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eSoulKitchen Program - Enhancing Societal Wellbeing and Wealth Creation for Orang Asli Community at Pos Selim, Perak

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Abstract- The ethnic label Orang Asli or indigenous people are 'natural people' with unique languages, knowledge systems and beliefs. In 2012, their population is approximately 178,197 or representing a mere 0.9% of 29.7 million people in Malaysia. There are major challenges and issues faced by Orange Asli including in financial, health & nutrition, and education dimensions. This conceptual paper proposes the eSoulKitchen Program, which is to be adapted as one of the Malaysian government-sponsored programs under the leadership of Orang Asli Affairs Department (JAKOA) and the Ministry of Women, Family and Community Development (MWFCD), and implemented as a proof-of-concept in raising the education, economy, health, environmental, and social well-being of Orang Asli community and children in Pos Selim, Perak, Malaysia. eSoulKitchen is primarily an outreach program to (a) provide nutritional food, (b) 'feed the soul' with Islamic value, and (c) help generating sustainable new sources of income with new skills, eSoulKitchen Portal and smart partnership.

Keywords - *Business Model Canvas; Malaysia; Orang Asli; Societal Wellbeing; Portal; Quadruple Helix Model.*

I. INTRODUCTION

Orang Asli or aborigine is any person whose male parent is or was a member of an aboriginal ethnic group, who speaks an aboriginal language and habitually follows an aboriginal way of life and aboriginal customs and beliefs [5]. Malaysia has recognized Orang Asli as bumiputera and protects their rights under a legal act. This paper will focus about Orang Asli in Pos Selim, Perak, Malaysia which come from the Semai tribe (from Senoi group). The Semai tribe population are scattered around the Titiwangsa Range, covering the Central & South Perak and West of Pahang [6]. Aboriginal Peoples Act 1954 is the legal act to provide protection, well-being and advancement of the aboriginal peoples of Peninsular Malaysia [5]. Besides, the Malaysian government has established the Orang Asli Affairs Department (JAKOA) in 1953 [2] under the Ministry of Rural Development to oversee Orang Asli affairs. There are many programs organized by JAKOA to develop and enhance the socio-economic and well-being as well as preserving the identity, culture and heritage of Orang Asli in Malaysia. For example, medical program to improve their health and wellness, educational program to improve their employment skills and standard of living, economic modernization to transform forest activities into market

oriented activities and Islamization to call Orang Asli to Islam [7]. This paper is about 'eSoulKitchen' Program, where feeding Orang Asli children is one the key activities. It is part of the community holistic development program which aims to enhance the societal and economic well-being of Orang Asli communities and children in the long term. This Program will have business models and plans with different priorities in different stages throughout the few years. For the first 12 months, the financial support will be contributed by the QHM partners, spearheaded by the Government agencies in close collaboration with the University and the Industry through Corporate Social Responsibility (CSR) programs. To sustain this Program, future business development such as setting-up chain of restaurants; organizing tours to Orang Asli villages and country resorts; and selling Orang Asli rural-based products through official ICT-based portal should be implemented to generate new source of revenue. Many non-profit organizations around the world have implemented 'Soul Kitchen' projects to feed homeless but each organization has different objective. For example, SoulKitchen in Red Bank, New Jersey [8], S.O.U.L Kitchen in Pennsylvania Street, Indiana [9], SoulKitchen in Perth, Australia [10], Soul Kitchen in Fox Valley, Illinois [11] and many more.

II. LITERATURE REVIEW

Orang Asli-Rights, Problems & Solution, 2010 is found in [12]. The community outreach program, usually carried out by non-profit or non-government organizations, is to increase awareness among the community [13]. Jon Bon Jovi Soul Foundation (JBJSF Soul Kitchen) is one of the non-profit organizations fighting against hunger and homelessness in United State [8]. The same goes to the Malaysian Christian Association of Relief (CARE), Pertiwi Soul Kitchen, Dapur Jalanan, Kechara Soul Kitchen – as the non-profit organizations that are focused on poor people and needy in Malaysia [14]. These organizations sustained their Soul Kitchen activities through donation and partnering with other agencies. Doing partnership and collaborations with other organizations will lead to added value – in terms of products/services quality, optimized costs and win more business [15]. The performing activity of JBJ Soul Kitchen is a “pay-what-you-can” or “community restaurant” operating out of the church on Friday Nights in November 2009, JBJSF partnered with St.

Anthony of Padua Church in Red Bank [8]. If the people are unable to pay for a meal they can become a volunteer at the Soul Kitchen as the payment. They need to prepare food for a meal and help us set the tables with dishes. If they want to pay for a meal, a donation of \$10 per meal covers the cost of each meal, anything extra helps defray the cost of someone else's meal [8]. Malaysian CARE expresses holistic mission of Christ as what are they serving. The cores of their services are focused on Rural & Urban Community Development, Prison, Drugs & AIDS and People with Special Needs. The areas of work for these services focus on awareness and education, training program, development programs for economic, education and agricultural [14]. Usually the main agenda of charitable work is based on religious mission. In other words, it is to convey and convert to the religion of the program organizer. Both JBJ Soul Kitchen and the Malaysian CARE have displayed Christ's love.

The current and future trend is for people to conduct daily on-line transactions including shopping. Based on the mega-trend study by [16], there is a major shift from "Connecting Subscribers to Connecting Devices", where there will be 80 billion of devices are connected by 2020. By 2025, the majority of the world's population will have access to all of the world's content through a device that fits in the palm of the hand. According to Eric Schmidt and Jared Cohen [17], if the current pace of technological innovation is maintained, most of the projected eight billion people on Earth will be online including in the developing countries. Through Internet, age old limitations to human interaction, like geography, language, and limited & controlled information, are falling and a new wave of human creativity, innovation and potential is rising. Mass adoption of the Internet is driving one of the most exciting social, cultural and political transformations in history, and unlike earlier periods of change, this time the effects are fully global [17]. Never before in history have so many people, from so many places, had so much power at their fingertips. And while this is hardly the first technology revolution in our history, it is the first that will make it possible for almost everybody to own, develop and disseminate real-time content via online portal [18] or without having to rely on intermediaries.

III. PROPOSED CONCEPTUAL SOLUTION

In focusing to eSoulKitchen Portal, it will make use of the Internet to provide a user-friendly, engaging and attractive online portal with many useful functionality and features. "The Internet is a technology that they use to communicate, collaborate, and share databases, information and knowledge in creating values and improve societal well-being" [19]. It will include usability and navigation, usable form, secondary call-to action, social button and contact info. Customers can books products/services such as organize tours to Orang Asli villages by completing the form provided on the Portal. All needed customer information will be included in the usable form. By leveraging on the nine (9) blocks of Business Model Canvas (BMC) framework [20] namely Value

Proposition, Customer Segment, Customer Relationship, Channel, Key Activities, Key Resources, Key Partners, Course Structure and Revenue, the conceptual solution of eSoulKitchen Program is as follows:

A. Key Partnership

The Key Partnerships Building Block describes the network of suppliers and partners that make the eSoulKitchen Program work. The key partners based on the Quadruple Helix Model (QHM) collaborators namely the Government, Academia, Industry, and Citizen include the followings:

i. **Orang Asli Development Department (JAKOA) and the Ministry of Women, Family and Community Development (MWFCD)**

The primary goal of the early establishment of JAKOA is to protect the Orang Asli and their way of life from the rapid development and exploitation of external parties as well as provide facilities and assistance in education, health and socioeconomic development [21]. Besides, this organization aims to prepare a strong foundation for Orang Asli children before formal education begins in line with the aspiration of the National Education Philosophy. This initiative will expose them with the early education and other skills in order to nurture their interest in learning. In the Malaysian Budget 2014, a budget of RM109 million has been allocated for the economic development and to upgrade the infrastructure, facilities and living standard of the Orang Asli community [3]. Together with 1AZAM (Akhiri Zaman Miskin" in Malay language) another key program by the Malaysian government through the MWFCD, eSoulKitchen program has the potential to eradicate poverty and to help the Orang Asli community with an income of RM830 per month and low-income citizens under RM2,300 a month generating better income.

ii. **1 Malaysia Development Berhad (1MDB)**

Dana Belia 1Malaysia allocates about RM20 million funds and set aside by 1MDB to create a platform to promote youth development and unity amongst youths in Malaysia. It offers youth an opportunity to realize their dreams, building upon what Malaysia had come to symbolize: a country where people of all creeds and color call home and prosper together as one person [22].

iii. **IIUM community volunteer (Titian Asli)**

The IIUM Titian Asli club focuses on Orang Asli community in Peninsula Malaysia. The aims of this club are to enhance education, and thinking among Orang Asli [23]. In line of concept bridging the distance, manifesting the existence, Titian Asli members have taken an initiative by organizing numerous programs in order to encourage children to understand more about Islamic values.

iv. **Nestle**

Nestle is committed to satisfying real consumer needs, producing Halal products of the highest consistent quality, reliability and convenience. Nestle was selected to join this outreach program in providing good nutritional food for Orang Asli and their children. Creating Shared Value is a Nestlé business philosophy, which states that in

order for the company to create long term value for its shareholders, it must also create value for the society [24].

v. **Sime Darby**

Yayasan Sime Darby is a foundation that works closely with the Sime Darby Group in areas of common goals. The foundation supports initiatives in the following five key areas - education, environment, community development, youth sport and recreation and arts and culture [4]. Sime Darby is interested to join outreach programs to Orang Asli villages because it is a part of their CSR program. The tax exemption will be given to this company when they agree to join our outreach program. The amount of tax exemption for all interested companies is about 7%-10%.

vi. **Bookstore**

Clearance stock of books from the stores can be donated to Orang Asli children as a way to cultivate them with the interest in reading. This initiative will attract Orang Asli children's interest towards the importance of education. The impact of education will improve their general livelihood.

vii. **Pharmaceutical**

Chemical Company of Malaysia Berhad (CCM) is the largest local producer of generic drugs with nearly 300 products across a wide therapeutic group [25]. CCM will provide medical aid, dietary supplements and create health awareness to Orang Asli communities.

viii. **Takaful Employer-Employee Synergy (TEE)**

Maybank2E is the insurer for these Takaful products. This takaful is designed to provide coverage for employees of Small Medium Enterprise in terms of financial protection due to death, total permanent disablement, accident, critical illness, hospital and surgical protection for your employees and their family. It plays as a financial security, welfare and social security for employees. It is designed under the takaful concept on the basis of mutual guarantee, caring and cooperation between the participants [26].

B. Key Activity

The Key Activities Building Block describes the most important things eSoulkitchen Program must do to make its business model work. The key activities include:

i. **Free Food**

Free food for Orang Asli refers to providing and serving nutritional food for them. The purpose of this activity is to develop social relations between the Orang Asli community and the IIUM volunteers. Having the trust from Orang Asli will benefit this Program in the long run. In this activity, volunteers and Orang Asli community will develop team-work such as in setting-up the cooking place, and cooking the food together. This activity will lead to strengthening the relationship between them.

ii. **Health Awareness**

Health awareness aims to raise the health care quality among the Orang Asli. Health awareness activity is important towards a healthy lifestyle. Introductory health care and taking care of ourselves is taught in schools, but for Orang Asli children no one stresses the

health care to them. In this activity, students from medical and dentistry field in IIUM Kuantan will join this program to give free basic medical checkup and dental treatment. Moreover, the sponsored medication drugs from CCM will distribute free medicine and health supplement to Orang Asli during the health and dental checkup. In addition.

iii. **Islamic Value Implementation**

Islamic value implementation is to raise Orang Asli ethical standards. The technique of da'wah will be used in developing Orang Asli spiritually, without using force in learning Islam. Implementing Allah's command "Invite all to the way of thy Lord with wisdom and beautiful preaching, and argue with them in ways that are best and most gracious. For thy Lord know the best, who have stayed from his path, and who receive guidance" [27].

iv. **Education Awareness**

Education awareness activities emphasizes the importance of the education to Orang Asli children. This activity will be conducted using interactive and creative techniques in order to engage and attract the attention, and at the same time it will cultivate the passion to learning and education amongst the Orang Asli children. The aims of this activity for this children is to expose the importance of education in today's world and for them to improve the living condition, self-esteem, confidence level and positive position in future life. Volunteers will assist these children. With the availability of new technology, the best and engaging learning outcome can be experienced by these children. For example, this program provides the Samsung Galaxy Beam that have 'killer feature' called DLP nHD projector and also the Power Bank as the power supply when the battery is drained.

v. **Entrepreneurial Awareness**

The entrepreneurial awareness is one of the value added features in education. Inculcating entrepreneurial knowledge and value can enhance in Orang Asli's capabilities - through a holistic focus on nutrition and health, education, and employment skills - can expand access to decent work and provide for sustained progress of the community in Pos Selim, Perak. It is never too early to educate children at age 7-12 years old on entrepreneurship. This activity will provide exposure to the children with the basic business knowledge and ideas in order for them to gain valuable experience in starting, managing and growing a successful business venture. There is one quote by Pope John Paul II saying that "Tomorrow's future starting today". For Orang Asli, the reliable way to earn additional income is through economic control and sustainable exploitation of the resources on their own lands that include hunting, farming, and handicraft.

C. Key Resources

The Key Resources Building Block describes the most important assets required to make eSoulkitchen Program work. The key resources include:

i. Fund from 'Buy While Charity'

The financial resources will come from the profit of 'Buy While Charity' program. This program is selling chicken rice to the IIUM community and is held 5 days a week. Part of the profit from this program will be donated to this outreach program. This activity is temporarily, it is just to sustain the start-up phase for this program.

ii. Provision from CSR programs

The CSR programs by the industrial partners are one of essential sources of fund to sustain this Program. JAKOA and 1Malaysia Development Berhad (1MDB) will provide additional budget for this Program. About RM240,000 fund will be contributed from JAKOA while RM 240,000 will be contributed from 1MDB. Both contributions will finance the Program for a year.

iii. Nestle food products

Nestle will provide nutritious food for Orang Asli like Milo, dairy products, and biscuits. In line with Nestle's philosophy of promoting total wellness, they will provide beyond food and nutritious products, to include healthy Orang Asli children's minds and wellbeing.

iv. Books

Clearance stock of academic books from the Popular book stores can be donated, thus enhancing literacy rate amongst the Orang Asli children.

v. Medicine and Dietary supplements

Dietary supplements from CCM are pharmaceutical products that contain "dietary ingredient" intended to add further nutritional value to Orang Asli children. A "dietary ingredient" may be one, or any combination of vitamin, mineral and many more. These supplements will be distributed to ensure that Orang Asli children get adequate dietary intake of essential nutrients.

vi. Takaful Employer-Employee Synergy

Basic plan group term takaful (TT) used Plan TT 1 which covers RM 10,000 for natural death, accident death, total permanent death (TPD) natural and accidental. The age that was chosen is less than 35 years old which the annual contribution is RM 12 per person [26].

D. Value Proposition

The Value Propositions Building Block describes the value in which the bundle of products and services that eSoulkitchen Program create for Customer Segments. This includes:

i. Feed Orang Asli

The main value proposition of this Program is to feed Orang Asli. Sufficient food is needed for quality and healthy life. It includes the availability of nutritionally adequate and safe food. Moreover, this program is to assure Orang Asli people have enough food for consumption and to reduce the anxiety of not having enough food or running out food and having no money to purchase the food. For some families, they may cut the portion size of meals in order to save the food.

However, this situation will not last and this will lead to malnutrition. The report from MalaysiaKini states that a study showed that Orang Asli women are the most malnourished adult group in West Malaysia, with 35% of them suffers from protein-energy malnutrition [28]. From the article of Orang Asli Issues, claimed that the nutritional status of Orang Asli children has been described as poor by various studies which is in 1987 it was found that 54% were underweight and 66% stunted and other studies have confirmed that widespread malnutrition exists among Orang Asli children [29]. With the collaboration with food companies such as Nestle, Orang Asli will get nutritious food products. In addition, feeding Orang Asli in this context will also focus on "feeding the soul" by teaching them about the beauty and value of Islam.

ii. Islamic Value Program

The most important objective of this program is to convey the message and beauty of Islam. The volunteer plays important role in showing good examples and virtue to them as well as teaching them the Islamic knowledge and values.

iii. Cloth as gift

Donating clothes to Orang Asli will be very valuable for them. The clothes including school uniform are from the donation of Malaysians. This will encourage and cultivate among their children to go to school.

iv. Children Education

Education is one of the essential elements for the people to stay out of poverty. It has been reported in the News Straits Times that "the government's education transformation programs aim to ensure that no child is left behind in education, not even among the indigenous communities in remote and inaccessible areas." Without education, Orang Asli will remain trapped in the circle of poverty. However, the outsiders' possess a false perception of the Orang Asli community and did not anticipate the real problems and challenges which the community is facing. For example, the lack of basic necessity such as electricity to do their revision at night and reading materials, educational programs on television and educated parents who have direct influence on their academic performance. With the existence of this education program, Orang Asli children will benefit and improve the number of literate Orang Asli children.

v. Entrepreneur Program

The entrepreneurial education program is to educate and attract Orang Asli children to do business. The entrepreneurship awareness should start from an early age. One of the ways to encourage their children is by training them to directly sell products from the forest in the place they live or the hand craft that made by their parents to the people outside. Training and hands-on is an essential part of creating entrepreneurs. It will enhance and develop the skill of an entrepreneur from the small age. Moreover, at this stage of learning Orang Asli children automatically will build the confidence and self-esteem to see the real world and get free from the comfort zone.

vi. Future Development Program Plan

The future development plan is the key in this program for Orang Asli to have a better life in future. This program will inject the element of basic education so that they can learn appropriate skills to enhance their families and communities prosperity. Some of the areas that can be further developed include crafts, decorative and make-up arts, and carpentry. The future development plans include the branding of the Orang Asli Carnival and selling Orang Asli's products through the official portal. Another way of branding is by setting up restaurants in cities. Free food will be given to anyone but priority will be given for the homeless, poor and the needy regardless religion and ethnicity. Free food will be operated twice in a month and the restaurant will offer basic menu like drinks, vegetables, meat or fish or chicken, served with rice. Moreover, Orang Asli Carnival will be held for people outside to know and understand their cultural heritage and it is one of the platforms for Orang Asli to sell their products. This Carnival will organize a tour, 'Let's Explore Orang Asli Villages', which will collaborate with the Ministry of Tourism and the Ministry of Culture, Art and Heritage.

E. Customer Relationship

Customer relationship entails all aspects of interaction with Orang Asli and their children. The customer relationship is important in order to earn the loyalty and trust. Social activity like 'Buy While Charity' is to get the trust and courage from the public for this outreach program to run successfully. Furthermore, one-to-one activities with the Orang Asli community can make them closer to the society and feel interested to participate in this program. Having the trust from Orang Asli will enhance the QHM collaboration and open the eyes of the society.

F. Channel

The Channels Building Block describes how eSoulkitchen Program communicates with and reaches its Customer Segments to deliver the Value Proposition. The main channels include:

- eSoulkitchen Portal – This attractive, engaging, and user-friendly online portal shall incorporate social network buttons for easy sharing of functionality. Entrepreneurs may upload latest products and services offerings. Customers can access the latest information through the Web and mobile devices. The Portal is link to lead government agencies such as JAKOA, MWFC, JAKIM, mosques, other popular portals and blogs with purpose, activities, products and services offering [35].
- Network-of-Mosques (NoM) - The NoM members, spearheaded by JAKIM and digitally connected, function as the avenue in capturing and updating data on the Orang Asli families as well as encouraging active entrepreneurs/providers in Government-led "Poverty Eradication" programs such as IAZAM [30].
- Face-to-face - The experts are able to develop the skill of Orang Asli entrepreneurs physically and virtually.

- Apart from the portal as the channel, this program will approach Orang Asli community by visiting their place and stay connected with them by leveraging on the network of mosques [19, 30].

G. Customer Segment

The Customer Relationships Building Block describes the types of relationships eSoulkitchen Program establishes with specific Customer Segments. There are three types of customer relationships. The main aim is to acquire, develop and retain (a) Orang Asli living in Pos Selim, Perak, Malaysia, (b) entrepreneurs & service providers, and (c) customers & buyers physically as well as virtually.

H. Cost Structure

The program costs are divided into various groups. First, costs for foods, supplements, clothes, stationery and tokens. Second, costs for volunteers' foods and drinks, insurance, official program attires and allowances. Third, costs for travelling, toll and parking to Pos Selim. Fourth, costs for teaching aids, mini projector, papers, stationery, markers, pencils and pens. Fifth, costs for the office, rental and maintenance cost, internet, telephone, electricity and water bills. Sixth, costs for buying assets such as telephone, notebook, printer, cooking and camping equipment. Finally, costs of conducting the 'Buy While Charity' program.

I. Revenue Stream

The Revenue Streams Building Block represents the revenue of eSoulkitchen Program generates from each Customer Segment. This includes provision from sponsors through government tax exemption of companies' participating in eSoulkitchen Program. As stated in Bizspace.Asia [31], taxable individuals and companies that contribute to tax exempt organizations are entitled to a tax relief of 7% to 10%. Provision from the sponsors such as JAKOA and IMDB; advertising fees through eSoulkitchen Portal; subscription fees by entrepreneurs and individuals; and donation and waqaf are included in the revenue structure. No fees for entrepreneurs from orang asli in Pos Selim and eKasih database (i.e. poor families).

IV. CONCLUSION

In conclusion, this paper proposes eSoulkitchen Program aim to raising the economic and social status of rural Orang Asli communities/entrepreneurs in Pos Selim, Perak, Malaysia. The Quadruple Helix Model (QHM)-based implementation of eSoulkitchen Program is to be considered for adaptation by JAKOA and MWFC, with close collaboration with other Government agencies, Academia, Industry, and Citizen actors. If this PoC implementation is successful in Pos Selim, this Program can be considered for national roll-out to benefit more Orang Asli families and rural entrepreneurs. At the same time, a continuous monitoring of the operations of eSoulkitchen Program need to be conducted including visitations. The JAKOA, MWFC and JAKIM need to provide the leadership role, and for the success of

eSoulkitchen Program, implemented together with an effective and holistic change management program [32][33][34].

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