

CONSUMERISM WITH TAWHIDIC PARADIGM ACTIVISM THROUGH “CHANGE THE WORLD” PROJECT

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Abstract

This study postulates that Tawhidic paradigm activism enables responsible consumption and production consumerism. Responsible consumption and production has been agreed by almost all nations in the World through United Nations Sustainable Development Goals (SDG) 2030 to attain peaceful, prosperous and justice world. This study uses qualitative research through case study of “Change the World” projects with first year students enrolled in Principles and Practice of Management course. After 14 weeks of executing the projects, the study found out that Tawhidic paradigm enhances awareness, understanding and volunteerism in responsible consumption and production among students and industry.

Introduction

This study postulates that Tawhidic paradigm activism enables responsible consumption and production consumerism. Responsible consumption and production has been agreed by almost all nations in the World through United Nations Sustainable Development Goals (SDG) 2030 to attain peaceful, prosperous and justice world.

SDG change the world

Students should be able to acquire minimum essential softskills:

Communication Skills

CS 1 The ability to present ideas clearly, effectively and confidently, in both oral and written forms

CS 2 The ability to practice active listening skills and provide feedback

Critical Thinking and Problem Solving Skills

CT 1 The ability to identify and analyse problems in complex and vague situations, as well as to make justified evaluations

Teamwork Skills

TS 1 The ability to build good relations, interact with others and work effectively with them to achieve the same objectives

Life Long Learning and Information Management

LL1 The ability to search and manage relevant information from different sources

Professional Ethics and Moral

EM 1 The ability to recognize the effects on the economy, environment and socio culture in professional practice

Leadership Skills

LS 1 Knowledge of basic leadership theory

Tawhidic Paradigm Skills

TP 1 The ability to recognize roles as servants and vicegerents of Allah

TP 2 The ability to practice the teachings of Islam.

Insan Sejahtera Skills

SS 1 The ability to recognize balanced and role model

SS 2 The ability to practice traditional songs

SDG Skills

SD 1 Identify 17 SGD goals location

Methodology

This study uses qualitative research through case study of “Change the World” projects with first year students enrolled in Principles and Practice of Management course. After 14 weeks of executing the projects, the study

found out that Tawhidic paradigm enhances awareness, understanding and volunteerism in responsible consumption and production among students and industry.

Project protocol

This assignment is to instil two categories of skills in students i.e. (i) technical skills – critical thinking, analytical, and writing skills; (ii) soft skills – teamwork, communication, leadership skills, and moral skills. Students will conduct an analysis of the current issues being faced in the world today and propose a solution to one selected problem of your choice in order to change the situation in the world. A *YouTube* video should be prepared by the team related to the analysis and solution. The objective of this assignment is to create awareness in the students on the current global situations, and provide them with the opportunity to realise that they have the ability to change the world.

1) The class will get into teams of 4 or 5 members per team (depending on class size). The teams will select a team leader and an assistant team leader. The team will submit the team leader's and assistant's contact details (i.e. handphone numbers and email addresses) to the lecturer.

2) Each team must select a particular problem / issue being faced in the world today – no two teams should select the same problem – and inform the lecturer of the selected problem / issue via a proposal (template will be provided). The proposal will be approved by the lecturer before the team can proceed to the next step, which is preparing the **YouTube video**.

3) Each team will prepare a video on the analysis of the problem / issue, which would include discussions on the issue, suggestions by the team on potential solutions for the problem / issue, and some discussion on the Islamic perspective related to the issue discussed. The solutions for the problem / issue should also be explained using Management theories and perspectives.

1) The video should include:

- Evidence about the problem / issue being faced
- Discussion on the problem / issue which includes logical solutions
- Islamic Perspective

2) The video should be about 5 mins long. Professional video filming and editing is strictly forbidden for this assignment. Any evidence of anyone working on the video other than team members would result in deduction in marks.

3) The teams will submit the completed video at the end of week 13 (date will be specified by the lecturer).

Evaluation: (Total = 30%)

The video assignment will be evaluated according to the following:

| | |
|--------------|-----|
| Content | 15% |
| Creativity | 5% |
| Video Flow | 5% |
| Islamisation | 5% |

69 students involved in the SDG “change the world” project as part of Responsible Consumption and Production.

The 14-week work involved a few activities.

Discussion



Progress reporting



Discussion again after feedback



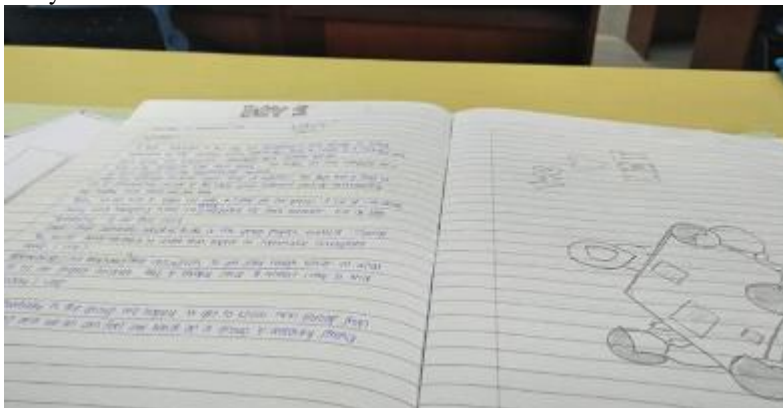
Presenting draft



Templates



Story board



Intensive discussion



Role play before shooting



Seeking more views



Granted approval



Outcomes of the Videos

FAIN OF FELLOWSHIP

https://www.youtube.com/watch?v=Ncd_X_-paD0&t=9s

CHANGING THE PERCEPTION OF HOMELESSNESS

<https://www.youtube.com/watch?v=9MvLmLtPRBY&t=1s>

BREAKFAST CHARITY

<https://youtu.be/7ONj5Lw0SQQ>

OVERCOME OVERWEIGHT

https://youtu.be/_EFBR99aCOQ

HUNGER PROBLEM

<https://youtu.be/vLGsK-qHmYs>

MISUSE OF MOBILE PHONES

<https://youtu.be/rMQhliCh7hA>

CASHLESS TRANSACTIONS

<https://youtu.be/ipPMG1tyaOI>

REUSABLE FOOD CONTAINER

<https://youtu.be/R4bNkKa5STM>

DRINKING PLAIN WATER

<https://youtu.be/X2rn9qabQ5o>

Impact

A total of 9 videos produced by 69 students from September – December 2019. Students chose topics related to SDG change the world in the contexts of responsible consumption and production. After 14 weeks, 28 times of discussion and presentation, a few times of video shooting, 250 manhours, RM1900 spending on food, travel and materials for video, 1,417 viewers obtained awareness of need to be responsible in consumption and production. The video that obtained highest views is video on breakfast charity (422 views), followed by homelessness (274), and hunger problems (220). Consumption problems are related very close to humanity i.e.

food and shelter. Issues on overweight, mobile phones usage, clashlessness, drinking plain water, reusable containers are important, but not received good attention.

| Video Clips | Published Date | views |
|---|----------------|-------|
| FAIN OF FELLOWSHIP | Dec 4, 2019 | 182 |
| https://www.youtube.com/watch?v=Ncd_X_-paD0&t=9s | | |
| CHANGING THE PERCEPTION OF HOMELESSNESS | Dec 8, 2019 | 274 |
| https://www.youtube.com/watch?v=9MvLmLtPRBY&t=1s | | |
| BREAKFAST CHARITY | Nov 30, 2019 | 422 |
| https://youtu.be/7ONj5Lw0SQQ | | |
| OVERCOME OVERWEIGHT | Dec 12, 2019 | 60 |
| https://youtu.be/_EFBR99aCOQ | | |
| HUNGER PROBLEM | Dec 12, 2019 | 220 |
| https://youtu.be/vLGsK-qHmYs | | |
| MISUSE OF MOBILE PHONES | Dec 12, 2019 | 82 |
| https://youtu.be/rMQhLiCh7hA | | |
| CASHLESS TRANSACTIONS | Dec 12, 2019 | 77 |
| https://youtu.be/ipPMG1tyaOI | | |
| REUSABLE FOOD CONTAINER | Dec 13, 2019 | 28 |
| https://youtu.be/R4bNkKa5STM | | |
| DRINKING PLAIN WATER | Dec 12, 2019 | 72 |
| https://youtu.be/X2rn9qabQ5o | | |
| TOTAL | | 1417 |

Conclusion

Tawhidic paradigm activism enables responsible consumption and production consumerism through mutual cooperation (Ta'awun), mutual understanding (Tafahum) and mutual protection (Takaful). When people are working on common goals proposed by external entities like UNSDG 2030, the mutual cooperation that was a temporary or adhoc at the beginning, has grown into mutual understanding (tafahum). Eventually, they reached into a situation of protecting each other (takaful). This situation has enhanced awareness, understanding and volunteerism in responsible consumption and production among students and industry.

References

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