

WHAT'S WRONG WITH PUNDANA?

“LET'S TALK: THE REAL ISSUES
IN PUNDANA”

“Change starts
with awareness.”



جامعة تكنولوجى مارا
UNIVERSITI
TEKNOLOGI
MARA

ISSUE #1 |
MAC - OGOS 2025



DIRECTOR
SPOTLIGHT:

Group 4 ICM455

UITM PUNCAK
PERDANA,
SELANGOR

GROUP 4



We are Group 4 from ICM455 (CDIM2632A), and this campaign – "What's Wrong in PUNDANA?" – is our way of voicing real student concerns.

As UiTM Puncak Perdana students, we've seen the challenges many face – from broken facilities to mental health struggles. This campaign isn't about blaming, but starting honest conversations.

Our goal is to listen, share, and spark change.
Because every voice matters.
And change begins with awareness.



Let this be a reminder:
You are not alone. Your voice matters.
Change starts here.

LOVE YOU ALWAYS AND FOREVER



INTRODUCTION

"CAMPUS LIFE IS SUPPOSED TO BE THE BEST TIME OF OUR LIVES. BUT WHAT HAPPENS WHEN IT ISN'T?"

University is more than just books, lectures, and grades. It's where we're supposed to grow, connect, and create memories that last a lifetime. But here at UiTM Puncak Perdana — or as we call it, PUNDANA — many students are silently struggling.

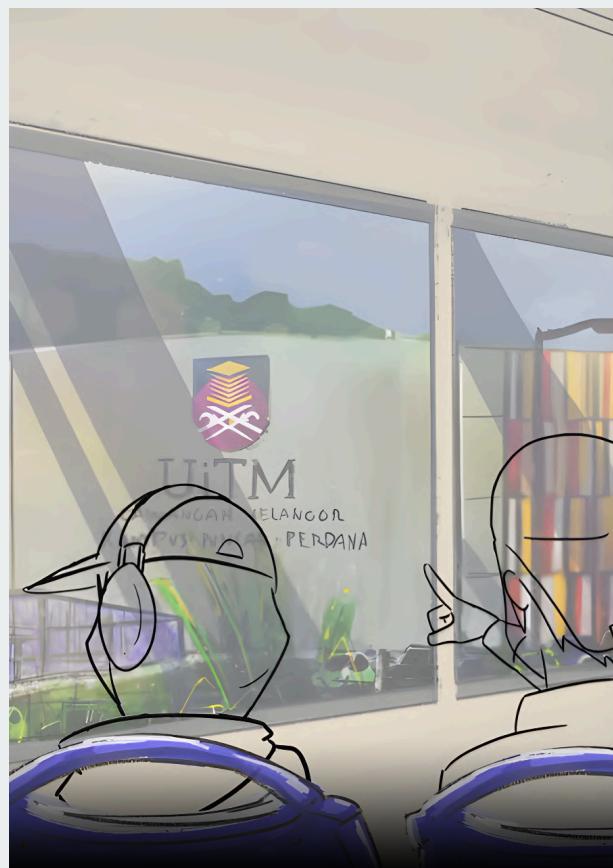
From broken facilities to mental health battles, from feeling unsafe to being unheard — these are the real issues that we face every day. And most of the time... no one talks about them.



Picture 1: View of UiTM Cawangan Selangor Kampus Puncak Perdana main building.



This campaign, "What's Wrong in PUNDANA?", was created not to complain, but to raise awareness, amplify student voices, and start honest conversations. We're here to speak the truth — even if it's uncomfortable. Because nothing changes if no one says anything.



Picture 2: Illustration of UiTM Puncak Perdana view from a bus.
Credit: @teribbleart (TikTok)

OBJECTIVES 

LET'S BE HONEST – WHAT ARE WE TRYING TO DO?



Picture 3: Illustration of Kolej Jasmine 2 view from a gazebo.
Credit: @teribbleart (TikTok)

This isn't just a project — it's a mission to turn voices into action.

WHAT ARE WE TRYING TO ACHIEVE?

This campaign was created with three clear goals:

1. Expose the real challenges faced by PUNDANA students that often go unnoticed.
2. Encourage mutual respect and cooperation between students, staff, and management.
3. Empower students to speak up, take part, and shape a better campus experience.



Picture 4: View of UiTM Cawangan Selangor Kampus Puncak Perdana main building.



Picture 5: View of UiTM graduates.

FACILITIES

“SLOW WI-FI, BROKEN FANS, NO WATER; EVEN STUDYING FEELS STRESSFUL.”

Campus should be a place where we can grow, learn, and live comfortably. But many of us at PUNDANA are facing facility issues that affect our productivity and mental well-being.

Here are just a few examples:

- ⚡ Unstable or low water pressure, especially during peak hours
- 💡 Broken lights, fans, or furniture that take too long to be fixed
- 📶 Extremely slow Wi-Fi, making online classes and meetings difficult
- 🏋️ Small, poorly equipped gym with limited space and tools
- 🏀 Not enough sports courts ; crowded and hard to access



Picture 7: View of Jasmine College Management Office



Picture 6: View of UiTM Cawangan Selangor Kampus Puncak Perdana main building.

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These may seem like “minor” problems on the surface, but over time, they take a real toll on student life. We deserve a campus that functions — not one that frustrates.

Facilities should support students, not become daily obstacles.

SOCIAL CONDUCT 

“SOME ACT LIKE THEY OWN THE PLACE. OTHERS FEEL LIKE THEY DON’T BELONG.”



Picture 8: Illustration of 2 students are in the gazebo next to J2.
Credit: @teribbleart (TikTok)

There's a social imbalance on campus. While some students feel free to do whatever they want — often ignoring basic respect and conduct — others feel left out, lonely, or too afraid to socialize.

What we've noticed:

- 🟡 Not following the Student Code of Conduct (SRD)
- 🔴 Relationship drama spilling into academic life
- 😔 Students feeling isolated or excluded
- 🟡 Lack of respect for shared spaces and community harmony

University should be a safe space for everyone, not just socially active or outspoken students. Some feel pressured to “fit in” or follow certain social groups just to avoid being left behind.

Facilities should support students, not become daily obstacles.



Picture 9: View of UiTM Cawangan Selangor Kampus Puncak Perdana main building.



Picture 10: View of a group of students in the library at UiTM.

TIME MANAGEMENT 

“THERE’S TOO MUCH TO DO, AND NEVER ENOUGH TIME.”

Balancing studies, group work, jobs, and personal issues is overwhelming. Many students feel burnt out, guilty for resting, and stuck in a cycle of rushing everything. Time management isn't just a skill — it's a survival tool.

Common struggles:

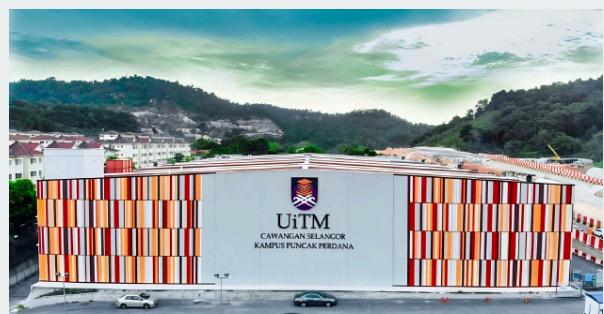
- 📚 Too many assignments at once
- 😴 No time for rest or hobbies
- ⌚ Constant last-minute rushing
- 😱 Feeling guilty for taking breaks



Picture 11: View of UiTM graduates.

In reality, most students were never taught how to plan and prioritise. We often rely on instinct, peer pressure, and caffeine. But long-term, this habit is unhealthy — mentally and physically.

Workshops on time management should be made a priority, and not just during orientation week. With proper guidance, students can avoid burnout, reduce procrastination, and actually enjoy their learning journey.



Picture 12: View of UiTM Cawangan Selangor Kampus Puncak Perdana main building.



Picture 13: A picture of someone showing the time.

MENTAL HEALTH 

“I SMILE OUTSIDE, BUT I’M FALLING APART INSIDE.”



Picture 14: Illustration of 2 students are at the bridge we called 'Titian Sirat'.
Credit: @teribbleart (TikTok)

Mental health is still not talked about enough. Many students battle stress, loneliness, or depression — and have no idea where to go for support. We need real mental health resources, peer support, and understanding.

Some students even feel embarrassed to admit that they're struggling. There's still a stigma — as if asking for help means you're weak. But mental health is just as important as physical health.

Real stories include:

- High academic pressure with no emotional support
- No one to confide in or talk to
- Constant exhaustion or trouble sleeping
- Feeling like no one notices or cares

The goal is simple: to make sure no one suffers in silence.



Picture 15: A picture that show the 'Mental Health'.



Picture 16: The picture shows a man with mental health problems.

DISCRIMINATION & HARASSMENT

“IT’S NOT JUST A JOKE. IT’S NOT JUST A ONE-TIME THING.”

From body-shaming to unwanted touching, discrimination and harassment are real problems on campus. Most students never report it. Why? Fear, shame, silence. But staying silent only lets it continue.

Some students have faced:

-  Rude jokes or insults about race, religion, or appearance
-  Verbal fights or even physical conflicts
-  Online bullying through group chats or social media
-  Stalking — being followed or watched
-  Inappropriate touching or sexual comments



Picture 18: Illustration of parade ground for KESATRIA uniformed personnel of UiTM.
Credit: @teribbleart (TikTok)



Picture 17: The picture shows about to ‘Stop Harassment’.

The line between “just joking” and actual harassment is not blurry — it’s clear. If someone feels unsafe, uncomfortable, or violated, then it’s not a joke. It’s a problem.

UiTM needs stronger awareness campaigns, clearer reporting systems, and protection for victims. Every student — regardless of gender, background, or personality — has the right to feel safe on campus.

QUOTE



Let this be a reminder:

“We’re not just complaining. We’re contributing.”
Together, let’s build a better, kinder, safer
PUNDANA.

“This is not just a campaign. It’s a call for a better
tomorrow.”

“We don’t need perfection. We just need
someone to listen.”
— Final Year, CDIM

“We talk to walls more than we get answers from
the office.”
— Student on Facility Issues

Let’s build a better PUNDANA. Together.
— Group 4, ICM455

