

## Group Project (30%)

### Reviving the Kampong Spirit

If there's one thing the Covid-19 pandemic has taught us, it's the importance of community. Whether we like it or not, we are all inextricably connected to each other, and the actions of one have an impact on another. It is thus important that we look out for each other in the community. This mindset or attitude is described by some as the "kampong spirit".

#### The kampong spirit

The word "kampong" literally means village in Malay. Most of you are probably too young to remember the days of kampong living – of mud roads leading to small clusters of wooden houses with corrugated zinc roofs; where water came from a well, vegetables from the garden, eggs from the chicken coop, fish from the pond, and meat dinners...well, you don't want to know where that came from!

In the good old days, everyone knew everyone, and everyone looked out for everyone else and was ready to lend a helping hand to a neighbour in need. There was a strong sense of belonging, of camaraderie, of community. This was the kampong spirit.

You can still find such traditional villages in countries like Malaysia and Indonesia, but they are no longer a ubiquitous sight in Singapore. As the government started taking over swathes of land for development, these kampongs started to disappear – and with it, the kampong spirit.

Today, only one kampong remains in Singapore – Kampong Lorong Buangkok, off Yio Chu Kang Road. It has become somewhat of a "living museum", with curious visitors dropping in unannounced (and uninvited) to survey the grounds and catch a glimpse of a past era.<sup>1</sup>

#### The Majority Trust

One organisation that is striving to keep the kampong spirit alive is The Majority Trust (TMT)<sup>2</sup>. This non-profit philanthropic organisation seeks to be a catalyst for change by enabling conversations, collaborations and connections.

Working together with donors and other charities, TMT seeks to enable people and ideas to come together, to create a thriving and sustainable community for the common good of all in Singapore. They envision a society with a collective ability to thrive, regardless of one's status or stage in life.

One of their initiatives is Ray of Hope, their flagship crowdfunding charity. Another project is the SG Strong Fund, which was launched to meet the needs of the vulnerable during the initial months of the Covid-19 crisis.

TMT also regularly organises various forums as platforms to kickstart conversations, spark ideas and facilitate collaboration for greater social impact. Events like The Majority Conversations, an annual dialogue for social impact leaders to discuss societal needs and best practices, and the Collective Roundtable, which invites funders and partners to come together to impact lives meaningfully, are important for catalysing change on a larger scale.

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<sup>1</sup> <https://thesmartlocal.com/read/lorong-buangkok>

<sup>2</sup> <https://www.majority.sg>

### In the neighbourhood

To catalyse change in more practical ways, TMT has decided to launch a new project aimed at reigniting the kampong spirit in and around our island.<sup>3</sup> For this, they have taken a leaf from other community projects. Many of them are co-ordinated by a public body, while others are ad hoc initiatives by members of the community.

For example, a Neighbourhood Watch Scheme was introduced by the Singapore Police Force in 1981, to encourage mutual care and help among neighbours. Groups of households, known as the Neighbourhood Watch Groups, were formed to assist in keeping an eye on each other's premises and reporting suspicious activities or persons within their neighbourhood.<sup>4</sup>

Community gardens are another platform for people to bond with the wider community.<sup>5</sup> In 2005, NParks launched a nationwide gardening movement, called "Community in Bloom". This initiative now has over 1,600 community gardens across Singapore, involving more than 40,000 gardening enthusiasts.<sup>6</sup>

More recently, we have seen neighbours coming together informally to help each other out during the Covid-19 pandemic. Residents at a block in Yishun set up a food cupboard, stocked with groceries such as rice, sugar, canned food, biscuits, cooking oil and more. On it is a sign that reads: "Take what you need, give what you can."<sup>7</sup>

Clearly, such community projects are not new. It is not common, however, to see companies in the private sector get involved in such initiatives, and that's what TMT would like to facilitate – galvanising corporate partners to meet the needs in the community.

### Task

At TMT, the contribution of interns is valued. They believe in giving their interns the best learning experiences by involving them as much as possible.

Assume that you are interning at TMT. All the interns have been tasked to work in groups on this new initiative, to kickstart a community project that will help to develop a greater sense of community in urban Singapore.

#### 1. IDENTIFY

- a. Identify a community that you would like to focus on. You may select a neighbourhood or define a smaller enclave within a particular geographical area or estate.
- b. Identify a for-profit company that TMT could collaborate with in this project to catalyse change. (They should have an office in Singapore.)

#### 2. PLAN

- a. Develop a sustainable programme – not a one-off event – that will bring people together and help build a stronger sense of community in your chosen community.
- b. You should have clear goals and initiatives aimed at achieving these goals. The programme should be self-sustaining; TMT's role in this is primarily to get the project started, but they should not have to be involved in running it.

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<sup>3</sup> This is a fictitious context. Please refrain from contacting Majority Trust.

<sup>4</sup> <https://www.police.gov.sg/Community/Community-Programmes/Neighbourhood-Watch-Zone>

<sup>5</sup> <https://www.nparks.gov.sg/gardening/community-gardens>

<sup>6</sup> <https://www.nparks.gov.sg/gardening/community-in-bloom-initiative>

<sup>7</sup> <https://www.asiaone.com/singapore/take-what-you-need-group-friends-set-free-food-pantry-yishun-needy>

- c. The role of the company you have selected should also be clear. It should not be limited to just providing funds; think about how the company can truly engage in creating social impact.
3. ACT
    - a. Assume that you have written to the company to request for an opportunity to present your idea, and they have agreed to hear you out.<sup>8</sup>
    - b. Prepare to pitch your proposed plan to the business, to persuade them to agree to this collaboration.<sup>9</sup> Your presentation should be accompanied by a slide deck report to be shared with them.

### **Deliverables**

For this task, you will work in groups of 3–4. You are required to complete the following:

1. **Group presentation (20%)**
  - You have up to 20 minutes for the presentation (about 5 min per presenter), which will be video-recorded.
  - A Q&A session (up to 10 min) will follow your presentation, which will be assessed.
2. **Slide deck report (10%)**
  - Submit a slide report of up to 20 pages (excluding title page, table of contents, references, appendices, and other pages that do not contribute to the main content development).
  - You may create a separate presentation deck, if you wish, but your use of presentation slides and other visuals will not be assessed.

*The assessment rubrics are available on the Main Course Site. Your tutor may give you further instructions on the presentation format and submission of deliverables.*

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<sup>8</sup> As this is a “cold call”, you may have to make some assumptions about the organisation, based on available information.

<sup>9</sup> For example, to enable them to better assess the appeal of your proposal, you could analyse organisation-specific factors (e.g., profile, constraints), or provide criteria for evaluating the success of the project.