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Faculty of business and finance (FBF)

S.A.F.E Mission: Safety, Awareness, Freedom, Empowerment



On 22 September 2024, FBF has visited Sekolah Kebangsaan Kubang Golok at Bachok, Kelantan from 8.00 am – 12.30 pm for a project name “S.A.F.E Mission: Safety, Awareness, Freedom, Empowerment”.

This project, led by 10 UTAR lecturers from the Faculty of Business and Finance as facilitators, focuses on raising awareness about sexual harassment and its prevention. The initiative aims to create a safe environment by promoting awareness, ensuring freedom from harassment, and empowering students to speak up and protect themselves. and manage their menstrual health.

The program was conducted successfully at Sekolah Kebangsaan Kubang Golok in Bachok, Kelantan, a rural area where access to comprehensive education on personal boundaries and sexual harassment is limited. The event involved interactive activities designed to educate 177 standard 5 and 6 students about personal boundaries, respectful behaviour, and how to identify and respond to inappropriate conduct.

The standard 5 and 6 students demonstrated a clear understanding of safe and unsafe touch. They showed increased confidence in recognizing inappropriate behaviour and expressed a greater willingness to report such incidents. This reflects improved awareness and readiness to protect themselves from harassment.

The school appreciated the program's focus on raising awareness of sexual harassment and expressed interest in future initiatives to further strengthen students' knowledge and ability to protect themselves.

