



**UTHM**  
Universiti Tun Hussein Onn Malaysia



**TIONG HUA CULTURAL BUREAU  
SECRETARIAT OF UNITY  
UNIVERSITI TUN HUSSEIN ONN MALAYSIA  
(UTHM)  
PESTA TIONG HUA UTHM 2021  
(ACTIVITY PLAN)**

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**DATE : OCTOBER 2021 – DECEMBER 2021**

**PLATFORM : ONLINE**

**ORGANIZER : TIONG HUA CULTURAL BUREAU  
SECRETARIAT OF UNITY UTHM**

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# **Activity Plan of Pesta Tiong Hua UTHM 2021**

## **1.0 BRIEF INTRODUCTION**

Pesta Tiong Hua UTHM is the grandest event held by Tiong Hua Cultural Bureau, Secretariat of Unity UTHM every year. Pesta Tiong Hua UTHM is a platform for UTHM students with their raging spirit and perseverance to continue the inheritance of Chinese culture among UTHM students. Every year, the theme of Pesta Tiong Hua UTHM is different, and it is decided by the top board committee of the year. Pesta Tiong Hua UTHM 2021 will be different from the previous culture night or stage performance, and start up in a completely new way.

## **2.0 ABOUT PESTA TIONG HUA UTHM 2021**

In recent years, stage performance has gradually become the main trend of universities to organize activities, of course it also included Pesta Tiong Hua UTHM. However, due to the pandemic of Covid-19 throughout the country, we are not able to see the grand occasion of Pesta Tiong Hua UTHM as before, when more than two thousand people were sitting in a hall to watch the stage performance. Pesta Tiong Hua UTHM has already stopped for a year, it is a better opportunity to make breakthroughs instead of focusing on stage performance. Therefore, Pesta Tiong Hua UTHM 2021 decided to organize events in an unprecedented way during this epidemic and directly help the vulnerable groups at the same time.

After many discussions, the top board committee of the Pesta Tiong Hua UTHM 2021 have reached a consensus and decided to change the stage performance to public welfare activity as the theme of this year, and organize this series of charity activities online. Pesta Tiong Hua UTHM 2021 will not be involving too many committees, we will strictly abide by the Standard Operating Procedures (SOP) for epidemic prevention and fully cooperate with the epidemic prevention guidelines to ensure that the two-month public welfare activities can be carried out in a safe manner. Besides, if the daily cases of infection could decline, the Covid-19 epidemic starts to slow down and the university students have the opportunity to go back to campus, we will visit our targeted beneficiaries' centres at that time to shoot a series of videos

about the daily life and the problem faced by targeted disadvantaged groups. The videos will be published on Pesta Tiong Hua UTHM official social media platform in order to appeal the public to pay attention to the issues of disadvantaged children.

We believe that children's growth environment should be colourful and unfettered, but not all children are lucky to have a happy family and childhood. In addition, children can also be called as the hope of the future. Therefore, Pesta Tiong Hua UTHM 2021 will be focusing on helping the disadvantaged children. Pesta Tiong Hua UTHM will provide help and support in education, health and living environment, not only to provide them financial or material help, but to really help them from other aspects. Pesta Tiong Hua UTHM sincerely hopes to light a candle for children to illuminate their ways to the future.

### **3.0 PESTA TIONG HUA UTHM 2021 EXPECTED ACTIVITIES**

Pesta Tiong Hua UTHM 2021 is expected to hold two activities, which are a main activity and sub-activity. Because of the current impact of Covid-19 epidemic, all the planning and activities will be switched to online. Preparation for a large-scale online activity is totally new for us, some uncertain factors are inevitable during the preparation time, hence both main activity and sub-activity may be subject to change. All the following activities stated below are the results of discussion at this stage, but it is not ruled out that a better activities plan will be replaced later.

#### **3.1 MAIN ACTIVITY**

##### **Nutritional Health Program: Improve the Quality and Nutritional Value of Disadvantaged Children's Food**

Based on the living environment or economic situation of disadvantaged children, having a nutritious meal may be a luxury for them, but they do need to take sufficient nutrients in their growth process to grow healthily. Therefore, Pesta Tiong Hua UTHM 2021 will hold an online nutritious meal design competition. Participants need to use the materials set by the organizer to make the most nutritious, creative and outstanding meal, take a photo of it, attached with the recipe and submit it to the organizer. The winner of this competition will be decided by the number of likes & shares on Facebook and the reviews from the judge. Organizers will

contact professionals who have experience in nutrition or who have deep research on nutritious meals as the judges of the competition. After that, the recipe of the winner will be used as the recipe of the nutritious meal box. The organizer will request a restaurant to make the meal boxes based on the winner's recipe, and send these nutritious meal boxes to targeted beneficiaries centres through transportation companies or our committees. The purpose of this activity is to improve the food quality of disadvantaged children and emphasize that children should avoid taking foods that lack nutrients like fast food or instant noodles. It is hoped that this activity will not only improve the nutrition of disadvantaged children, but also appeal to the public to pay attention to disadvantaged children and remind every parent of the importance of balanced nutrition for a child.

#### **IDEAL COOPERATION FIELDS OF MAIN ACTIVITY**

<b>Fields</b>	<b>Purpose</b>
<b>Restaurant</b>	<ul style="list-style-type: none"> <li>• Prepare meal boxes for the disadvantaged children</li> </ul>
<b>Guild / Women Association</b>	<ul style="list-style-type: none"> <li>• Cooperate to continue the nutritious meal program after the Pesta Tiong Hua UTHM 2021 ended</li> </ul>
<b>Transportation Company</b>	<ul style="list-style-type: none"> <li>• Send the meal box to targeted centres</li> </ul>
<b>Nutritionist or people who have research on nutritious meal</b>	<ul style="list-style-type: none"> <li>• As the judge of the online competition</li> </ul>
<b>“Loving Mama”</b>	<ul style="list-style-type: none"> <li>• An organization aims for providing healthy breakfast for children. Wish to cooperate and run the program together</li> </ul>
<b>Eco-friendly container</b>	<ul style="list-style-type: none"> <li>• As the container for the nutritious meal boxes</li> </ul>



### **3.2 SUB-ACTIVITY**

#### **Reading Program: Improve Children's Reading Ability and Interest**

Disadvantaged children are usually unable to afford books based on their living environment and financial condition, thus they have no chance to explore extra knowledge. Books are not one of the necessities that will make people more willing to spend their time, money and energy on the daily needs of disadvantaged children, thereby ignoring the fact that reading is extremely important for children's mode of thinking. Pesta Tiong Hua UTHM 2021 will look for collaboration with nearby primary schools' libraries, children's book writer to collect a variety of educational second-hand books (Mandarin, English and Malay books) and donates to our targeted disadvantaged children centres to improve children's reading ability and cultivate their reading interest, etc. Besides, we will organize an online reading and sharing session for disadvantaged children and children from middle-class families. In addition, we will look for experienced or professional teachers in books reading as the teacher for this reading and sharing session. The sharing content in this session should be simple, easy to understand and meaningful. The most important thing is to stimulate children's interest in reading and bring up a habit. Considering that not everyone in the beneficiaries' center will have electronic equipment to participate in the online reading and sharing session, hence some of our committees will bring the projector, projector screen to the center and setup there.

#### **IDEAL COOPERATION FIELDS OF SUB-ACTIVITY**

<b>Fields</b>	<b>Purpose</b>
<b>Story books/educational books publisher</b>	<ul style="list-style-type: none"><li>• Looking for cooperation to donate books for children</li></ul>
<b>Stationary Manufacture</b>	<ul style="list-style-type: none"><li>• Looking for cooperation to donate stationary for children</li></ul>
<b>Nearby primary schools</b>	<ul style="list-style-type: none"><li>• Collect second-hand books from the primary schools' libraries</li></ul>

<b>Dictionary / Electronic dictionary</b>	<ul style="list-style-type: none"> <li>Looking for cooperation to donate dictionary for children</li> </ul>
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### **OTHER IDEAL COOPERATION FIELDS**

<b>Fields</b>	<b>Purpose</b>
<b>Construction company</b>	<ul style="list-style-type: none"> <li>Help to rebuild the beneficiaries center in order to provide better environment for the disadvantaged children</li> </ul>
<b>Clothing manufacture</b>	<ul style="list-style-type: none"> <li>Collect second-hand clothes for disadvantaged children</li> </ul>
<b>Furniture/home facilities manufacture</b>	<ul style="list-style-type: none"> <li>Improve living condition of disadvantaged children</li> </ul>
<b>Social media partner</b>	<ul style="list-style-type: none"> <li>Promote the activities of Pesta Tiong Hua UTHM to the general public</li> </ul>

## **4.0 OBJECTIVE**

### **4.1 IMPROVE THE LIVING CONDITIONS OF DISADVANTAGED CHILDREN**

Pesta Tiong Hua UTHM 2021 wishes to help improve the living conditions of disadvantaged children through several public welfare activities, for example, improve children's reading ability through "Reading Program", improve the quality of children's meals with "Nutritional Health Program" and etc.

### **4.2 CHINESE TRADITIONAL CULTURE INHERITANCE**

Pesta Tiong Hua UTHM 2021 wishes to become a platform to promote and popularize Chinese traditional culture. Pesta Tiong Hua UTHM will try to incorporate Chinese culture elements into our activities, so university students and the general public will have the opportunity to explore more about the Chinese culture in order to enhance their interest and knowledge of Chinese culture.



### **4.3 PROVIDE PLATFORM FOR UNIVERSITY STUDENTS TO LEARN AND SHOW THEIR TALENT**

Pesta Tiong Hua UTHM 2021 will provide a platform for university students to learn and show their talent. When organizing this event, the university students offered an opportunity to learn various knowledge, skills. Hence, they can accumulate their activity experience and broadening of knowledge at the same time. Not the bookish knowledge, but the experience and knowledge outside of books will significantly enhance the university students' soft and hard skills, and it will be useful either in education or in their social life in the future.

### **4.4 ENHANCE THE IMAGE OF UTHM, TIONG HUA UTHM AND PESTA TONG HUA UTHM**

Pesta Tiong Hua UTHM 2021 hopes to leave a good impression in the minds of the public through public welfare activities in order to enhance the image of UTHM, Tiong Hua UTHM and Pesta Tiong Hua UTHM.

### **4.5 ENHANCE THE SOSIAL AND COMMUNICATION SKILLS OF UNIVERSITY STUDENTS**

It is inevitable that university students are facing difficulty to adapt in the life of university, especially for the year 1 students. In addition, the e-learning system under the epidemic exacerbates this problem, students lack ways to meet and know new friends. Hence, with joining in Pesta Tiong Hua UTHM, university students will have the chance to make new friends, take care and help each other.

## **5.0 EVENT AUDIENCE**

### **5.1 PARTICIPANTS: UTHM STUDENTS**

A person's strength is not enough to accomplish such a great mission, but the power of everyone is strong. Therefore, Pesta Tiong Hua UTHM 2021 started to recruit students from Pagoh and Parit Raja campus to sign up to become one of the committees in order to bring greater repercussions to this society. Meanwhile, the committees of Pesta Tiong Hua UTHM 2021 will successfully raise the public's awareness to disadvantaged children and provide them appropriate help.

## **5.2 BENEFICIARY: DISADVANTAGED CHILDREN**

Disadvantaged children refer to a group of children who are facing difficulties in their life. For example orphans, children with special diseases, and children who lack living ability. At the same time, they were constantly exploited or treated unequally, so they have no rights, no power and discriminated against in society. Various disadvantaged groups in the world that need the care and attention of the public. They need everyone's help to feel cared and warmth, so as not to be disappointed in today's society. There is no doubt that disadvantaged children have various problems in today's society, for example, the number of orphans has been increasing and disabled children need huge medical and living expenses to receive treatment or maintain their daily lives. However, there are many unknown issues that are being ignored, which are all topics that need to be discussed by today's society. Therefore, Pesta Tiong Hua UTHM 2021 decided to identify disadvantaged children as the main beneficiaries, hoping to bring positive influence to the society by the small strength of the committees.

## **6.0 CORE VALUE**

1. Appeal to the society to care for children's development and raise the society's awareness to disadvantaged children's issues.
2. Help disadvantaged children or children in need to build confidence, provide appropriate assistance and improve their living conditions as much as possible, for example:
  - (a) Reading Program: enhance children's reading ability and interest
  - (b) Nutritional Health Program: increase children's food quality and nutritional value
  - (c) Raise public's attention to improve disadvantaged children's living environment together
3. Enhance the influence of UTHM, Tiong Hua UTHM and Pesta Tiong Hua UTHM in the society.
4. Promote and enhance the public welfare practice and spirit to the society and other college students.

## **7.0 CONTENT**

1. Share knowledge about children's diseases, popular science knowledge, and difficulties encountered by disadvantaged children in today's society.
2. Improve the concernment of peoples in today's society on disadvantaged children.
3. Inheriting traditional Chinese culture, Chinese history and world cultural heritage, etc.

## **8.0 ESTIMATION OF DONATION**

	<b>Item</b>	<b>Amount (RM)</b>
<b>1.</b>	Estimation donation amount ( 2 Ideal disadvantaged children centres )	6000
	<b>TOTAL</b>	6000

The beneficiaries of Pesta Tiong Hua UTHM 2021 have been identified as disadvantaged children, currently we are looking for disadvantaged children's centres as our beneficiaries. Expected donation from a part of the profits, totaling RM 6000, to two beneficiaries centres after the end of the event. As this year's Pesta Tiong Hua UTHM 2021 held online public welfare activities for the first time, the funding situation of Pesta Tiong Hua UTHM 2021 was still unable to confirm. Therefore, the donation will be tentatively set as RM6000 and given to two ideal beneficiaries' centres, but the possibility of change will not be ruled out. In addition, if the committees successfully contact the daily necessities or other materials suitable for the disadvantaged children, it will also donate to the beneficiaries' centre. The person in charge of the Pesta Tiong Hua UTHM 2021 will also visit the disadvantaged children's centre after the event, and transfer the cheque to the person in charge of the beneficiaries' centres. At this stage, we are still searching for other disadvantaged children's centres, so the final beneficiaries have yet to be determined.

## **9.0 PESTA TIONG HUA UTHM BENEFITS FOR SPONSORING PESTA TIONG HUA UTHM 2021**

### **1. Sponsorship or product promotion**

The name and logo of the company will be included in the promotion and publicity in this event. In addition, the company's logo will be on the later period posters of Pesta Tiong Hua UTHM 2021's to achieve the best publicity effect.

### **2. Electronic Magazine**

Each sponsor is granted the privilege of publishing the company's advertisements and articles in the electronic magazine and the size of the page is determined according to the amount sponsored by the company.

### **3. Multimedia video display**

We will prepare a multimedia video about sponsorships. In addition, this video will be widely shared through Pesta Tiong Hua UTHM's official Facebook and Instagram page to achieve the publicity effect.

### **4. Souvenirs and certificates**

All sponsors will receive honorary certificates and souvenirs in recognition of their contributions in sponsorship.

### **5. Cheque handing-over ceremony**

Diamond sponsors will get a copy of the cheque during the cheque handing-over ceremony after the Pesta Tiong Hua UTHM 2021 event.

### **6. Title sponsorship right**

Diamond sponsors will become the title sponsors of Pesta Tiong Hua UTHM 2021, and diamond sponsors will enjoy a special thank-you at the end of the main event. The poster of the main event has many promotional privileges such as the logo of the company and hosting the population broadcast.

## **9.1 CLASSIFICATION OF SPONSORSHIP**

Diamond sponsor	: RM 5000 and above
Gold sponsor	: RM 3000 and above
Platinum sponsors	: RM 1000 and above
Friendship sponsors	: RM 500 and above
Material sponsor	: Refer to the item donated



## **10.0 PESTA TIONG HUA UTHM 2021 FINANCIAL BUDGET**

### **10.1 ESTIMATION OF OUTCOMES**

	<b>CATEGORY</b>	<b>AMOUNT (RM)</b>
<b>1</b>	<b>Administrative Department</b>	
<b>1.1</b>	<b>Secretary Unit</b>	100
	Printing fees	
<b>1.2</b>	<b>Treasurer Unit</b>	300
	Printing fees	
	Telephone usage	
	Transportation fees	
<b>2</b>	<b>Planning Department</b>	
<b>2.1</b>	<b>Activity Unit</b>	500
	Sub event	
	Main event	
<b>3</b>	<b>Publicity Department</b>	
<b>3.1</b>	<b>Sales Unit</b>	7000
	Merchandise [Commercial Tee / Product ]	
	Transportation fees	
<b>3.2</b>	<b>Publicity Unit</b>	500
	Promotion activities	
	Transportation fees	
<b>4</b>	<b>Editorial Department</b>	
<b>4.1</b>	<b>Design and Magazine Unit</b>	2000
	Magazine	
	Poster	
	Banner	
<b>4.2</b>	<b>Multimedia and Photography Unit</b>	3000
	Photography tool rental fees	
	Transportation fees	



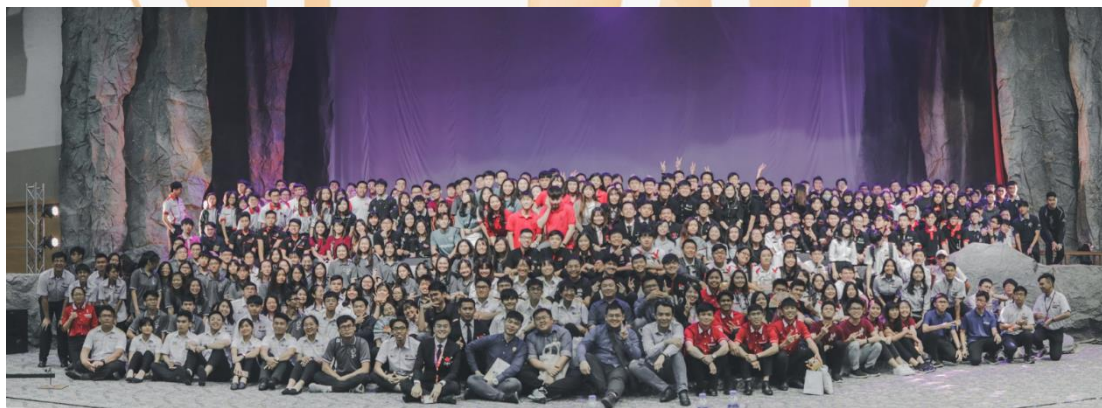
<b>5</b>	<b>Other</b>	
<b>5.1</b>	Collaboration Partner	1000
<b>5.2</b>	Honoured Guest	3000
<b>5.3</b>	Emergency backup fees	3000
<b>5.4</b>	Donation	6000
	<b>Total</b>	26400

## 10.2 ESTIMATION INCOMES

	<b>CATEGORY</b>	<b>AMOUNT (RM)</b>
<b>1</b>	Merchandise	8000
<b>2</b>	Commercial Tee	6000
<b>3</b>	Sponsorship	12400
	<b>Total</b>	26400

## 11.0 Photos of Pesta Tiong Hua UTHM 2019

The photos attached here are some pictures of the activities of Pesta Tiong Hua UTHM 2019. A total of 2,300 people participated in the event, including other college students such as UTM, UTP, UUM, etc., as well as residents in other areas such as Batu Pahat, Johor Bharu, Kulai, Kluang and Muar.



Pesta Tiong Hua UTHM 2019 event video :

<https://www.facebook.com/1611340109114786/videos/531534110764231>

## Pesta Tiong Hua UTHM 2019 - The Renaissance



## **12.0 PAPER PLANE AWARD OF PESTA TIONG HUA UTHM**

GRADUAN Paper Plane Award is an award ceremony organized by GRADUAN. The organizer will appoint outstanding entrepreneurs from all industries as well as media to be the professional judges of this competition, accessing the performance of participating organizations and projects from the perspective of experts. Through these awards, the efforts of the committee members of Pesta Tiong Hua UTHM 2018 are recognized. Pesta Tiong Hua UTHM 2018 which organized by Tiong Hua Cultural Bureau, Secretariat of Unity UTHM had successfully received two rewards during the GRADUAN Paper Plane Award- Season Two.



Pesta Tiong Hua UTHM 2018 successfully received a Best Impact Project Award in  
GRADUAN Paper Plane Award



Pesta Tiong Hua UTHM 2018 successfully received an Outstanding Project of the year in  
GRADUAN Paper Plane Award.



### **13.0 PESTA TIONG HUA UTHM 2019 BENEFICIARIES**



#### **Pesta Tiong Hua UTHM 2019 Target Beneficiary: Batu Pahat Ci Ai Welfare Agency**

The main purpose of the Pesta Tiong Hua UTHM 2019 is to donate to centres in need, assist them and inspire their inner talents. As a result, part of the stage performance's income will be included in donations for charitable purposes to Batu Pahat Ci Ai Welfare Agency and Batu Pahat Rotary Hemodialysis Centre. After the activity ended, the person-in-charge of the Pesta Tiong Hua UTHM 2019 visited the centre and handed over the cheque to the person-in-charge.

Batu Pahat Ci Ai Welfare Agency was established on January 1, 2018. It is a non-governmental organization that mainly helps the disadvantaged groups in society. This group currently has 145 beneficiary families and provides assistance to beneficiaries through volunteers. The community also regularly visits beneficiary families to keep up-to-date and provide the necessary assistance.



### **Pesta Tiong Hua UTHM 2019 Target Beneficiary: Batu Pahat Rotary Hemodialysis Centre**

The main purpose of the Pesta Tiong Hua UTHM 2019 is to donate to centres in need, assist them and inspire their inner talents. As a result, part of the stage performance's income will be included in donations for charitable purposes to Batu Pahat Ci Ai Welfare Agency and Batu Pahat Rotary Hemodialysis Centre. After the activity ended, the person-in-charge of the Pesta Tiong Hua UTHM 2019 visited the centre and handed over the cheque to the person-in-charge.

The Batu Pahat Rotary Hemodialysis Centre has been established for about 20 years and is part of the Rotary Club of Batu Pahat. This agency mainly supports patients with kidney disease who have financial difficulties. Batu Pahat Rotary Society Dialysis Centre currently has 7 dialysis machines, which can be used by 4 patients on average, so it can serve 28 patients at the same time.



## **14.0 OFFICIAL FACEBOOK PAGE**

Hereby, we attach UTHM Tiong Hua and Pesta Tiong Hua UTHM official Facebook page link.  
For more information, kindly follow and like our official Facebook page.

UTHM Tiong Hua Official Facebook Page : <https://www.facebook.com/uthmtionghua>



Pesta Tiong Hua UTHM Official Facebook page: <https://www.facebook.com/pthuthm>

