

CONVERGE RURAL URBAN CULTURAL EXCHANGE PROGRAMME

HOSTED BY:
INASIS BANK RAKYAT
UNIVERSITI UTARA
MALAYSIA

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What is it?

The Converge Rural Urban Cultural Exchange Programme is an international cultural and educational initiative hosted by INASIS Bank Rakyat, Universiti Utara Malaysia. The programme aims to strengthen collaboration, mutual understanding, and friendship among universities within the ASEAN region by welcoming students and representatives from ASEAN countries, to Malaysia.

This programme provides participants with the opportunity to experience Malaysia's rich cultural diversity through meaningful interactions with both rural and urban communities. Through cultural exchange activities, educational visits, community engagement, and intercultural discussions, students are encouraged to exchange ideas, broaden their global perspectives, and build lasting regional networks.

The programme also serves as a platform to foster unity, leadership, and cross-cultural appreciation among ASEAN youth while promoting sustainable regional partnerships. In line with the United Nations Sustainable Development Goals (SDGs), the programme supports SDG 4: Quality Education, SDG 11: Sustainable Cities and Communities, and SDG 17: Partnerships for the Goals by encouraging inclusive educational experiences, cultural preservation, and international collaboration among higher education institutions across ASEAN.

The goals of the programme

This programme is organised to provide a unique, outside the classroom learning experience for participants that will:

- Engage students in experiential learning and immersion
- Provide a platform for knowledge sharing on common issues
- Provide opportunities for students to apply knowledge gained when they go back home for possible national and/or regional follow up projects
- Approximately 15+ local experts, lecturers, and professionals have been invited to interact with participants cultural exposures, hand-on experiences, and workshops

Expected Outcomes

- Participants develop their skill set through experiential learning and hands-on activities
- Create strong networking between participants and local students.
- Gain life-changing and eye-opening cross-border experiences
- ASEAN awareness
- Lifelong learning in Higher Education
- Information and knowledge exchange
- Networking, and knowledge transfer
- Education for sustainable development

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Event Overview

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- 02 Highlighted Event

Event Details



Event Name

- Converge Rural Urban Cultural Exchange Programme



Theme

- Learning Across Borders: Strengthening Global Partnerships Through Education
- SDG Focus: SDG 4: Quality Education, SDG 11: Sustainable Cities and Communities, and SDG 17: Partnerships for the Goals



Date

- 1 – 6 August 2026



Venue

- Universiti Utara Malaysia



Target Participants

- Total 20 Participants from ASEAN countries.

Format of Activities

- The design of the Converge Rural Urban Experiential Exchange Programme is grounded in experiential learning principles, allowing students to enhance their awareness and understanding of rural and urban community dynamics through direct engagement and meaningful interaction. The programme aims to strengthen students' competencies, cultural sensitivity, adaptability, and appreciation of diverse social backgrounds, lifestyles, and perspectives. Through immersive learning experiences, participants are also able to develop cross cultural communication, teamwork, problem solving, and leadership skills. Knowledge and experiences gained throughout the programme further encourage collaboration, mutual understanding, and long-term networking among participants.

Hello Malaysia, Hello Vietnam

1. Introduction

The welcoming session for student mobility participants aims to introduce students to Universiti Utara Malaysia (UUM) and INASIS Bank Rakyat. The session includes a brief introduction to accommodation, campus facilities, and a campus tour to help students familiarise themselves with the university environment while encouraging cultural exchange and interaction.



3. Proposed Activities During the Session

- Welcoming and briefing session at Inasis Bank Rakyat.
- Introduction to campus facilities and accommodation.
- Campus tour around Universiti Utara Malaysia.
- Welcoming dinner and Cultural Night

4. Learning Outcomes

- Familiarise themselves with the UUM environment.
- Understand campus facilities and services.
- Improve communication and interaction skills.
- Gain mobility and cultural experience.
- Builds confidence in a new environment.
- Encourages cultural exchange and friendship.

2. Objectives

- To introduce students to Universiti Utara Malaysia and Inasis Bank Rakyat.
- To familiarise participants with campus facilities and key locations in UUM.
- To promote cultural exchange and interaction between local and international students.
- To provide students with a welcoming and comfortable mobility experience at UUM.

Empowering Mind, Preserving Heritage



1. Introduction

The session aims to expose student mobility participants to leadership values in the ASEAN context and Malaysian culture. The programme includes a seminar and cultural workshop to encourage understanding, interaction, and cultural appreciation among students at Universiti Utara Malaysia.

2. Objectives

- To introduce leadership values in the ASEAN context.
- To expose students to Malaysian culture and traditions.
- To promote cultural understanding and interaction among students.
- To enhance students' communication and teamwork skills.

3. Proposed Activities During the Session

- Seminar on Leading in ASEAN Context – sharing about leadership and youth collaboration in ASEAN.
- Cultural Workshop about Malaysia – batik painting and introduction to Malaysian culture.
- Group Interaction and Discussion Session – discussion on cultural exchange and student experiences.

4. Learning Outcomes

- Understand basic leadership values in ASEAN countries.
- Gain knowledge about Malaysian culture and traditions.
- Improve communication and teamwork skills.
- Develop cultural awareness and appreciation.
- Provides international learning experience.

Experiencing Malaysia's Soul

1. Introduction

The CSR session aims to provide student mobility participants with exposure to local community life and the rice cultivation industry in Kedah, known as the "Rice Bowl of Malaysia." The programme also encourages interaction and cultural exchange with the local community while introducing the process and technology of paddy cultivation in Malaysia.



3. Proposed Activities During the Session

- CSR activities with the local community.
- Visit to paddy fields and rice cultivation areas.
- Sharing session on paddy farming technology and processes.
- Interaction and cultural exchange session with villagers.

4. Learning Outcomes

- Understand basic paddy cultivation in Malaysia.
- Gain exposure to local culture and community life.
- Improve communication and teamwork skills.
- Develop awareness of agriculture and sustainability.
- Encourages teamwork and community engagement.
- Creates meaningful learning experiences with the local community.

2. Objectives

- To connect students with the local community in Kedah.
- To introduce the process and technology of paddy cultivation in Malaysia.
- To promote cultural exchange and community engagement.
- To increase awareness of Malaysia's agricultural industry.

Heart of Malaysia, Heartfelt Memories



1. Introduction

The KL City Tour aims to provide student mobility participants with exposure to the cultural, historical, and urban attractions of Kuala Lumpur. The programme also includes CSR and volunteer activities to encourage community engagement and cultural appreciation.

2. Objectives

- To introduce students to cultural and historical attractions in Kuala Lumpur.
- To promote community engagement through CSR activities.
- To expose students to Malaysian culture and heritage.
- To encourage interaction and teamwork among participants.

3. Proposed Activities During the Session

- Visit to Masjid Negara.
- Volunteer CSR activities at Zoo Negara.
- Visit to National Library of Malaysia for Reflection Session.
- KL city tour and cultural exploration activities.

4. Learning Outcomes

- Gain knowledge of Malaysian culture and heritage.
- Develop teamwork and communication skills.
- Understand the importance of community service and volunteering.
- Provides exposure to Kuala Lumpur's attractions.
- Encourages volunteerism and social responsibility.
- Creates meaningful international learning experiences.

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Budget Elaboration

Financial Arrangement

The participation fee for the programme is fixed at **USD 227.00** for each participant. The fee covers accommodation, transportation, meals, programme materials, and all planned activities throughout the programme duration.

Fee Coverage Per Participant

Item	Description
Hostel Accommodation in University Utara Malaysia & Kuala Lumpur	Hostel stay throughout the programme period
Transportation	Airport transfer and local transportation for programme activities
Meals	Breakfast, lunch, dinner, and refreshments during the programme
Programme Kit	Programme materials, T-shirts, lanyard, and Universiti Utara Malaysia's merchandise
Activities Fee – Batik Painting	Participation fee for cultural batik painting activity
Zoo CSR Activity Fee	CSR programme contribution and activity charges at the zoo
Administration & Coordination	Programme management and coordination expenses

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Logistics

List of Supports Provided by The Host University

1.Registration

- Sending out Official Invitation Letters
- Collecting registration forms
- Follow up with the registration and participants

2.Transportation

- Airport pick-up to and from the hostel/accommodation
- Stand by committee to accompany the arriving participants and their contact details
- Shuttle from the hostel to the venue

3.Participants' programme kit

- Lanyards for the participants
- Official program t-shirt
- Universiti Utara Malaysia's merchandise

4.Room arrangement

- Accommodation for students (shared rooms) with Wi-Fi connection will be provided.
- The students will stay at the university hostel together with local students to encourage cultural exchange, interaction, and a better campus experience.
- Faculty members will stay at the university guest house.

5.Meals

- Daily meals
- Special diet requirement provided (refer to registration form)

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Conditions

Conditions

- Participants must be nominated or officially endorsed by their respective universities.
- The programme is open only to participants from ASEAN universities.
- Participants are required to actively participate in all scheduled programme activities, including seminars, cultural workshops, CSR programmes, educational visits, leadership sessions, and community engagement activities.
- Participants are expected to comply with the rules, regulations, and code of conduct set by the organiser throughout the programme period.
- Students are required to stay in shared university hostel rooms provided by the organiser to encourage interaction and cultural exchange with local students.
- Accompanying faculty members will be accommodated at the university guest house.
- Participants will be provided with accommodation, meals, local transportation, programme kits, and access to official programme activities throughout the programme period.
- The participation fee is fixed at USD 227.00 per participant.
- The participation fee covers accommodation, airport transfers, local transportation, meals, programme materials, activity fees, and administrative expenses.
- International flight ticket expenses are not included in the programme fee and must be borne by the participants or their respective universities.
- Any other expenses not stated under the programme coverage shall be borne by the participants themselves or their respective universities.
- Any additional requests made by participants shall be subject to consideration by the organiser, and any related additional costs shall be borne by the participants.
- Participants are responsible for ensuring that they possess valid travel documents, visas, insurance coverage, and any other required documents before travelling to Malaysia.
- The organiser reserves the right to amend the programme schedule, activities, or arrangements if necessary.

Conclusion

On the whole, the Converge Rural Urban Cultural Exchange Programme is a comprehensive international exchange initiative, carrying the theme “Learning Across Borders: Strengthening Global Partnerships Through Education”, with a focus on SDG 4: Quality Education, SDG 11: Sustainable Cities and Communities, and SDG 17: Partnerships for the Goals. The programme at Universiti Utara Malaysia provides student participants from the ASEAN Universities with a meaningful first-hand experience of university life in Malaysia. Overall, this programme strengthens international friendship and collaboration while promoting cultural exchange and learning beyond borders in line with global education values.

The entire committee would like to express our sincere gratitude for your time and consideration in reviewing this proposal. Should you have any inquiries regarding the programme, please feel free to reach out to us via inasisbankrakyatbika@gmail.com. We would be honored to explore opportunities for collaboration with your esteemed organization.