



Make It Happen

SOCIAL ENTREPRENEURSHIP CHALLENGE

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INTRODUCTION

There are many problems facing society today—poverty, economic and other disparities, poor access to health and education, as well as environmental issues—but they are not insurmountable as long as we have innovative solutions at hand.

In a bid to spur young people to put on their thinking caps, the World Islamic Economic Forum (WIEF) Foundation through its WIEF Education Trust (WET) initiative, organised the WIEF Social Entrepreneurship Challenge (WSEC) to inculcate the spirit of entrepreneurship

among students in higher education, encouraging them to present business ideas to empower underprivileged communities in Malaysia.

Launched on 7 July 2014 by the Minister of Education II, The Hon. Dato' Seri Idris Jusoh, the WIEF Social Entrepreneurship Challenge is a competition aimed to nurture business leaders and social entrepreneurs of the future while bringing together entrepreneurs, corporations and government agencies to help realise sustainable projects for the benefit of the targeted disadvantaged communities.

Apart from developing the students' entrepreneurial and management skills, the WSEC also sought to empower four deserving communities by improving their quality of life and standard of living and equipping them with the knowledge and skills to be independent.

The ultimate goal of the Challenge is to have the winning project proposals incubated and implemented on the 4 selected communities. The implementation of the winning projects will be with the support and participation of Community Partners through engagement with the students.

Closing Ceremony of the WIEF Social Entrepreneurship Challenge (WSEC)

PROGRAMME

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| 10.00am | Arrival of guests and members of the media |
| 10.30am | Welcome Remarks by
YABhg. Tun Musa Hitam
Chairman, WIEF Foundation |
| 10.40am | Special Address by
Y.B. Datuk Hajah Azizah binti
Datuk Seri Panglima Haji Mohd Dun
Deputy Minister of Women, Family and
Community Development, Malaysia |
| 10.55am | Winning teams will be announced in the following order: <ul style="list-style-type: none">• Winner for Kampung Belakang Kilang, Perlis• Winner for Kampung Guntur, Negeri Sembilan• Winner for Kampung Kalangkaman, Sabah• Winner for PDK Kampung Muara Tuang, Sarawak |
| 11.30am | Announcement of the Challenge Trophy Winner for the
WIEF Social Entrepreneurship Challenge |
| 11.40am | Presentation of mementos and photography session |
| 12.00pm | End of Closing Ceremony and Lunch |
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“When we want to help the poor, we usually offer them charity. Most often we use charity to avoid recognising the problem and finding the solution for it. Charity becomes a way to shrug off our responsibility. But charity is no solution to poverty. Charity only perpetuates poverty by taking the initiative away from the poor. Charity allows us to go ahead with our own lives without worrying about the lives of the poor. Charity appeases our consciences.”

Professor Muhammad Yunus

**Banker to the Poor:
Micro-Lending and the
Battle Against World
Poverty**



“We believe that young people should be given the encouragement to channel their energy to do something positive and lucrative by giving life to existing industries or creating new innovative ones or even venturing into business as their career path.”

The Hon. Tun Musa Hitam

**Chairman of the WIEF
Foundation at the
launch of the WIEF
Social Entrepreneurship
Challenge, 7 July 2014**



“As a Government that puts the people first, we recognise the importance of social enterprises in driving the country's economy and effect positive societal changes in our quest to become a developed nation by 2020.”

The Hon. Dato' Seri Idris Jusoh

**Minister of Education II
at the launch of the WIEF
Social Entrepreneurship
Challenge, 7 July 2014**

The WIEF Education Trust (WET) was launched during the 2nd WIEF in Islamabad, Pakistan in 2006. The WET was established on the premise that education is the most important pillar in every society and that the fate and future of a community lies in the quality and availability of education for its people. The WET is aimed at garnering support and resources from the Muslim World to provide education opportunities to the people at large.

The initiative is led by Tan Sri Dato' Dr Wan Mohd Zahid Mohd Noordin as Chairman of the WIEF Education Trust.



THE CHALLENGE

The WSEC comprises three levels of Challenges:

Challenge 1 The Business Idea Challenge

In this Challenge, students formed teams of 4 members to generate Business Ideas for the communities. Numerous creative business ideas emerged in Challenge 1, with a variety of interesting and innovative solutions to improve the livelihoods and living conditions of the selected communities. Challenge 1 ended on 10 August 2014.

Challenge 2 The Business Plan Challenge

As a result of Challenge 1, 15 teams were selected to be trained to further develop their business ideas into Business Plans during a 2-day Bootcamp. At the Bootcamp, teams had the opportunity to meet face-to-face with representatives from the 4 communities whom they spent time with to further discuss and understand the challenges and needs to be addressed. Following the Bootcamp, the teams were paired with Academic Advisors at their institutions who guided them in completing their Business Plans. Challenge 2 ended on 14 November 2014.

Challenge 3 The Pitching Challenge

Shortlisting 8 teams, Challenge 3 assigned each team a Business Mentor. They were then coached on how to pitch their ideas and plans to the Panel of Judges and potential sponsors who would support the implementation of their proposed projects.

The Final Pitching took place on 19 January 2015. The 4 winning teams representing each community will be announced at the WIEF Social Entrepreneurship Challenge Closing Ceremony on 20 January 2015.

The winning teams stand to receive cash prizes of RM10,000 each as well as opportunities for project incubation. The Overall Winner will receive an additional RM10,000 and a Challenge Trophy.



THE COMMUNITIES



Kampung Belakang Kilang, Kuala Perlis, Perlis

Situated in the vicinity of the Kuala Perlis Jetty, Kampung Belakang Kilang is home to about 45 families. The main source of household income is fishing, while some villagers work as servers and cashiers at the eateries and retail shops around the jetty.

The villagers have limited resources and skills to develop, market and promote their marine products to tourists and local buyers. The fishermen also have to depend on middlemen as they lack the finances, transportation, knowledge and communication to sell their supply directly to the buyers.



Kampung Guntur, Kuala Pilah, Negeri Sembilan

Kampung Guntur is situated in the district of Ulu Jempol, 45 minutes from the town of Kuala Pilah. Kampung Guntur has a population of 261 comprising 67 families of the Temuan tribe. The community sustains itself by selling agricultural products to neighbouring villages and to buyers via middlemen. Minor economic activities include producing handicrafts, alternative medicine products and harvesting honey and damar resin from the forest.

The village has many economically viable forest products but its potential is limited by the lack of resources in harvesting, promoting and distributing them to a larger market.

Kampung Kalangkaman, Pulau Banggi, Sabah

Kampung Kalangkaman is one of four villages situated on Pulau Banggi, 26km off the north coast of Sabah. With a population of 269, their main economic activity is farming, followed by fishing, with a small percentage of them engaging in small business activities and employment in government offices.

To propel growth and socio-economic development, it is vital that the community receives support and opportunities beyond Government aid.

PDK Kampung Muara Tuang, Kota Samarahan, Sarawak

Kampung Muara Tuang is home to the Pemulihan Dalam Komuniti (PDK, or Rehabilitation within the Community) programme, which is a strategy to rehabilitate, integrate and create opportunities for the disabled.

One of the main activities carried out in Kampung Muara Tuang is the Vocational Training Centre, which provides training to help the disabled be more independent. They learn to produce handicrafts, clothing, keychains, basket weavings, as well as make food products like popcorn and chips, which are sold to the public. Support and cooperation in the form of manpower, materials, ideas and expenses are very much needed.

THE JUDGES



Tan Sri Dato' Dr Wan Mohd Zahid Mohd Noordin

Chairman, WIEF Education Trust (WET)

HEAD JUDGE

Tan Sri Dato' Dr Wan Mohd Zahid Mohd Noordin is an educationist by training and profession. He began his career as a teacher and subsequently rose to the rank of Educational Manager within the Ministry of Education. His last position was as Director-General of Education of Malaysia. He is presently Chairman of Management and Science University (MSU), Furukawa Electric Cables (M) Sdn. Bhd, and MARA University of Technology (UiTM).



Ehon Chan

Program Director – Social Entrepreneurship, Malaysian Global Innovation & Creativity Center (MaGIC)

Ehon's work is focused on creating innovative and disruptive impact-focused projects and purpose driven businesses, tapping into the opportunities brought by digital media and technologies. His effort and contribution to social change has won him numerous awards and accolades such as, The Age's "Top 100 Most Influential People", Australia Trade Commission's "Top 30 Digital Influencer", Startup Daily's "Top 50 Social Crusaders and Changemakers" and GOOD Magazine's "GOOD 100 People Moving the World Forward". He's served on the Board of StartSomeGood, Bendigo and Adelaide Bank's PlanBig, Opti-MINDS Inc. and is currently a World Economic Forum Global Shaper.



Julia Chong

Founder and Chief Executive Officer, The Truly Loving Company Sdn. Bhd.

Julia stepped out of the high flying corporate world after 30 years to establish a social enterprise, The Truly Loving Company Sdn. Bhd. ("TLC") in 2006. TLC manufactures a range of household products sold in retail outlets throughout Malaysia, which is unique because it is the first and only company in the country to give 100% of its dividends to charities, allowing everyone to help the less fortunate. TLC's charity partners include the Handicapped and Mentally Disabled Children's Association Johor Bahru, HOSPIS Malaysia, National Stroke Association of Malaysia, Rumah Aman and SHELTER – Homes for Children 32 other charities/NGO's.



Kal Joffres

Founder and Chief Executive Officer,
Tandemic

Kal Joffres is a serial entrepreneur and social innovator with a focus on leveraging design thinking and technology to solve tough social challenges. He is the co-founder of Tandemic, Malaysia's leading social innovation firm. At Tandemic, Kal leads the design for social innovation practice, helping organisations design innovative products and services to solve social challenges ranging from diabetes prevention to financial literacy and volunteering. He is the key architect behind Makeweekend, the largest human-centred design programme in the Southeast Asia region and author of a variety of tools enabling social innovators.



**Muhammad Aziph
Dato' Mustapha**

Chief Executive Officer, Malaysian
Innovation Foundation, Malaysia
(Yayasan Inovasi Malaysia)

As CEO of Malaysian Innovation Foundation, Aziph is committed in promoting grassroots innovation development and in realising the vision of the Malaysian Innovation Foundation (YIM) in nurturing and inculcating creativity and innovation among Malaysian citizens; targeting children and youth, women, rural folk, people with disabilities and non-government organisations. He has personally delivered more than 100 workshops, speeches and talks on innovation and creativity, at events ranging from village meetings to international events such as the World Innovation Forum. Aziph has also presented papers in numerous countries.



Nurfarini Daing

Co-Founder and Chief Executive
Officer, myHarapan

As co-founder and Chief Executive Officer at myHarapan, Nurfarini is dedicated in developing a generation of independent and wholesome youths by empowering them with both choice and opportunities. Previously Head of Project Management & IT Services for the Technopreneurs Development Department at MDEC, Nurfarini has 13 years of start-up experience, and in training and coaching small enterprises and unemployed graduates. Established in August 2010, MyHarapan (Youth Trust Foundation) has engaged over 25,000 Malaysian youths in various initiatives that promote positive actions and has recently won the bid to co-organise the Global Social Business Summit in 2013.



Raj Ridwan

International Director and
Co-Founder, SOLS 24/7

By the time he was 31, Teacher Raj has raised over RM 25 million in cash and kind to serve poor communities throughout the region and has partnered with major conglomerates, corporations and philanthropists using the SOLS methodology and principles of education. Teacher Raj has passionately worked towards the progress of the socio-economic status of youths by empowering over 165,000 of them with capacity-building, life skills, leadership and employment skills that positively affect the development of the community and nation on a macro-level. Teacher Raj speaks extensively locally and internationally and is a recipient of numerous awards for his relentless efforts in youth education.

THE TEAMS

Kg. Belakang Kilang, Kuala Perlis, Perlis

Team: Embun

Business Plan Title:

Improving Local Community's
Economic Position

Commercialisation of the village's
fishing industry and fish products.

Institution:

Universiti Teknologi MARA (UiTM)

Members

- Sharifah Sakinah binti Syed Noh
(Team Leader)
- Ahmad Syarqawi bin Mohd Hassan
- Hafizuddin bin Ismail
- Melissa binti Mam Yudi

Team: Eugeniaes

Business Plan Title:

The Little Village

Converting the village into a homestay
community.

Institution:

University of Nottingham Malaysia
Campus (UNMC)

Members

- Gan Shin Wei (Team Leader)
- Mak Karl-Mun
- Serena Eng Ming Ai
- Yap Ye Wen

Kg. Guntur, Kuala Pilah, Negeri Sembilan

Team: BumbleBee

Business Plan Title:

Kg. Guntur Eco-Park

To commercialise the village's
agricultural activities and development
of the village into an educational and
research hub.

Institution:

Sunway University & Monash University
Malaysia

Members

- Tan Wee Li (Team Leader)
- Daniel Siow Ming Zhen
- Quah Shuh Jing
- Tan Li Jean

Team: The Community Herbs

Business Plan Title:

The Community Herbs

Enhancing the research, cultivation and
commercialisation of medicinal herbs.

Institution:

Universiti Teknologi MARA (UiTM)

Members

- Abdul Hilmi bin Mohd Sarnudin
(Team Leader)
- Mohd Khairul Azhar bin Jamil
- Muhammad Aidil Nazrin bin Mohd Khazali
- Siti Shazwanie binti Shaharudin



Kg. Kalangkaman, Pulau Banggi, Sabah

Team: Enactus UiTM

Business Plan Title:

Recycle

Rain harvesting and composting toilets projects to enhance quality of living.

Institution:

Universiti Teknologi MARA (UiTM)

Members

- Adilla Akmal binti Arshad (Team Leader)
- Mohammad Azam bin Mohd Zubir
- Muhammad Umar Rasydan bin Romli
- Sharifah Sakinah binti Syed Noh

Team: UCSI University

Business Plan Title:

Reach: Reaching the Voice of Rural Citizen, Transforming Life

Vocational training for the villagers in the various areas of eco-tourism.

Institution:

UCSI University

Members

- Kelvin Choo Chiang Tung (Team Leader)
- Eric Kong Kah Weng
- Lim Wei Ern
- Vivian Ng Mun Yee

PDK Kg. Muara Tuang, Kota Samarahan, Sarawak

Team: Enactus Unimas

Business Plan Title:

Project Breads and Crafts

A bakery for the training and economic sustainability of the disabled.

Institution:

Universiti Malaysia Sarawak

Members

- Lim Jhin Horng (Team Leader)
- Fadzrahni Tarsha binti Mohd Ustar
- Izneil Nashriq bin Mohamad Nasir
- Lisa Lok Choy Hong

Team: Growth

Business Plan Title:

Growth

Commercialisation of PDK hand-made products to enhance market and demand.

Institution:

Putra Business School

Members

- Sandeep Gurung (Team Leader)
- Daud Saik Marican bin Zakaria
- Noor Ahmed Brohi
- Noor Hazlina binti Ihzanullah

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