

# AeU embarks on post-flood relief CSR mission

IN December last year, several states in the eastern and northern regions of Peninsular Malaysia including East Malaysia have been inundated by severe floods.

More than 200,000 people were affected while 21 killed on the floods. This flood has been described as the worst floods in decades.

In an effort to ease the burden of those badly affected by the flood, Asia e University (AeU) has embarked on their corporate social responsibilities (CSR) initiatives to support the victims in the worst affected state, Kelantan Darul Naim.

AeU volunteers, together with assistance from Pasir Puteh 4X4 team were involved in the 'AeU Post-Flood Relief' mission.

The volunteers gathered in front of AeU Main Campus at approximately 10.00 am on



A flood victim receiving a donation from the AeU team.

Monday, 9 February and arrived in Pasir Puteh, Kelantan around 7.00 pm on the same day.

The two-day flood relief mission which started on February 10 was to lend a hand in the massive clean-up

of houses of the poor and the elderly.

It also aimed at serving those who were in dire need of humanitarian assistance.

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## AeU volunteers on relief mission

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The volunteers started their initiatives on the first day in Kampung Bertam Lama, Kampung Jerek and Kampung Ingin Maju in Dabong, which are away from the main road.

On the second-day of the relief mission, help was extended to Bandar Kuala Krai, Kampung Kemubu, Kampung Manik Urai Lama and Kampung Lata Rek in Kuala Krai. Apart from helping out with the post-flood clean-up, the volunteers also helped to distribute contributions and donations made by the institution and campus community. They managed to get the assistance and cooperation of village leaders to identify families who are severely affected by the flood in order to facilitate the distribution of contributions.

The volunteers reported that seventy (70) families who were affected by the flood received contributions in the forms of much-needed essential goods such as toiletries, blankets, disposable diapers, sanitary pads, basic personal hygiene kits, medical kits and kitchen utensils. Contributions were also given to six (6) AeU students whose house were badly affected by the floods. According to our volunteers throughout the time spent there cleaning and distributing the donations and contributions, volunteers also got the chance to delve into lives of those affected by the flood in terms of the hardships and difficulties they face in days to come rebuilding their lives.

"There are no words to aptly describe the situation in Manik Urai Lama. Upon entering the town, one is

greeted by the sight of houses, suraus, townhalls and shops in Kampung Manik Urai Lama which were badly ruined. In the 20 kilometre journey from Kuala Krai to Manik Urai, almost all houses, factories, oil palm plantations and government buildings seen along the way showed signs of having been submerged for several days in flood waters." says Nor Hafiza, one of AeU volunteers.

While donations and contributions were handed, the volunteers could not help but to feel sad and sorry to see the dilapidated conditions of the houses at the village and not to mention to those who lost their properties in a blink.

The flood victims also shared their traumatic experiences with our volunteers. "We hope that the mission would in a way ease the burden borne by the victims, while at the same time, provide an opportunity for the volunteers to have an up-close and personal encounter with the sufferings and hardships experienced by the victims of such natural disasters.

"Hopefully, with the assistance given throughout the mission will lighten the burden of the flood victims," said Mizana Muhamad, director of Marketing Communications & Corporate Relations Department.

Asia e University (AeU) is a collaborative multinational university, set in Asia by Asians for Asia, under the Asia Cooperation Dialogue (ACD) a body created in 2002 to promote Asian Cooperation at a continental level. AeU is established as an initiative of Malaysia, a prime mover of e-education, and is supported by 33 ACD member countries. As one of

the leading provider of Open Distance Learning (ODL) in Malaysia, AeU has a diverse and international community of about 1,000 fellow doctoral students from 46 countries.

Since its inception in 2007, AeU today has an enrolment of more than 21,000 students internationally in 63 countries, and has graduated over 6,000 graduates thus far. AeU has garnered several awards such as the Brand Laureate Awards 2010 for 'Best Brand in Education - e-Education,' and the Asia Pacific Entrepreneurship Awards 2010 under the 'Most Promising Entrepreneur' category.

Additionally, in 2012, the University was announced as 'the best ACD Project' during the ACD Meeting in Kuwait. As an open and distance learning (ODL) institution, AeU plays a significant role in providing opportunities for working adult to pursue higher education and improve themselves, thus eventually contributing to the country's development and progress.

In 2011, AeU has been appointed as the 'Gateway University' for the development of international online and distance learning. This is one of the Entry Point Projects (EPP 6), as part of the Malaysian Government's Transformation Plan (GTP) to facilitate international distance learning. Enrolment for May semester is now open.

Please visit AeU's Special Preview Day at AeU main campus, No 4, Jalan Sultan Sulaiman, Kuala Lumpur on April 25, 2015, from 10 am-2pm.

For further enquiries, please call Tel: 1 300 300 238, or apply online at [www.aeu.edu.my](http://www.aeu.edu.my) for May 2015 Intake.