

Malaysian Youth Peace Festival **“From Youth to Youth”**

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Malaysia

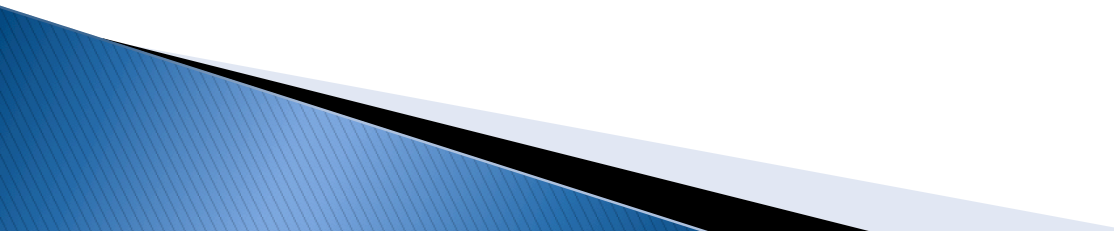
Problem Statement

- ▶ Youth in Malaysia nowadays at least have one social media account, and most of the social media can be accessed through their mobile phone. As a result they tend to become “anti-social” in real life. This is because they only live in their virtual life. Furthermore they become non-productive, less sensitive to the environment, and selfish.
- ▶ People in developed countries spend an average of 16 minutes every hour on social media and 27% of their time on social media sites such Facebook, Twitter and Instagram. The study also found 9 minutes of every hour are spent on entertainment sites and 3 minutes online shopping. Add these and half of our time each hour is spent online, buried in non-productive distraction – *Experian Marketing Service*.

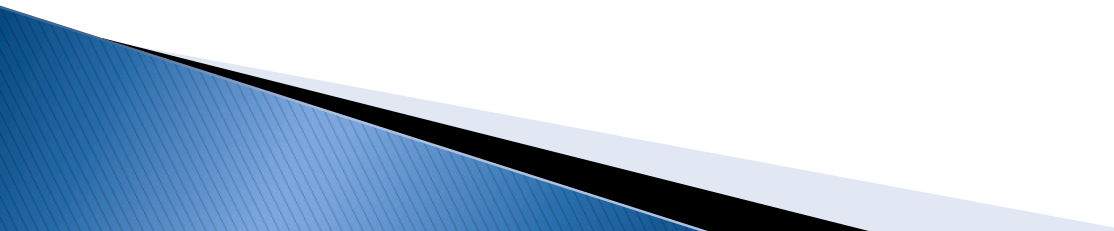
Project Background

- ▶ This is a festival which is will gather as many as clubs and NGOs all around Kuala Lumpur and Selangor. The purpose of the event is to give them a chance to promote what they have and their activity to the public and focusing on the youth. So this is an opportunity for the youth to get involved in an active life style and healthier lifestyle base on their interest.

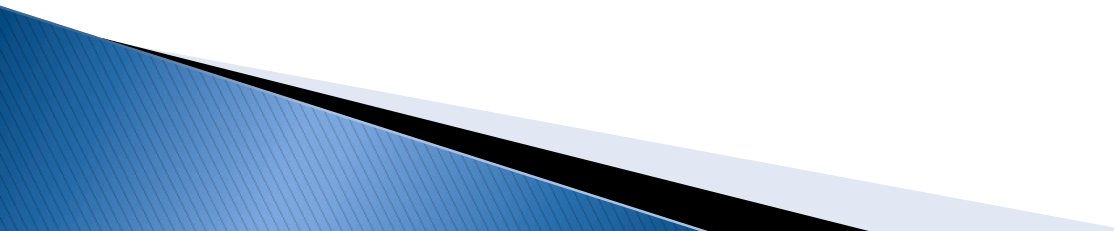
Objectives

- ▶ To promote a healthy lifestyle among the youth
 - ▶ Provide a platform for the public to get involved into a more active lifestyle
 - ▶ To give a chance to the clubs or NGOs to promote their organization
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Activity

- ▶ One day event that gathers all the clubs or NGOs from my state (Kuala Lumpur) and open a booth
 - ▶ The clubs or NGOs can promote the activities
 - ▶ The clubs and NGOs can explain the benefits of joining them.
 - ▶ A demonstration by the club or NGOs
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Time Frame

- ▶ 1 month for preparing a proposal and the documentation
 - ▶ 3 months to get all approvals (from University, Ministry, potential funding)
 - ▶ 1 month for publicity
 - ▶ 1 day for the event (Maybe in KL, in November)
 - ▶ Evaluation and follow-up after event for 1 month
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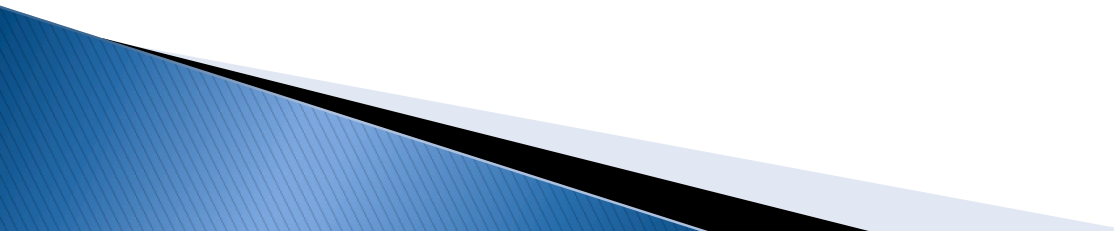
Estimated Budget

Item	Price/Unit	Total (USD)
Venue	USD 2,000	2,000
Publicity	USD300	300
PA System	USD 1,000	1000
Food	USD 200	200

Grand Total = USD 3,500

Funding & Sponsorship

We are planning to get a budget from:

- ▶ University
 - ▶ Ministry of Youth
 - ▶ Ministry of Education
 - ▶ Sponsorship from private company
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Partners

- ▶ This project is a collaborative project of the YPA Malaysian network (mainly attendees of YPA6 and YPA5) of Malaysia and all the members of UNESCO Club of Mara University of Technology

YPA 6

- Amir
- Sadiq
- Yasmin

YPA 5

- Wafee
- Jazmie
- Nadhzatul
- Umar
- Ashilah
- Afif

Also Collaborate with...



United Nations
Educational, Scientific and
Cultural Organization



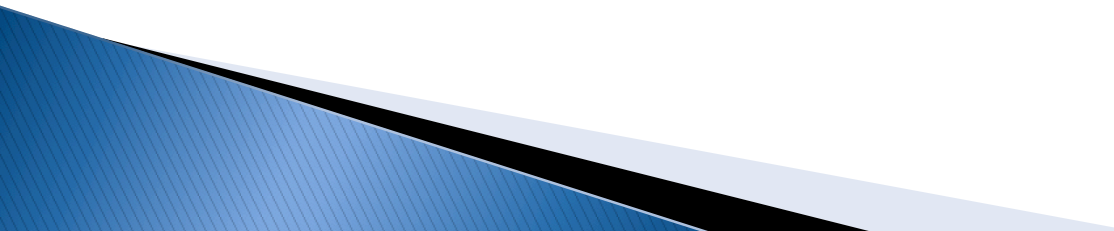
UNESCO Ambassador of UiTM
Member of the Network of Club,
For UNESCO

Kefajar UiTM

University Ambassador of UiTM

Eubios Ethics Institute

Challenges

- ▶ To get funding
 - ▶ Time
 - ▶ Bureaucracy from the University and Ministry
 - ▶ Networking among previous YPA trainees
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Contact

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