



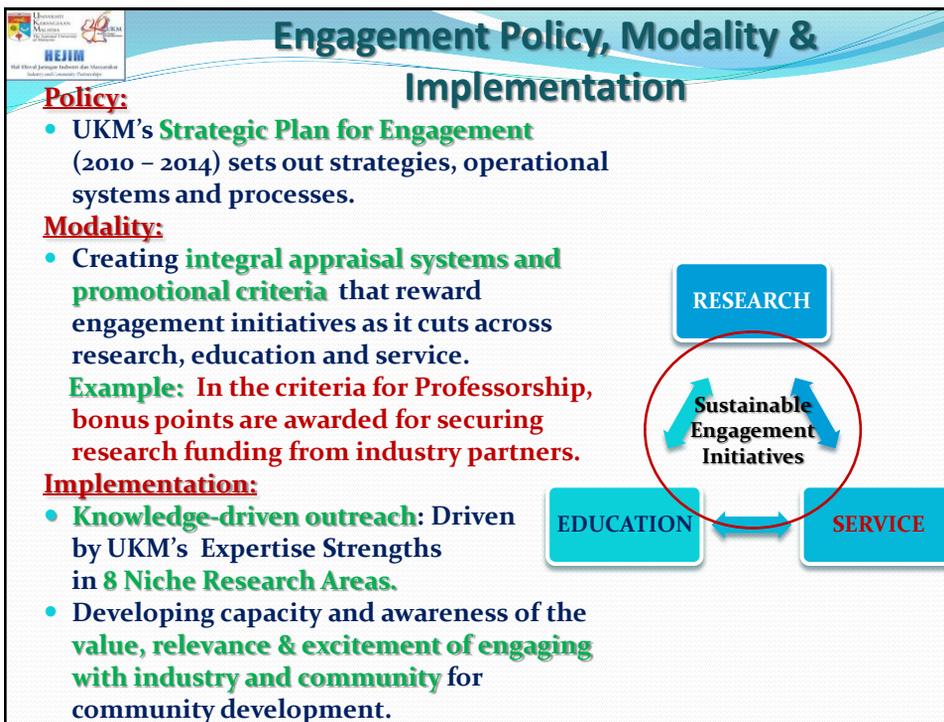
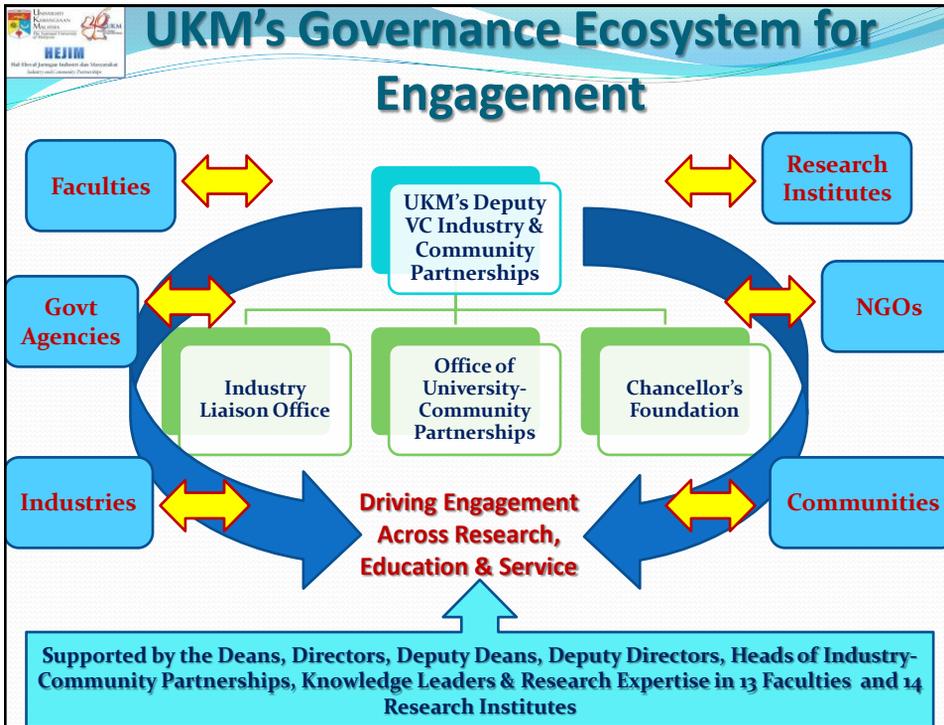
**TRANSFORMING HIGHER  
EDUCATION THROUGH SOCIAL  
RESPONSIBILITY AND  
SUSTAINABILITY ACROSS THE  
ASIAN REGION**

**Prof Dr Saran Kaur Gill**  
**Deputy Vice Chancellor (Industry & Community Partnerships)**  
**Universiti Kebangsaan Malaysia (UKM)**  
**(The National University of Malaysia)**  
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**Social Engagement and Tertiary  
Education: New Imperatives**  
**2010 OECD/IMHE General Conference**  
**"Higher Education in a World Changed Utterly:  
Doing More with Less"**

“Social engagement has moved beyond institutional outreach to address the challenges of the 21st century. Engagement is now a mindset ensuring that tertiary education can meet its multiple responsibilities: ..... creating a culture of learning, directing research and teaching to sustainable development and **strengthening links with social & (industry) partners are now an inescapable obligation for institutions.**”



**Engagement for Research at UKM**

UKM encourages researchers to work together with the industry and community to leapfrog multi-disciplinary knowledge creation to address social, economic, environmental and health challenges of the nation/region:

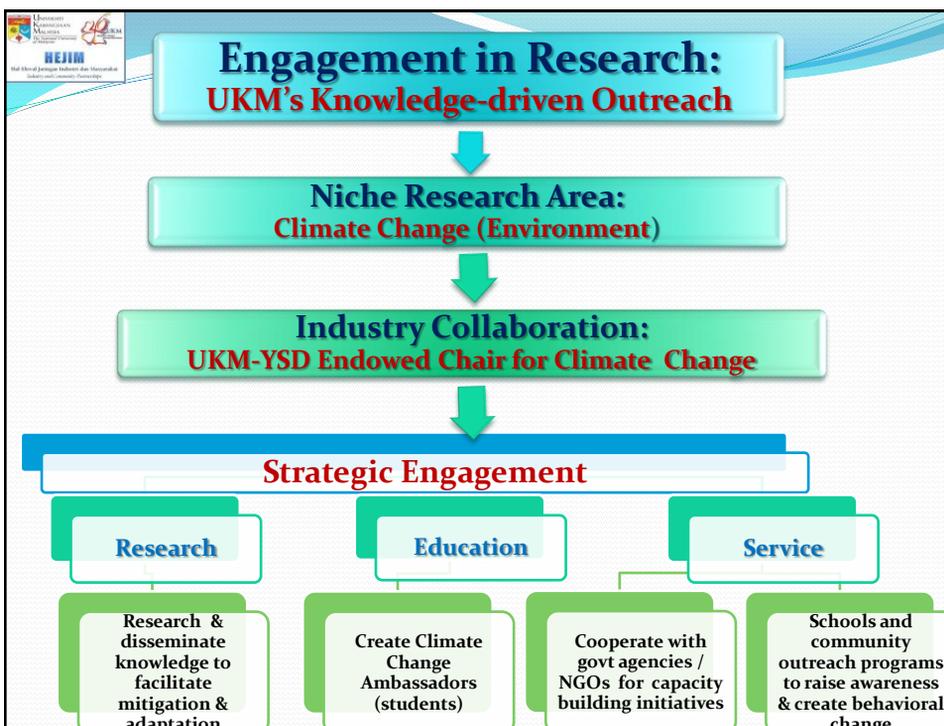
**University-industry research grant**

**University-community research grant**

Seed funding is provided by UKM for research projects that demonstrate the following criteria:

- Engage the community in collaborative research through consultative process or community profiling to identify needs and challenges of the community.
- Demonstrate sustainability by securing matching contribution from private sector stakeholders.
- Demonstrate clear and measurable outcome in terms of research output and the impact on community development.

**The grants have succeeded in securing substantial funding for collaborative research initiatives that impact community development.**





**Creating a Multiplier Effect Across Asia**

**Regional Cooperation:**

- Need to consolidate efforts and share best practices among diverse stakeholders for engagement that has greater impact on the social, economic and environmental development of regional communities.

**Policies:**

- Need to establish governance systems, policies, strategies and actions on three levels – national, regional and institutional - to drive trans-disciplinary social responsibility initiatives across the region.

**Capacity Development:**

- Need to develop knowledge and competencies for academics and students in key areas of regional importance to facilitate knowledge driven engagement.

**Sustainability:**

- Need to ensure sustainability of engagement initiatives through knowledge transfer, social impact assessment and funding to benefit various communities.



**Potential Mechanism: ATNEU**

**In March 2010, The Talloires Network** brought together 20 higher education leaders at the Rockefeller Foundation in Bellagio, Italy for a unique discussion on **“Higher Education Responding to Social Needs”**.

**The Talloires Network is a global association of over 190 institutions in 59 countries**, committed to strengthening the social responsibilities of higher education.

UKM was invited to lead in the development of a regional chapter of the Talloires Network, **the Asia-Talloires Network of Engaged Universities (ATNEU)** dedicated to drive trans-disciplinary social responsibility initiatives between higher education institutions and diverse stakeholders, **to promote collaborations that enhance the quality of life for Asian communities.**

