
- Yellow: Bukti our activities

	3	2	1
K	Thank you (target group}	Thank you (general)	Thank you (collaborator)
J	thaipusam	List places to help homeless (part2)	New related to homeless
I	trivia	List places to help homeless (part1)	trivia
H	filler	New Year 2022	filler
G	Gmbr aktiviti dkt PTG	Intro PTGKL	Gmbr ptgkl
F	filler	Christmast post	filler
E	Is my action does any impact on the community?	Homeless statistic in Malaysia	Ways to help homeless
D	Who can help?	Define homelessness state	Food Drive
C	Where?	Why them?	Who needs food?
B	Types of food	Food image (hot, dry)	Why food for all?
A	Who initiated Food For All?	What is food for all?	Logo

v) Posting schedule

**Proposed timeline ig post:**

10/12 8PM - line b  
 11/12 or 12/12 10AM - posting food donation poster  
 15/12 8PM - line c  
 18/12 8PM - line d  
 21/12 8PM - line e  
 25/12 - line f (christmas post)  
 26/12 - line g (ptgkl)  
 1/1 - new year post  
 9/1 - line i  
 12/1 - line j  
 14/1 - line k

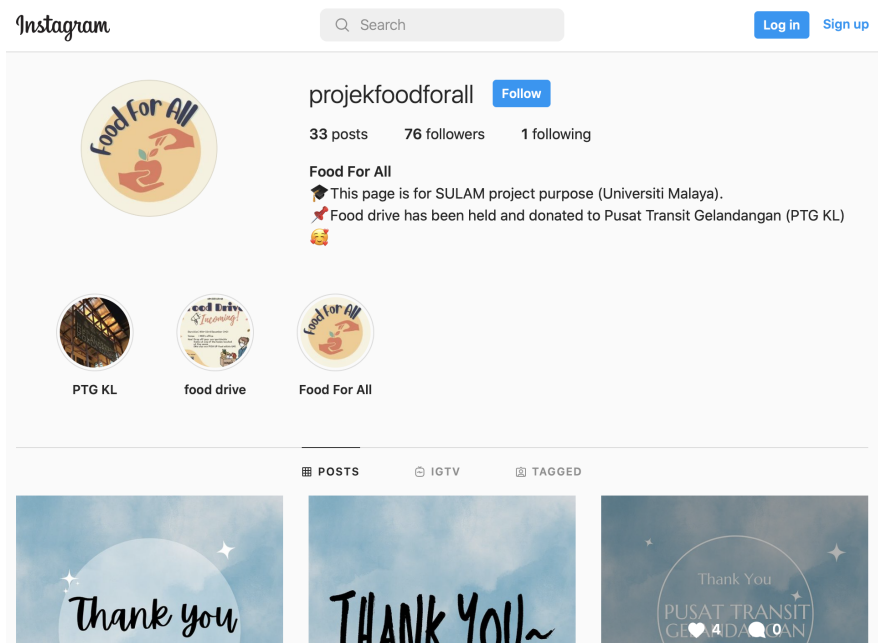
vi) Collaborator's e-certification



vii) Kanban board (Trello): <https://trello.com/b/JP9XLtCg/wix2001-sulam>

viii) Recording interview with homeless: [Recording](#)

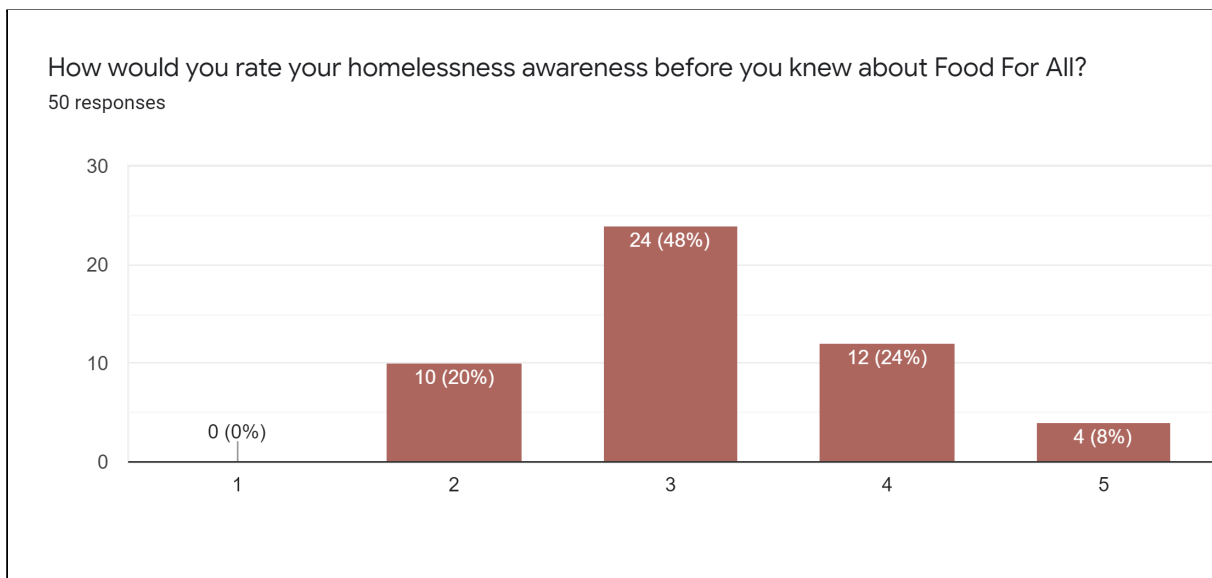
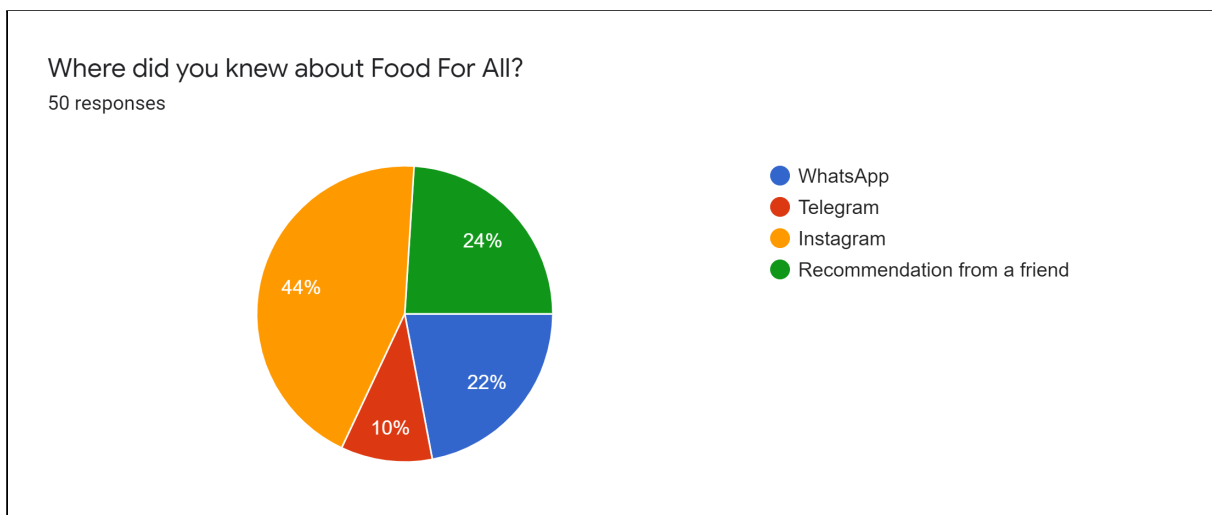
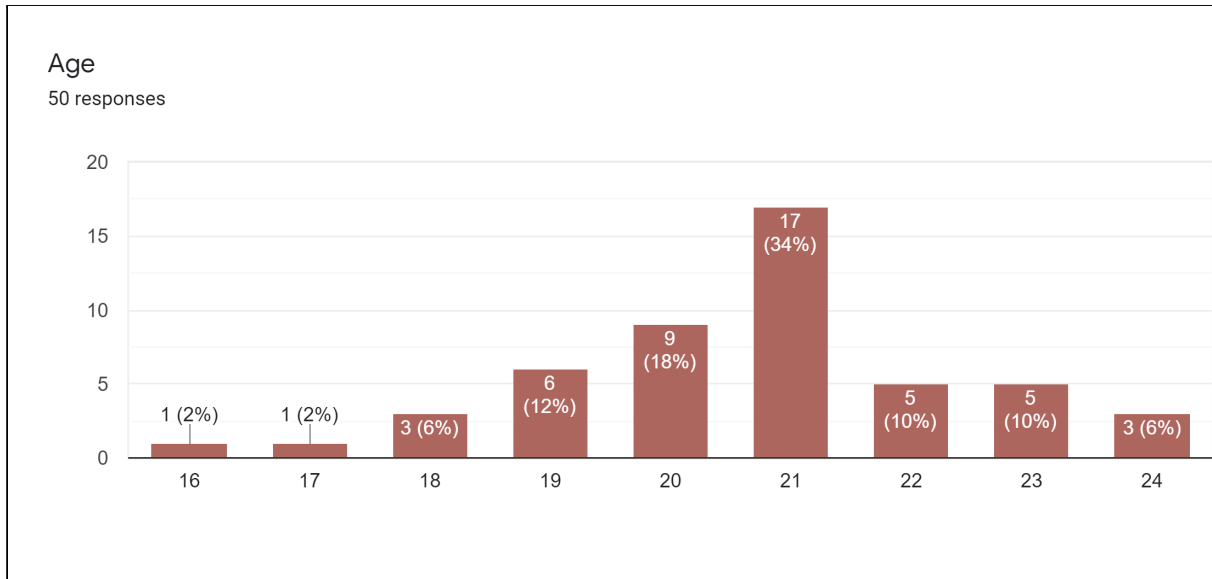
ix) Food For All's Instagram page: <https://www.instagram.com/projekfoodforall/>



x) Feedback form

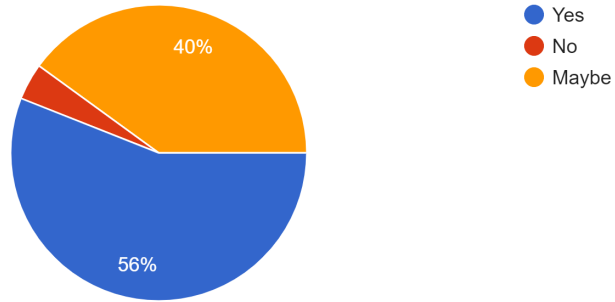
[https://docs.google.com/forms/d/e/1FAIpQLSfwwH7kL9ua5pPXyyKXz8mJAIJyQr8pNYt48z8\\_ie\\_CsCEXJw/viewform?usp=sf\\_link](https://docs.google.com/forms/d/e/1FAIpQLSfwwH7kL9ua5pPXyyKXz8mJAIJyQr8pNYt48z8_ie_CsCEXJw/viewform?usp=sf_link)

### xi) Feedback result



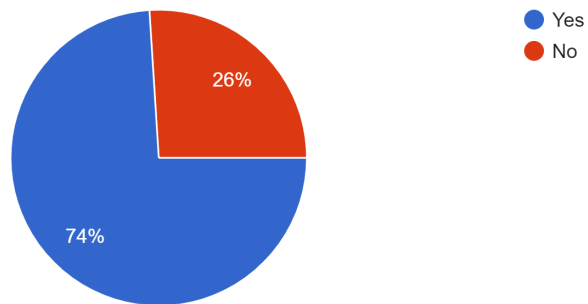
### Do know what is homelessness?

50 responses



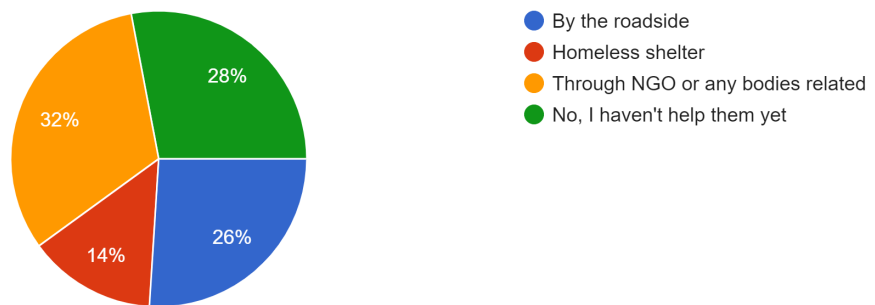
### Have you ever helped the homeless?

50 responses



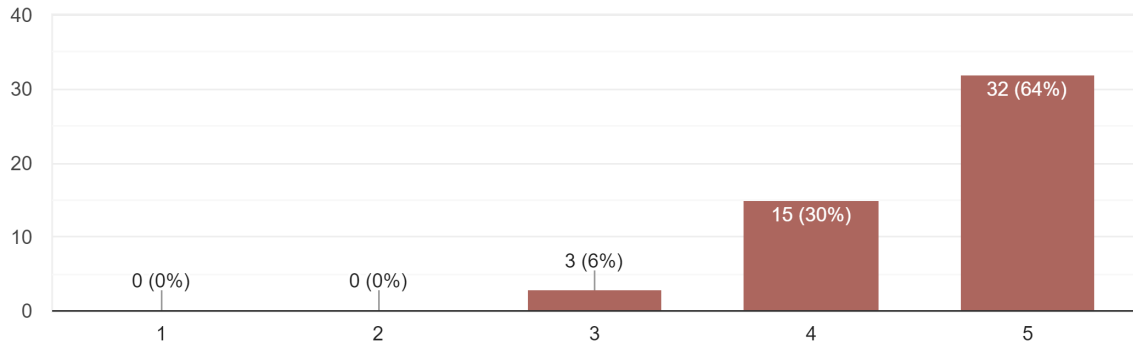
### If yes, where do you usually help the homeless?

50 responses



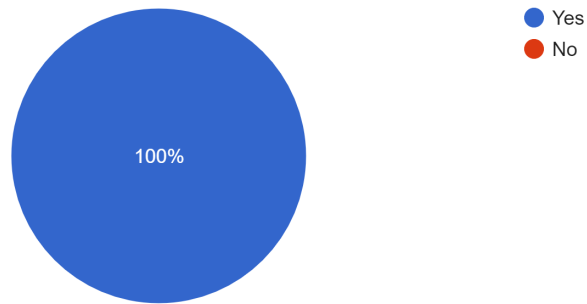
### How would you rate your homelessness awareness after you knew about Food For All?

50 responses



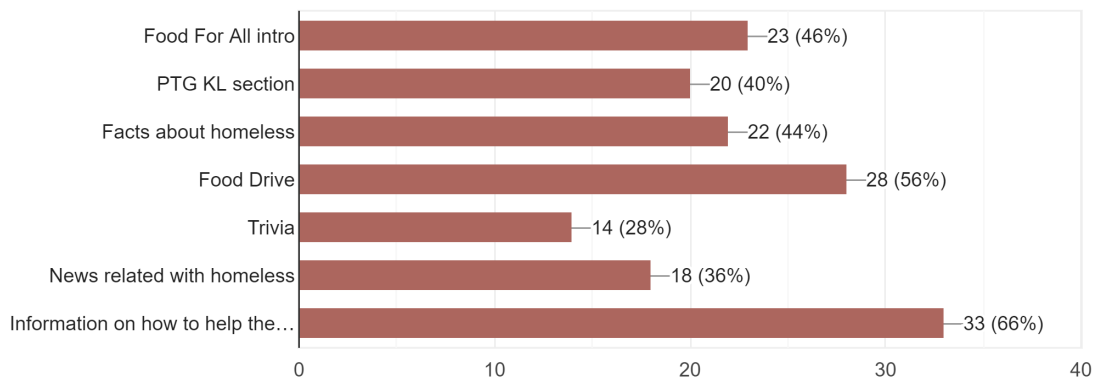
### Do you think you will take any action to help the homeless?

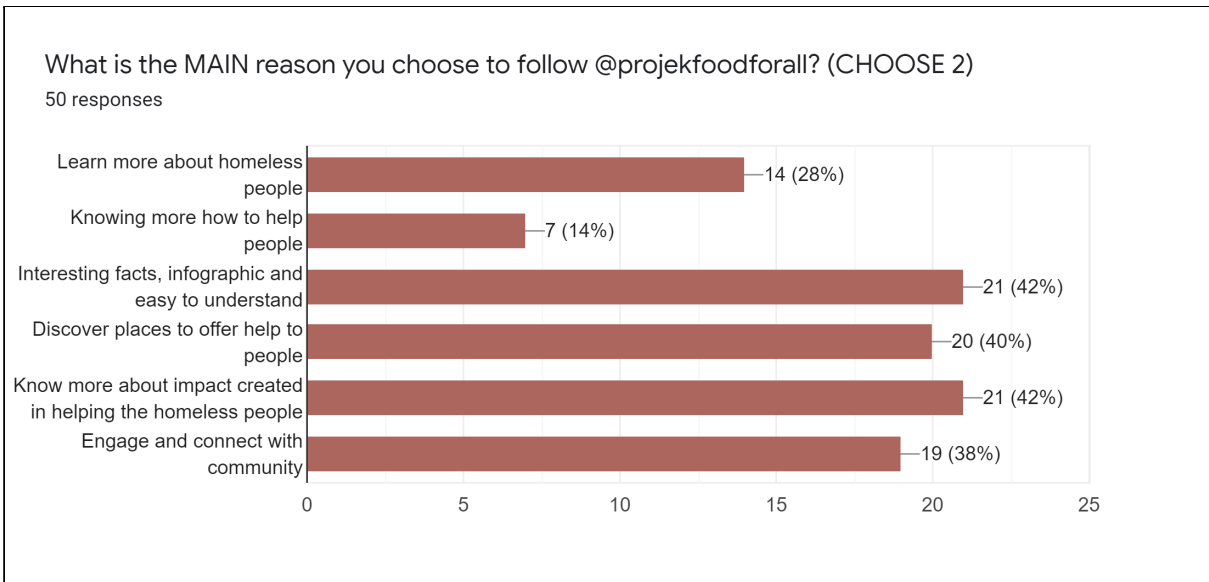
50 responses



### What type of posts do u like the MOST in our Instagram feed? (CHOOSE 3)

50 responses






xii) Pictures in PTG KL: Pics of FFA

xiii) Videos in PTG KL: Videos of FFA

xiv) Financial record: Financial Statement Record

xv) iii) Link to Food For All copywriting:

 FFA Caption

xvi) Gantt chart: GANTT CHART