

PROJECTS FOR HAPPINESS

2016

Application Form



CO & COAL
CHEONG JIAN XIAN
BACHELOR OF BUSINESS ADMINISTRATION
31ST JULY 2017

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INTRODUCTION

Co&Coal is aspires to improve the standard of living and quality of life of the underprivileged people in northern region of Malaysia by using by properly disposing coconut shell waste. ENACTUS UUM aims to educate the public on the environmental degradation of coconut shells as well. Coconut is the main ingredient in this project and it has high utilization value. However, most of the coconut shell waste is simple discarded without proper management. Through this project, we are turning the coconut shell waste into marketable product and subsequently reduce the environmental issues. We are also tackling various environmental issues while fostering entrepreneurs with this sustainable “Go-green” concept. Currently, we have two target audiences who works as housewives, and we are empowering them with the necessary skill and knowledge on how to transform the coconut shells waste into high quality charcoal with simple Standard Operating Procedure (SOP) that is designed by us. Currently, Co&coal is working with Riverside in Lembah Bujang area and aim to increase the awareness of the project as well as increase participants in production of the project.

PROJECT OBJECTIVES

- To improve the standard of living of the target audiences
- Solve the project’s technical aspects and simplify the coconut charcoal producing process through research and development.
- Empower target audience with necessary skills and knowledge to produce coconut charcoal and develop them to be independent in the production process.
- Secure the constant charcoal supply from target audiences and secure demand from target customers of coconut charcoal
- Increase target audience’s income

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ACTIVITIES AND TASKS

- Educate the target audience through one on one personal assistance or workshops
- Create awareness towards the negative side effects of coconut shell disposal without proper management
- Promoting environmental friendly coconut making process
- Utilizing normal everyday tools such as a discarded oil rum and wood shafts and discarded coconut shells to create coconut charcoal
- Grind the burnt coconut shells into fine coal dust by machine
- Create coconut dust mold by mixing corn flour into the mixture
- Leaving the concoction to dry for 2-3 days
- Package the product and implement marketing strategy
- Discussing with the head of the village for more information
- Visiting the villagers of Lembah Bujang and assessing their situation

PROJECTS BENEFICIARIES

Economy

- Increase the income of target audience.
- Enhance the standard of living of audience
- Sustain the livelihood of target audience.
- Reduce the cost of cleaning the coconut shell.

Social

- Improve target audience's self-esteem.
- Increase target audience's knowledge in producing coconut charcoal as well as their marketing skill.
- Raise the public's awareness about the uses coconut shell.
- Make the target audience to be an entrepreneur.

Environment

- Reduce the agricultural wastes in the landfill.
- Reduce the air pollution from coconut shells burning.
- Increase environment consciousness among the community.

Physical

- Each target audience will get one machine to start the coconut charcoal production

EXPECTED PROJECT RESULTS

Economy

- Increase the target audience's income by producing the coconut charcoal and selling the products
- Increase job opportunities
- Create a quality green product

Social

- Establish networking among the target audience
- Grooming future target audience to take up the tasks
- Improve self-esteem of target audience

Environment

- Reduce the environmental degradation of coconut shells
- Properly dispose discarded coconut shells

PROJECT TIMELINE

	Sep '16	Oct '16	Nov '16	Dec '16	Jan '17	Feb '17	Mar '17	Apr '17	May '17	Jun '17
Research and development	■	■	■	■	■	■	■			
Secure target audiences		■	■	■	■	■				
Training and development		■	■	■	■	■	■	■	■	
Marketing		■	■	■	■	■	■	■	■	■
Documentation	■	■	■	■	■	■	■	■	■	■
Project review					■	■			■	■

BUDGET