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## **Knowledge Transfer Program (KTP) from International Islamic University Malaysia (IIUM): Leveraging MyEntrepreneur2Cloud and Network of Mosque (NoM) to Obliterate Poverty in Malaysia**

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### **Abstract**

*Poverty is both a social and an economic problem. Eradicating poverty has become the main concern in most developed countries. In this paper, the authors elaborate on how Knowledge Transfer Program (KTP) from International Islamic University Malaysia (IIUM) would support Malaysia to obliterate the poverty. The authors proposed an integrative and collaborative mechanism namely MyEntrepreneur2Cloud which leverage on Quadruple Helix Model (QHM) and Whole of Government (WoG) concepts. Network of Mosque (NoM) concept also introduced in this paper to assist the proposed mechanism in the delivering processes. By leveraging to MyEntrepreneur2Cloud and Network of Mosque (NoM), the authors expect that the poverty in Malaysia can be obliterated.*

### **Keywords**

**Knowledge Transfer Program (KTP), Quadruple Helix Model (QHM), Whole of Government (WoG), Network of Mosque (NoM), Poverty.**

### **1. Introduction**

Knowledge Transfer Program (KTP) is one of innovative programs from Minister of Higher Education of Malaysia that established in 2010. In supporting mutually beneficial collaborations between universities, industries, communities and organizations, Knowledge Transfer Program (KTP) recognizes a broad range of activities. Knowledge Transfer Program (KTP) also provides the platform for the exchange of tangible and intangible intellectual

property, expertise, learning and skills between academia, industry and the community.

International Islamic University Malaysia, one of excellent public universities in Malaysia has implemented Knowledge Transfer Program (KTP) through Centre for University Social Responsibility (CENSERVE). CENSERVE is one of entrusted community services unit under the Student Development Division. Coordinating community service activities is the core function of CENSERVE. By implementing Knowledge Transfer Program (KTP), International Islamic University Malaysia (IIUM) will be able to recognize and promote the transfer of knowledge via the exchange of creative and innovative ideas, research findings, experience and skills between Public Higher Education Institution (IPTA), research organizations, industries, government agencies and the wider community.

Poverty is both a social and an economic problem (Thang & Baharuddin, 2001). Eradicating poverty has become the main concern in most developed countries. In obliterating the poverty or at least reduce poverty rates, governments have to play an important role. The poverty eradication programmes in Malaysia have resulted in drastic reduction in poverty and lessened the income inequality while achieving rapid economic growth and maintaining racial harmony. A range of policies and plans to guide the management of national development has formulated by Malaysia during 1970s. The New Economic Policy (NEP), 1970-1990 and subsequent policies have markedly reduced poverty. The sharp decline in the incidence of poverty, which decreased from 52.4 per cent in 1970 to 12.4 percent in 1992 and further decreased to 3.8 per cent in

2009, evidenced the success of the poverty eradication programmes of Malaysia (Muhamed & Haron, 2010).

Malaysia is one of countries that have the most dynamic economies in the world. There is no doubt that Malaysia has had an impressive track record of substantial poverty reduction, sustained economic growth and progress in human development over the last few decades. Despite the shock of the 1997 Asian financial crisis, the country's economy has recovered and grew at an annual average rate of 5.3 per cent between 2000 and 2006. The national poverty rate halved between 1990 and 1999, from 16.5 per cent to 8.5 per cent and was just 5.7 per cent in 2004 (United Nations Development Programme). Malaysia as a multi-ethnic and cultural country achieved the Millennium Development Goals (MDGs) at aggregate level in that year. The Millennium Development Goals (MDGs) are the world's time-bound and quantified targets for addressing extreme poverty in its many dimension-income poverty, hunger, disease, lack of adequate shelter, and exclusion-while promoting gender equality, education and environmental sustainability (United Nations in Malaysia).

According to the Quadruple Helix Innovation Theory (QHIT), a country economic structures lies on four pillar or helices, which are academia, industry, government and community (Afonso, Monteiro, & Thomson, 2010). The clustering and concentration of talented and productive people generate the economic growth of a country. It considered that the true engines of economic growth are creative cities and knowledge region. In this paper, International Islamic University Malaysia (IIUM) as an academic institution will play an important role in the project as one of the four actors of Quadruple Helix Model (QHM), which is university. The authors hope that International Islamic University Malaysia (IIUM) can assist another actors of Quadruple Helix Model (QHM) in achieving the goal of this project.

Nowadays, people carry the notion that the mosque only exists for the performance of Salah or prayer and no other activities are permitted in it. The very nature of mosque is the central to the affairs of the Muslim. Furthermore, the Islamic Shari'ah has determined that the mosque is expected to play many important roles within the Muslim community (Muhammad). Network of Mosque (NoM) concept proposed in this paper in order to deliver the project effectively and the first priority of the project is Muslim in Malaysia. The majority of the poor people in Malaysia are Muslim, mostly in Sabah.

## 2. Project Background

Poverty is the condition where the people lack satisfactory material resources (shelter, food, clothing and housing) are unable to get the basic services (education, health, water, sanitation) and are constrained on their rights, share power and give their voices to the institutions which affect the economic, social and political environment which they live and work. (Vandenberg, 2006).

In this project we introduce MyEntrepreneur which will be the mechanism to eradicate poverty in Malaysia. The main idea is to introduce entrepreneur to the poor people so they can make their own money. The project will be under Ministry of Rural and Regional Development which they can give support to the existing and would become entrepreneur. *eKasih* as a database system which contain the information of the poor people in Malaysia can be used to get the target of this project.

The definition of entrepreneur according investopedia.com is the people who have the skills and initiations necessary to take good new ideas to the market and make the right decision to make that idea profitable. The reward for the risks taken is the potential economic profits that the entrepreneur could earn.

Entrepreneur is about the creativity of the human mind. However every individual has their own disadvantages and advantages in entrepreneurship for example rich and poor. This is because every entrepreneur must have business start-up and the rich one can do it better while the poor one area hard to stand still. The good education or training can give benefit to the poor people other than the good policies from the government.

Entrepreneur become the main idea because there are big relationship between the entrepreneurship and poverty. (Slivinski, 2012) in his paper illustrates the relationship between entrepreneurship and poverty in US based on data from US Census Bureau and the Bureau of Economic Analysis from 2001 to 2007 (see figure 1).

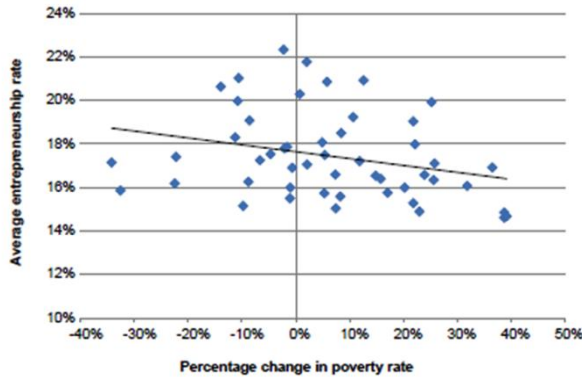


Fig. 1. Relationship between poverty and entrepreneurship.

The trend line illustrates that lower rates of entrepreneurship correspond to increase in poverty and high rates of entrepreneurship correspond to the largest declines in poverty.

In this paper, the author proposed on how MyEntrepreneur approach to reduce the poverty through the Small Enterprise Development (SED). This focuses on the needs of poor people who are part of the small and micro economy can get benefit on the job creation or even create their own job.

### 3. Project Objectives

The aim of this paper is to propose an integrated and collaborative platform called MyEntrepreneur2Cloud. By proposing the mechanism, the authors expect that the poverty in Malaysia can be obliterated through enhancing entrepreneurial program and training, establishing a good framework and governance for economic growth and transformation then improve the quality of life of the poor people. Beside that, the integration and collaboration in obliterating poverty can be achieved.

In order to enhance the entrepreneurial program and training, the authors leveraging on two key concept, namely Quadruple Helix Model (QHM) concept where the helices of this concept are government, university, industry and community and Whole of Government (WoG) concept. Both concept assist the MyEntrepreneur2Cloud mechanism in achieving collaboration and integration. Beside these two important concepts, the use of Network of Mosque (NoM) concept in this project will be beneficial in succeeding the project.

### 4. Literature Review

To eradicate poverty, the developing countries not only trying to sue the economic development but also, they must combine poverty reduction and economic growth. This is because the economic development will not automatically reduce the poverty.

Next in the case of India, (Mehta, Shepherd, Bhide, Shah, & Kumr, 2011) in their book propose to the government to create some policy to eradicate poverty. The recommendations are:

- More accentuate on the collecting data along with qualitative research to understand the poverty and the cause of it;
- Creating the institutional process to unite the poor;
- Generate incentive to the high poverty states that eradicate poverty;
- Ensure universal access to the poorest districts;
- To improve the effectiveness and efficiency of the safety net programmes;
- Crate a stronger institutional home for anti-poverty policy
- Build a dedicated cadre of poverty eradication workers and officers;
- Developing the agricultural;
- Allocate the resources to eliminate poverty.

In the case allocate the resource to eliminate poverty, give allocation resource to running the plan. The significant resources are public expenditure on delivering employment, primary and vocational education, public health service and agriculture, as well as on monitoring, evaluation, mid-course correction and regulation to make sure the achievement of the outcomes need to increase sharply. (Mehta, Shepherd, Bhide, Shah, & Kumr, 2011).

In the case of South Korea, they were using many strategies to reduce the poverty especially after the Korean War 1950s. Some strategies are poverty reduction and industrialisation, multifunctional institutions and poverty reduction, mobilization of institutions for public health, human resource development. In this paper, the authors will discuss more in human resource development. In this sector especially after the war, South Korea enlarges the number of their schools as well as the increasing number of budget for education, from 4.2 in 1954 per cent to 9.4 per cent in 1955.

In the strategy of human resource development, Korea focused on their education which has been destroyed by the war. After the war, the government of Korea enlarged the number of all schools, both in public and private sectors. Furthermore, the share of the budget of education rapidly grew from 4.2 percent in 1954 to 9.4 percent in 1955.

One of the strategies after the war is to go to industrialize country. This made Korea to get labour with appropriate skills. Unfortunately the situation was only 30 percent of the total teaching of few school teach vocational education. Park government in 1963 was trying to reform their education system. President Park's government emphasized the importance a skill-oriented for the development process in Korea.

The administrative system was separated from the art secondary schools. The vocational high school was expanded rapidly between 1973 and 1979, when the government established a policy to promote this type of schools.

Between 1973 and 1979, President Park's government was introducing the importance of a skill-oriented or vocational schools and it made these schools expanded. The government promotes this school by increasing the opportunities to the students to get university education, waiving military services, issuing vocational licenses and providing scholarship (Kwon & Yi, 2008).

Next, in the case of China, it shows that the increasing of public expenditure on health and education services has significant effects on the poverty reduction. It could be argued that poverty reduction in China is related to the economic structure and in inequality than to GDP growth. (Ghosh, 2010). China, since last 30 years already adopted 3 pillars approach to alleviate poverty, they are (Mai, 2011):

- Development-oriented strategy : governmental development funds, economic growth, emphasize the rural infrastructure building and income increase of poor rural residents.
- Social security-backed strategy : rural residents New Cooperative Medical System (NCMS), urban residents basic medical insurance institution, urban and rural medical assistance plan, urban and rural endowment insurance.
- Human capital strategy : constant change of the knowledge structure and rapid ageing in this century needs education and health to reduce the poverty. The series of educational and health policies benefiting Chinese rural population.

Based on some literature, it can be said that, education or knowledge sharing is one of the most important factor to reducing the poverty. The literature shows how the South Korea can change from one of the poorest country after the war. And how China and India as big countries who has complex problems can eradicate their poverty problem. The strategies, which they used, are mostly taking education as main weapon to counter the poverty in their land.

Furthermore, in the case of Malaysia, the government has many project to eradicate the poverty. Through, The eKasih, a database system for poor family which handled by Ministry of Women, Family and Community Development, the government can monitor, implement and plan the poverty program. The data is from the census of poor household (BIRM) by Department of Statistic. Other than that the household who meet the criteria can register themselves.

Another program is 1AZAM which also handled by the Ministry of Women, Family and Community Development. The roles of this program is to provide the poor family to get income through four areas. (1) Azam Kerja, for the opportunity to get income through work placement, (2) Azam Tani, assists the agricultural activities, (3) Azam Niaga, to assist the small business, (4) Azam Khidmat, give the opportunity the generate income through services.

On November 2010, Knowledge Transfer Program's initial meeting was held by the Minister of Higher Education. The results of the meeting was the need to organize workshops to outline the scopes, directions and the guidelines for the implementation program of KTP. The objective of KTP is to recognize and promote the transfer of knowledge via the exchange of creative and innovative idea, research findings, experiences and skills between Institution of Higher Learning (IHL), research organisations, industries, government agencies and the wider community. (KTP, 2012)

In the case of Knowledge Transfer Program, International Islamic University of Malaysia (IIUM) have implement a few initiatives through CENSERVE. The main function of CENSERVE is to coordinate the community services by IIUM staff and students.

## **5. Proposed Solution**

The leverage of Quadruple Helix Model (QHM) and Whole of Government (WoG) are obligatory in achieving the goal of the project. The Quadruple Helix Model (QHM) used to emphasize the integration mechanism in terms of economic and entrepreneurial growth. The accentuation of integration mechanism by

using Quadruple Helix Model (QHM) in the project must be supported by the role played of the helices of Quadruple Helix Model (QHM) which are government, university, industry and community (see Figure 2).



Fig. 2. Quadruple Helix Model (QHM) Concept in MyEntrepreneur2Cloud

In this integrative and collaborative mechanism, the key role-plays of government will be led by the Ministry of Rural and Regional Development, Ministry of International Trade and Industry (MITI) and Ministry of Women, Family and Community Development. There are some agencies and initiatives under these ministries, which are Majlis Amanat Rakyat (MARA), Tabung Ekonomi Kumpulan Usaha (TEKUN), SME Bank, 1AZAM and eKasih.

Beside the key role of governments, other institutions that need to play role in the mechanism are industry, university and community. The agencies that controlled by these institutions are Credit Guarantee Corporation (CGC), International Islamic University Malaysia (IIUM) and Jabatan Agama Islam Negeri (JAIN). Undoubtedly, every Quaruple Helix Model (QHM) actor has different role in this project (see Table 1)

No	Agencies	Role
1	<ul style="list-style-type: none"> <li>Ministry of Rural and Regional Development</li> <li>Majlis Amanat Rakyat (Mara)</li> </ul>	<ul style="list-style-type: none"> <li>Encouraging and developing quality, dynamic and resilient and competitive rural Bumiputeras entrepreneurs</li> <li>Increasing the involvement and participation of rural Bumiputeras communities in various field of industry and economic/commercial agriculture projects that has a high potential in rural areas</li> </ul>

		<ul style="list-style-type: none"> <li>Encouraging Bumiputeras participation in business activities by providing emphasis on the field entrepreneurship, skills and quality improvement</li> <li>Supporting and facilitating the existing and would-be entrepreneurs in setting up their business</li> <li>Providing entrepreneurial training and development programmes to Bumiputeras entrepreneur</li> <li>Planning and implementing activities that would encourage entrepreneurial culture</li> <li>Providing business opportunities and entrepreneurial information</li> <li>Instilling entrepreneurship culture among Malaysian</li> <li>Providing supports services and guidance to entrepreneurs</li> </ul>
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2	Ministry of International Trade and Industry (MITA)  • Small and Medium Enterprise (SME) Bank	<ul style="list-style-type: none"> <li>Giving business opportunity</li> <li>Offering advice and guidance</li> <li>Offering basic capital scheme to the entrepreneurs</li> <li>Providing ordinary loan to the entrepreneurs</li> </ul>
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3	Credit Guarantee Corporation (CGC)	<ul style="list-style-type: none"> <li>Assisting small and medium scale entrepreneurs (SMEs)</li> <li>Providing financial advice</li> <li>Allowing entrepreneurs interact with fellow entrepreneurs and spot business opportunities</li> <li>Providing Small Entrepreneur Guarantee Scheme</li> </ul>
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4	Ministry of Women, Family and Community Development	<ul style="list-style-type: none"> <li>Extending equal opportunities to women and society in social, economic and political</li> <li>Providing opportunity to low income people to increase their income</li> <li>Providing job opportunities to low to poor people through AZAM Kerja</li> <li>Assisting small business through AZAM Niaga</li> <li>Assisting agricultural activity to increase income through AZAM Tani</li> <li>Giving opportunity to increase income by providing services through AZAM Khidmat</li> <li>Drafting, actualization and monitoring the poverty of Malaysia</li> </ul>
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No	Agencies	Role
5	International Islamic University Malaysia (IIUM)  <ul style="list-style-type: none"> <li>• Entrepreneurship Development Centre (EDC)</li> <li>• Centre for University Social Responsibility (CENSERVE)</li> <li>• Centre for Human Development and Applied Social Sciences (CERDAS)</li> <li>• Kulliyah of Islamic Revealed Knowledge and Human Sciences</li> <li>• Kulliyah of Information and Communication Technology (KICT)</li> <li>• Kulliyah of Economics and Management Science (Department of Economics, Business Administration, Accounting and Finance)</li> </ul>	<ul style="list-style-type: none"> <li>• Providing a conducive environment and eco-system for entrepreneurship development</li> <li>• Developing entrepreneurship activities and programs in instilling a life-long learning</li> <li>• Enhancing the development of entrepreneurship program</li> <li>• Stimulating entrepreneurship spirit through self-discovery</li> <li>• Strengthen the competency of entrepreneurship personnel</li> <li>• Coordinating community service activities</li> <li>• Serving the local community and the society at large in community service activities</li> <li>• Equipping the community with knowledge and skills for a sustainable quality of life</li> <li>• Developing poor people thinking skills and problem solving capacity to cope with challenges in the real world</li> <li>• Ensuring poor people acquire the necessary skills for the application of their knowledge in real life situation</li> <li>• Developing poor people competency in articulating ideas and communicating with others and become effective leaders and team player in the community</li> <li>• Inculcating Islamic values in the poor people and nurture positive attitudes and professionalism</li> <li>• Developing the social skills of the poor people</li> <li>• Developing MyEntrepreneur2Cloud application</li> <li>• Providing entrepreneurship education for poor people</li> <li>• Providing basic business education poor people</li> </ul>
6	Jabatan Agama Islam (JAIN)	<ul style="list-style-type: none"> <li>• Assisting the development entrepreneurship through Network of Mosque (NoM)</li> <li>• Leveraging Network of Mosque (NoM) in gathering poor people who need entrepreneurship program</li> <li>• Collecting donation from people</li> <li>• Collecting zakat and delivering zakat to the poor people</li> </ul>

According to their roles, the authors proposed an integrative and collaborative mechanism where four pillars of a country have an effective contribution in the project (see Figure 3). Since Ministry of Rural and Regional Development (MRRD), Ministry Women, Family and Community Development (MWFCD) and Ministry International Trade and Industry have similar responsibility, the authors proposed that these government will be responsible for providing entrepreneurship training and program, and giving opportunities to Bumiputera entrepreneurs.

There is no doubt that to start a small business or become an entrepreneur, the poor people will need capital venture. Credit Guarantee Corporation was proposed by the authors to have a responsibility in assisting new entrepreneurs by providing capital venture through Small Entrepreneur Guarantee Scheme (SEGS). Beside that, Small Medium Enterprise (SME) Bank also provide ordinary loan to support the new entrepreneurs. The new entrepreneurs are encouraging to return the ordinary loan when their new business are growing and success. Otherwise, they do not have to return the ordinary loan when their new business are not success enough. Consequently, the will be not be able to apply new ordinary loan in the future.

Instead of providing entrepreneurship training, program, opportunities and capital venture, the new entrepreneurs must be equipped with some basic knowledge about business, economic and accounting. In this case, International Islamic University Malaysia will play an important role as an academic institution where the new entrepreneurs get supporting knowledge in building their business. International Islamic University Malaysia was proposed to provide any related education such as business, economic and accounting to the new entrepreneurs. In addition, International Islamic University Malaysia will also equip the new entrepreneurs with social skills, thinking skills and problem skills to cope with challenges in the real world and for a sustainable quality of life.

Another actor in the proposed mechanism is Jabatan Agama Islam Negeri (JAIN) as the State Islamic Department institution. Jabatan Agama Islam Negeri (JAIN) from all states of Malaysia will play a role where the delivering of the project can achieve to the target or poor people. Besides that, Jabatan Islam Negeri (JAIN) will also work together with the Ministry of Women, Family and Community Development (MWFCD) in updating e-Kasih database by leveraging on every mosque registered in Jabatan Agama Islam Negeri (JAIN) through collecting data related to the poor people. Network of Mosque (NoM) concept will be leverage by Jabatan Agama Islam Negeri (JAIN) in order to achieve the objective of the



project. Besides that, International Islamic University Malaysia may further assist Jabatan Agama Islam Negeri (JAIN) by developing an application of MyEntrepreneur2Cloud. The authors expect that, the assistance from International Islamic University Malaysia will benefit the Jabatan Agama Islam Negeri (JAIN) in the delivering processes.

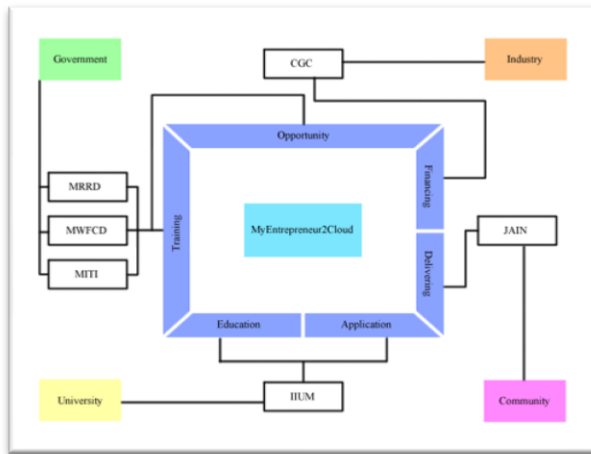


Fig. 3. MyEntrepreneur2Cloud Concept

## 6. Future Work

The paper aims to encourage the performers of the QHM collaboration to work together through WoG implementation. Sharing information and goals on MyEntrepreneur create the solution for the poor people to start their business.

- IIUM must collaborate with JAKIM and JAIN intensively to enhance the eKasih and 1Azam program.
- The NoM as the core of the project must deliver the Islamic training to the poor people continuously. JAKIM with the help of IRK faculty in IIUM must be responsible in this matter
- The optimization and consolidation of the government's ICT to speed up and enhance the integration process
- Simplify and increase the systems, remove duplication and silos, and leverage on technologies which enhancing the quality of life of the poor people.

## 7. Conclusion

*Have you considered him who calls the judgment a lie? That is the one who treats the orphan with harshness, and does not urge (others) to feed the poor. [Al-Quran 107:1-3].*

*Do they distribute the mercy of your Lord? It is We who have apportioned among them their livelihood in the life of this world and have raised some of them above others in degrees [of rank] that they may make use of one another for service. But the mercy of your Lord is better than whatever they accumulate. [Al-Quran 43: 32].*

These verses outlined the responsibilities of every individual or society or communities who has the knowledge or wealth to help the poor. The project on MyEntrepreneur is the collaborative system which adopted the WoG and QHM concept to enhancing quality of life of the poor people in Malaysia. The Network of Mosque can give the effective service delivery directly to the poor people because they know better the real situation.

Through Knowledge Transfer Program, IIUM as one of the actors in QHM is able to share their knowledge especially the economic, ICT and Islamic knowledge. The reason to combine the economic and Islam in this project is because the importance to enhance the quality of life of the poor not only for the material but also spiritual benefits. Therefore, it is hoped that the outcome of this program is to enhance and value-add the poor people's quality of life in Malaysia.

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