

## Promoting Inclusion and Equal Opportunity: Alfa University College's Progress on SDG 10 – Reduced Inequalities

At Alfa University College (AUC), Malaysia, we are committed to supporting the United Nations Sustainable Development Goal 10 (SDG 10): Reduced Inequalities, which aims to reduce inequality within and among countries.

AUC strongly believes that education is the most effective pathway to equality and empowerment. The university upholds a mission to create an inclusive, diverse, and equitable learning environment where every individual regardless of background, gender, ethnicity, or ability has the opportunity to achieve their full potential.

Through inclusive policies, outreach initiatives, and community engagement, AUC actively promotes social mobility, equitable access to education, and fair opportunities for all.

Our key activities and initiatives include:

- **Inclusive Admission Policies:** AUC provides equal access to higher education for students from diverse socioeconomic, cultural, and national backgrounds, including refugees and underrepresented groups.
- **Scholarships and Financial Support:** The university offers financial aid, scholarships, and flexible tuition schemes to ensure that capable students are not excluded from education due to financial hardship.
- **Diversity and Equity in the Workplace:** AUC promotes equal employment opportunities and a fair working environment that values diversity and fosters inclusivity across all levels of staff and administration.
- **Support for Students with Disabilities:** The university ensures accessible facilities, adaptive technologies, and academic support services for students with disabilities to fully participate in university life.
- **Global and Regional Outreach:** Through international collaborations and partnerships, AUC supports educational initiatives that promote social inclusion and reduce inequalities across borders.
- **Community Engagement and Empowerment:** The university conducts capacity-building workshops, digital literacy programs, and empowerment projects that target marginalized groups in local communities.
- **Research on Social Inclusion and Equity:** AUC researchers engage in policy-oriented research focusing on social justice, income disparity, and equitable access to education and employment.
- **Safe and Respectful Campus Environment:** The university enforces anti-discrimination, anti-harassment, and equality policies to ensure a respectful and supportive learning space for everyone.

## Championing Gender Equality: Alfa University College's Policy on Women's Applications, Acceptance, and Participation



At Alfa University College, Malaysia, we firmly believe that gender equality in education is the cornerstone of social progress and sustainable development. Guided by the principles of Sustainable Development Goal 5 (SDG 5): Achieve Gender Equality and Empower All Women and Girls, the University has established a comprehensive policy framework that ensures fairness, inclusivity, and empowerment for women across all stages of their academic journey from application and admission to active participation and leadership.

### **Inclusive Admission Policy**

Alfa University College maintains a non-discriminatory admissions policy that provides equal opportunities for women and men to access quality education.

Our admissions process:

- Encourages women applicants across all disciplines, including underrepresented areas such as engineering, technology, and leadership programs.
- Incorporates gender-balanced evaluation criteria to eliminate bias in the selection process.
- Offers special support services and counselling during the application period to help women candidates make informed academic choices.







## Commitment to Equitable Entry and Participation

Beyond admissions, the University actively monitors and promotes women's retention, engagement, and advancement within the academic environment. Key initiatives include:

- Tracking women's acceptance and enrolment rates to ensure balanced representation across programmes.
- Providing scholarship opportunities and mentorship programs dedicated to female students.
- Encouraging women's participation in leadership roles, student councils, and research projects.







## Creating a Supportive Learning Environment

Alfa University College fosters an inclusive campus culture through:

- Gender sensitization and awareness programs that promote respect, equality, and diversity.
- Support networks and advocacy groups that empower women to pursue academic excellence and leadership roles.
- Policies against gender discrimination and harassment, ensuring a safe, respectful, and enabling educational environment for all.





The Gender Equality and Inclusivity Committee (GEIC) is responsible for monitoring, evaluating, and reporting on the implementation of gender-related policies. Regular reviews ensure that the University continues to:

- Strengthen access and participation of women in all academic areas.
- Promote transparency and accountability in admissions and participation data.
- Align institutional practices with national and global standards for gender equality in education.

Through this policy-driven approach, Alfa University College reaffirms its commitment to nurturing a community where women's voices are heard, their achievements are celebrated, and their potential is fully realized.

We believe that empowering women through education not only transforms individual lives but also contributes to a more equitable and sustainable society.

## Initiatives to Support and Admit Students from Low-Income Backgrounds

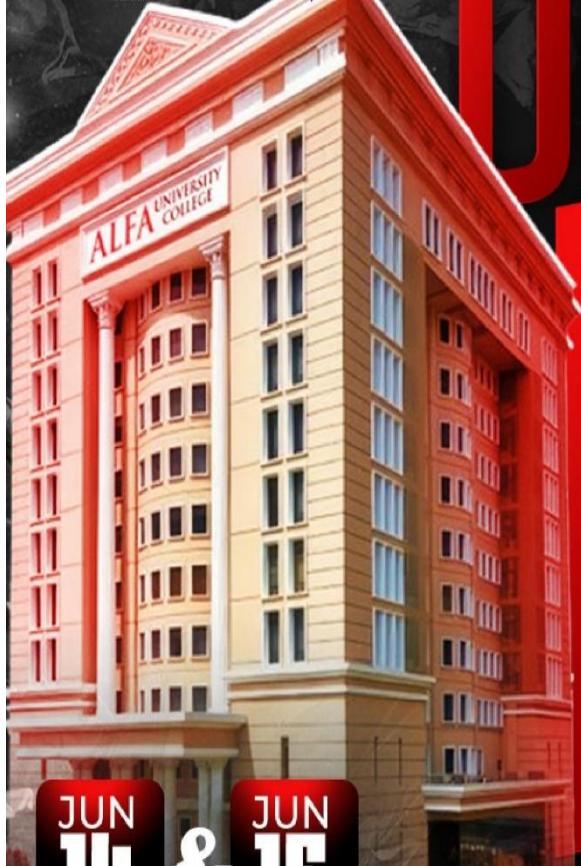
At Alfa University College (AUC), Malaysia, the Marketing Department plays a vital role in ensuring that quality higher education is accessible to everyone especially students from the bottom two financial deciles. With a strong commitment to inclusivity and social responsibility, the department designs and implements outreach activities that target students from financially disadvantaged families, both locally and internationally.

### Outreach and Awareness Campaigns

The Marketing Department conducts information sessions, school visits, and community engagements in rural areas and underserved regions. These initiatives aim to:



- Raise awareness about the availability of scholarships, financial aid, and subsidized education.
- Encourage students from poor villages and low-income families to pursue higher education.
- Share success stories of students who have overcome financial barriers through AUC's support programmes.



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19	KOMPLEKS SUKAN <b>SANDAKAN</b> 19 MEI 2025   ISNIN 9 PAGI	21	KOMPLEKS SUKAN <b>RANAU</b> 21 MEI 2025   RABU 9 PAGI	23	BANGUNAN ARKED MARA <b>KUDAT</b> 23 MEI 2025   JUMAAT 9 PAGI
24	HOTEL HEXAN <b>KOTA MARUDU</b> 24 MEI 2025   SABTU 9 PAGI	25	UTC <b>KOTA KINABALU</b> 25 MEI 2025   AHAD 9 PAGI	26	PERPUSTAKAAN <b>KENINGAU</b> 26 MEI 2025   ISNIN 9 PAGI
27	PERPUSTAKAAN <b>PAPAR</b> 27 MEI 2025   SELASA 9 PAGI	28	PERPUSTAKAAN <b>KOTA BELUD</b> 28 MEI 2025   RABU 9 PAGI	29	MOTEL & REST HOUSE KAKA <b>PAPAR</b> 29 MEI 2025   KHAMIS 9 PAGI
30	BALAI BOMBA <b>BEAUFORT</b> 30 MEI 2025   JUMAAT 9 PAGI	02	UTC <b>KOTA KINABALU</b> 02 JUN 2025   ISNIN 9 PAGI		

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### Collaboration with Community and NGOs

To extend its impact, AUC partners with non-profit organizations, community leaders, and educational NGOs. These collaborations help:

- Identify talented students who face financial hardships.
- Provide them with guidance on admission processes and financial support schemes.
- Build trust and strengthen AUC's role as an institution committed to social mobility.









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-  Lokasi Strategik & Fasiliti Moden

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## Digital and International Marketing

The department also leverages digital platforms, social media, and international student fairs to reach students from low-income families in developing countries. Targeted campaigns focus on:

- Affordable tuition fee structures.
- Opportunities for on-campus jobs.
- Subsidized living and food programmes tailored for international students from disadvantaged backgrounds.





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TEMPAT ADALAH TERHAD, SILA HUBUNGI PEGAWAI  
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 PELAJAR BAHARU 2025





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- 01 YURAN PENDAFTARAN
- 02 YURAN PENGAJIAN
- 03 PENGINAPAN ASRAMA
- 04 ELAUN BULANAN



12 PILIHAN KEMAHIRAN



19 PROGRAM DIPLOMA MQA



2 PROGRAM ASASI



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Through these efforts, the Marketing Department of AUC ensures that financial constraints do not become a barrier to higher education. By actively reaching out to the most disadvantaged groups, the department contributes to building a more equitable, inclusive, and empowered student community.

## On-Campus Jobs to Support Students from Low-Income Backgrounds while on Campus

At ALFA University College, Malaysia, we are committed to ensuring that financial challenges do not prevent students from achieving their academic goals. To support students from the bottom two financial

deciles, the university has created a range of on-campus job opportunities designed to provide both financial assistance and valuable work experience.

### Purpose of the On-Campus Jobs Programme

The initiative aims to:

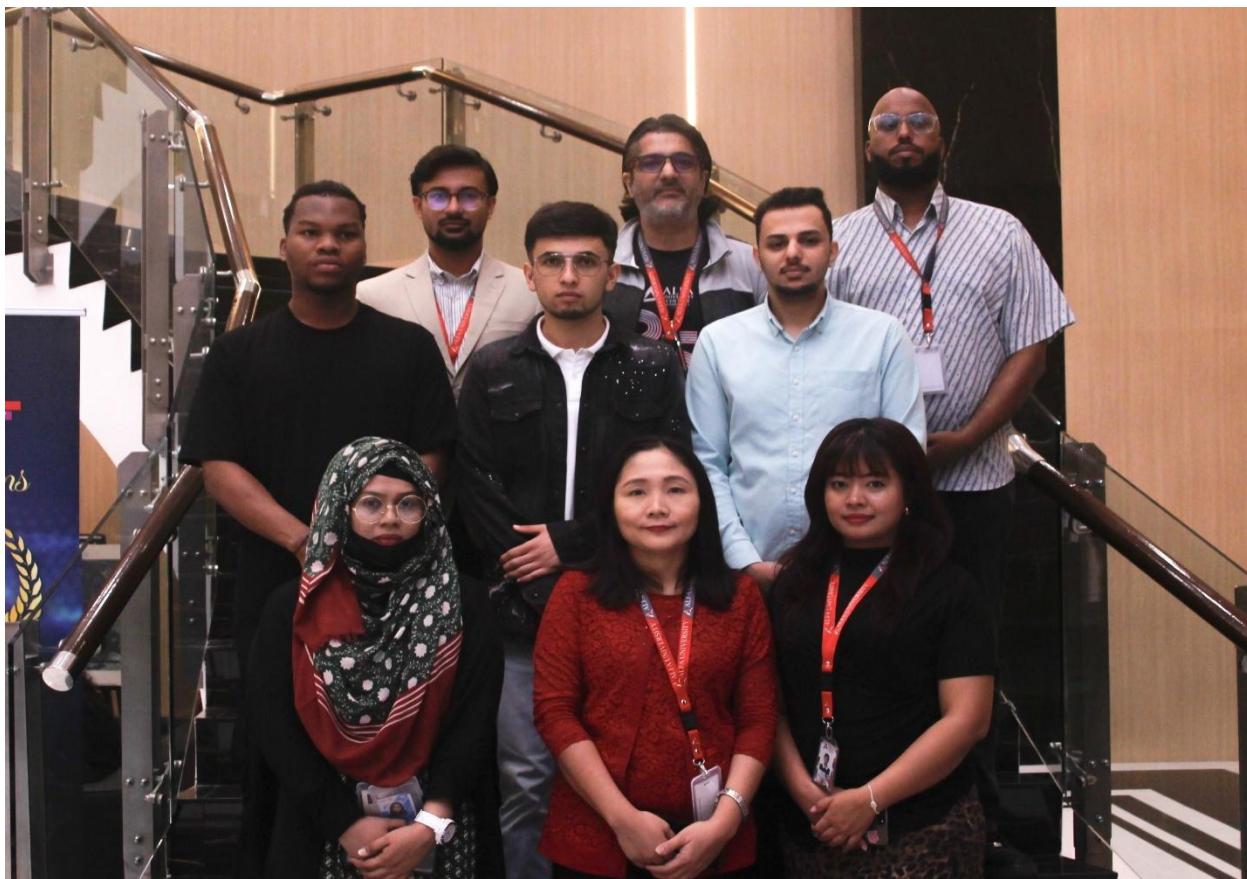
- Provide financial support to students from economically disadvantaged backgrounds.
- Offer hands-on professional experience that complements academic learning.
- Build transferable skills such as teamwork, communication, and time management.
- Foster a sense of inclusion and community engagement within the university.



### Types of On-Campus Jobs Available

Students are offered flexible, part-time roles within the university environment. Opportunities include, but are not limited to:

- Research Assistant: Assisting faculty members with academic research projects.
- Student Helper (International Student Office & Marketing): Supporting the needs of international students and assisting with events, documentation, and student services.
- Administrative Support: Providing clerical and operational support in various departments across the university.
- Library Assistant: Helping with book cataloging, circulation, and assisting fellow students with resources.
- Event Support Staff: Contributing to the planning and execution of seminars, workshops, and cultural events hosted by the university.





## Benefits for Students

The programme is designed to go beyond financial aid, offering students the chance to:

- Earn income to help cover living and accommodation expenses.
- Gain practical, real-world work experience while studying.
- Strengthen their resumes and improve employability after graduation.
- Build meaningful connections with faculty, staff, and peers.





### Commitment to Equity and Opportunity

Through this initiative, ALFA University College reaffirms its commitment to equity, inclusivity, and student success. By empowering financially disadvantaged students with employment opportunities, the university helps ensure that every student, regardless of background, has the tools to succeed.

### Expanding Access to Basic Services Through Training and Programmes at Alfa University College

At Alfa University College (AUC), Malaysia, we recognize that equitable access to basic services such as healthcare, education, clean water, sanitation, and digital connectivity which are essential for community well-being and sustainable development. Guided by this mission, AUC actively organizes trainings and



programmes designed to improve access to these services for individuals and communities, especially those from disadvantaged backgrounds.

### Training for Community Empowerment

AUC develops and delivers specialized capacity-building programmes that equip participants with the knowledge and skills needed to better access and utilize essential services. These include:

- Health and Wellness Awareness Programmes: Educating communities about preventive healthcare, nutrition, and access to affordable medical resources.
- Digital Literacy Workshops: Providing training on internet use, online education tools, and e-government services to close the digital divide.
- Financial Literacy and Social Services Access: Empowering individuals with the ability to navigate financial aid schemes, housing support, and community resources.







### Collaborative Outreach Programmes

In partnership with local authorities, NGOs, and private sector stakeholders, AUC organizes outreach initiatives that bring basic services closer to underserved populations. Examples include:

- Mobile healthcare camps in rural and low-income communities.
- Educational support for children and families who face barriers to quality schooling.
- Public seminars on environmental sustainability, water conservation, and safe sanitation practices.



Through these initiatives, AUC aims to ensure that no individual is left behind. By improving access to basic services, the university not only uplifts individuals but also strengthens community resilience and contributes to Malaysia's broader development goals.



Through continuous training, awareness programmes, and community engagement, Alfa University College is proud to contribute to building a more inclusive, informed, and sustainable society.

### Inclusive Support and Awareness

The University organizes awareness campaigns and workshops that emphasize the importance of shared parenting, work-life balance, and mutual respect in family care. These initiatives help normalize equitable parenting and encourage more inclusive participation across genders.

### Commitment to Gender Equality and Family-Friendly Practices

Aligned with Sustainable Development Goal 5 (SDG 5): Achieve Gender Equality and Empower All Women and Girls, Alfa University College continues to promote progressive family policies that value diversity, inclusion, and shared growth. The paternity policy stands as a testament to the University's vision of creating an environment where every individual regardless of gender can thrive both personally and professionally.



Through the implementation of its paternity policy, Alfa University College not only supports women's participation in academia and the workforce but also fosters a family-friendly culture where shared care, mutual support, and equal opportunity define the community.









At Alfa University College, we believe that equality is not only a principle but a practice. Our commitment under SDG 10 reflects our dedication to building a just and inclusive society where everyone, regardless of background or circumstance, has the opportunity to learn, grow, and succeed.