



APPGM-SDG
ENHANCING INCLUSIVITY AND SUSTAINABILITY



SDG SOLUTION PROJECTS

BEST PRACTICES

From Beneficiaries to SDG Champions



SOCIETY FOR PROMOTION OF
SUSTAINABLE DEVELOPMENT GOALS
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From Beneficiaries to SDG Champions

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**SDG SOLUTION PROJECTS
BEST PRACTICES -**

CONTRIBUTORS

From Beneficiaries to SDG Champions





Mary Malar Xavier

Assistant Director,
Community Based Development Project Unit,
APPGM-SDG Secretariat

With a background in Mass Communications, Mary began her professional journey in the banking sector, where she dedicated 15 years honing her skills. Transitioning from banking, she pursued a career in event and project management, an area she has excelled in for the past decade. Mary is also a skilled Digital Marketing Trainer, using her expertise to empower individuals and businesses to adapt to the evolving digital landscape. Driven by her lifelong passion for empowering single mothers and advocating for gender equality, Mary has created impactful programs and initiatives aimed at supporting women's rights and fostering economic independence. Her efforts are focused on providing sustainable solutions to the challenges faced by single mothers, equipping them with the tools and resources they need to succeed. Through workshops, mentorship, and advocacy, her leadership has resulted in the successful implementation of several projects that not only promote gender equality but also align with broader sustainable development goals.



Nur Balqis Osman

Executive Officer,
Community Based Development Project Unit,
APPGM-SDG Secretariat

Nur Balqis Osman manages various solution projects and works with various organisations throughout the country. With a background in psychology, she gives insightful perspectives on human behavior and organizational dynamics, which she skillfully applies to foster collaboration and drive impactful change. Her expertise in understanding individual and collective motivations allows her to drive initiatives that not only address immediate challenges but also promote SDG. Passionate about making a positive difference, she is dedicated to empower communities and inspire future leaders to take meaningful action towards a more equitable and sustainable world.





Vikneswaran Sunderam

Project Monitoring Officer,
Community Based Development Project Unit,
APPGM-SDG Secretariat

Vikneswaran Sunderam provides strong and excellent support especially for projects in the northern zone of Peninsular Malaysia. With a keen eye for detail and a proactive approach, he ensures that each initiative aligns with the overall goals of sustainable development. His commitment to excellence is evident in his ability to coordinate effectively with various stakeholders, facilitating seamless communication and collaboration. His Masters of Business Administration coupled with his extensive experience not only enhances the efficiency of project execution but also contributes to the positive impact on communities throughout the region. As a dedicated professional, he is passionate about driving meaningful change and fostering sustainable growth for a better future.



Victoria Cheng

Project Monitoring Officer,
Community Based Development Project Unit,
APPGM-SDG Secretariat

With almost 10 years of experience managing rights-based and social impact projects in civil society and the private sector, Victoria Cheng has been deeply involved with multi-faith and creative youth communities that have allowed her to foster strong partnerships and co-create highly experimental and collaborative spaces. In her role, she monitors project progress and ensures that Solution Providers have a critical understanding of the SDG, so that project implementation has a greater purpose beyond the performative. Victoria's free time is mainly taken up by fitness activities and video games.





Yoogeswaran Kanis

Project Monitoring Officer,
Community Based Development Project Unit,
APPGM-SDG Secretariat

Yoogeswaran Kanis has been with APPGM-SDG Secretariat as an Project Monitoring Officer, covering projects in the southern zone of Peninsular, as well as 30 Youth Camps across the nation, he has been instrumental in ensuring that each initiative aligns with the SDG' core objectives. His meticulous attention to detail and commitment to fostering community engagement have been pivotal in driving the success of these programs. By collaborating with local stakeholders and empowering young leaders, he has created a positive impact that resonates beyond the immediate scope of each project. His dedication to sustainable development and youth empowerment continues to inspire those around him, paving the way for a brighter, more inclusive future.



Corrin Alicia Nero

Constituency Officer (Sarawak Region),
Community Based Development Project Unit,
APPGM-SDG Secretariat

Corrin Alicia holds a Master of Science in Cognitive Science from Universiti Malaysia Sarawak (UNIMAS), where her research focused on cognitive psychology, particularly on the role of memory in learning. Her research interests center on cognitive psychology, with a focus on memory, attention and learning processes. Recently, she has developed an interest in community-based projects, aiming to connect cognitive science principles with real-world applications that benefit local communities.





Nurrul Fazlina Osman

Regional Head (Sabah),
Community Based Development Project Unit,
APPGM-SDG Secretariat

Nurrul Fazlina Osman holds a Master's Degree in Environmental Science and major in hydrodynamic and water quality from Universiti Malaysia Sabah (UMS). She currently pursued her study for Post Doctorate on Earth Science. He have experience working as a researcher with the Institute Borneo Studies (IBS), University College Sabah Foundation (UCSF) and she manages the UCSF consultancy unit for CRIM.



Mc Jeanet Lempisik @ Marx

Constituency Officer (Sabah Region),
Community Based Development Project Unit,
APPGM-SDG Secretariat

Mc Jeanet Lempisik holds a degree in Business Management of Economics. Her role involves research mapping and project management, particularly in Solutions and Kebun Komuniti initiatives. With extensive voluntary experience, she has actively worked with communities and served as a research assistant on various research grants. Her dedication to sustainable development and community engagement highlights her commitment to driving positive change in rural projects.





Mohammad Shazie Zaini

Executive Officer,
Community Based Development Project Unit,
APPGM-SDG Secretariat

Mohammad Shazie Zaini specialises in communications and in delivering high-impact stories, having previously worked at the National Broadcasting Department (RTM). With a Master's Degree in Professional Communication, he believes in the power of storytelling to connect people and drive meaningful change. Beyond his professional commitments, he actively engages in community service, organising programmes that empower young individuals with communication skills. His passion for fostering understanding and collaboration is evident in every project he undertakes, making him a valuable asset in promoting the SDG and creating a brighter future for all.

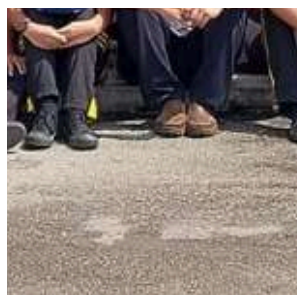
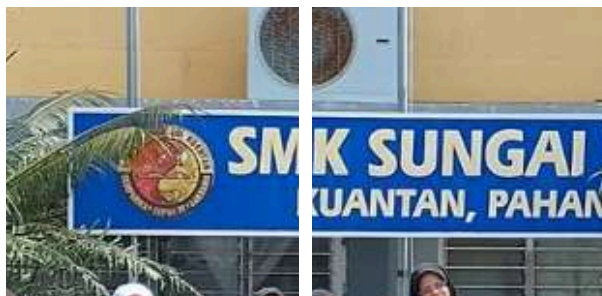


Raine Melissa Rimani

Regional Head (Sarawak)
Community Based Development Project Unit,
APPGM-SDG Secretariat

Raine Melissa Rimani is a pre-doctoral media and cultural anthropologist with 14 years of experience in transdisciplinary rural community fieldwork, specialising in indigenous community engagement, knowledge creation, documentation, and communication. Raine is passionate about knowledge transfer and believes in bridging the gap between academia and industry to foster meaningful collaboration. Currently, she serves as the Head of Region for the Sarawak Regional Office of the All-Party Parliamentary Group Malaysia on Sustainable Development Goals (APPGM-SDG), where she leads initiatives to localise and implement the SDG in Sarawak. Additionally, Raine has had the honour of consulting for a National Geographic production under Gordon Ramsay's Humble Pie Productions in the UK.





**SDG SOLUTION PROJECTS
BEST PRACTICES -**

FOREWORD

From Beneficiaries to SDG Champions



FOREWORD
Nur Rahmah Othman
Executive Director
APPGM-SDG Secretariat



I am honored to introduce this comprehensive collection of best practices from the Community-Based Development Projects championed by the All-Party Parliamentary Group Malaysia on Sustainable Development Goals (APPGM-SDG), made possible through the generous support of the Ministry of Finance, Malaysia. These 35 selected stories highlight the success of community-driven initiatives in addressing some of the nation's most pressing challenges, including poverty alleviation, skill development, environmental sustainability, and community empowerment. They serve as resilient and adaptable models, inspiring communities nationwide and demonstrating the transformative impact of localized efforts.

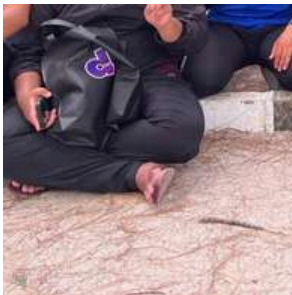
Each project featured in this collection reflects APPGM-SDG's commitment to empowering local communities through inclusive and sustainable practices tailored to the unique needs of their lives. From economic empowerment programs that equip individuals with entrepreneurial skills, to social initiatives fostering education, gender equality, and mental well-being, these projects represent more than just solutions to immediate challenges. They build stronger, more cohesive communities, create meaningful opportunities for residents, and champion the values of collaboration and resilience.

I extend my deepest gratitude to all members of Parliament who have been supporting our work, Prof. Datuk Dr. Denison Jayasooria, Head of the APPGM-SDG Secretariat, for his unwavering leadership throughout this journey, to Mr. James Ryan Raj, whose commitment to community-based initiatives has been invaluable, and to the dedicated members of our Community-Based Development Project team.



My sincere thanks also go to the solution providers and community members whose contributions have transformed these projects into thriving examples of sustainable development. This collection stands as a testament to the strength of collective action, shared vision, and the unity that forms the foundation of a sustainable future. It is our hope that it serves as both a practical guide and a lasting source of inspiration for all those dedicated to building empowered, self-sufficient communities across Malaysia.





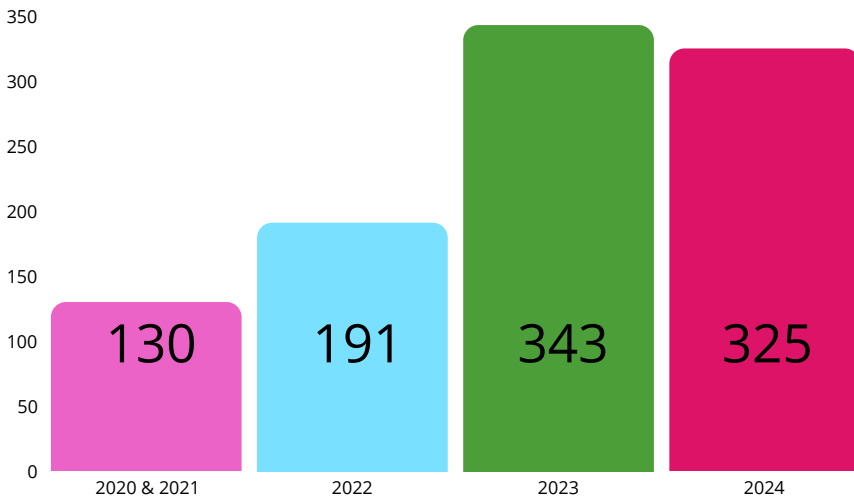
OVERVIEW OF SDG

SOLUTION PROJECTS

From Beneficiaries to SDG Champions



The All-Party Parliamentary Group Malaysia on Sustainable Development Goals (APPGM-SDG) is steadfast in its mission to localize Malaysia's United Nations' Sustainable Development Goals (SDG), with a particular focus on empowering grassroots communities. APPGM-SDG employs a comprehensive issue-mapping methodology across 115 constituencies, allowing communities to voice their challenges and propose ideas spanning economic, social, and environmental sectors. This approach ensures that key issues are identified, leading to strategic policy discussions and directing resources toward impactful solution providers.

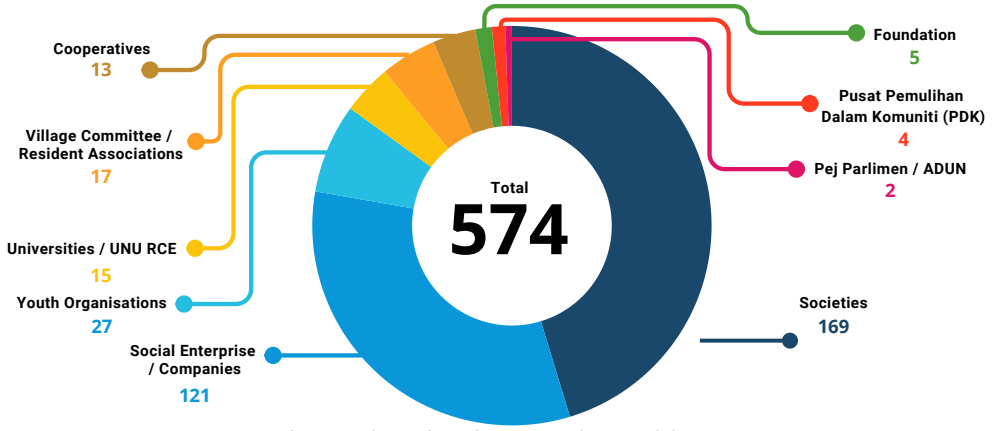


Bar Chart 1.0 Shows the number of projects from 2020-2024



SOLUTION PROVIDERS

Type of Registration (2020-2024)



Pie Chart 1.0 Shows the Solution Providers Breakdown

From 2020 to 2024, APPGM-SDG collaborated with 574 solution providers to implement 989 projects, categorized into 630 economic-focused initiatives, 302 projects addressing social issues, and 57 projects dedicated to environmental sustainability. These projects have impacted more than 10000 beneficiaries from various background such as youth, women, elderly, students, people with disabilities, rural residents, or low-income groups)



Since 2020, the Ministry of Finance has played a pivotal role in supporting APPGM-SDG with funding that has grown from RM1.6 million to RM45 million, reflecting the confidence placed in the initiative. This substantial increase has enabled APPGM-SDG to expand its grassroots development projects, bolstered by rigorous monitoring, capacity-building workshops, and knowledge-sharing sessions.

These efforts have nurtured grassroots leaders, fostering positive attitudes, sustainable practices, and empowered communities capable of addressing their challenges and advancing their futures.

In 2023, the Ministry of Finance allocated RM20 million for Localizing Projects, further strengthening grassroots development. Following a thorough selection process, 343 projects (Table 1.0 Shows the project breakdown for 2023) were approved for implementation that year, with an emphasis on empowering vulnerable communities and integrating sustainable practices for long-term resilience and self-sufficiency. The projects were categorized into economic, social & environmental themes.

Under the economic-focused initiatives, 236 projects were implemented, offering diverse skill-based and income-generating opportunities tailored to the needs of grassroots communities. These included vocational training in areas such as tailoring, baking, makeup artistry, spa services, photography, and digital marketing.

Specialized programs covered skills like drone operations, phone repairs, CCTV installation, air conditioning maintenance, and wiring. Agricultural innovations were also a priority, with projects introducing mushroom cultivation, ginger farming, and hydroponic systems. Food-based enterprises, including pre-cooked and pre-packed meal production, further expanded economic opportunities. Collectively, these initiatives equipped participants with marketable skills while fostering financial independence and sustainable livelihoods.



Under the social-focused initiatives, 95 projects aimed to foster inclusivity and enhance community well-being. These included tuition classes for underprivileged students, bridging educational gaps, and providing equal learning opportunities. Robotics and AI programs inspired interest in STEM fields, equipping participants with future-ready skills. Empowerment initiatives for women and Persons with Disabilities (PWDs) created platforms for skill development, leadership, and self-reliance. Cultural and arts programs celebrated heritage, fostering community pride and creativity, while counseling and self-empowerment workshops supported mental health, resilience, and personal growth. Together, these projects strengthened community bonds and drove meaningful social transformation.

Under the environmental initiatives, 12 projects focused on promoting eco-conscious practices and addressing critical ecological challenges. These included recycling programs for plastics and cooking oil, fostering waste reduction and resource repurposing. Mangrove plantation activities played a vital role in ecosystem restoration and biodiversity enhancement. Educational programs like "Education for Climate Action for Peace" empowered communities to take proactive steps toward environmental stewardship. Waste management innovations under the Ekosistem Pelupusan Sampah (EKO-ALAM) initiative introduced innovative solutions for a cleaner environment. Collectively, these efforts significantly contributed to grassroots-led ecological sustainability and a more sustainable future.

Project Category	Economy	Social	Environment
Number of Projects	236	95	12
Total Number of Projects			343

Table 1.0 Shows the project breakdown for 2023



Our monitoring process ensures the effectiveness and sustainability of the projects through a structured approach rooted in good governance.

Regular monitoring is conducted via site visits to assess project progress, equipment conditions, and overall environment suitability, ensuring accountability and transparency.

Monthly or quarterly progress review sessions allow solution providers to share updates on their achievements, challenges, and goals.

Solution providers are required to submit individual performance reports detailing the number of participants served, income generated, and solutions to any obstacles faced.

We also conduct online monitoring sessions on a monthly basis to stay updated on project progress, fostering real-time communication and engagement.

During these sessions, solution providers share their success stories, challenges, and the impact of the projects they implemented.

Feedback is gathered through surveys and interviews to improve the program. Post-training follow-ups provide guidance to address challenges, while long-term evaluations track participants' growth. Consolidated reports ensure transparency, highlight successes, and recommend improvements for sustainable impact.

The APPGM-SDG initiatives underscore the transformative power of localized projects and strategic partnerships. Through collaborative efforts and robust community engagement, these projects have set a benchmark for sustainable development, empowering grassroots communities to take charge of their futures. The publication serves as a testament to the commitment of all stakeholders involved, offering valuable insights and inspiration for policymakers, NGOs, and community leaders aiming to create resilient and self-sufficient societies.



Sarawak Solution Provider's Conference 2023



Peninsular Solution Provider's Conference 2023



Sabah Solution Provider's Conference 2023





SDG SOLUTION PROJECTS BEST PRACTICES -

OVERVIEW OF 35 SOLUTION PROJECTS

From Beneficiaries to SDG Champions



OVERVIEW OF 35 SOLUTION PROJECTS

Mary Malar Xavier
Assistant Director
Community Based Development
Project Unit
APPGM-SDG Secretariat



Sustainable Development is not just a concept, it is a journey shaped by real people, real challenges, and real solutions. Earlier in 2023 we published our first book entitled *SDG Solution Projects: Best practices impacting the grassroots* highlighted 35 stories from our 2022 micro-SDG projects

This book entitled *SDG Solution Projects Best Practices-From Beneficiaries to SDG Champions* builds upon the foundation laid in the first publication. Here we feature 35 inspiring stories of grassroots initiatives from our 2023 micro-SDG projects. These stories document economic opportunities created, how social inclusion was strengthened, and featured environmental sustainability which were championed.

In this overview, we highlight the lessons learned, challenges faced, and the lasting impact of these initiatives. The stories are structured into three thematic areas, economic empowerment, social inclusion, and environmental sustainability, demonstrating how targeted efforts can create meaningful change. This book captures the journeys of various beneficiaries, including single mothers, women entrepreneurs, youth, persons with disabilities, indigenous communities, low-income families, and rural farmers, ensuring that no one is left behind in the pursuit of progress

Of the 35 inspiring stories, 15 stories capture economic empowerment are the highlight in Part 1, showcasing initiatives that equip individuals with skills, knowledge, and opportunities to achieve financial independence. The Barista 10, program in Johor (story no 3) provided youth from low-income backgrounds with coffee-making and business training, leading some participants to open their own kiosks. In Negeri Sembilan, the Empowering Single Mothers in Jelebu project (story no 2) trained women in frozen food production, allowing them to work from home while generating a steady income.



The Baking Course for Youths with Disabilities in Cheras (story no 1) provided training in baking and financial literacy, enabling participants to fulfil bulk orders and develop sustainable income streams. The Women Empowerment Sewing Training in Kedah (story no 11) helped single mothers and unemployed women establish home-based tailoring businesses, while the Putumayam Entrepreneurship Project in Perak (story no 10) introduced members of the B40 community to food production and marketing, allowing them to commercialize frozen versions of the traditional dish. The Barbering Skills Training Program in Penang (story no 11) helped unemployed youth secure stable jobs or start their own businesses. Many of these initiatives faced challenges such as market saturation, financial illiteracy, and low confidence among participants. However, structured mentorship, hands-on training, and access to financial support helped them overcome these obstacles. The impact of these programs is evident, as many beneficiaries have expanded their businesses, hired others from their communities, and secured financial independence.

In Part 2, the 14 stories are social inclusion focus and they highlight efforts to uplift marginalized groups, promote gender equality, and strengthen community bonds. The Traditional Malay Cuisine Entrepreneurship Program in Serian (story no 8) helped women transform their culinary skills into profitable home businesses, preserving traditional recipes while generating income. Entrepreneurship for Cancer Patients Program in Perak (story no 16) gave cancer patients & cancer survivors a pathway of hope not only in making their ends meet but also in getting emotional support from their fellow members.

The PWD program by GAPS (story no 28) empowered individuals with cerebral palsy by providing them with vocational training in product design, financial literacy, and entrepreneurship, enabling them to develop skills that enhance their self-sufficiency and confidence. These social programs often encountered challenges such as stigma, lack of confidence, and limited access to resources. However, through mentorship, skill-building, and community support, participants overcame these obstacles, transforming their lives and those of their families. The impact of these initiatives extends beyond the individual, as many beneficiaries have become role models in their communities, inspiring others to take charge of their lives and pursue similar opportunities.



In the final Part 3, the six stories are on environmental sustainability which demonstrates how communities are integrating eco-friendly practices while generating income. The Sustainable Organic Farming Program in Sabah (story no 4) trained rural farmers in composting and natural fertilizers, leading to healthier crops and improved soil quality. The Ikan Bulu Retort Processing Project in Sri Aman (story no 7) introduced sustainable fish processing techniques, reducing waste while creating new economic opportunities for fishermen. In Petaling Jaya and Puchong, (story no 9) the Repurposing Glass Waste into Products initiative empowered low-income women to upcycle discarded glass into handmade crafts, providing them with an income source while promoting waste reduction. Many of these environmental initiatives faced resistance, as participants were initially hesitant to adopt new methods, and balancing financial viability with sustainability posed difficulties.

However, through education, hands-on training, and market-driven solutions, these initiatives successfully demonstrated that environmental conservation and economic stability can coexist. The long-term impact includes increased environmental awareness, reduced waste, and the creation of green jobs that align with economic growth.

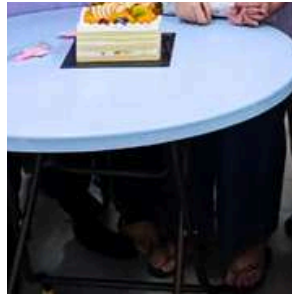
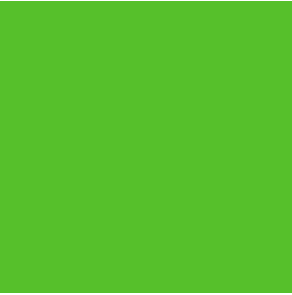
Like the first volume on Best Practices, this edition also serves as a blueprint for sustainable impact. We have touched the lives of many nationwide, making a difference in their communities, offering valuable insights for policymakers, NGOs, and grassroots leaders looking to replicate these success stories. By structuring the stories in a thematic manner, this book highlights how targeted interventions in economic, social, and environmental sectors can create long-term positive change. These 35 new stories reinforce the idea that real transformation occurs when individuals, whether they are single mothers, unemployed youth, persons with disabilities, indigenous communities, or small-scale farmers are given the right tools, support, and opportunities to thrive.

From financial empowerment to environmental conservation, the projects featured in this book stand as a testament to the resilience and innovation of communities determined to build a better future

Let these stories inspire and guide you in creating meaningful change, proving that even the smallest actions can lead to transformative outcomes.



1



**SDG SOLUTION PROJECTS
BEST PRACTICES -**

ECONOMY

From Beneficiaries to SDG Champions



1

FLOUR POWER: REDEFINING ABILITY

“Connect. Equip. Empower.” This is the tagline of Bloomers Employability Skills Training, or BEST, for short. According to the Malaysian Employers’ Federation as at November 2023, there are 637,000 people who are registered with disabilities, and a whopping 98% of them are officially unemployed. Project Manager Jason Chen sought to change this statistic, with one connection at a time, by equipping persons with disabilities with essential skills that can financially empower them.



This proves to be a challenge for Jason and his team at BEST, because people with disabilities often already struggle with self-esteem issues and are discriminated against by employers. On top of this, they also have to ensure that their potential workplace is inclusive and accessible in terms of infrastructure and workplace attitudes, so as not to hamper their career opportunities and social connections.

BEST’s solution to this is a multistep process - first, they engineer an environment that is welcoming and conducive for the beneficiaries to learn, work, and to find their own community.

The next step is to provide them with the necessary training, support systems, and work simulation opportunities. One such initiative is the Baking Course for Youths with Disabilities, which took place between October 2023 and December 2023 in Taman Taynton View, Cheras.



12 bright-eyed young adults with learning disabilities were selected by BEST for this Baking Course, where they underwent a holistic training program to hone their skills in baking, financial management, and working with a team. The goal is to empower them to become financially independent, be it through opening their own bakery business in the future, or by working effectively in teams.





The types of learning disabilities represented in this group include autistic spectrum disorder (ASD), down syndrome, and global developmental delay (GDD). The hands-on skills taught in this program would also function as therapeutic activity for persons with disabilities and serve as a compatible learning approach to improve their concentration, sensory engagement, sequential reasoning, and life skills.



In the first week of this baking course program, the beneficiaries learned how to use baking tools and equipment, refined their baking techniques, and familiarized themselves with a myriad of ingredients and recipes, and packaging methods. They were also exposed to the basics of digital marketing and financial literacy so they can become self-sufficient in as many aspects as possible.



By the time the participants entered Week 2, they were already entrusted with fulfilling an order of 600 pieces of muffins, and managed to rake in RM2850 of profits for the month of October. Having organized baking programs for persons with disabilities since the Movement Control Order (MCO) period was announced



back in March 2020, BEST knew how to make the most of sustainable products as opposed to seasonal products, to ensure that the profits channeled back to their operations is also sustainable for the beneficiaries to continue generating their income.



By the end of the program, the beneficiaries had learned how to bake chocolate chip cookies, peanut butter cookies, banana chocolate chip muffins, and cranberry shortbread cookies, fulfilling a total order of 2380 items for customers. Along with the staff members, the beneficiaries had also participated in World Aids Awareness Day, a 3-day Christmas Bazaar at KL Gateway Mall in December, birthdays, and the Christmas festivities. To add to that, their order fulfillment and participation in these activities had generated a total of RM7850 in just 3 months.





One can easily see that BEST had ensured that the beneficiaries were continuously practicing their baking skills in client-facing scenarios while improving their proficiency in handling baking equipment. The beneficiaries were also exposed to several types of social situations to finesse their social skills and ability to participate in society, which is another best practice that Solution Providers can take note of when conceptualizing holistic and deep-impact projects for persons with disabilities.



As the participants are special needs young adults, BEST also recognized that they required a longer time to learn and understand the baking process. Some participants are unable to read or recognize numbers, and some have difficulty in handling some tools due to impaired motor skills, so certain tasks were very challenging for them. BEST decided to break up the participants into smaller groups and help each group specialize in different skills that were suitable to their ability level, while providing them with plenty of motivation as many lacked the confidence to try out new experiences.

Josephine Wong, who trained the participants throughout this program, had this to say: "Overall, we have seen a great improvement in their basic baking skills and we have created a work process where each participant is given a task that matches their abilities and learning level, as each person learns at different rates. The more capable ones are taught to weigh, mix and prepare the ingredients until the final process."



Those who are less skilled will be given simpler tasks like helping to prepare ingredients and pack products. As for those who are able to express themselves adequately, they told us that they enjoyed themselves during the learning process and were satisfied in seeing their packaged products put into boxes for delivery.” She added that aside from learning how to prepare and bake in bulk to fulfill orders, the participants also learned how to cooperate and work together as a team.

After completing the course, beneficiaries received typhoid injections and a seed fund of RM19,354 to establish a shared baking corner with equipment and ingredients. Over the next six months, supervised by BEST, participants will continue baking, earning income, and expanding their recipe repertoire with seasonal treats like Chinese New Year cookies and Mother’s Day specialties. This initiative aims to ensure year-round self-sustainability.



This is a remarkable story of how tenacious young bakers found their calling in crafting tasty treats through the abiding support of thoughtful people like Josephine and Jason, guiding them every step of the way, towards a brighter future of financial independence and self-belief.



Bloomers Employability Skills Training

Baking Course for Youths with Disabilities

Funds Disbursed : RM 40,000

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2

EMPOWERING SINGLE MOTHERS IN JELEBU: A JOURNEY TOWARDS SELF-RELIANCE

In the serene villages of Felda Pasoh 1 and Felda Pasoh 4, located in Jelebu, Negeri Sembilan, a group of 14 single mothers embarked on a journey of empowerment in August 2023. These women, faced with the daily challenges of raising children, managing households, and earning an income, often did so in isolation, without the necessary support systems. To address these struggles, the Program Pemerkasaan Ekonomi Ibu Tunggal di Pasoh was launched, aiming to equip these women with the skills, resources, and support they needed to create sustainable livelihoods through home-based businesses.

Led by Norazlini Mohd Ali from ATOA Enterprise, the program sought to transform these women's lives, going beyond financial aid by offering them long-term solutions for self-reliance. With a budget of RM30,000, the initiative was not simply about funding—it was about giving these mothers the tools they needed to stand on their own feet. The program provided business training, financial assistance, and emotional support to foster a sense of confidence and belonging among the participants.



The program began with weekly meetings, where participants could share their challenges and aspirations. These sessions became a crucial aspect of the program, serving as a safe space for the women to express their fears and hopes. For many, this was the first time they felt part of a supportive community. As they exchanged stories, they realized they were not alone in their struggles, and this sense of solidarity became a key driver in building their confidence.



The first tangible success came when one of the participants, a food stall owner, received essential equipment such as a rice cooker and electric kettle. This assistance significantly reduced her business costs and allowed her to expand her operations. For many participants, these small but impactful changes led to a renewed sense of purpose. The program also provided a monthly allowance to help cover operating costs, easing some of the financial pressures they faced.

A standout achievement of the program was the creation of a signature product: Kuih Tiram Susu, a traditional snack. This product became a source of pride for the group, as they learned how to produce, package, and market it within their local community. The snack's success drew attention from local government agencies, who offered further assistance in improving the reach and credibility of the product among local communities.





Workshops on business and financial management were integral to the program's success. These sessions, led by experienced facilitators, covered essential topics such as budgeting, personal finance, and strategies for increasing sales. Many of the women had little to no experience with financial management prior to joining the program, so these workshops helped them track their earnings and expenses, ensuring that their businesses remained profitable.

The program also addressed the emotional challenges faced by the participants. Being both the primary breadwinner and caregiver took a significant toll on their mental health. Recognizing this, the program included workshops on mental health and well-being, which were conducted by clinical psychologists.

These sessions taught the women how to manage stress, avoid burnout, and seek help when necessary. As the participants became more emotionally resilient, they reported feeling better equipped to handle the dual responsibilities of entrepreneurship and motherhood.

In addition to the primary focus on business development, the program introduced training on frozen food production. This provided the women with an opportunity to diversify their income streams by entering the growing frozen food market. The hands-on training in this area allowed the participants to expand their skill set and gave them a new avenue for increasing their income.



The involvement of local government agencies also played a significant role in the program's success. The FAMA Negeri Sembilan regularly invited the participants to set up booths at local events, providing them with a platform to showcase and sell their products. These opportunities not only boosted their sales but also increased their confidence as businesswomen.



By the time the program concluded in November 2023, the participants had gained not only new business skills but also a renewed sense of hope for their futures. Many had seen their businesses grow, while others had formed valuable connections with local agencies and fellow entrepreneurs. There were already discussions about extending the program into a second phase, with the participants eager to continue their journey toward financial independence.

In reflecting on the program, it was clear that the impact went far beyond economic empowerment. The women had built a community where they supported and uplifted each other, creating a ripple effect that would continue long after the program ended. Through their resilience and determination, these single mothers had proven that with the right support, they could overcome adversity and build better futures for themselves and their families.



ATO Enterprise

Program Pemerkasaan Ekonomi Ibu Tunggal di Pasoh

Funds Disbursed : RM 40,000

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3

BREWING OPPORTUNITIES: THE BARISTA 101 SUCCESS STORY IN BAKRI

In the town of Bakri, Johor, a new opportunity emerged in 2023 for a group of young individuals seeking to transform their lives. The Barista 101 program, initiated by Das Gluck Industries and supported by APPGM-SDG Solution Projects, aimed to provide ten youths aged between 18 and 35 with the skills necessary to thrive in the growing coffee industry. For many of these participants, who came from low-income backgrounds and had limited access to higher education or formal training, the program offered a much-needed chance to build a career in an industry that was gaining popularity across Malaysia.



The program's core focus was on barista training, but it went beyond teaching the participants how to brew a good cup of coffee. It aimed to equip them with the knowledge and tools needed to succeed in the competitive food and beverage industry, combining both theoretical and practical training. The participants were introduced to the origins of coffee, the various types of coffee beans, and the different brewing methods that could be used to extract distinct flavors from each cup. For many, this was their first exposure to the art and science behind coffee-making, which helped them develop a deeper appreciation for the craft.





In addition to coffee-making skills, the program provided workshops on the business side of the industry. Participants attended sessions on basic financial management, where they learned how to track expenses, manage cash flow, and calculate the cost of goods sold. This aspect of the program was crucial for those who were considering opening their own cafés or coffee carts, as it helped them understand how to run a profitable business.

The combination of practical coffee-making skills and business knowledge ensured that participants were well-prepared to enter the workforce or pursue entrepreneurship after completing the program.

To support their entrepreneurial ambitions, each participant received starter kits consisting of an espresso machine and a coffee grinder. These equipment provided them with the tools needed to start their own ventures immediately. For many of the participants, these machines represented much more than just bolts and bearings; they symbolized the possibility of financial independence.



While the program offered many opportunities, it also presented challenges. Some participants found the technical aspects of coffee-making difficult to master, particularly when it came to using the espresso machine and perfecting their brewing techniques. The trainers, who were experienced industry professionals, provided guidance and support, pushing the participants to improve their skills. Although the learning curve was steep, the participants showed persistence and determination, which allowed them to overcome these obstacles.

A key factor in the program's success was the sense of community it fostered among the participants. Over the course of the three-month program, the participants formed strong bonds with one another, supporting each other through the challenges they encountered. This camaraderie was especially evident during the practical coffee-making sessions, where participants often shared tips and techniques to help one another improve.



The connections made during the program extended beyond the training sessions, as participants stayed in touch through a WhatsApp group, continuing to offer support and advice long after the program had ended.

By January 2024, all ten participants had successfully completed their training and were ready to take the next step in their careers. For many, the program had ignited a passion for coffee that went beyond simply learning how to brew a great cup. Several participants expressed a desire to start their own businesses using the skills and equipment they had gained through the program, while others were eager to secure employment in local cafés.





One participant, who had previously worked as a part-time waiter, used the skills and equipment from the program to start a mobile coffee cart, serving espresso-based drinks at local events and markets in Bakri. His story was just one example of how the program helped participants turn their passion for coffee into a viable source of income. For others, the training provided the confidence and experience needed to secure jobs at established cafés, where their skills in coffee-making and customer interaction made them valuable employees.

Looking ahead, Das Gluck Industries planned to continue monitoring and supporting the participants for an additional six months, ensuring that they were able to sustain their ventures and continue growing as entrepreneurs or skilled baristas. This ongoing mentorship and guidance would be crucial in helping the participants navigate the challenges of running their businesses or excelling in their new roles in the café industry.

In the end, the Barista 101 program achieved more than just training a group of young people to make coffee. It empowered them to take control of their futures, providing them with the skills, knowledge, and support needed to succeed in a competitive industry. By offering accessible vocational training, the program opened up new opportunities for the participants, giving them a sense of purpose and the tools to improve their livelihoods.





Das Gluck Industries

Barista 101

Funds Disbursed : RM 40,000

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4

TRANSFORMING LIVES THROUGH THE SUSTAINABLE ORGANIC FARMING PROGRAM IN TAMBUNAN, KENINGAU

In the rural communities of Tambunan and Keningau, Sabah, a sustainable organic farming initiative is transforming lives and landscapes. This program, focused on eco-friendly farming practices, replaces harmful chemicals with natural alternatives like organic compost and fermented fertilizers such as Fermented Fruit Juice (FFJ) and Fermented Plant Juice (FPJ). The aim is not just to produce healthier crops, but to ensure the long-term well-being of the environment, boost local economies, and strengthen community ties.

Through a series of hands-on training sessions, participants quickly saw the value of the knowledge they were gaining. They were taught new farming techniques that reduced costs, improved crop quality, and increased yield. This newfound knowledge was seen as a key opportunity to boost their income and contribute to the economic growth of their communities.





A significant part of the program involved the construction of greenhouses, which offered farmers the perfect environment to cultivate crops regardless of the unpredictable weather. These greenhouses created a controlled microclimate that protected plants from extreme weather, pests, and diseases. As a result, farmers experienced longer growing seasons, higher yields, and better-quality produce. The greenhouses also helped save water and minimize the environmental impact of farming, all while promoting sustainable practices like organic pest control.

For many participants, the program wasn't just about learning new skills, it was about empowerment. Farmers, especially those from disadvantaged backgrounds, felt more confident in their ability to support their families and achieve economic independence. As their farming practices improved, their success stories inspired others in the community to follow suit. The program also brought people together, fostering a sense of collective responsibility and building stronger community bonds.





The lessons learned were many, starting with the importance of community engagement. The program allowed farmers to voice their challenges and concerns, giving them a role in finding solutions. Instead of decisions being made for them, they were actively involved in shaping the future of their farms. This process-built trust, strengthened relationships, and ensured the solutions were relevant to their needs.

Empowerment through skill acquisition became a turning point for many participants. As they gained confidence and improved their farming techniques, their success not only benefited their families but had a ripple effect on the local economy. They realized that small changes—like using organic compost and rotating crops—could have a big impact. These simple methods helped improve soil quality, increased farm resilience, and produced healthier, more abundant crops.

Perhaps most importantly, the program showed how sustainable farming could rejuvenate the land. Over time, participants saw their soil becoming richer and their ecosystems more balanced. With patience, they learned that sustainable farming practices not only produced better food but also preserved the environment for future generations. They weren't just growing crops—they were nurturing the land, creating a healthier, more sustainable future for everyone.





To ensure long-term success, the program emphasized the importance of ongoing support. While the training provided essential knowledge, real growth happens when farmers have the support they need to implement new practices. Follow-up sessions and mentorship programs helped farmers apply what they learned, troubleshoot challenges, and build a lasting community network. These connections allowed farmers to exchange ideas, celebrate successes, and continue improving their practices together.

Through this journey, the program demonstrated that sustainable farming is more than just a method—it's a way of life that benefits not only farmers but also their communities and the environment. By working together, these rural communities are shaping a future where farming and nature thrive side by side.



ALESHA Enterprise Sabah

Program "Pertanian & Penanaman Organik Lestari Komuniti" Tambunan, Keningau

Funds Disbursed : RM 40,000

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5

EMPOWERING COMMUNITIES THROUGH SOCIAL MEDIA MANAGEMENT AND CREATIVE SEWING TRAINING

The Sustainable Development Goals (SDG) initiative facilitated a series of training programs designed to empower rural communities with essential digital marketing and creative skills. The Social Media Management Course and Creative Sewing Course aimed to provide participants with practical knowledge to boost their online business presence and explore creative avenues in craft-making. These initiatives focused on building participants' confidence and enhancing their skill sets to promote economic independence and improve community well-being.



In light of this, the Sustainable Organic Farming and Planting Program aims to provide opportunities for low-income (B40) rural communities to engage in organic farming as a sustainable alternative in agricultural management. This initiative not only encourages organic farming practices but also enables participants to experiment with organic fertilizers, helping them reduce the financial burden of expensive chemical fertilizers currently on the market.



The Social Media Management Course provided participants with comprehensive training on effectively managing social media platforms for business. Key topics included creating creative content, copywriting, graphic design using Canva, and producing viral marketing material. Participants learned how to transition Facebook profiles into professional modes, facilitating the increase of followers and enabling them to run advertisements.

A practical approach to the course was emphasized through hands-on activities like designing logos, business cards, and Facebook covers. The participants were also introduced to Facebook Marketplace, where they could list their products in local buy-and-sell groups. Additionally, they learned essential photography and videography techniques using smartphones to enhance the visual appeal of their marketing content.

One of the course highlights was using the CapCut app for video content creation, enabling participants to edit video length, text, and music. They were also introduced to the power of Artificial Intelligence (AI) tools to craft product descriptions using the Features, Advantages, and Benefits (FAB) model. This innovative approach to AI-driven marketing gave participants a competitive edge, allowing them to create unique content beyond human limitations.

Participants created ads for social media platforms such as Facebook, WhatsApp Business, and TikTok. The training extended to setting up Google My Business accounts to improve visibility in search results. Additionally, the course covered live streaming techniques, empowering participants to engage with their audience in real-time.

"I feel fortunate and grateful to SDG for giving us the opportunity to learn these social media techniques."

Project Participants





The Creative Sewing Art Course opened with a Seminar Home-Based Business, emphasizing the importance of entrepreneurship, especially in the creative sewing industry. Participants were guided through the process of selecting high-quality materials to produce superior craft items.

Participants also engaged in a hands-on session on Dye Indigo. Using natural materials, they created eco-friendly indigo dye, avoiding harmful chemicals that could damage the environment. Participants were introduced to various folding and tying techniques to create unique fabric patterns before immersing them in the natural dye.



"I've only ever sewn clothes, but now I've learned how to sew a hat. Thank you, SDG."
Project Participants

Participants were provided with white T-shirts and cotton fabric to express their creativity by folding and tying the fabrics, later dyeing and drying them. Once the fabric was ready, participants cut and stitched the dyed fabric into hats, creating personalized headwear. The resulting T-shirts and hats became part of the participants' uniforms for future sewing projects.

This practical sewing course was conducted by Pn. Hjh Gardini Simang, a senior instructor from the Pusat Latihan Kraftangan Epal. The course focused on creating PVC bags, a readily available material in Tawau, Sabah.

The simplicity of the design, requiring no lining, allowed participants to produce aesthetically pleasing and marketable products quickly. This hands-on experience enabled participants to explore their creativity in crafting various bag designs.

On the second day, participants learned to make cushions using artificial kapok, a widely available material. They were taught basic cushion-making techniques, including accurate measurements and pattern creation. Pn. Hjh Gardini also demonstrated sewing methods for various cushion types, including cushion covers with ruffles and PVC cushion cases. By the end of the session, 90% of participants successfully completed their projects, with some taking their work home for final touches.





"I am very fortunate to have joined this SDG program, as I have learned how to make many products for free."

Project
Participants

While the majority of participants demonstrated enthusiasm and quick learning, a few required additional support to fully grasp the more technical aspects of social media management. To address this, future sessions could benefit from ongoing mentorship and follow-up training to reinforce the skills learned and ensure participants successfully implement the new techniques in their businesses.

These training programs have empowered rural participants with the tools and knowledge needed to navigate the modern digital marketplace while embracing traditional crafting methods. The skills acquired have opened new doors for income generation, economic independence, and sustainable practices within their communities. As these best practices continue to evolve, ongoing support and encouragement will be crucial for the long-term success of participants and the broader community.



Persatuan Wanita
Kalabakan

**PERSATUAN WANITA KALABAKAN
(PEWAKAL)**

Perkasa-Usahawanita Fasa 2: Seni
Jahitan Kreatif & Pengurusan Media
Sosial

Funds Disbursed : RM 30,000

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6

WOMEN EMPOWERMENT: UPCYCLED TEXTILE BAG

Upcycling textile project is an innovative and sustainable way to repurpose old, worn-out, or unused fabrics into new, functional, and creative items. Instead of discarding textiles, upcycling gives them a second life, reducing waste and conserving resources. From turning old clothes into trendy fashion pieces, this project blends creativity with eco-consciousness. By embracing upcycling, individuals can reduce their environmental footprint while crafting unique, personalised items that reflect their style and values. This approach not only promotes sustainability but also encourages resourcefulness and mindful consumption.





With this project set in mind, The Green Science and Technology Association Malaysia (GSTAM), acting as the solution provider to the project, is a youth-led, non-profit organisation dedicated to environmental and social causes who has worked closely with local communities to create sustainable change. Among their notable initiatives is an income-generation project funded by the APPGM-SDG micro-grant, amounting to RM 40,000. The project, aimed at empowering women, focuses on producing upcycled textile products, particularly bags, using recycled jeans. This initiative was centred in the P192 Mas Gading Constituency, particularly in the Bung Jagoi area, involving 21 women from the B40 category, including housewives and unemployed individuals.



The project seeks to address the lack of income opportunities for women in the Bung Jagoi area by providing them with training, skills, and opportunities to generate income through textile waste management. By equipping these women with the necessary skills, GSTAM aims to empower them to take ownership of their economic futures while promoting sustainability.



Participants were given sewing tools (seed fund for sewing machine and tool kits such as scissors, tape measure, thimbles, seam ripper etc). They were trained in a comprehensive program consisting of 12 modules, covering essential skills such as sewing, designing, and marketing their handcrafted products. Participants were taught on how to operate the sewing machine and they learnt the various machine stitches, sewing seams, hems and edges. They were also trained in fabric cutting techniques for bag making and in creating pattern layouts. This included studying market trends to design bags that aligns with current consumer preferences and styles, among which are lunch bags and drawstring bags.





Additionally, participants received a step-by-step tutorial on registering their business licences through SSM Registration. Then, they were introduced to digital marketing strategies and various platforms for promoting their products. They also received basic training in photography and editing to enhance their marketing efforts. Participants were also taught on products which included effective photography and product descriptions for self-promotion, creating marketing strategies, tips for pricing, and gaining financial literacy skills.



During the four-month period, the project faced several challenges. One of which included a shortage of power outlets to support the 10 sewing machines. Fortunately, the solution provider had prepared additional extension cords, and one of the participants generously contributed another. Besides that, with only 10 sewing machines available for 21 participants, they implemented a rotational system, allowing participants to share machines with their partners during each session. Additionally, due to unforeseen circumstances, the project timeline had to be adjusted several times, leading to consecutive sessions in order to stay on track. Despite these obstacles, participants remained engaged and actively sought assistance through the WhatsApp group whenever they encountered difficulties with bag-making. It was particularly inspiring to see them supporting one another and sharing their knowledge, fostering a collaborative and encouraging learning environment.



The project has demonstrated a positive impact, particularly in the skill development of participants. Feedback received from the participants indicated that participants felt more confident in applying the skills they have learned in real-world situations. Many expressed their appreciation for the hands-on approach, highlighting its effectiveness in enhancing their learning experience. One participant shared through a Google Form that they learned about various bag designs during the sessions. The participants also suggested incorporating other product types in future workshops, beyond just bag-making, and recommended offering additional sewing courses for beginners. Overall, participants conveyed their satisfaction and happiness with the project, reflecting its success in meeting their needs.



In addition, the solution provider launched a buyback program at the end of April to encourage participants to continue producing bags as a sustainable source of income. This initiative not only incentivizes the ongoing creation of their handcrafted products but also fosters a sense of entrepreneurship among the participants.



As of May 2024, the participants have achieved a remarkable milestone, successfully sold their products and generated a total sales of approximately RM412. While this amount may seem modest, it represents a significant beginning for these aspiring entrepreneurs. This initial success not only validates their efforts but also instils confidence in their ability to market and sell their creations.

This project not only helped participants to earn additional income but also encouraged creativity and environmental responsibility through upcycling. By transforming old jeans into new, marketable bags, the women are contributing to reducing textile waste while uplifting their communities. This initiative embodies GSTAM's commitment to advocacy,

awareness, and tangible action, creating a lasting social and environmental impact in the local community.



Green
Science &
Technology
Association,
Malaysia

**Green Science & Technology
Association, Malaysia**

Women Empowerment: Upcycled Textile
Bag

Funds Disbursed : RM 40,000

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7

IKAN BULU FROM SRI AMAN TO THE EYES OF THE WORLD

Sri Aman is a picturesque town located in the Sarawak state of Malaysia, known for its scenic landscapes and rich cultural tapestry. Nestled along the banks of the Batang Lupar River, it is famous for the tidal bore phenomenon, known as the “Benak”, attracting visitors to witness this event. This river not only acts as a tourist attraction and a vital waterway, but it is also the lifeblood of the community, playing a central role in their daily activities and economic sustenance.



Fishing plays a vital role in the local economy, with the Batang Lupar River abundant in diverse fish species. Traditional fishing methods, such as using traps, nets, and fish farming, are widely practiced by the community. These methods not only provide sustenance for families but also serve as a significant source of income for many households. One of the river's prized catches is the Ikan Bulu (scientifically known as *Polydactylus luparensis*), a fish highly regarded by locals. It is commonly prepared in various traditional ways, including frying, "dipansoh" (cooked in bamboo), or "dipais" (wrapped in banana or nipah leaves and grilled over charcoal fire).



Due to its popularity, this fish has become an iconic attraction for the town. However, as a river product, tourists—especially those traveling from afar—are unable to bring the fish back in its fresh state. To address this issue, Koperasi Opah Sri Aman Berhad proposed the project “Ikan Bulu from Sri Aman to the Eyes of the World.” With extensive experience in processing fresh fish caught by local fishermen into retort and dried products, Koperasi Opah Sri Aman aims to reduce surplus by turning it into retort products which can act as souvenirs for the tourists. Additionally, they seek to share this knowledge with the local community, empowering them to produce their own “Ikan Bulu”-based products and develop a sustainable source of income.



For this project, ten women from Kampung Hulu were specifically targeted, with a focus on housewives who lacked stable incomes. The initiative aimed to empower these women by providing them with skills and knowledge to create sustainable livelihoods. The solution provider held 12 sessions of hand-holding and coaching activities on the production of “Ikan Bulu”-based products with the participants. The project began with an introductory class that covered essential topics, including the characteristics of the fish and the various products that could be derived from it. Participants also learnt the fundamentals of production, packaging, and marketing strategies that are critical for successful product development.



To further enhance their understanding, participants visited a retort processing center. This experience provided valuable insights into the processing of retort products, a method that preserves food and extends shelf life. They learned not only about the technical aspects of this processing method but also how to integrate it into their own product ideas.

As the sessions progressed, participants engaged in hands-on activities where they actively planned, packaged, and designed their own “Ikan Bulu” products. This practical approach allowed them to apply what they had learned in a real-world context. Each woman had the opportunity to develop her own small-scale production plan for a product of her choice, fostering creativity and personal expression. Moreover, participants were encouraged to make decisions regarding the packaging of their products, giving them a sense of ownership and pride in their creations. This comprehensive training not only equipped the women with valuable skills but also instilled confidence, enabling them to envision a future where they could achieve financial independence through their entrepreneurial endeavors.



As part of one of the activities, participants were tasked with conducting post-retort process monitoring on the 7th, 14th, and 21st days after production. On each of these days, they were required to open a retort pouch and assess the condition, taste, and appearance of their products.

One participant discovered that 23 of her retort products were damaged and unusable, requiring her to redo the failed batch. However, this setback did not discourage her. Instead, she viewed it as a valuable learning opportunity, using the experience to identify the root cause of the issue and develop a solution.

"Even though I had failed once, it doesn't mean that I will fail forever"

Izzatul
Project Participant

"I managed to successfully come up with a product and now I can call myself a Sri Aman Ikan Bulu entrepreneur."

Aini
Project Participant



As the project neared its conclusion, participants were given the opportunity to actively engage in marketing their products at two major events: the Carboot Sale in Sri Aman and during SUKMA (Sukan Malaysia). At these events, they not only showcased their products but also introduced the local specialty, "Ikan Bulu," to a broader audience.

Setting up booths and interacting with the public allowed the participants to experience firsthand what it's like to be an entrepreneur—handling customer inquiries, managing sales, and promoting their brand. This hands-on exposure proved invaluable, as it helped them develop essential business skills, such as communication, marketing, and product presentation. Many participants remarked that it was a transformative experience, providing them with a newfound confidence and practical insights into the world of entrepreneurship



KOSAB
KOPERASI OPAH SRI AMAN BERHAD

Koperasi Opah Sri Aman Berhad

Ikan Bulu from Sri Aman to The Eyes of The World

Funds Disbursed : RM 30,000

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8

THE ART OF TRADITIONAL MALAY CUISINE

Traditional Malay cuisine is a vibrant expression of Malaysia's cultural heritage, celebrated for its bold flavours, aromatic spices, and heartwarming dishes that bring communities together. Rooted in centuries-old recipes passed down through generations, Malay cuisine combines the richness of coconut milk, the heat of chilies, and the freshness of ingredients like lemongrass, turmeric, and pandan leaves. Signature dishes like nasi lemak, laksa and rendang are not only enjoyed locally but have also gained international recognition. More than just food, traditional Malay cuisine represents a way of life, with recipes that emphasise balance, community, and hospitality, making each meal a cherished ritual that connects people with their cultural roots.

Aside from being a cultural heritage, traditional Malay cuisine also has the potential to be a valuable income source within communities. By mastering traditional dishes like rendang, sambal, curry puff and nasi lemak, community members can tap into the growing demand for authentic, home-cooked Malay food, catering to both locals and tourists eager for genuine culinary experiences. Small-scale businesses, like home-based catering, food stalls, and packaged traditional products, allow individuals, especially women, to generate income while maintaining flexibility.



Looking into the potential of traditional Malay cuisine as a viable source of income, NY Enterprise, led by Noryati Sirat, initiated a project titled *Seni Masakan Makanan Tradisional Melayu* which was designed to empower 40 participants, primarily women from Kampung Hulu in Serian, Sarawak who have a potential interest in culinary entrepreneurship. With a focus on traditional Malay culinary arts, this project aimed to enhance the skills and economic opportunities for local women by providing structured training in food preparation, catering, and business management. Noryati Sirat, a seasoned entrepreneur in the food industry, leverages her expertise to guide participants through hands-on sessions on cooking traditional dishes like *rendang* and *ayam masak merah* as well as on frozen food preparation, while teaching essential skills in cost calculation, packaging, and marketing.

In this project, participants were divided into two groups, each consisting of 20 individuals. Spanning over four months, the project was designed with a series of carefully structured activities aimed at enhancing skill acquisition and unlocking economic potential. To begin, participants were introduced to the economic opportunities in the culinary sector, with a focus on small business development and entrepreneurship. They were taught the fundamentals of setting up a small food business, including how to calculate production costs, manage budgets effectively, and estimate potential profits.



As the project progressed, participants received hands-on training in preparing traditional Malay dishes, such as rendang and ayam masak merah, while emphasising efficient cooking and production techniques to improve both speed and quality. The module also covered the preparation of popular frozen foods, such as curry puff and roti canai, thus allowing participants to expand their product offerings and cater to a wider market. In addition to cooking skills, participants were given practical lessons on packaging and presentation, ensuring that their products could be marketed effectively. They also learned key marketing strategies designed to expand their reach and attract a larger customer base. By the end of the project, participants had gained valuable skills not only in cooking but also in managing and growing a food-based business.

"Before attending the class on frozen food, I lacked knowledge in producing frozen foods such as curry puffs and roti canai. Now, Alhamdulillah, I am able to generate income through the knowledge I gained from this project."

Rafizah Binti Ngatiman
Project Participant

By the end of the project, participants successfully applied the cooking skills they learned, which enabled them to generate a steady income. They expressed growing confidence and ease in preparing traditional dishes, coupled with an enthusiasm to continue developing their culinary skills.



The project not only honed their cooking abilities but also fostered a sense of teamwork and creativity, encouraging them to explore innovative ways to showcase traditional recipes. This experience gave participants the tools to recognise and expand their potential, setting a foundation for sustainable personal and professional growth.

The project also facilitated meaningful relationships, connecting participants with each other as well as with mentors. These bonds not only offered support throughout the project but also laid the groundwork for future collaborations, providing the participants with a valuable support network as they move forward.



Most importantly, the project had a profound impact on economic empowerment within the community. By enabling women—particularly single mothers and homemakers—to earn supplementary income, the initiative helped alleviate financial challenges and fostered greater community cohesion. The skills and connections gained have the potential to create long-term economic stability, promoting both individual empowerment and a more connected, resilient community.



NY Enterprise

Seni Masakan Makanan Tradisional Melayu

Funds Disbursed : RM 30,000

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9

REPURPOSING GLASS WASTE TO PRODUCTS

When you hear the words “ESG compliance”, what comes to mind? For some of us, it’s about corporate accountability - environmental-friendly practices, good governance, or diversity and inclusion in the workplace. There are also some of us who are more cynical, and associated words like “greenwashing”, “trend-capitalizing”, and “corporate capture” come to mind. It isn’t surprising for people to be skeptical of an organization’s true motivations when it comes to profit versus long-term impact; but, Impactlution Sdn. Bhd. is an ESG consulting firm that does not believe in a one-size-fits-all approach to sustainable practices. APPGM-SDG is privileged to be collaborating with this Solution Provider because they are not concerned so much with checking boxes as they are with customized strategies and tangible outcomes.

Mohd Faisal Abdur Rani is the project manager for GlazCraft - Repurposing Glass Waste to Products under the Solutions Projects’ initiative, where he has ensured diligent application of Impactlution’s goals. Education and awareness is a mainstay in their projects, because ESG standards go beyond mere compliance and regulation adherence, and it requires deep comprehension of its complexities, potential for innovation, and real-life applications.



Having collaborated with community leaders, NGOs, government agencies, and key industry leaders, the Solution Provider has devised a holistic approach to sustainability that prioritizes community resilience on many fronts - economic, social, and environmental. This is where GlazCraft shines - working with a total of 20 women from the Tapak Maha Komuniti Rukun Tetangga flat in Petaling Jaya and the Sri Serdang Single Mothers Club in Puchong, the one-year project taught them how to upcycle glass waste into marketable products through small and medium-scale upcycling enterprises, providing these women with income opportunities while addressing environmental concerns.

What sets this project apart from the expected portfolio of an ESG consulting firm, is how Impactlution views quality training as encompassing the cultivation of a curious mind. They worked closely together with their beneficiaries to drive innovation by performing research and development, and designing new, value-added products that do not just expand the product range and increase market potential, but also contribute to the sustainability of the upcycling business and the livelihoods of the marginalized communities involved.



The 20 women also received intermediate-level business training on core topics such as, product development, sales and marketing, online store management, financial management, organizational management, and social media marketing. The participants also had the opportunity to practice their sales pitches through experiential scenarios with real customers at bazaars, and received a further 6 months of guidance from the Solution Provider after the project ended.



Practical sales experience is essential not just in building confidence, but also to expose the participants to the realities of customer concerns and consumer psychology. Participants can better anticipate how a customer behaves before, during, and after a sales pitch, and how to save a failing pitch as well. Another reality they were exposed to in their training is the difficulty in maintaining quality during a high volume order and how to keep up with a tight production timeline.



To illustrate this, the Solution Provider secured booths for the participants to sell their products during the Bumi Kita event and at an MBPJ event by the invitation of YB Tuan Lee Chean Chung, Member of Parliament for Petaling Jaya. Through both events, they also secured large orders for their products, along with special orders for VIP premium products. The participants witnessed the fruits of their labor after being exposed to organic sales pitches, and are now learning how to cater to on-demand orders with special requests as well. In the meantime, continuous research and development, and exploration of new designs are still underway - their custom designed candles from waste materials also caught the eye of some patrons which led to more special orders.



All of this is not without its challenges however, as some participants were uncomfortable with the idea of being assertive in direct sales and product promotion, and some did not initially see the value in doing their sales during exhibitions and public events.



The Petaling Jaya participants were also resistant about preparing documentation for bulk orders, and as for the Puchong participants, they encountered many last minute cancellations or postponements of large orders which disheartened them.

The Solution Provider quickly addressed these challenges by sitting the participants down to manage their expectations and build their confidence, while encouraging them to gradually shift their mindsets on the importance of exposure in public events and diligent documentation. The experience was a game-changer: when the participants saw that their efforts paid off with an increase in their profit margins, they began to take more ownership of this project and began diversifying their offerings by becoming trainers on production and sales in workshops as well. They also took initiative in seeking out more public bazaars and have now been able to capture the interest of another community in Kuala Kubu Baru, the Menteri Besar of Selangor, and other departments of MBPJ.



Their journey is far from over though, as the participants of this initiative have now embraced the Waste to Wealth philosophy, reinvesting their profits into purchasing raw materials and improving production processes. Some funds are also being channeled into supporting cultural activities, community events, and NGO operations - expanding their networks, spreading awareness on sustainable businesses, and broadening their horizons.

This project is more than just about making a quick buck - it's about lasting change. Today, the women involved in this project have begun to see the long-term value of their work for the larger community and the planet. And for Impactlution, it is never about just checking a box.



Impactlution Sdn. Bhd.

GlazCraft - Repurposing glass waste to products

Funds Disbursed: RM 100,000

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10

EMPOWERING TAMBUN'S B40 COMMUNITY THROUGH TRADITIONAL PUTUMAYAM

In the quiet town of Tambun, Perak, a unique project came to life in July 2023. The Kursus Putumayam dan Menjana Pendapatan Warga B40 program aimed to help individuals from the B40 income group, especially single mothers and people with disabilities, find a way to earn steady income through small food businesses. Supported by APPGM-SDG and led by Ravi Putumayam Enterprise, this project was not just about cooking—it offered a path toward independence.

This three-month initiative began with a funding grant of RM40,000 from APPGM-SDG. Navinkumar, the leader of Ravi Putumayam Enterprise, saw this as an opportunity to use his expertise in making putumayam, a traditional Malaysian rice flour snack, to benefit those facing financial struggles in Tambun. While the program focused on training participants to make and sell putumayam, it also taught essential financial and business skills so that they could continue their ventures after the program ended.



Weekly training sessions brought together a diverse group of participants eager to learn and start their own businesses. For many, this was a chance to connect with others who understood their challenges. Puan Siti, a single mother who ran a small food stall, shared that she had always struggled to make enough profit to keep her business running. She needed basic equipment but had no funds to buy them. Through the program, Puan Siti received tools like a rice cooker and blender, which allowed her to make more food at a lower cost. This meant she could serve more customers and bring in better income.





In these early meetings, the team at Ravi Putumayam emphasized the importance of building confidence and seeing oneself as capable of running a business. Each participant was encouraged to think of ways to improve or expand their business ideas. Some mothers dreamed of opening small stalls, while others hoped to sell food from their homes. A monthly allowance covered their operating expenses, which was a big relief.

One major highlight of the program was creating a signature product all participants could make together. They decided on a twist to the classic putumayam: frozen putumayam, which could be sold in larger quantities to customers who wanted to store it for later. The frozen version was a new idea in the area and soon became popular among busy families looking for quick, ready-made options. Learning to package and market frozen putumayam gave the participants a unique product to offer, and they took pride in its success.





Alongside the cooking skills, the program offered classes on financial basics. In these workshops, participants learned about personal budgeting, managing their business expenses, and tracking income and costs. This was especially valuable since most had limited experience with financial management. They practiced simple tasks like recording daily earnings and setting aside money for supplies. For many, like Puan Niza, who was starting a small chili farming business, learning how to handle finances gave her more control and confidence. Now she could see how much she was earning and plan for her business's future.

Recognizing that balancing work and personal life was difficult for these mothers, Ravi Putumayam's team arranged weekly mental health and motivational sessions. Many participants had faced isolation, stress, and anxiety from being the sole caretakers and income earners in their households. The program invited psychologists to speak with the group, offering simple techniques to manage stress and avoid burnout. These sessions provided a morale boost and reminded participants that they didn't have to face struggles alone.



The program's impact went beyond individual businesses; it created a strong sense of community. Participants supported each other by sharing tips, buying each other's products, and encouraging one another. For example, when Puan Maziah, who sold traditional snacks, needed advice on where to find lower-cost ingredients, other mothers shared contacts and suggested suppliers. This mutual support helped them all succeed and created bonds many hoped would continue beyond the program.

As training sessions wrapped up, the program moved into a mentorship phase, where each participant was paired with an experienced mentor to guide them through setting up their businesses. This mentorship lasted three to six months, giving participants time to learn the ins and outs of managing a small business. Ravi Putumayam also helped them register with the Suruhanjaya Syarikat Malaysia (SSM), allowing them to operate formally and gain credibility. Mentors assisted in setting up digital marketing accounts, and some participants even learned to advertise on local food delivery apps like FoodPanda, giving them access to a broader audience.

The APPGM-SDG Secretariat also arranged for participants to showcase their products at local events organized by government agencies like FAMA. These events gave the women a platform to display and sell their goods, bringing in more customers and building their confidence as entrepreneurs. For some, it was their first time publicly presenting their products, and the positive feedback was motivating.



While there were many successes, there were also challenges. Some participants, particularly older mothers, found it hard to keep up with the physical demands of food production. Others struggled to balance time between new businesses and caring for their families. However, with support from mentors and peers, most found solutions, like working in smaller batches or seeking help from family members.

By October 2023, the Kursus Putumayam project concluded with a gathering to celebrate participants' progress. They shared stories of the program's impact, expressing gratitude for the friendships they'd made and the skills they'd gained. Many saw this as the beginning of a brighter future. APPGM-SDG and Ravi Putumayam discussed a second phase, as participants were eager to continue expanding their businesses.



"We saw people coming in unsure of their abilities, and now they're leaving with a sense of purpose and confidence. These women are inspiring. They've proven that with the right support, they can achieve more than they ever thought possible."

Navinkumar
Solution Provider



The Kursus Putumayam dan Menjana Pendapatan Warga B40 program in Tambun showed the power of community support and skill-building. Through this initiative, participants transformed their lives and paved the way for others in their community to follow. The mothers and other participants have shown that with determination, even the biggest challenges can be overcome, creating a stronger future for themselves and their families.



RAVI Putumayam Enterprise

Empowering Tambun's B40
Community Through Traditional
Putumayam

Funds Disbursed: RM 40,000

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EMPOWERING WOMEN AND YOUTH OF KULIM THROUGH SEWING TRAINING

In Kulim, a small town in Kedah, there's an organization that has become a beacon of hope for many—Persatuan Kebajikan Makmur Kulim (PKMK). Formed in 2017, the organization's mission is simple but powerful: to empower the community, particularly women and youth, by providing them with the skills they need to lead self-sufficient lives. For years, they've been conducting programs that lift people out of poverty, helping them build dignity and independence.



One of their most successful initiatives has been their tailoring course. It all started with a small group of 15 students. The first batch completed the course, and now, PKMK is on its second batch, training another 15 eager learners. These aren't just any students—they are determined individuals, mostly from the B40 category, looking for a way to create a better life for themselves and their families. The beauty of this project is in its simplicity: it teaches women and youth the art of tailoring, allowing them to not only gain a valuable skill but to start their own small businesses.



The training was devised in a way that ensures every participant walks away with the tools and knowledge they need to succeed. After four months of learning how to sew and design clothes, each participant receives a certificate and a sewing machine, which they can take home and start their own tailoring business. This isn't just about learning how to sew—it's about giving these individuals the opportunity to be entrepreneurs, to create something for themselves and their families as well as to earn money from a skill they can continue to improve for years to come.



For many of these participants, the course is life-changing. Take Geetha Subramaniam, for example. At 37, Geetha was a small-scale business owner, but her income was inconsistent and she struggled to make ends meet. After completing the tailoring course, she learned how to create traditional Indian clothing, and soon after, she started receiving orders from neighbors.

After completing the tailoring course, she learned how to create traditional Indian clothing, and soon after, she started receiving orders from neighbors. With this new skill, Geetha's income grew by around RM 250 to RM 350 per month—enough to help her support her family and improve their quality of life.

Then there's Puspharani, a 51-year-old housewife who had no prior experience with sewing. After completing the course, she gained the confidence to start making Punjabi garments and now, she's receiving orders from friends and family.





Her earnings of RM 400 to RM 450 per month have become an invaluable contribution to her household.

Puspharani's success is a testament to the power of skill-building and the positive impact it can have on someone's life. Vikneswari Jayaraman, a 36-year-old telemarketer, was another participant who had no previous tailoring experience but was eager to make a change in her life.

After completing the three-month course, Vikneswari turned her newfound skills into a small tailoring business, earning RM 300 to RM 400 a month. Vikneswari's journey from telemarketer to tailor highlights the transformative power of learning a new trade and how it can create opportunities for financial independence.



Then, there's Rukkumany, a 46-year-old small business owner who had been struggling with financial issues, particularly because her husband required dialysis treatment. She saw the tailoring course as an opportunity to escape her financial troubles. Through the skills she gained, she started her own tailoring business, earning between RM 500 and RM 700 per month.

Rukkumany even took her business a step further by using digital marketing to reach more customers, which allowed her to grow her earnings and expand her business.





These success stories are just a glimpse of the impact PKMK is having on its community. With each batch of students, the organization is not only teaching how to sew but also fostering entrepreneurship and self-reliance. The demand for tailors in Kulim is high, but there's a shortage of skilled workers, which often leads to relying on foreign tailors and rising costs.

By teaching local women and youth how to sew and start their own businesses, PKMK is helping to fill this gap, ensuring that people within the community can learn valuable skills and create jobs for themselves.

As of now, PKMK's graduates are already generating a steady income of around RM 200 to RM 500 a month, providing them with much-needed financial support for their families. The success of the program has led to continued growth, with the organization planning to expand its reach and create more opportunities for the people of Kulim.

The Women Empowerment - Sewing project is not just about teaching a skill. It's about creating a sustainable future for women and youth in Kulim, helping them overcome financial struggles, and offering them the tools to lead dignified, independent lives.

The ripple effect of this program is clear: by empowering individuals, PKMK is helping to build a stronger, more resilient community.

For those who have participated, it's more than just learning how to sew—it's about gaining the confidence and independence to create a better future. For these women and youth, it's a life-changing opportunity, and the benefits will be felt for years to come.





**PERSATUAN
KEBAJIKAN MAKMUR
KULIM (PKMK)**
NO. PPM - 011 - 02 - 11042017

Persatuan Kebajikan Makmur Kulim

Women Empowerment Program- Sewing

Funds Disbursed: RM 40,000

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12

THE ADAMADY STORY - SECOND CHANCES AND NEW FRONTIERS

After getting involved in a traffic accident in 2016, Mohammad Adi Mohd Nasir's life changed forever as he became a person with disability. Since then, he faced various challenges in getting jobs and providing for his wife and child. As the head of his household, he remains adamant to find an opportunity that suits his ability and situation.



Two years later, Mohammad Adi attended a three-day paid course on repairing smartphones, where he learned about handphone maintenance. Mohammad Adi started to work on phone maintenance and repairing on a part time basis, before eventually shifting to full time and generating steady income. He then finally established his own company in 2022 upon receiving a Person With Disabilities (PWD) Income Generation Grant from the Welfare Department.



With seven years of experience of maintaining and fixing smartphones, Mohammad Adi now wants to share his knowledge and experience to others, through practical training and opportunities, allowing them to also generate income as he did.

To do that, Mohammad Adi connected with APPGM-SDG, proposing a project that would help other people, especially young adults, how to repair smartphones, among others.





The project, led by Mohammad Adi, basically provides hands-on training in repairing iPhones and Android phones, all in the hopes of empowering young people with skills that could change their lives for the better. It was designed with practicality in mind.

Over the course of 12 sessions, people who participated in the project learn to repair phones, work with motherboards, LCDs as well as how to use specific tools in repairing phones like soldering irons and blowers.

For Muhammad Adi, it was not just about fixing phones, but rather about building a sustainable future. To achieve that, he included a specific session on business management and digital marketing. This is to allow participants to create their own businesses, promote them and eventually each to own a small business.

"I want them to feel confident. They can repair a phone without hesitation but I also want them to have that freedom to start their own business, like I did."

Muhammad Adi Mohd Nasir
Project Manager





This project was aimed to help young adults from the B40 income group, specifically those facing economic challenges and struggling to access the resources they needed to achieve any form of success. Muhammad Adi specifically chose participants with a keen interest in technology and high in motivation despite not having any idea how to begin their career in this sector.

According to Muhammad Adi, these participants lacked the knowledge and tools to get started and many of whom felt intimidated by the thought of using certain equipment like soldering irons. Some also fear the thought of opening the casing of an expensive iPhone and being unable to fix the technical issues and have the customers blaming them. However, Muhammad Adi knew that if they could get past their fears and build some confidence in themselves, they could earn the chance to not only learn a skill, but also generate a sustainable source of income.

To further assist Muhammad Adi and his project participants, APPGM-SDG also included a seed fund of RM1,470 for each participant, which covered the cost of tools needed for them to start their business ventures. By the end of the training period, the young participants have not only the technical skills, but also the tools needed to get their start in this sector.

But Muhammad Adi was not done yet. He knew his project participants were ready but he stayed on anyway, providing them with continuous support for the next six months. The voluntary monitoring of their progress was done periodically. To him, this is needed to ensure long-term success.



In the end, the project run by Muhammad Adi was more than a simple phone repair class. It was about empowerment, resilience and giving back to the community. It was about turning adversity into opportunity and giving youths the chance to transform their lives, just like he did. And for him, seeing other people achieve success was the greeted reward of all.



ADAMADY Group Enterprise

Kursus Membaiki Telefon (Basic) Android

Funds Disbursed: RM 40,000

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13

VERLARZ CLASSICS BARBER SHOP: EMPOWERING YOUTH WITH BARBERING SKILLS

In the heart of Jelutong, Sethubathi Maniam, the owner of Verlarz Classics Barber Shop, is on a mission to transform lives by teaching young people the valuable and timeless trade of barbering. His goal is not only to help individuals learn a useful skill but also to create sustainable businesses, empowering them to become entrepreneurs who can thrive in their communities.



Sethubathi's initiative is particularly crucial in a time when the hiring of foreign barbers has been frozen. The demand for local talent in the barbering industry is high, and Sethubathi recognizes this as a golden opportunity to train youths—especially school dropouts and those looking for an alternative career path. By providing barbershop training, he envisions a future where local youths are skilled, employable, and able to open their own businesses, breaking free from unemployment and the potential for involvement in negative activities.





The project specifically targets 10 aspiring barbers, aged 17-40, and includes both male and female participants from various backgrounds. With this training, participants not only learn a practical and in-demand skill but also get guidance on how to set up and run their own barbershop businesses.. Sethubathi's vision goes beyond just teaching how to cut hair—he aims to provide a complete package that empowers these youths to become independent entrepreneurs.

One of the key goals is to uplift not only the individual participants but their families as well. By offering a sustainable and skill-based job, the program helps improve the local economy and reduce the dependence on foreign labor. This initiative promises to transform lives, creating a ripple effect that extends to families, communities, and the nation.



Several success stories have already emerged from this program, showing the immense potential of these young barbers.



Dineesh A/L Munusamy (23) was a school dropout who spent time with friends in a PPR housing area after completing his SPM. After completing the training at Verlarz, he worked at the barber shop and, alongside Deveswaran A/L Tenesekaran (32), opened his own barbershop, Four Razors Barbershop.

They now employ two others from the course, and the business generates an impressive monthly income of over RM4000.

Ravinththiran (19), another young man who had no job after SPM, initially spent his time aimlessly until he joined the program. Now he has found meaningful employment at Verlarz Classics Barber Shop, where he diligently hones his skills and creativity, working on new hair designs while gaining valuable experience in the industry.





Shankar A/L Munusamy (21), the younger brother of Dineesh, was in a similar situation before joining the program. Now, he also works at Verlarz and earns RM 2000 monthly, having developed his skills and confidence as a barber.

Deveswaran, once a general worker, joined the training to change his career path. He gained experience working as a full-time barber at another shop before co-owning Four Razors Barbershop with Dineesh. Today, he enjoys a steady income and has helped bring others into the business.



The project's success lies in its ability to adapt to the changing trends in the barbering world. Participants are encouraged to continue their learning and stay relevant in the ever-evolving field of hairstyling. As trends change, the barbers are equipped with the skills to stay "in demand," ensuring that their businesses remain profitable.

For Sethubathi, the mission is far from over. He aims to scale this initiative by training more youths, helping them set up their own businesses, and creating a new generation of barbers and entrepreneurs.



As the project expands, it promises to continue making a lasting impact on the lives of participants and contribute to the local economy.

Through this initiative, Verlarz Classics Barber Shop is not only training barbers but is also shaping the future of young entrepreneurs, one haircut at a time. Sethubathi's dream is now being realized as the youths of Jelutong and beyond take their place in the thriving barbering industry, contributing to the community, and leading the way for others.



Sethu Maju Enterprise

Barber Skills Training

Funds Disbursed: RM 40,000

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INVESTING IN COMMUNITY: THE AWIE MANIK STORY

With over 30 years of experience in the field of sewing, Noraini Yaacob, or fondly known as Awie Manik is working on empowering single mothers, housewives and unemployed teenagers to be versatile tailors. With over 202,000 followers on Facebook, Awie Manik has been sharing knowledge on sewing practices and good management as well as ways to generate income off these skills.



On the other hand, Noor Hashimah Azmi, Alina Shofni Mohammad and Nur Syaazza Husaini are all three women with the same interest in tailoring. Along with 12 others, these three women enrolled in the *'Aku Boleh: Dunia Jahitan Pencetus Pendapatan'* Programme led by Awie Manik in October 2023.

The three months programme, funded by APPGM-SDG, greatly helps these women to upskill themselves, not just learning about the different sewing techniques, but also materials selection, creative photography and videography, social media marketing and how to close sales.





Upon graduating from the programme, APPGM-SDG allocated a seed fund of RM1,476.00 to each participant. Off that, Alina Shofni managed to generate her best revenue of RM3,350, Noor Hashimah RM1,650 and Nur Syaazza RM2,460 in their best month so far.

Noor Hashimah (36), who initially managed to generate less than RM100 per month, has now gained monthly revenue of RM1,650. During off season, she would go on different classes to take advanced sewing lessons or enhance her branding especially on social media. She has also been receiving orders from social media, courtesy of her active engagements with her followers.





Alina Shofni (42) started with building a strong branding on Facebook and Tik Tok. Initially, she took orders from her neighbours but thanks to her actively posting on social media feeds, Alina Shofni has been receiving online orders. She then had to face new challenges in meeting those demand orders.

As a result, she moved out from her home and rented a space as her physical business premise and hired part-time staff to help her meet those demands. On average, Alina Shofni managed to generate RM2,400 every month, with her best month collecting RM3,350.

Nur Syaazza (23) was just a young woman with a passion for sewing. After completing the income generation program with Awie Manik, she decided to rent a bigger house, so that she can have that bigger working space and build a mini boutique at home.



With more confidence and knowledge, she is now becoming more disciplined in managing her business finances and gaining confidence when dealing with customers and now managed to gain monthly revenue of RM2,460.

The remaining participants also did well. The average monthly revenue of 15 of them is RM1,018. While not every participant managed to exceed the RM1,000 revenue mark every month, the impact is coherent, especially in the long run. Zuraini Zakaria earned, on average, the lowest among the participants with RM240 per month. This is all a good reflection of the success of Awie Manik and her journey.



Her dedication and innovative approach have clearly inspired many within the community, fostering a sense of entrepreneurship and resilience. The program not only provided participants with the necessary skills and knowledge but also instilled a sense of confidence that is crucial for overcoming challenges.



Awie Manik's passion for empowering others has sparked a ripple effect, encouraging more individuals to explore new opportunities and strive for financial independence. As these participants continue to grow and develop, they serve as a testament to the power of mentorship and the positive impact of community-driven initiatives.



Noraini Yaacob Collections

Aku Boleh: Dunia Jahitan Pencetus Pendapatan
Funds Disbursed: RM 40,000
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TEJA STATION: A STORY OF HOPE AND BRILLIANCE

Many of us are familiar with the struggles of single mothers, not least the financial burden, stress, and social stigma that they regularly face. What we may not realize is that single mothers are also in need of a community to call their own, to seek support from, and to grow with. The upskilling of single mothers and women has been a mainstay program of Persatuan Wanita Inspirasi Kuantan (WINK); from pastry-making to digital marketing, this organization has been committed to empowering women and improving their livelihoods through clustered entrepreneurship.

The first phase of this project had already created waves in 2022 when the women beneficiaries successfully created products in a women empowerment space valiantly named Teja Station in Kuantan, Pahang. The word “teja” has its roots in Sanskrit, meaning radiance, brilliance, light, or power. The Malay usage poetically points to brightness or “a shining presence”. Even more brilliant is its playful reference to the legendary Malay princess, Puteri Teja, who was known for her beauty and charm.



Now picture this, 10 brilliant, powerful, beautiful, and charming single mothers and heads of households who have previously worked on creating sellable products, working closely with WINK over 4 months to expand their product range under the label of Teja Station, a community-driven shop that transforms homemade products into market-ready goods. Phase 1 laid the foundations, and Phase 2 took them to new heights.



Phase 2 of their journey focuses on reach and credibility - acquiring agency certification, further upskilling the beneficiaries in wider and deeper ranges of skills, and creating a marketing platform for the products to reach a broader market. Let's take a moment to imagine the next level of what this looks like. The women beneficiaries will have learned the ropes of food labelling and retort technology (which helps food last longer), and they are even being taught other skills like event management, interior design, bunga telur, and dowry arrangement (a significant part of Malay weddings). As a bonus, the women will also learn how to practise organic self-care for themselves, and obtain the coveted Halal certification with the assistance of Yayasan Pembangunan Ekonomi Islam Malaysia (YaPeim). All of this within the span of 4 months!



In the first workshop for the participants, they learned how to make soap with an unexpected yet common household ingredient - used cooking oil. They put these soaps into molds with interesting shapes that increase the commercial value of the soaps. Aside from the low-cost production, the soaps represented environmentally-conscious choices, beginning from the artisan who transforms waste into an essential item, to the end user who is making sustainable purchases.



In another workshop, WINK collaborated with MNS Pahang to train the participants in producing reusable cloth sanitary pads as a more sustainable alternative to disposable ones. This will not only reduce waste but also prevent skin irritation. A plan they have in the pipeline is to get sponsorship to distribute these cloth pads to B40 students who experience period poverty, thereby establishing the link between responsible consumption and production (SDG 12) and good health and well-being (SDG 3). Both of these workshops may only have covered a small part of the sustainable product life cycle assessment, but this is nonetheless an honorable feat by the grassroots community.



As Ramadan drew closer, participants became more heavily involved in community outreach. They found themselves busier than ever, completing a stream of orders for bunga telur (wedding doorgifts), cookies, and custom-tailored baju raya (festive clothing). This allowed the participants to generate income from the orders and also establish the brand of Teja Station, thus combining business opportunities with community outreach and cultural celebrations.



But the true spirit of Ramadan lies in sedekah, or giving back to the needy, and the participants embraced this wholeheartedly. In line with WINK's spirit of empowering their women participants and giving back to society, they provided the women with an allocation to prepare a communal feast for a community feeding program. 14 participants who specialize in different dishes came together to provide a variety of familiar and festive delicacies to be distributed to the surrounding neighbourhoods.

When people feed and eat together, they connect better. This program increased the participants' sense of civic responsibility and instilled a spirit of volunteerism in them, while also providing them an opportunity to promote their products to the community.



Building on this momentum of community engagement and the empowerment of their participants, WINK planned a road trip that brought the women to UIA Gombak to participate in the Global Leaders of Women (GLOW) program.



The GLOW program opened their eyes to global issues like gender equality, human rights, sustainable development, and how these relate to real challenges faced by women all over the world. They also picked up practical skills on leadership, time management, effective communication, negotiation, and decision-making strategies at the program.

Perhaps the most important part of this trip were the networks that the women managed to establish. They connected with trainers, mentors, and field experts which opened doors to resources, job opportunities, and project collaborations that were otherwise closed off to them previously.

This trip back home from the program experienced some hiccups as the bus they were traveling in broke down. Repairs were done and the participants arrived back in Kuantan around 2am, tired but thankful for having been part of a landmark event that introduced them to prominent and successful women. They expressed their hope to join more of these forums in the future.

In the meantime, Teja Station was steadily flourishing and it soon became clear that a strong operational backbone was needed to support its expanding mission. The solution was to assemble a lean workforce at Teja Station and streamline its processes. Three participants were hired as permanent staff members to handle product development for food and sewing creations, and marketing. They also selected some of their participants to become trainers and assistant trainers based on their expertise, who are then entrusted with leading workshops in selected communities.



This led to faster output and quality in service, improved team communication, optimized resource allocation, and reduced waste. A strong operational backbone will also have indirect implications; it ripples out to a deeper understanding of how to apply sustainable development goals by the participants in their daily operations, creating a more credible community-driven organization, and bringing in happier customers.



As for the process streamlining, WINK looked into refining Teja Station's sales system and product presentation. The goal was to create a welcoming, organized, and efficient ecosystem that resonates with both customers and participants. Five participants quickly took up their first task: to give the shop space a make over. Next they fine-tuned their point-of-sale (POS) system, updated their online catalog, and populated their social media platforms with brand-new content. The result was a sparkly new storefront, a seamless online shopping experience, and a growing awareness of Teja Station as both a professional and an approachable brand.



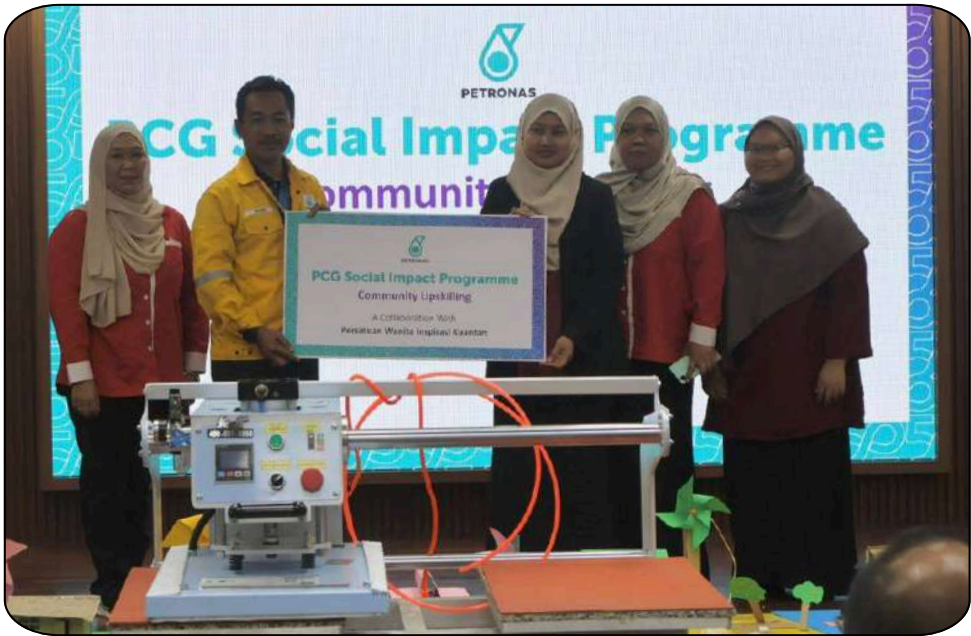
With Teja Station's new and improved operations and increased visibility, product packaging and labeling had to follow suit - from handmade cloth pads to eco-friendly soaps, each item was upgraded with official labels and sturdier packaging. Their array of flavourful sambal and opor pastes received the retort technology treatment which granted the food products with extended shelf lives, longevity of taste, and enhanced food safety.



Ten participants took part in this packaging and labeling initiative, all the while practising what they learned in workshops by handling advanced equipment like sealer machines and retort machines. They initially struggled with adapting to each product's unique requirements in packaging technique, but the end result could not be any better. The products now looked amazing and handled better, boosting both customer satisfaction and brand recognition.

WINK and the participants could not have overhauled so much of Teja Station's new facelift without the help of some valuable partners. PEKB (under KPKT) supplied their training grants and business equipment, while agencies like KPDN, YaPEIM, and TEKUN were involved either in their training or in networking events. Now with a solid team and efficient systems, Teja Station can play a part in manifesting a more equitable future for women, one product at a time.





The vision of this equitable future for women unfolds further by reaching into social, psychological, and economic dimensions. By providing a space, the tools and the skills to generate their own income, these women can now afford better education for their children, thus breaking the cycle of poverty. A remarkable 90% of participants now rely on their businesses as their primary source of income.

Equipped with new knowledge, the participants have mastered product development, marketing, business development, financial management, and computer skills. They also have fully adopted sustainable practices like recycling and reducing waste in their operations and daily lives, acting as catalysts for change in their communities.



Furthermore, the women have also now become active contributors to the local economy, crossing the thresholds of transforming their households to now reviving communities by feeding, training, and investing in their neighborhoods. They have become, by default, community role models and leaders, inspiring younger women to step into the shoes of entrepreneurship and volunteerism, and stirring up a quiet revolution in the process.



We cannot help but to reflect on how they have struck a balance between giving back and personal growth. By nurturing a sustainable business and cooking for their neighbors, the participants found pride and purpose in their work. By participating in the GLOW program, they saw themselves not just as artisans or entrepreneurs, but as global citizens capable of contributing to and leading important conversations about women empowerment.



Perhaps one of the biggest takeaways from this project is the power of partnerships. If we recall the early part of this story addressing how single mothers need a community of support, we can now see at the end of this story, how WINK's clustered entrepreneurship model has cultivated a strong social network among the women. This facilitated moral and logistical support; for example, the women would take turns going back home to settle some household tasks, and Teja Station has also made space for a child daycare. The women can bring the children to the workshops and also monitor their children's needs without stress. Community support is essential for single mothers to attain full empowerment, and Teja Station is demonstrating their localised application of SDG 17, where strategic collaborations have been key to ensuring the welfare of participants and the overall success of the initiative.



These women found friends in each other who shared their dreams and ambitions. This is the power of partnerships—not just in achieving goals but in fostering communal relationships that can weather any storm, and form a community of mutual support, growth, and belonging.



As for Teja Station, it has been lovingly cared for to become more than just a shop; it is now a sustainable women empowerment centre, giving back to the women who have called it their own.



Persatuan Wanita Inspirasi Kuantan

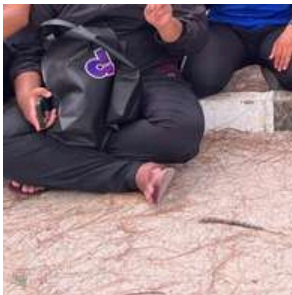
Meningkatkan Pendapatan dan Keupayaan Wanita Melalui Keusahawanan Berkelompok Teja Station

Funds Disbursed: RM30,000

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2



**SDG SOLUTION PROJECTS
BEST PRACTICES -**

SOCIAL

From Beneficiaries to SDG Champions



Most cancer survivors, even though are blessed to escape from the threat of the deadly disease, face other challenges as they have to deal with the aftermath of battling cancer. The challenges include physical inabilities, making them unable to complete physical tasks as efficiently as they did before cancer.



Other than that, research shows that cancer survivors have cognitive impairment, also known as “chemo brain”, a side effect of cancer and its treatment. This impairment may cause memory loss and trouble thinking. This in turn makes it harder for survivors to gain steady income or even a full time job.

Getting diagnosed with cancer is like being handed a death sentence. All you can do is wait for the inevitable to happen but Roshila Mohd Rozlan is not like any other cancer victims. She refuses to back down from the fight despite being diagnosed with Stage 3C Breast Cancer. Instead, she established ‘Sahabat Pejuang Kanser’, an NGO with the aim of providing aid and support for low income cancer patients. Other than the fees gathered from courses conducted for community members, this non-profit entity relies solely on public funds, donors and grants to continue its operation.



Roshila managed to secure the APPGM-SDG grant to build a community learning centre, hoping to benefit 15 participants, that consists of cancer patients, survivors, single mothers and women in need. With a simple concept of baking, a new hope arises for these women through the implementation of the *"Projek e-Preneur - Memaksimakan Potensi Bakat Kebolehan Sebenar Fight With Baking."*

Baking is not just an avenue to motivate these women in their fight against cancer, as it also serves as a form of therapy, potentially alleviating stress. It is understandable that cancer patients are also burdened with mental stress and probably depression. As such, baking could be a way for them to express themselves creatively.



Kogilla Subramaniam (39), a breast cancer patient, found a sense of purpose when she joined the programme. According to Roshila, she becomes more positive as she interacts with more people. Kogilla also expressed interest to build her own business, after getting positive affirmation from her peers, family members as well as the community.



The same is the situation with Rosmiza (52), who used to be very reserved and lacked confidence in herself. However, she is now able to bake cookies with confidence, as she feels more optimistic despite undergoing chemotherapy treatment for breast cancer.



Roshila believes that both Kogilla and Rosmiza have unearthed their hidden talents in baking, and should be polished to reveal their true potential. Following the end of the programme, they were brought to visit other successful businesses as well as seminars and talks organised by the Sekretariat Pembangunan Wanita Perak, hoping to further inspire and motivate them to explore entrepreneurship opportunities.



Persatuan Sahabat Pejuang Kanser Negeri Perak

e-Preneur – Memaksimumkan Potensi Bakat/Kebolehan Sebenar "Fight With Baking"

Funds Disbursed: RM 40,000

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17

EMPOWERING LIVES THROUGH THE MINDS ASSOCIATION OF PENANG

In the heart of Penang, Malaysia, a beacon of hope shines brightly for individuals with special needs. The Minds Association of Penang (MAP) stands as a vital non-profit organization committed to breaking barriers and creating opportunities for those who often find themselves marginalized.



Their mission is simple yet profound: to empower individuals with special needs to lead independent lives, regardless of age, gender, race, creed, sexual orientation, genetic information, familial status, or the presence of disabilities. Through advocacy, education, information, referrals, and community support, MAP transforms lives, fostering a sense of belonging and dignity among its members.



Introduced by Dr. Rajes, a passionate advocate for disability rights, MAP embarked on a transformative journey in 2022, focusing on empowering persons with disabilities (PWD) to generate their income through the creation of homemade healthy spa products. The project aimed not only to teach valuable skills but also to instill confidence and self-worth in participants.

The training was structured into three main hands-on modules, comprising ten sessions filled with creativity, camaraderie, and discovery. Each participant received a specialized spa training kit, enabling them to engage fully in the process.



Among the participants was Aisha, a young woman with a dream. Diagnosed with a developmental disability, she had always felt limited by societal perceptions of her abilities. Aisha's family struggled to support her, leaving her with a sense of hopelessness. However, through MAP, Aisha found not just training, but a supportive community that believed in her potential.



"I never thought I could make something beautiful. When I learned to create soaps and essential oils, it felt like I was discovering a part of myself I didn't know existed."

Aisha
Project Participants



As the project progressed into 2023, MAP expanded its initiative to include a comprehensive training program for PWD to craft spa products. This new phase of training was conducted in a sheltered workshop setting from August to October 2023, where participants honed their skills and learned the intricacies of business processes, financial planning, and marketing.

For many, this was more than just a training session; it was a lifeline. Participants like Aisha blossomed, gaining not only practical skills but also invaluable life lessons. The workshops fostered teamwork and collaboration, allowing individuals to forge friendships and support each other.

"If we can make these products, we can sell them and earn money! We just need to believe in ourselves!"

Aisha
Project Participants

One poignant moment came during a financial planning session, where participants were taught how to budget and manage their earnings. Aisha, who had previously felt powerless in her financial situation, took the lead in a group discussion, encouraging her peers to dream big.



The laughter and cheers that followed echoed throughout the workshop, a testament to the shifting mindset among the participants. MAP was not merely teaching them skills; it was nurturing resilience and self-belief.

The year 2024 brought new challenges and opportunities for the Minds PWD Center, which previously operated out of the YMCA Penang. With the request to vacate the building, the need for a new location became critical. However, MAP's commitment to supporting PWDs remained steadfast. The organization secured funding to establish a new center, ensuring that the impactful work of empowering individuals continued without interruption.

The new center would not only be a place for skill development but also a sanctuary for personal growth and community. With the support of the new funding, MAP aimed to enhance the existing programs, including the production of essential oils and soaps as therapeutic interventions for the trainees.



As the new center opened its doors, Aisha and her fellow participants eagerly embraced the opportunities that lay ahead. The facility catered to 30 youth with disabilities, and their involvement in producing spa products would qualify them for the JKM PWD working allowance of RM450 per month. This financial support would be a game-changer for many families, providing a sense of stability that had previously been elusive.

The funding secured for the new center represented more than just financial assistance; it symbolized a collective commitment to the holistic development of PWDs. MAP recognized that sustainable change requires continuous support and resources. The initiative not only focused on skill acquisition but also on creating pathways to employment and independence.

The impact of this project rippled through the community, inspiring families and allies to engage with MAP's mission. Parents, who once worried about their children's future, began to see the potential for a brighter tomorrow. Aisha's mother, once skeptical of her daughter's capabilities, proudly shared, "I see a new light in her. She has dreams, and she believes she can achieve them. MAP has changed our lives."



As MAP continues its journey, the stories of transformation fuel its passion and purpose. Aisha's story is just one among many, each representing a life touched by the unwavering commitment of the Minds Association of Penang. The organization stands as a testament to the power of community and the belief that everyone, regardless of their circumstances, deserves the opportunity to thrive.



Through MAP, individuals like Aisha are not merely participants in a program; they are empowered agents of change, equipped with the skills and confidence to forge their paths. The journey of the Minds Association of Penang is ongoing, and with every soap made, every essential oil bottled, and every dream nurtured, they are rewriting the narrative of what it means to live with disabilities in Malaysia.

In a world that often underestimates the capabilities of individuals with special needs, MAP shines brightly as a champion of hope, resilience, and empowerment. It is a reminder that, with the right support and opportunities, everyone can stand on their own feet and contribute meaningfully to society.



Minds Association of Penang

Spa MAP - PWD sheltered workshop

Funds Disbursed: RM 40,000

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18

**AFTER THE STORM: BUILDING A FOUNDATION
IN HERITAGE & CULTURE**

As the monsoon season began to approach, the painters and electricians hired by the solution provider “Lambo Sari Resources” laid down their brushes and tools. According to Ms. Sarinah Binti Said, the manager of Lambo Sari Resources, construction work for their project required taking into account weather changes, especially during the monsoon season.



Before APPGM-SDG entered into a collaboration with them, Lambo Sari Resources originally had a makeshift space that unfortunately collapsed during severe weather conditions, and it took them a lot of toil, sweat, and faith to recoup their resources and rebuild their space.





Thankfully, their efforts and commitment to rebuilding the space caught the attention of a local agency who redirected them to APPGM-SDG. Not long after that, construction began in Kampung Telaga Daing in Kuala Nerus, Terengganu, and scores of villagers came forward offering to help by donating money or assisting in labor. This stood testament to the sway of solidarity and the gravity of governing our cultural heritage responsibly.

The Edu-Tourism Heritage Hub began construction in October 2023 and finished in February 2024. From April 2024 onwards, the hub will be open for bookings by the public and will be used to host activities such as knowledge-sharing about cultural heritage in digital formats, dance lessons, digitally documenting the production of heritage merchandise, art exhibitions, digital marketing classes, and other related events. The digital archives will also be shared with visitors to engage them and ensure the sustainability of culture and heritage among the youth.

A Project Management Officer from APPGM-SDG conducted a site visit and spoke with the staff of Lambo Sari about their feedback after the construction of the Edu Tourism Heritage Hub had been completed.



Aisha Nadziah Binti Mohd Nadzir, the activity coordinator of Lambo Sari is relieved that she can now easily document the activities of the hub while ensuring the safety of archived documents, while her colleagues Hasniah Binti Mohamed and Nor Farahana Binti Abdul Malek see potential in expanding the community outreach of Lambo Sari and generating additional income for the staff.



“The Edu Tourism Hub has now become a one-stop center among culture and heritage activists, allowing the exchange of ideas and the conceptualisation of various activities for serious activists and casual dabblers alike, in a space that is welcoming and comfortable for all.”

Nor Mazura Abdul Malek
Lambo Sari Facilitator

Dr. Isma Rosila Ismail is a 48-year old Senior Lecturer at the Language and Communication Department in Universiti Malaysia Terengganu. Her area of research is in communications, culture, and heritage. According to her, the Hub will provide many benefits to the community from an academic perspective, and also serve as a valuable platform for social and economic development.

“This hub can be a space that provides opportunities for students to have inter-cultural exposure and understanding, apply critical thinking and problem solving skills through involvement in multi-disciplinary projects, and to participate in experiential learning when applying cultural theory to real-life situations.

Academics and activists can conduct research and build a resource library of learning materials, and community leaders can also partake in inter-institutional collaborations.”

Dr. Isma Rosila Ismail
Senior Lecturer, Universiti Malaysia Terengganu



Edu Tourism Heritage Hub is projected to benefit at least 30 people upon its launch in April 2024. The target demographic will consist of art activists, students, tourists, and local cultural preservation NGO leaders. Among its many goals, Lambo Sari hopes that the space and its upcoming activities will not just realize the potential of digital learning in attracting the youth to fall in love with cultural heritage, but also provide a myriad of media representation on cultural heritage.



Additionally, the hub will also be used to house many types of digital and multimedia tools, and serve as a training center on how to use those tools, elevating its function as a space to platform interactive activities about cultural heritage for a diverse host of visitors.

The finished building stood immaculately against the scenic village landscape. Painted in a stark white and dressed with colorful stained glass windows, it evoked modern sensibilities yet characterized the traditional Malay architecture that Terengganu is so well known for. The building perfectly captured the confluence of cultural heritage and a contemporary approach to engaging the larger community. Commanding an impressive 20 x 35 square feet, this space is sure to serve its purpose well and become a heritage haven for people near and far.



Lambo Sari Resources

Edu Tourism Heritage Hub

Funds Disbursed: RM 40,000

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April 20, 2024: "Push! Stop! Dribble! Reverse Dribble!" These are some of the commands I've had to learn today at hockey practice. I'm super tired but I had so much fun with my friends too. Coach taught us all the fundamental techniques like holding and controlling the hockey stick, and now I can't stop thinking about these command words!

There was also a Goalkeeper Padding handover ceremony today, and YB Tuan Fadzli officiated it. YB Tuan Fadzli seemed like a really cool guy, and Mr. Anbalagan told us that he's the EXCO of Communications and Multimedia, Youth and Sports in Pahang.



April 30, 2024: The past few sessions were interesting. Coach Syairan and Coach Arman sat us all down outside one evening and explained the importance of working together as a team. Then a few days later, our coaches started emphasizing physical fitness, and we had to do lots of drills for precise passing, tackling variations, and position-specific training.

And today we learned about game strategies like ball dribbling, ball control, passing and receiving. I hope this hockey clinic never ends because I'm learning so much!



May 14, 2024: Oh my gosh, the past 2 weeks were intense. School was tiring, and we've been pushing ourselves really hard at practice in the hockey clinic. This time we tried out the 4-4-2 and 1-4-3-2 formations, and new drills for ball retrieval, dribbling techniques, opponent navigation, and scoring methods. Even the goalkeepers couldn't escape. Coach made them focus on their corner kick techniques. Our legs were so sore.

We also started learning about tactics like how to execute free kicks and counter-attacks, and played some simulation games after that. Coach could tell that we were exhausted, so he gave us a pep talk to motivate us to keep going.



And today, we repeated all of the previously learned drills again. My muscles are in so much pain! But honestly, this is worth it because I feel myself getting stronger and better at anticipating my opponent's moves. I also really like the bonding session the players have after practice and we became such close friends. Now I just want to keep getting better at this and I hope the coach will help me get there.



May 21, 2024: The past 2 sessions were kind of strange. Coach started talking to us about nutrition and diet, hockey theory, and made us watch some videos related to tactical hockey, including a motivational video called "Play Like A Star." Then the coach reviewed the topics with us and talked to us about what "fair play" means. I wonder what is going to happen after this.

May 23, 2024: Wow, I'm psychic! I knew something was up. Today, the coach organized a friendly match for us and then assessed each player. He was testing us to see if we really understand the rules of hockey. I can't help shaking the feeling that he's going to surprise us again.

June 19, 2024: We just completed 3 more training sessions at the hockey clinic. This time, we were preparing for the District School Sports Council & Pahang School Sports Council tournaments, so the coach really wanted us in good shape.





This is an experience that many of the other youth players also share, as the hockey clinic was designed with targeted training, teamwork, and sportsmanship in mind. Mr. Anbalagan, the project manager and Vice President of the Malaysian Indian Youth Council, envisioned this hockey clinic to be a platform that exposes primary school athletes to the hockey competition circuits, while building up on their existing hockey-playing skills by providing intensive training and personalized coaching. Youth Hockey Clinic achieved just that and much more.

Taking place at the Tengku Kudin National Secondary School in Raub, Pahang over a period of 3 months from January to June 2024, the hockey clinic initially began with 22 participants - 11 boys and 11 girls who were interested in pursuing hockey as a competitive sport. Shortly after several sessions, the hockey clinic quickly became the talk of the school and soon the clinic grew to accommodate an additional 3 participants, 2 of which are girls.



Many players felt encouraged by the morale-boosting approach of the coaches, and mentioned in their feedback that they were able to reinforce all the techniques and skills that they learned by participating in friendly matches and trying out different positions on the field. This is in line with Mr. Anbalagan's reported outcomes of the program, where he noted the participants' increased understanding of game strategies and gradual adaptation to changing formations and positions. He also observed that they were becoming more proficient in applying the tactics and drills that they learned, while also being able to self-motivate and be psychologically ready for a match.

From a health perspective, the participants also improved their cardiovascular endurance and optimized their muscular fitness through the training format provided by the coaches. Teamwork and sportsmanship also became a common feature among the young players, so it's no surprise that the program was popular with the students.



The program was not without its challenges however, as there were attendance issues during the exam period. Mr. Anbalagan, who happens to be an experienced hockey player himself, rectified this problem by reorganizing the training schedule in collaboration with the school to ensure that it does not disrupt the participants' learning sessions, while ensuring they have sufficient time to rest and return for practice later.



Mr. Anbalagan and his team also understood that in this context, discipline, health, and time management are of utmost importance, because the aim of this project is not just to shape and mold resilient athletes of the future, but to also develop well-rounded students based on the National Education Philosophy. Consistent with SDG Goal 4, quality education is a well-rounded aspiration that transcends books and classroom learning. So while the young participants were being groomed to become full-fledged athletes, they were also being taught soft skills and ways to take care of their physical and mental health.

Another significant impact to note here is that the hockey clinic has successfully established a hockey team of great caliber at the MSSD and MSSP levels, and serves as a beacon for sports initiatives to be more gender-inclusive by increasing the involvement of girls in the sport. This was only possible because Mr. Anbalagan and his team of coaches saw an opportunity to serve the community and seized it. As the Canadian former athlete Wayne Gretzky once famously said, "You miss 100% of the shots you don't take." They have seen these young athletes grow, forge friendships, and embrace the spirit of competition in a beautiful game, and now they cannot help but to keep these lessons alive in their future endeavors.



Majlis Belia India Malaysia Negeri Pahang (MIYC)

Klinik Hoki 2023/2024 Lelaki Dan Perempuan Bawah 18 Tahun

Funds Disbursed: RM 40,000

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PUDIPANG X CONVENT: YOUNG GIRLS FINDING THEIR VOICE IN MUSIC

In the vibrant town of Muar, Johor, an initiative called Pudipang X Convent began in November 2023, changing the lives of 20 young girls from Sekolah Kebangsaan Convent Muar. This project, supported by Pudipang Industries and APPGM-SDG, sought to empower these girls through music, providing them with an opportunity to explore their talents, build confidence, and connect with one another. While the project's focus was on forming a school band, its true impact went far beyond learning to play instruments. It became a means for these young girls to discover their potential and find their voice in a world that often overlooks them.

At the start of the project, most of the participants had little to no experience with musical instruments. Learning music for the first time was daunting, and many of the girls were hesitant, unsure if they could grasp the skills required to play well. However, under the careful guidance of experienced music teachers from Pudipang Industries, the girls were introduced to a variety of instruments, including guitars, drums, keyboards, and traditional angklungs. Slowly but surely, their initial doubts began to fade as they made progress, mastering basic chords, rhythms, and melodies.



Over time, the project became more than just an after-school activity for the girls. It became a space where they could express themselves, develop discipline, and grow emotionally. Music practice sessions turned into opportunities for the girls to escape the pressures of school and home life, giving them a chance to focus on something creative and fulfilling.

For many, it was the first time they had participated in an extracurricular activity that allowed them to be part of a team, where everyone's contributions were valued and celebrated.



One of the key milestones in the project was the girls' first public performance. Together with 40 additional students, they formed an angklung group and performed at a local KPJ hospital event. Though nervous, the girls worked together, and their performance was well-received by the audience. This marked a turning point in their musical journey, as it gave them the confidence to continue pushing their limits and refining their skills. More importantly, it provided a tangible outcome that made them feel proud of their accomplishments.

As the months passed, the band began to evolve, not just musically but also in terms of identity. In mid-2024, the core group of 20 girls decided to officially name themselves "Raining Oimachi," a title that reflected their unique spirit and creativity. With their newfound confidence, they started experimenting with different styles of music, writing original songs, and preparing for bigger performances. This process of writing their own songs was particularly meaningful, as it allowed the girls to channel their emotions and experiences into music that resonated with them on a personal level.



A significant achievement for two of the vocalists came when they won first and second place in a regional singing competition during Muar's Independence Month celebrations. This recognition served as validation of their hard work and determination, further inspiring the rest of the band to continue improving and aiming higher.

By this point, the girls no longer saw themselves as students learning music—they viewed themselves as musicians capable of creating, performing, and connecting with audiences.



The project reached a new height when the band began recording their first album. With the support of the Creative Content Fund, the girls were given access to professional recording facilities, where they learned about the technical aspects of music production. This hands-on experience provided valuable insights into the world of recording, from sound engineering to song arrangement, and allowed them to take ownership of their music in a way that few young people get to experience. Recording an album was not just about creating music; it was about setting a foundation for their future growth as artists.



The Pudipang X Convent project demonstrated the power of creative arts in shaping the lives of young people. By giving these girls the chance to explore music, the project provided them with a platform to express themselves, develop essential life skills, and find their voice in ways they had never imagined. As they looked ahead to the future, there were plans for the band to embark on a tour to Jakarta in 2024, where they would perform and promote their music on an international stage. The journey had only just begun, but the foundation for long-term success was firmly in place.



Pudipang Industries

PUDIPANG X CONVENT

Funds Disbursed: RM100,000

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PROJEK BANTU: SCHOOL IMPROVEMENT AND TEACHER TRAINING PROGRAM

Just outside Lahad Datu City, the Al-Amin Centre in Kampung Air Blok C, Sabah, stands as a vital alternative education hub. It provides free religious and academic education to marginalized children from the B40 group, undocumented communities, and the Bajau Laut community. Despite enduring years of poor facilities such as crumbling walls and dimly lit classrooms, the community's unwavering determination to educate their children. Students, teachers, and parents adapted and persevered, driven by a shared hope for a brighter future. "Sudah terlalu lama kami menunggu saat ini bagi mendapatkan hak kesamarataan dalam menyediakan prasarana dan kemudahan sekolah yang lebih baik berbanding sebelumnya," said Mdm. Sarina, a teacher whose words reflected years of longing for change.



In 2024, the community of Kampung Air witnessed a turning point as Projek BANTU, led by Kelab Belia Tinagayan (KeBaT) with support from APPGM-SDG, brought new life to Sekolah Alternatif Al-Amin. This initiative was more than just a project, it became a symbol of the community's resilience and collective spirit. The efforts to restore the school's infrastructure sparked renewed hope and pride among residents, highlighting their unwavering commitment to education.



The community of Kampung Air came together to transform Sekolah Alternatif Al-Amin into a space that reflected their hopes and aspirations. Classrooms were repaired and repainted, old furniture was replaced, and proper lighting and ventilation made the school safer and more welcoming. *"Kami bersyukur kerana sekolah kini lebih cantik, selamat untuk pelajar yang kecil, dan lebih baik berbanding sebelum ini,"* shared Cikgu Raiha.

What made this transformation truly remarkable was the collective effort behind it. Parents and volunteers joined hands, painting walls and repairing furniture, embodying the strength of collaboration. This shared commitment not only improved the school but also reinforced the bonds within the community, proving that together, they could create meaningful and lasting change.



The community came together in a remarkable journey of empowerment, transforming challenges into opportunities for growth. Teachers, parents, and students worked hand in hand to acquire practical skills that would enhance their surroundings and foster self-reliance. Workshops on carpentry and furniture-making became a platform for learning and collaboration, equipping participants to maintain and improve their shared spaces.



This statement highlights the positive impact of workshops that went beyond the basic restoration of the school.

“Aktiviti sebegini sangat bermanfaat untuk tenaga pengajar dan guru sekolah Al-Amin, dan selepas ini boleh sudah kami hasilkan perabot seperti meja sendiri jika memerlukan tambahan,” said Mr. Sajid (Teacher).

For students like Aiman, it was a moment of discovery. *“Ilmu yang sangat berguna dan ini adalah pertama kali saya bertukang yang mana sebelum ini saya cuma tengok bapa saya bekerja sahaja.”*



These efforts reflected the community's resilience and commitment to progress. Through learning and collaboration, they built not only practical skills but also confidence and self-reliance, nurturing a culture that values growth and collective strength.



Given the challenges posed by climate change, the community in Kampung Air, particularly vulnerable to its effects, greatly benefited from the project's focus on equipping them with practical skills aimed at safeguarding food security. By introducing sustainable farming methods, such as hydroponic knowledge, the project empowered both students and teachers to take proactive steps in ensuring a reliable food supply despite environmental changes. This not only equipped the community with sustainable farming techniques but also fostered resilience in the face of climate-related challenges, ensuring their long-term food security and well-being.



For the Kampung Air community, the transformation of Sekolah Alternatif Al-Amin was more than just a project—it was the fulfillment of a dream. *“Bersyukur dan berterima kasih atas bantuan dan sokongan daripada pihak KeBaT dan APPGM-SDG dalam membantu sekolah Al-Amin dalam projek ini,”* said Sajid Bin Jul. When the children walked into their newly renovated classrooms, their smiles showed the pride and hope of the entire community. Teachers, too, felt energized, knowing they now had the tools and environment to inspire their students.





The story of Sekolah Alternatif Al-Amin is a testament to the strength of the Kampung Air community, which never gave up on creating a better future. Through Projek BANTU, they not only improved their school but also paved the way for a brighter tomorrow. This transformation is not just about the physical changes; it is about a community's dedication to giving their children a better education and a stronger future.



Kelab Belia Tinagayan – KeBaT

Projek BANTU Kg Air, Lahad Datu
 Funds Disbursed: RM 30,000
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ENHANCING LEARNING ENVIRONMENTS THROUGH SOLAR ENERGY AND MOTIVATIONAL PROGRAMS

The Solar Project and Educational Empowerment at Rumah Transit Kampung Sabur was initiated to improve the living and learning conditions of students residing in the disadvantaged village of Kampung Sabur, Pulau Banggi. The main objectives of the project were to provide solar lighting, create a mini library, and implement motivational programs to inspire students to excel academically despite challenging circumstances.



The project aligns with the Sustainable Development Goals (SDG), particularly SDG 4 (Quality Education) and SDG 7 (Affordable and Clean Energy). By fostering an environment conducive to learning and personal development, the project aimed to empower students and the community, offering them a brighter future. By improving the living and learning conditions of students in Rumah Transit Kg SABUR, the project contributes to the broader objective of ensuring equitable development opportunities for all, regardless of their circumstances.



The installation of solar-powered lighting systems at Rumah Transit Kg Sabur was one of the key components of this project. Solar energy was chosen to address the lack of reliable electricity in the area, ensuring that students had access to proper lighting for studying, especially during the evenings. The installation not only improved the quality of life for students but also contributed to sustainable development practices by utilizing renewable energy. By training local residents—especially parents and students—on how to maintain the solar systems, the project ensured that the initiative would continue to benefit the community long after the installation was completed. This approach also increased local ownership and responsibility for the project's success.

Key Steps Taken:

- Training students and local parents on the maintenance of the solar lights.
- Ensuring the long-term sustainability of the solar system by integrating it into the community's daily life.
- Fostering environmental responsibility by using solar energy as an alternative to conventional electricity.

"I now feel much safer studying at night thanks to the solar lights. I'm also happy to know how to maintain the system and keep it working."

Project Participant



The establishment of a mini library within Rumah Transit Kg Sabur allowed students to access educational materials such as books, study guides, and reference materials. This initiative aimed to create a dedicated space for learning, enhancing students' educational experience. The library also served as a hub for community interaction, where parents, teachers, and students could engage in discussions and learning activities. On top of that, engaging students in the upkeep and management of the library, including tasks like organizing books and maintaining the space, helped foster a sense of ownership. This approach ensured that the library would be well cared for and utilized in the long term.

Key Steps Taken:

- Curating a collection of books appropriate for various age groups and educational levels.
- Organizing reading programs to encourage the habit of reading among students.
- Training students to take responsibility for managing and maintaining the library.



"Having access to books in the library has helped me with my homework and has made me love reading. I also help organize the books now, which makes me feel proud of the space."

Project Participant



In addition to enhancing the physical learning environment, the project implemented motivational programs designed to inspire students and help them develop essential life skills. These programs included workshops on goal-setting, study techniques, and the importance of perseverance in education. Bringing in local role models and community leaders for motivational talks provided students with relatable figures who had overcome similar challenges. This approach was particularly effective in making the message more personal and relatable.

Key Steps Taken:

- Organizing motivational talks and seminars with community leaders, educators, and successful role models.
- Encouraging students to set personal academic and life goals, fostering a growth mindset.
- Offering guidance on managing challenges such as limited resources, distance from schools, and other obstacles.



"The motivational talks inspired me to work harder at school. I now believe that I can achieve my goals, no matter how difficult the journey may be."

Project Participant



For generations, students rushed to complete their schoolwork before nightfall, their dreams often limited by the dim, flickering glow of oil lamps. But everything changed when solar energy arrived.

With the installation of solar-powered lights, night no longer marked the end of learning. Children gathered in their homes and the community library, their books illuminated by steady, reliable light. For the first time, they could study without worry, preparing for their future with confidence. Teachers noticed a remarkable shift—students were more engaged, their academic performance improving as they embraced this newfound opportunity.



The project's impact went beyond education. Parents and young adults, once dependent on costly and unreliable energy, gained control over their own power solutions. This sense of ownership strengthened the village's resilience.



The Solar Project at Rumah Transit in Kg Sabur has brought meaningful change to students' lives. Brighter classrooms created a better learning environment, while educational programs inspired students to aim higher. More than just providing light, the project fueled dreams and opened new opportunities for the community.

The improved academic performance and the community's commitment to maintaining the project highlight its success. With this model proving effective, there is hope that similar initiatives will reach other rural areas, driving local growth and supporting long-term sustainable development.



Mudah Laksana Enterprise

Projek Solar Dan Perkasa Pendidikan
Rumah Transit Kg Sabur, Pulau Banggi

Funds Disbursed: RM 40,000

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Ulu Sugut in Ranau, a remote area requiring a two-hour journey to reach and lacking tarred roads, faces significant challenges. The local economy heavily relies on agriculture, particularly palm oil and rubber, which are insufficient to sustain it due to high transportation costs and fluctuating commodity prices. This has resulted in low incomes and limited job opportunities, compounded by pollution from agricultural activities. However, the area's rich natural resources, including large rivers and hills suitable for climbing, present a substantial potential for eco-tourism.



This project aims to transform Ulu Sugut into a new eco-tourism destination by introducing Community-Based Tourism (CBT), providing essential training and skills to the local population, and promoting sustainable tourism practices. Covering seven villages, the project seeks to harness community energy, develop tourism products, and promote environmental conservation, thereby improving the socio-economic conditions of the villagers while preserving their natural heritage.



This project is conducted by MACOP Enterprise, a social enterprise founded in 2020. The enterprise was created to support the women of Kampung Wayan in producing organic fertilizers and marketing handicraft products. Since this community does not have a registered association, they have agreed to operate under MACOP Enterprise temporarily. One of the project's notable achievements is the successful registration of the Ulu Sugut Ranau Tourism Association (USTAR) by the community.

Experts from the Sabah Tourism Board visited the community to hold management and finance workshops for local tourism businesses. These workshops gave entrepreneurs the skills and confidence to manage and grow their businesses.

The initiative laid a strong foundation for sustainable tourism, offering ongoing learning opportunities that empowered the community. By focusing on continuous education, it helped boost the local economy and supported SDG 4 (Quality Education), ensuring lifelong learning for everyone involved.

Moreover, by enhancing local capacity for sustainable economic activities, it supports SDG 8 (Decent Work and Economic Growth). The training empowers participants to handle financial management, strategic planning, and operational challenges, thereby fostering economic resilience and creating a skilled workforce capable of driving the local tourism industry forward.



This holistic approach not only improves individual livelihoods but also contributes to the broader socio-economic development of the Ulu Sugut area.



Forming the Ulu Sugut Ranau Tourism Association (USTAR) is a pivotal best practice that unites all tourism players under a single umbrella, fostering collaboration, consistency in development, and collective growth. By creating this association, members can advocate for their needs, ensuring equitable benefits and the continuous improvement of tourism products. This initiative promotes inclusive and accountable institutions, aligning with SDG 16 (Peace, Justice, and Strong Institutions).



Identifying and developing community-based tourism products such as Agro Tourism, campsites, lodges, and cultural centers is a best practice that harnesses local resources and talents, thereby diversifying income sources and promoting the area's heritage and natural beauty. This approach ensures that tourism development leverages the unique attributes of Ulu Sugut, offering visitors authentic experiences while creating sustainable livelihoods for local residents.



This approach supports SDG 12 (Responsible Consumption and Production) by promoting sustainable use of local resources, preventing environmental harm. It also aligns with SDG 11 (Sustainable Cities and Communities) by preserving cultural heritage and enhancing local attractions, making Ulu Sugut a sustainable tourism destination. Beyond boosting the local economy, it strengthens community pride and ownership, ensuring inclusive and lasting tourism growth.



Using social media platforms like Facebook and TikTok helps local tourism reach a global audience. By sharing engaging content, tourism businesses can showcase their unique attractions and connect with potential visitors. This approach supports SDG 9 (Industry, Innovation, and Infrastructure) by using digital tools to boost economic growth and modernize marketing.



Working with local government and tourism associations increases Ulu Sugut's visibility and inclusion in wider tourism packages. This partnership supports SDG 17 (Partnerships for the Goals) by bringing stakeholders together to promote sustainable tourism.

These partnerships facilitate resource sharing, coordinated marketing efforts, and integrated planning, thereby amplifying the impact of promotional activities and driving sustainable tourism growth in the region.

Hosting a tourism carnival with diverse cultural activities and representatives from different sectors is a great way to promote community engagement and cultural exchange. The event provides a lively platform to showcase local tourism products while fostering pride and ownership within the community.



The carnival features multi-ethnic dance competitions, a 4-wheel drive show, and booths from local businesses, celebrating Ulu Sugut's cultural heritage and encouraging community participation. This inclusive approach supports SDG 10 (Reduced Inequalities) by offering equal opportunities for all to get involved. It also aligns with SDG 8 (Decent Work and Economic Growth) by attracting visitors, boosting tourism, and creating economic opportunities for local businesses.



It also contributes to SDG 11 (Sustainable Cities and Communities) by fostering social cohesion and cultural vibrancy, strengthening community bonds, and enhancing the overall attractiveness of Ulu Sugut as a tourism destination. Through such engaging and inclusive events, the community can build a strong, cohesive, and economically vibrant society.



In conclusion, the best practices outlined in these activities not only foster sustainable tourism in Ulu Sugut but also contribute to multiple SDG goals. By integrating education, institutional support, responsible production, digital innovation, and community engagement, the project ensures a holistic approach to sustainable development.



MACOP Enterprise

Ekopelancongan Mapan Berasaskan Komuniti di Kawasan Ulu Sugut, Ranau

Funds Disbursed: RM 40,000

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INSIGHTS FROM THE SANDAKAN ECONOMIC EMPOWERMENT PROGRAM FOR PERSONS WITH DISABILITIES (OKU)

People with disabilities in Malaysia face numerous challenges, particularly in securing sustainable employment and acquiring diverse skills beyond traditional options like massage therapy. This is especially true for the visually impaired, who often find limited opportunities outside of handicrafts, which suffer from low demand. In Sandakan, Sabah, many visually impaired individuals primarily engage in foot massage services at night markets, reflecting the scarcity of broader vocational options.

Additionally, there is a significant lack of awareness among parents about the importance of special education for children with disabilities. This gap is exacerbated by limited access to information and societal stigma, which further hinders the educational and personal development of these children.

Addressing these challenges, this project aims to empower ten visually impaired participants in Sabah by improving their skill sets and integrating them into the community more effectively. By introducing chiropractic massage training, the project seeks to diversify their vocational skills and increase their earning opportunities. Additionally, an economic needs analysis will be conducted to develop targeted economic programs for people with disabilities in the Sandakan district.



Furthermore, the project includes an awareness campaign to educate parents and the wider community about the needs and potential of individuals with disabilities, emphasizing the importance of special education and the safety of inclusive learning environments. This initiative represents an important step towards fostering an inclusive society where people with disabilities can thrive economically and socially.



This project is carried out by the Malaysian Islamic Visually Impaired Association (PERTIS), an organization dedicated to representing the interests of visually impaired Muslims in Malaysia across various domains, including economy, human capital, education, spirituality, and welfare. Among the community initiatives PERTIS has implemented are providing support to its members during the Movement Control Order (MCO), offering financial assistance during disasters, and establishing educational centers focused on religious education. The association has also organized numerous activities and programs for the disabled, such as reading and writing classes and massage training courses.



The collaboration between local stakeholders, such as Mara University of Technology (UiTM) Sabah Branch, and community representatives to conduct a comprehensive case study and needs assessment for people with disabilities (PWD) in Sandakan exemplifies best practices in understanding and addressing the unique challenges faced by this population. By utilizing a participatory approach, this initiative not only highlights critical issues related to social, economic, educational, and welfare aspects but also ensures that the voices of PWD are included in the research process.

This practice fosters a deeper understanding of the specific barriers they encounter, such as limited access to education and employment opportunities, inadequate facilities, and safety concerns. By integrating the perspectives of various stakeholders—including government agencies, community organizations, and PWD themselves—this model promotes evidence-based policymaking and community-driven solutions.





Such comprehensive assessments are essential for developing targeted interventions that align with the Sustainable Development Goals (SDG), particularly in addressing poverty and reducing inequalities, ultimately contributing to a more inclusive and equitable society for all.

The Body Manipulation Therapy (BMT) Course represents a best practice in vocational training for visually impaired individuals, focusing on enhancing their skills in chiropractic massage. By providing specialized training in BMT techniques, this initiative empowers participants to develop a valuable skill set that can lead to sustainable employment opportunities.



The structured approach to monitoring participants' mastery of the techniques not only ensures quality education but also facilitates ongoing dialogue about practical experiences, allowing trainees to refine their skills and adapt to the demands of the market. This practice addresses critical gaps in employment opportunities for visually impaired individuals, promoting SDG 4: Quality Education by ensuring access to inclusive and effective learning experiences.



Furthermore, it supports SDG 8: Decent Work and Economic Growth by equipping participants with the tools needed to secure meaningful employment, thereby fostering economic independence and enhancing their overall quality of life. Through such vocational training programs, the barriers faced by visually impaired individuals can be significantly reduced, leading to increased participation in the workforce and greater societal integration.

The comprehensive capacity development workshop designed for persons with disabilities (PWD) stands out as a best practice in empowering this demographic through a multifaceted approach to skill-building. By covering a diverse range of topics, including motivation, self-development, smart financial management, marketing strategies, technology literacy, and the establishment and operation of cooperatives, the workshop addresses various aspects of personal and professional growth.



This holistic training not only enhances participants' skill sets but also fosters a sense of empowerment and self-confidence, which are crucial for their active engagement in the economy. By supporting SDG 4: Quality Education, the initiative ensures that PWD have access to vital educational resources that cater to their specific needs.

Additionally, it aligns with SDG 8: Decent Work and Economic Growth and SDG 9: Industry, Innovation, and Infrastructure by preparing participants to navigate the job market effectively, understand business operations, and leverage technology for improved productivity. Ultimately, these workshops serve as a critical stepping stone for PWD to achieve economic independence, contribute to their communities, and break down the barriers that have historically limited their participation in the workforce.



The OKU awareness campaign, titled "Marginalized Disabled Forum, Reality or Fantasy?" exemplifies best practices in advocacy and awareness-raising initiatives aimed at empowering persons with disabilities (PWD). This campaign successfully established a PWD Council to represent the voices and concerns of individuals with disabilities, thereby ensuring their inclusion in conversations that shape policies and services. By bringing together government agencies, private sector representatives, and community members in focused discussions, the campaign fosters collaboration and shared responsibility in addressing the challenges faced by PWD.

This initiative aligns with SDG 10: Reduced Inequalities by advocating for equitable representation and participation of PWD in societal decision-making processes, thus reducing barriers to their involvement in various aspects of community life.



Additionally, it supports SDG 16: Peace, Justice, and Strong Institutions by promoting transparency, accountability, and justice in the treatment of PWD. By creating platforms for dialogue and advocacy, the campaign not only raises awareness about the realities faced by PWD but also empowers them to claim their rights and actively participate in building an inclusive society. This model highlights the importance of structured advocacy efforts in driving systemic change and ensuring that the voices of marginalized groups are heard and considered in policy formulation and implementation.



The collaborative efforts involving local stakeholders, such as UiTM Sabah Branch, the Sandakan Municipal Council (MPS), the Social Welfare Department (JKM), and the Sabah State Islamic Religious Affairs Department (JHEAINS), represent a best practice in creating a comprehensive support system for persons with disabilities (PWD). These strategic partnerships are critical in ensuring that the diverse needs of PWD are addressed through a unified approach that draws on the strengths and resources of various organizations.

By fostering collaboration among educational institutions, governmental bodies, and community organizations, the program effectively integrates services and resources, leading to more impactful outcomes for PWD. This initiative supports SDG 17: Partnerships for the Goals, highlighting the importance of collaborative action in achieving sustainable development.

Such partnerships not only enhance the capacity to deliver services but also create an inclusive environment that empowers PWD by providing access to education, employment opportunities, and social support. Through these alliances, stakeholders can share knowledge, resources, and best practices, ultimately leading to innovative solutions that better serve the disabled community in Sandakan. This collaborative framework exemplifies how collective efforts can drive systemic change and improve the quality of life for PWD, making a significant impact on their social and economic integration.



Persatuan Orang-Orang Cacat Penglihatan Islam Malaysia

Program Pendayaupayaan Ekonomi Orang Kurang (OKU) Sandakan

Funds Disbursed: RM40,000

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Weaving is not something uncommon in Sarawak. It is a deeply rooted cultural tradition, particularly among the indigenous Iban communities. The art of weaving, often passed down through generations, is used to create intricate textiles like the famous “pua kumbu”, a ceremonial Iban cloth woven with complex motifs symbolising spiritual beliefs, natural elements, and historical narratives. Sarawak's weavers employ traditional backstrap looms and natural dyes made from plants, creating pieces that embody the region's cultural heritage. This craft not only preserves ancestral skills but also serves as a symbol of identity and communal pride as each piece is unique and reflects the weaver's skill and creativity, thus taking months to complete. With that being said, weaving culture has to be preserved and its longevity has to be maintained so as to avoid the risk of it declining among the future generations.



One of the issues in the P205 Saratok Parliamentary constituency is that there are many women who are not actively involved in the economy because they do not have high qualifications and skills.

They live quite far from the city and have to hold the burden of housework as well as the stigma from the surrounding community. In this light, a more comprehensive training program is necessary to empower the expertise of these women.

In addition, a motivational and entrepreneurship program has to be conducted for this group of women, particularly housewives and single mothers in order to motivate them to actively venture into the field of entrepreneurship through hands-on courses in order to prepare them to face challenges from socioeconomic, spiritual aspects, physical and mental.



Trying to keep their weaving tradition alive while generating income among the women, the community reached out for support. The All-Party Parliamentary Group Malaysia-Sustainable Development Goals (APPGM-SDG) responded by offering



a micro-solution project grant amounting to RM 30,000, thus enabling them to purchase necessary supplies, tools and to improve production. With this financial boost, the women not only preserved their heritage but also turned their weaving into a viable source of income, improving their livelihoods and strengthening their community.

Mdm Connie anak Daud, the project manager as well as one of the trainers for this project, generously shared her weaving expertise to the participants. The project kicked off with a motivational workshop aimed at raising awareness and encouraging participants to take an active role in improving their economic status and their families' standard of living. Following that, they carried out hands-on courses on weaving. In particular, the participants were taught the process of preparing the warp, tying (ngebat), dyeing and weaving (nenun). Throughout the project, participants have learnt to weave the Pua Kumbu, Kain Kebat, Baju Burung as well as Selampai.



Of course, challenges arose. One of the main hurdles was sourcing raw materials like "benang paut" and "benang tabu," which are only available in Kapit. To overcome this, the solution provider made trips to Kapit to purchase the materials in bulk. Additionally, finding affordable and authentic natural dyes proved difficult. The solution was to gather the necessary plants from the nearby forest themselves, ensuring the dyes were both original and cost-effective.

This project has made significant strides in empowering local women by successfully training 34 participants in traditional weaving techniques in making the Pua Kumbu, Kain Kebat, Baju Burung, and Selampai. These women, many of whom are single mothers and housewives, have not only mastered these intricate weaving skills but have also been guided on how to market their handcrafted products effectively. Leveraging modern platforms like TikTok and Facebook, they have expanded their reach beyond their local communities, making their work accessible to a wider audience. Additionally, they have participated in various exhibitions, further promoting their craftsmanship and heritage.

The impact of this project is already evident, with sales of their handicrafts reaching RM 4,000 to date, a significant achievement for the participants. Beyond its economic impact, the project has raised awareness about the importance of preserving heritage and culture, particularly among single mothers and the women of Rumah Mawat Bratong Atas Roban, while benefiting the local community as a whole.



Biro Wanita Bratong Atas Roban

Tenunan Memperkasakan Golongan
Wanita RH.Mawat Bratong Atas Roban
Sarawak

Funds Disbursed: RM 30,000

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Cultural dances in Sarawak are a vital part of the state's rich and diverse heritage, representing the myriad ethnic groups that have lived there for centuries. Sarawak is home to over 27 ethnic groups, each with its unique traditions, language, and art forms. Among the most well-known dances are the “Ngajat” of the Iban people, the “Rejang Beuh” of the Bidayuh, the “Datun Julud” of the Kenyah, and the “Alu-Alu” dance of the Melanau. These traditional performances are not just forms of entertainment; they are deeply rooted in the cultural identities, spiritual beliefs, and communal practices of these communities.

However, with the rapid modernisation and globalisation that have taken root in Sarawak, many of these cultural dances are in danger of being forgotten, especially among the younger generation. Youth today are more exposed to global pop culture, social media, and modern entertainment, often leading to a disconnect from their heritage. Factors such as urbanisation and the shift towards Western-style education also mean that traditional knowledge—like cultural dances—are not passed down as frequently or thoroughly as they once were.



Image copyright: public domain.
Demmeni, J. “Kenyah sword dancer accompanied by a kledi player (mouth organ) in Apo Kayan in East Borneo. 1895-1900

As a result, many young people may recognise these dances in name, but they are unfamiliar with their meanings, history, or significance.



One example is the Melanau community in Pulau Bruit, where many of them have limited exposure to their cultural heritage and traditions. In response to this, the JKKK Kampung Serdeng took the initiative to address the issue. Building on the success of the “Program Kebudayaan dan Tarian Masyarakat Melanau”, which concluded in October 2023, they proposed an advanced programme titled “Program Kebudayaan dan Tarian Masyarakat Melanau (Peringkat Advance) & Tarian Melayu”. This advanced programme aims to deepen participants' understanding of various Melanau dances from different districts and divisions across Sarawak. To further enrich the cultural experience, traditional Malay dances such as “Zapin” and “Joget” were also included, broadening the scope and promoting a more comprehensive appreciation of local cultural heritage.



A total of 25 female participants took part in this project, receiving guidance from an experienced dance teacher. Over the span of three months, they attended a series of sessions aimed at learning both Melanau and Malay traditional dances. The project began with a comprehensive workshop focused on the culture of the Melanau community. This session provided participants with an in-depth understanding of the Melanau people's background, history, customs, and cultural practices. They explored not only the dances but also the broader context of Melanau traditions, covering insights from various districts and divisions in Sarawak. The workshop was designed to immerse participants in the cultural heritage of the Melanau community, giving them a stronger foundation and appreciation for the dances they would later learn.



Following the workshop, the participants underwent a series of intensive practical training sessions. These sessions were divided into both individual and group exercises, ensuring that participants could refine their skills and techniques at both personal and collaborative levels. They were trained in the intricacies of the Melanau traditional dance, focusing on its unique movements and expressions, as well as the popular Malay dances “Zapin” and “Joget”. The inclusion of these Malay dances broadened the participants' exposure to Sarawak's rich cultural diversity, allowing them to experience different styles of traditional dance that hold cultural significance in the state.



By the end of the three-month project, participants not only enhanced their dance abilities across various traditional forms but also developed a profound cultural awareness and appreciation for the rich heritage of Sarawak's Melanau and Malay communities. They have acquired advanced skills in performing more intricate traditional dances, mastering precise movement techniques, and gaining expertise in costume design and the creative use of props. These newfound competencies not only elevate the quality of their dance performances but also boost their confidence in engaging with cultural traditions. Moreover, they open pathways for participants to take on leadership roles in teaching or organising cultural activities within their own communities.



Beyond technical and artistic growth, the project facilitated valuable networking opportunities. Participants forged meaningful connections with experienced dance mentors, fellow dancers from diverse cultural backgrounds, representatives from local cultural agencies, and officials from Members of Parliament (MP) offices involved in cultural promotion. These relationships, nurtured through social media interactions, regular in-person meetings, and ongoing collaborations, serve as a foundation for future cultural initiatives. The sense of community and shared purpose formed during the project not only enriches participants' personal growth but also strengthens the collective effort to preserve and promote Sarawak's vibrant cultural heritage.



JKKK Kampung Serdeng

Program Kebudayaan dan Tarian
Masyarakat Melanau Peringkat Advance &
Tarian Melayu

Funds Disbursed : RM 30,000

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Literacy is an essential skill that opens up a world of possibilities in communication and connection. Being able to read and write well enough to understand everyday materials—like signs, forms, and instructions—empowers them to participate in society. But literacy is more than just basic skills; literacy also means being able to think critically about what we read and to use those skills in other areas of our lives, especially in the interpersonal realm. It's about engaging with the world around us and expressing ourselves, fostering understanding and meaningful interactions.

The Ministry of Education outlined that a person is considered literate when they can write a coherent sentence. This became the main mission of the SK Bukit Kuang Parent-Teacher Association (PIBG), the Solution Provider for this project. The committee saw a need to provide classes for illiterate children in SK Bukit Kuang in Kemaman, Terengganu, with a focus on reducing complications that may crop up in their studies, and ensure their academic success when they want to pursue higher education in the future.



From the conception of this project to its happy conclusion, the PIBG committee took great care in ensuring that the project will truly benefit the students. Together with the management of SK Bukit Kuang, they met to discuss the project design and to identify which students are falling behind in their studies due to illiteracy. Early diagnostic tests were done to ascertain if some students were fully or partially illiterate, or if they recognized open and closed syllables yet still struggled in school. They initially identified 50 students aged between 8-12 years old in need of this literacy program, but that number grew to 71 as they identified more students who would benefit from the reading classes.



There were also follow-up meetings between the PIBG committee and the school management to improve on project execution, and to better coordinate class schedules and learning methods. Additional monitoring meetings on the reading performance of each student were conducted at the end of every reading class. Between April 2024 and August 2024, 12 sessions of reading classes were facilitated by 10 teacher-volunteers consisting of service providers and parents of the children. These sessions were conducted on a one-on-one basis, ensuring personalized attention for each student.



The attention to quality by the solution provider was further exemplified by their commitment in ensuring that all the volunteer teachers were trained to teach students to read by using the phonics method. They were also exposed to various techniques that can help engage the children better during one-on-one reading sessions. Notably, Chief Researcher Mr. Mohd Khairi Bin Mohd Razali, who was previously trained by Ms. Nik Eliani, the author of the book "Bacalah Anakku", conducted a Reading Course for the children as well.



These best practices were informed by a strong rationale: in order to provide primary school children with a comprehensive literacy education, enable them to develop proficient reading and writing skills and thus reduce the number of illiterate children in the village, they had to first increase the children's self-esteem and excitement about reading, in hopes that they may motivate themselves to learn and pursue higher education later on. To supplement this, the PIBG committee also purchased reading and writing kits, stationery, and teaching materials.



Several interesting and noteworthy changes occurred throughout the duration of this program. Initially, some of the parents were not very accepting of the term “illiteracy” being used in the context of their children’s lessons, perhaps due to its negative connotations; however, over the course of the program, parental attitudes underwent a positive change. They were now more involved and were observed to be very active in the WhatsApp group. The solution provider also noticed that the parents are much more attentive to reading difficulties in their children. This bodes well for the child’s development because early intervention usually begins at home.

Changes in the students’ feelings about reading sessions were also recorded - they would now skip into class and have an upbeat demeanor, eagerly anticipating their next lesson. Aqil Fayyad Bin Fallen, a shy 8-year old, began to show confidence after attending 2 reading sessions. By the 3rd session, he had advanced to the second book in the curriculum. Similarly, 9-year old Muhammad Syahir Ramadhan Bin Ibrahim developed a strong determination in the lessons which resulted in his rapid progress from Book 1 to Book 8 in just 12 sessions.



All of their efforts paid off - out of 71 students, 23 can now read and write well, 26 are at an intermediate level, while the remaining 22 students are still struggling. Though there is still much work to be done, the volunteers noted that the students went from not knowing how to employ the phonics method in reading, to being able to recognize the sounds of each letter.

To illustrate this impact better, the opportunities for these students' advancement in higher education and future career paths have a much better outlook now than before, thus enabling them to escape the national poverty line. The solution provider intends to continue their efforts in ensuring that the children can master reading and writing skills by resuming one-on-one lessons with the students after the end of this project. Our best wishes to them in this noble endeavor.



PIBG SK Bukit Kuang

Membasmi Buta Huruf Dalam Kalangan
Kanak-Kanak 8 Hingga 12 Tahun

Funds Disbursed : RM 40,000

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The room buzzed with anticipation and concentration as participants Nabil and Hayder carefully operated the heat press machine, permanently transferring their classmate's designs onto various types of merchandise materials. The tables around them were covered with logos, sketches, and colorful coasters waiting to be brought to life, as the participants excitedly brainstormed and voted on the winning logo design. This winning logo will become the official logo of the project CPreneur: Crafting Possibilities with Custom Merchandise, Changing Lives of Individuals with Cerebral Palsy.

As the name suggests, this project was more than a lesson in product design - it was a journey, or rather, a rite of passage for these individuals to transform their lives and become independent. For the first time ever, these budding entrepreneurs with cerebral palsy could express their own unique vision on everyday products, and work towards a business idea that they could proudly call their own.



Beginning in October 2023, Gabungan Anak-Anak Palsi Serebrum (GAPS) guided 7 individuals with cerebral palsy and 3 caregivers through a 4-month program that honed their computer and financial literacy skills, product design creativity, and machine operating aptitude. The seed fund for this project went to purchasing essentials like laptops, circuit makers, 3D printers and materials for the merchandise production.

As with most meaningful ventures, a learning experience leaves behind the most profound impact when it proves to be both challenging and empowering for the participants. One of the first activities that took place in the project site in Tamarind Suites, Cyberjaya, was a physical and cognitive assessment to determine the types of limitations that the participants have, as cerebral palsy consists of several types of movement disorders. Each participant was assessed to have varied limitations such as those that impact their fine motor skills, speech, literacy, and cognitive abilities.



Nabil and Hayder were chosen to operate the tricky heat press machine as they were the least impacted by physical limitations, while the other students helped with the designing process. Working as a team, the participants navigated their limitations and leveraged their respective strengths, leading to merchandise design that is simultaneously intentional and evident of this beautiful teamwork. This speaks to the project's noble goal of empowering individuals with cerebral palsy with knowledge and skills that are relevant to their abilities and thus enabling them to participate in the creative industry.



Aside from the technical skills and teamwork that the project hoped to instill in the participants, GAPS managed to establish a sense of ownership, pride, and confidence among them - each participant had the opportunity to come up with their own unique designs. From customizing templates on Canva, sharing and collaborating on designs together, to creating their own audio and video files, participants were able to design their own merchandise and pitch their designs to the whole class using Pinterest and video demonstrations. For the participants with communication difficulties, they struggled with articulating their project ideas during the pitches, but received adequate support from a teammate who could help explain the key elements of the product design.



Along the way, they also learned about the importance of visual branding, the symbolic meanings of logos, and experienced gamified learning. Not all participants were able to decide on their designs, so the gamified learning was essential to inspire them and provide appropriate prompts for ideas.



"Designing and producing our own coaster was the highlight of the course! I also enjoyed seeing my logo come to life!" His friend Hayder chimes in: "I enjoyed the logo design session, especially the logo recognition game. It helped me understand the thought process behind creating a memorable logo."

Nabil
Project Participant



"Choosing and practicing our project pitches was a valuable exercise. It allowed us to refine our ideas and gain confidence in presenting them. I appreciated the teamwork and the opportunity for feedback from peers."

Nikhil
Project Participant



The program continued with sessions on sticker printing and cutting with the Silhouette Cameo software, 3D designing with the Tinkercad app, and 3D slicing with the Creality software. To test their grasp of the softwares and machines, the participants were tasked with creating their own keychains, and their final test was to design a Halloween mug.

The final leg of the program introduced participants to concepts of entrepreneurship, financial literacy, and marketing. The courses walked them through essential steps to starting their own businesses, common challenges and useful resources for entrepreneurs, critical thinking, budgeting and financial planning, and writing business proposals. Most importantly, the participants were trained on using the Business Model Canvas and the 4P's Framework in marketing, which allowed them to explain their projects in terms of product, place, price, and promotion perspectives.



“Exploring 3D design and printing was incredibly interesting. The Tinkercad software was user-friendly, but Alyaa needed some assistance during the design process. Waiting for her keychain to print was worth it, and we’re now excited to learn more about 3D printing.”

Puan Zuren
Caregiver of Participant



Some participants with lower cognitive abilities struggled with understanding the basic principles of entrepreneurship and other complex marketing concepts, so the facilitators had to break them up into groups, provide adaptive equipment, and accommodate their learning with individualized instruction. They also encouraged the caregivers to provide continuous support at home for their children.





The participants applied the model and framework in their project presentations, and presented their merchandise projects on their graduation day. They also showed the class their respective marketing videos which were later uploaded on social media, and received feedback from other participants and caregivers in a roundtable session as well.

The participants have gained valuable foundational skills in creativity, business, and innovation, enabling them to turn ideas into practical, income-generating products. Caregivers expressed gratitude for the opportunity to empower their children with skills that open doors to better career prospects.



"As a mother of a young adult with cerebral palsy that has finished school, this program can help my son to be an entrepreneur with his own capability."

Puan Shahrizan Nabil's Mother



Suffice to say, this project has had a profound impact on these youths with cerebral palsy, offering not only an arsenal of skills to start their own businesses, but also affirming their self-worth and capabilities. This program also established a space of community and belonging for the participants, where they can collaborate, tinker, and refine their projects together. This will further empower them to both co-create and create independently, and with their newly gained knowledge of the business world, they will also confidently pursue opportunities in the creative economy. Through continuous learning and feedback, this initiative by GAPS also underscored the importance of adaptation and inclusion, ensuring that it remains responsive to the evolving needs of its participants, as the rest of society should also aim to do.



Gabungan Anak-Anak Palsi Serebrum (GAPS)

CPreneur - Crafting Possibilities with Custom Merchandise, Changing Lives of Individuals with Cerebral Palsy

Funds Disbursed : RM 40,000

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Purushothman Munusamy is an educator with a passion for robotics, who decided to transform his passion into something much greater. Having been involved in teaching robotics to primary and secondary school students for years, he realised there was a significant opportunity to empower young minds in Penang through hands-on robotics education. With strong encouragement from parents and students with passion to learn more, he founded Probino Solution, a company focused on teaching and nurturing robotics and digital knowledge.



The year 2021 marked a pivotal moment for Probino Solution when the Malaysia Digital Economic Corporation (MDEC) recognised their efforts and designated them as a Digital Maker Hub in the Kulim area. This has opened doors for greater community involvement and expanded their reach.





Probino Solution has a clear mission, which is to empower students who are less privileged and were not given opportunity, particularly from the B40 category. They plan to do this by providing them with the tools and knowledge needed to thrive in today's digital age. His project specifically aimed to bridge the technological education gap in the community, offering basic training in Microbit, mBot and Drone technology.

The first phase of the project was designed to be accessible to all students, regardless of their socio-economic background. With a team of experts and a well-structured curriculum, Purushothman focused on hands-on learning. Students would get the chance to build robots, program them and develop a solid foundation in coding and technology. The program was not just about teaching robots but also about fostering innovation, curiosity and confidence in every student.

The first batch of students—many of whom had never encountered coding or robotics—were introduced to the fascinating world of technology. By the end of the program, they were assembling and programming educational robots with ease.

They had become proficient in coding using Microbit and many even began to share their newfound knowledge with friends and teachers, showing an eagerness to explore these concepts further.

The impact was not only seen in the students' academic progress but also in their increased self-awareness and enthusiasm. Parents of the students were overjoyed by their children's transformation. It was evident that the students were now more confident and passionate about technology. Some even began dreaming of pursuing further education in robotics and tech-related fields.





As the program gained traction, students began to build connections not only with their peers but also with mentors, local businesses and educational institutions. These relationships proved to be invaluable as students could seek guidance, collaborate and explore opportunities within the tech community. The participants were encouraged to maintain these connections, thus expanding their professional and personal networks.

These students who had been trained in the basics of robotics were now entering competitions, eager to apply their skills at district, state and even national levels. For many of them, this represented a major milestone—once timid and unsure of their abilities, they were now competing confidently in technology-driven challenges.

Purushothman's vision didn't stop at the basics. The next step was to provide advanced robotics training and to introduce students to more complex concepts and technologies. The goal was to create a sustainable learning environment where the students could continue to grow and expand their technical skills. The long-term objective was to develop a generation of innovators who could solve real-world problems with technology.





Furthermore, the project aimed to make a lasting impact by creating a supportive ecosystem. Through collaborations with local agencies and educational institutions, the project became a platform for future educational endeavors and entrepreneurial ventures. As students developed their skills, they became part of a larger movement dedicated to shaping the future of technology in Malaysia.

The success of the Probino Solution robotics education project is evident in the growth of its participants. The students have gained valuable skills that go beyond coding as they have now developed critical thinking, problem-solving and collaboration skills. These skills are not just for technology; they are life skills that will help them in any career path they choose, in line with the concept of SDG 4 Quality Education.





With each class and each project, Probino Solution is making a difference in the lives of B40 students, empowering them to become the next generation of leaders and innovators. The impact of this project will be felt not only in their careers but in the broader tech community as these young learners continue to build on their foundation and contribute to a more sustainable and innovative world.



Probino Solution

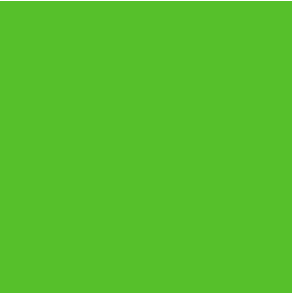
Introduction to Robotics & Coding

Funds Disbursed : RM 40,000

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3



**SDG SOLUTION PROJECTS
BEST PRACTICES -**

ENVIRONMENT

From Beneficiaries to SDG Champions



When our Project Management Officer asked 12-year old Omar Damien Wells why he wanted to protect coral reefs, the boy answered sheepishly, "Because it's beautiful", and dashed off. This seemingly simple response carries with it a weight of awe and honesty that many of us have begun to grow detached from as we go about our daily lives in the city.



This is the hope of Management and Science University (MSU), that their project MyCoral Community Diver will have successfully instilled a sense of personal responsibility and attachment to preserving marine ecosystems among the locals of Setiu, Terengganu. Their project employs a three-pronged approach that will rejuvenate the local marine ecosystem, educate and empower the locals, and provide an alternative source of income for the community.



From March to May 2024, a diverse group of fishermen, boatmen, teenagers, and parents gathered at the Nelayan Resort and Pulau Redang Marine Park to undergo comprehensive training in various useful skills that will soon result in their financial independence and ability to protect the marine ecosystem in their area.



Omar was one of the 10 selected participants of this project who was trained in scuba diving techniques in both confined and open water, and impressively acquired his license as an Open Diver in just 4 days. Under the careful guidance of their trainers, the participants also received extensive education and practice in coral reef restoration methods that have been long studied by marine researchers and marine engineers. Apart from that, the project also upskilled participants in digital marketing and financial literacy as part of a holistic 12-part module.



After participants have acquired their diving licenses and mastered the skills of coral reef restoration, they can begin to generate their own income by offering a hybrid of eco-tourism and coral reef preservation tour packages. This approach should lead to an increase of awareness in the role coral reefs play in marine ecosystems while also ensuring economic sustainability in the local community. The laudable efforts of the project implementers have transpired in both ensuring sustainability and in aligning with several SDG goals.



"Through this project, the participants will forge close relationships with community members, academics, industry experts, and representatives from the Fisheries Department, Dorken Reef and Terengganu State Government. The participants will now have the opportunity and platform to realize their individual potential, where before they did not have any form of exposure to formal training, awareness about SDG goals, or the importance of involving the community in the efforts of sustainability."

Yayasan MSU
Solution Provider

It is noteworthy to mention that MSU also encountered some challenges in the form of erratic weather and strong currents that have restricted the scuba diving lessons with the participants. Despite this, the Solution Providers applied their cultural knowledge and developed a localized solution. Seeing as the participants are all beginners in scuba diving, the project team had to prioritize their safety and ensure a smooth training process for them. They referred to the Islamic calendar in order to determine tidal patterns and current changes. This in turn allowed them to have longer scuba diving lessons with the participants.





What's the end game here, you ask? MSU MyCoral Project Director, Mohd Hairulnizam bin Ibrahim proposes the establishment of a community center in Setiu that will not just promote the program's efforts in edu-tourism, but also elevate Malaysia's standing on the world stage as a fulcrum for coral reef restoration. If this does not attest to the commitment and passion to environmental conservation, the next closest thing has big shoes to fill.



Yayasan MSU

MyCoral Community Diver

Funds Disbursed : RM 40,000

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SOWING THE SEEDS OF THE FUTURE: AGRO-ENTREPRENEURSHIP IN MERSING

In the quiet rural town of Mersing, Johor, where traditional farming methods have long been the norm, a new initiative in November 2023 aimed to change not only how food was grown but also how young people viewed agriculture. The Sowing the Seeds of the Future project, led by Sayur Kita Asia Sdn Bhd and supported by APPGM-SDG, sought to empower young men and women from the local B40 community by teaching them the skills needed to become successful agro-entrepreneurs. This program was about more than just farming; it was about transforming agriculture into a sustainable and profitable business model, especially through the use of smart farming techniques like hydroponics.



The participants—five men and five women—were all eager to learn, driven by the promise of new opportunities. For many of them, farming had always seemed like a dead-end job, associated with hard labor and little reward. But this project introduced them to a different way of thinking. Hydroponics, a method of growing plants without soil, promised efficiency, higher yields, and most importantly, a new way to make farming both sustainable and profitable.





During the practical phase, the participants were given the opportunity to build their own greenhouse in the heart of Mersing. This greenhouse wasn't just a learning tool; it became a working farm where they could apply the techniques they had learned in the classroom. Crops like bok choy, spinach, and kale—all high in demand and quick to grow—were carefully chosen to maximize yield and profitability.

These hands-on sessions gave the participants the confidence to believe that they could manage their own farms and turn them into profitable businesses.

One of the key elements that set this project apart from traditional farming initiatives was its focus on technology. Participants were taught how to integrate Internet of Things (IoT) systems into their farming practices. These systems allowed them to monitor their crops remotely, adjusting factors like water, light, and nutrients to optimize growth.

It was only a matter of time before their farming work became more efficient. They had also managed to significantly reduce waste and improve the quality of the produce. For many participants, this was their first exposure to the world of smart farming, and it quickly became clear that technology would be a major asset in their future success.



The transition from theoretical knowledge to practical farming was not without its challenges. Some participants, particularly those with no background in agriculture, initially found it difficult to adapt to the new methods. The hydroponic systems were complex, requiring careful attention to detail, and there were moments of frustration as they navigated the learning curve. However, with guidance from experienced trainers and the support of their peers, the participants gradually grew more confident in their abilities. By the end of the first phase, they had not only mastered the techniques but had also developed a strong sense of camaraderie, working together to troubleshoot problems and improve their systems.



The program also placed a strong emphasis on entrepreneurship. Lessons on business management, financial literacy, and marketing were integrated into the curriculum, ensuring that participants understood how to turn their farming skills into viable businesses.



They were taught how to develop business plans, manage their finances, and effectively market their produce to consumers. The importance of sustainability was also a recurring theme throughout the program. Participants were encouraged to use recycled materials, harvest rainwater, and make use of natural sunlight to reduce costs and minimize their environmental impact.

As the months progressed, the participants began to see the fruits of their labor—literally. By September 2024, their greenhouse farms were thriving, and many were already selling their produce at local markets or online platforms. One participant focused on setting up an online store, taking advantage of social media platforms like WhatsApp Business to sell her pesticide-free vegetables to customers across Johor. Another participant became a regular at the local market, where her freshly harvested crops quickly became a favorite among customers.

The impact of the program was also felt beyond the individual participants. As news of their success spread, other young people in Mersing began to show interest in agro-entrepreneurship, seeing it as a viable and sustainable career path. The local community, which had long viewed farming as a low-income and labor-intensive job, began to see it in a new light. The participants had not only transformed their own lives but had also begun to change the perception of farming in their town.



The program's success did not go unnoticed. Local government agencies and private sector partners became increasingly interested in the project's innovative approach to farming and its potential to address both food security issues and youth unemployment.



Sayur Kita Asia was invited to present their findings at several agricultural conferences, where they shared the experiences of the participants and highlighted the potential of smart farming to revolutionize small-scale agriculture.

The Sowing the Seeds of the Future project was designed with long-term sustainability in mind. For the next six months, the participants would continue to receive support and mentorship from Sayur Kita Asia, ensuring that their businesses had the resources they needed to grow and thrive. Plans were already in place to expand the program to include more participants and introduce new crops and farming techniques, further cementing the program’s impact on the community.

Ultimately, the program wasn’t just about teaching young people how to farm. It was about giving them the tools and the confidence to create a future for themselves—one where they could be independent, successful, and contribute to their community’s food security. The young agro-entrepreneurs of Mersing had proven that with the right knowledge and support, farming could be a profitable, sustainable, and rewarding career. They had sown the seeds of their future, and now they were watching them grow.



SayurKita
.asia

Sayur Kita Asia Sdn Bhd

Sowing The Seeds of The Future

Funds Disbursed : RM 40,000

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Sandakan, a historic town located on the eastern coast of Sabah, Malaysia, is the second-largest town in the state, known as the "Nature City," for its rich biodiversity, scenic coastlines, and conservation areas.

Historically the capital of British North Borneo, it now serves as a fishing and commercial hub with a growing eco-tourism industry. However, it faces challenges like rapid urbanization, plastic pollution and environmental conservation concerns.



Future Alam Borneo founded in 2014 as an initiative to foster environmental awareness and education in Borneo. Their first major effort was the Borneo Rhythms of Rimba (ROR) Wildlife Festival, which brought together over 1,000 wildlife experts, environmental organizations, and community members for a two-day event centered around conservation. Since then, Future Alam Borneo has hosted four ROR festivals, creating a platform to highlight Borneo's unique ecological landscape to diverse audiences.



The organization's vision is to build opportunities, networks, and platforms that showcase Borneo's ecological richness and raise awareness through a variety of channels, including art, design, music, architecture, and adventure. Future Alam Borneo operates under four primary pillars:

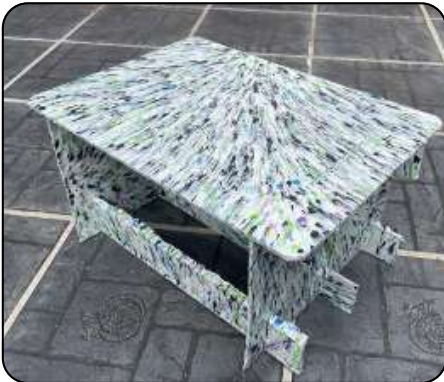
- Festival Platforms
- Books & Publications
- Public Art
- Community Engagement & Sustainable Design

Plastic waste management in Sandakan, Sabah, reflects a growing concern as plastic pollution has visibly impacted its coastal and urban areas. Sandakan, with its vibrant fisheries and natural ecosystems, faces significant environmental challenges from increasing plastic waste, resulting in issues such as overflowing garbage bins, illegal dumping, and poor waste segregation practices.

This, in turn, has negative impacts on public health and the environment especially in squatter areas such as Sim-sim, Kg Forest and Pulau Berhala. The community-driven projects were then formed by the Future Alam Borneo known as "Sandakan Waste Plastics Economy Project (SWPE)" to focus on tackling coastal plastic pollution and supporting economic resilience.



The initiative can address the pressing issues of plastic pollution and economic vulnerability in local communities by converting waste into opportunities. By transforming plastic waste into valuable products, this initiative not only reduces environmental degradation but also offers a sustainable economic pathway for communities. Through creating economic opportunities, Future Alam Borneo aims to support local communities in transforming plastic waste into products and home decor items where they can generate income.



Other than that, activities such as educational programs, workshops, and awareness campaigns will further engage community members, local businesses, and schools, promoting sustainable waste management practices and the significance of a circular economy. Future Alam Borneo also welcomed foreign visitors to their recycling hub with a group of international students from the Middle East, visiting Sabah to learn about our biodiversity, as well as environmental impact problems in Sandakan, Sabah.



There are also engagements with 7 groups of secondary school students in SMK Muhibbah to spend a few hours over the weekend, building a little recycled plastic stool (or it could function as a box or shelf system).



Future Alam Borneo also aims to establish a dedicated upcycling center with the capacity to process various types of plastic waste and through this project they have established an infrastructure through a commission heat press machine. They have managed to process plastic bottles collected and developed a prototype.



Since this is the first heat press machine developed, there is no operational manual. Thus, the team has to do the testing with the participants. Although there are a lot of try and errors in developing the prototype, it's all worth it to save the environment from plastics pollution. One of the participants shared that "Without proper knowledge of how the machine works, we had to carry out trial and error testing ourselves".



This holistic approach integrates economic development with environmental stewardship, supporting long-term ecological and social resilience. The project focuses on recycling initiatives and creating sustainable economic opportunities from plastic waste, helping reduce pollution levels and providing local income sources.

This project represents an effort toward a circular economy, encouraging community involvement, and generating awareness about the importance of sustainable waste management practices in reducing environmental impact.





The Sustainable Development Goals (SDG) provide a framework for addressing critical challenges in Sandakan, including creating economic opportunities through waste management initiatives, education and awareness on the impact of plastics pollution and economic resilience. The Sandakan Waste Plastics Economy Project (SWPE) aligns with several SDG such as SDG 1 No Poverty, SDG 3 Good Health and Well-Being, SDG 4 Quality Education, SDG 8 Decent Work & Economic Growth, SDG 11 Sustainable cities and communities and SDG 12 Responsible consumption and production.



FUTURE ALAM BORNEO

Sandakan Waste Plastics Economy Project (SWPE)

Funds Disbursed : RM 40,000

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Pitas, a rural district in Sabah, Malaysia, is primarily based on agriculture, fishing, and small-scale subsistence farming. Despite its coastal location, income levels are low due to limited infrastructure and opportunities. The community, predominantly indigenous, has a vibrant cultural heritage but faces challenges in access to education, healthcare, and modern amenities. Efforts to improve economic resilience include community development programs and government support initiatives. However, Pitas remains vulnerable to economic and environmental pressures, including climate change impacts on coastal resources and agricultural viability.



80 Hours Around Sabah founded in 2021, which does humanitarian activities and the "Tour Around Sabah" program that provides charity. Since its inception, this association has been involved in welfare operations throughout Sabah, including the distribution of food and clothing, the construction of small-scale infrastructure in rural places, and the leadership of rescue missions and emergency help during natural disasters. This organization also collaborates with Sabah Influencers (Tumatik and Susi Shaundal) to make them ambassadors for the "80 Hours Around Sabah" initiative.



Water and Sanitation Hygiene (WASH) retain the core concepts of water, sanitation, and hygiene. In the Kudat Parliament, particularly in the village of Kandinga, Pitas, there is a problem with unclean and insufficient daily-use water sources.



As a result, the Water and Sanitation Hygiene (WASH) Project was formed that focused on enhancing water catchment areas and piping systems that will be provided to all households in Kandinga village.



Assisting villagers in rehabilitating and upgrading their water catchment center is a critical endeavor that addresses both hygiene and sustainable water management. 80 Hours Around Sabah aims to provide a facility that serves as the primary source for daily bathing and washing.

This project comprises three phases: preparing the water catchment site by cementing it, installing a fence around the central water catchment area, and installing a new water pump along with an additional tank catchment. The project also includes a briefing on maintaining and cleaning the water catchment pool.

It is important to make sure all of the three phases are completed, so its functionality can be properly assessed and this is essential for the health and well-being of the community. Effective rehabilitation efforts should focus on enhancing the structural integrity of the catchment area while also implementing modern practices that align with sustainable development goals.

By engaging local stakeholders in these processes, communities can ensure that their unique needs are met while fostering a sense of ownership over this vital resource. The villagers are also very happy to share that this project has solved one of their main issues.





"In the past we fetched water from a long distance and the residents often fought because of the water problem. Now the water is ready for every home kitchen. One problem is solved. Thank you APPGM."

People of Kampung
Kandiga

Moreover, the villagers also were given exposure for more effective water catchment care procedures as it is imperative for long-term sustainability. Regular maintenance protocols must be established to monitor water quality and prevent common issues such as bio-fouling and sedimentation. Training villagers in these maintenance techniques not only improves system performance but also empowers them with knowledge about environmental stewardship.



Ultimately, assisting villagers in these initiatives fosters a dual benefit: improved living conditions through better access to clean water and enhanced community resilience against climatic variations such as droughts or floods. By focusing on both rehabilitation and education regarding effective care procedures, communities can create a sustainable model that ensures access to this vital resource for generations to come.



80 Hours Around Sabah

Water and Sanitation Hygiene
(WASH) Kg Kandiga

Funds Disbursed : RM 40,000

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Terung Asam ("*Solanum lasiocarpum*"), commonly known as sour eggplant or "Terung Dayak" among the locals, is a unique fruit widely cultivated and consumed in Sarawak. It is a native species of eggplant found in the Borneo region, and it holds an important place in the culinary traditions of the local indigenous communities, such as the Iban, Bidayuh, and Orang Ulu. Known for its unique tangy flavour, terung asam is often used in local dishes like "asam pedas", soups, and stews. It is a key ingredient in traditional Sarawakian cooking, providing a distinct sour taste that complements the flavours of freshwater fish, meat, and vegetables.



In rural areas, many people still cultivate terung asam in home gardens or small-scale farms, often intercropped with other native plants like paddy and tapioca. It is not only a source of nutrition but also an important commodity at local markets, contributing to the livelihoods of small farmers. However, conventional farming methods, including the use of chemical fertilisers and pesticides, can have long-term adverse effects on both the land and the health of those consuming the produce.



This is where the initiative by Morganic Farm to cultivate terung asam organically becomes significant. By proposing organic farming methods, they aim to ensure a safer, healthier food supply while promoting a more sustainable environment. Organic farming involves the use of natural fertilisers such as compost, manure, or organic waste to nourish the soil, as well as natural pest management techniques. This approach reduces the reliance on harmful chemicals that can degrade soil quality over time and pose risks to human health.



The “Penanaman Terung Asam Secara Organik” project engaged 17 participants from P198 Puncak Borneo parliamentary area, specifically targeting the community in Siburan and it spanned over a period of four months. In the first month, participants were exposed to the Sustainable Development Goals (SDG) and the fundamental principles of organic farming. Through these sessions, they gained an understanding of how organic farming aligns with global sustainability efforts. Additionally, participants were introduced to organic materials and methods that they will use throughout the project. Following that was the hands-on stage that focused on setting up planting areas and establishing the groundwork for organic farming. Participants were guided in designing planting layouts, preparing the soil, and gathering necessary materials to implement organic planting techniques.





The project then shifted to the care and maintenance of terung asam plants. Training sessions covered essential topics such as organic fertilisation, irrigation, manual and biological pest control, and garden waste management. Participants learnt how to nurture healthy plants without relying on chemical inputs, gaining skills in sustainable soil and pest management. Towards the end of the project, participants were introduced to the business side of organic agriculture through an agricultural entrepreneurship course. This phase included training on fruit grading, cost analysis, and market identification, providing participants with an understanding of the economic aspects of farming. They learnt to assess production costs, set prices, and explore potential markets for their produce. This knowledge empowers participants to view organic farming not only as a sustainable practice but also as a viable business model that can contribute to their economic resilience.



From the project, participants reported significant growth in their knowledge and skills related to terung asam cultivation. They appreciated the training and guidance provided, which enhanced their understanding of soil management, seed breeding, and replacing damaged plants. Moreover, many participants felt proud of their contributions, especially seeing the increase in healthy, flowering plants as a result of their efforts. This success boosted their confidence and enthusiasm for future agricultural projects.

Participants also highlighted the strong sense of community and teamwork developed throughout the project. They valued the collaboration and mutual support, which helped them overcome challenges and achieve project goals.



Through their experiences, participants have become more aware of environmental issues related to agriculture and have embraced the principles of sustainable farming. This "Penanaman Terung Asam Secara Organik" project not only increased their practical agricultural knowledge but also strengthened their commitment to maintaining an ecologically balanced approach in their farming practices, thereby positively impacting both their personal and professional lives.



Morganic Farm

Projek Penanaman Terung Asam
(Organic Method)

Funds Disbursed : RM 40,000

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Much of Peninsular Malaysia's western coastline is adorned with mangrove forests that have been sheltering agricultural and fishery areas from tidal wave inundation and erosion. However, roughly 30% of Malaysia's coastline is undergoing erosion[1], with a deforestation rate of about 0.1% per year between 1990 and 2017.[2]

While these statistics pose major concerns to the livelihoods of coastal farmers and fishermen, urgent action also needs to be taken to mitigate loss of biodiversity and decrease in carbon stocks, as the effects of mangrove deforestation on climate change and biodiversity is permanent and irreversible.



A group of proactive and environmentally-conscious youths banded together to protect the mangrove forests in Kuala Langat by pitching a project that will simultaneously replant 330 mangrove seedlings and also educate their beneficiaries on the importance of preserving mangrove ecosystems and their many benefits to the community.

[1] Othman, Ir. Muhammad Akhir. "Value of Mangroves in Coastal Protection", published on the Department of Irrigation and Drainage website.

[2] Hamdan, Omar et al. "Characterizing and monitoring of mangroves in Malaysia using Landsat-based spatial-spectral variability", published in 2018 by IOP Publishing Ltd. Ser.: Earth Environ.



Junior Chamber International Kuala Lumpur Mandarin (JCIKLM) is a youth group based in Puchong, and has experience in managing youth leadership programs that are focused on sports and environmental initiatives. They have since identified suitable planting sites in Pantai Batu Laut and Pantai Kelanang, and selected a group of beneficiaries that include secondary school students, youth organizations, and the local community.



Taking place over a period of 6 months from October 2023 to April 2024, JCIKLM's project sought to reduce community vulnerabilities to coastal hazards, enhance marine ecosystem health, educate the beneficiaries on proper planting techniques, and also teach them how to monitor seedlings to detect signs of stress, disease, or predation.





On 7th March 2024, JCIKLM visited the Malaysian Parliament primarily to promote their project to YB Kula Segaran, and to garner governmental support to help them achieve their outlined Sustainable Development Goals that are relevant to socio-economic and environmental challenges. YB Sivakumar not only endorsed and advocated for their project, he also extended an invitation to JCIKLM to meet with the Perak government for potential collaboration on tree planting projects in the Lumut area.



They also engaged with the Forest Research Institute of Malaysia (FRIM) to obtain more credible support for the project and invited them to participate in mangrove restoration activities. Together with Masjid Belia Malaysia (MBM), they met with FRIM officers and the project stakeholders. This exchange helped to forge powerful partnerships, share expertise, and align efforts toward the successful implementation of the mangrove restoration project. Their concerted efforts underscored the importance of collective action in environmental conservation and emphasized the value of collaborative approaches in achieving shared goals.



Other immediate outcomes of this meeting included an action plan for mangrove replanting that would result in enhanced coastal resilience, an assessment study of the current rate of habitat degradation and biodiversity loss, research of local ecological dynamics, and ways to engage the local community in environmental stewardship efforts with feasible sustainable practices for mangrove conservation.



One of the most glaring challenges that emerged from initial assessments of planting sites was that coastal areas are often subjected to tidal forces, wave inundation, and frequent heavy rainfall. This could mean severe damage to mangrove seedlings before they could properly take root. Additionally, mangroves have a relatively slow growth rate, and it can take up to seven years[3] for seedlings to mature and begin contributing to the ecosystem. This meant that JCIKLM and their beneficiaries had to adapt the planting timeline to accommodate changing weather conditions, and to implement agile contingency plans to ensure that seedling development is not disrupted or slowed.



During one of their routine site inspections at Pantai Kelanang on 11th August 2024, they observed that during low tide, approximately 99% of the saplings were still robust and healthy. This is largely attributed to the presence of mature mangrove trees at the front, which acted as a natural barrier and protected the site from strong waves. JCIKLM had also selected planting sites that were situated behind other natural barriers like sandbars or coral reefs, and sites with good drainage or on higher ground so that they are less susceptible to flooding and waterlogging during heavy rainfall. However, a few saplings were damaged due to foot traffic from individuals passing through the area.

[3] Data taken from the “Restore Our Shores” website, accessed at: [Other immediate outcomes of this meeting included an action plan for mangrove replanting that would result in enhanced coastal resilience, an assessment study of the current rate of habitat degradation and biodiversity loss, research of local ecological dynamics, and ways to engage the local community in environmental stewardship efforts with feasible sustainable practices for mangrove conservation.](#) on 15th November 2024.





The project team learned that there is still a need for increased awareness and better site management practices. As part of their reflections on the project, they suggested implementing engineered solutions in future planting sites, such as installing designated pathways or manmade barriers to prevent accidental harm to the saplings.

Sowing the seeds on conservation awareness requires diligence and patience, as this will blossom into lasting behavioral changes in the community, as exemplified by this Mangrove Restoration Plan by JCIKLM. This attitude adjustment will also lead to increased concern and curiosity on other environmental challenges, resulting in a shift towards long-term commitment in protecting coastal ecosystems on a local scale, and in mitigating climate change impacts on a global scale. For mother nature and communities to thrive together, it begins with a seed - a seed that takes root in fertile ground.



Junior Chamber International Kuala Lumpur Mandarin (JCIKLM)

Mangrove Restore Plan

Funds Disbursed : RM 40,000

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The "SDG Solution Projects Best Practices: From Beneficiaries to SDG Champions" highlights 35 stories from the ground, each embodying the transformative impact of different best practices initiatives. These successful projects encompass three main working areas namely, economy, social, and environment, demonstrating the diverse approaches taken to improve the lives of communities across Malaysia.

These best practices are the result of ongoing and intentional collaboration efforts between APPGM-SDG and our Solution Providers. By leveraging their expertise and our resources, these Solution Providers delivered customised solutions that met the specific needs of the communities. Their efforts have not only uplifted individuals, but also established a model for sustainable and scalable development nationwide that brings lasting and meaningful change.

APPGM-SDG has been instrumental in driving these efforts by distributing micro grants to projects that have been consciously mapped for their issues, and working together with communities beyond stipulated project life cycles to continue monitoring projects and building their capacities, ensuring that project impact is adaptive, progressive, and never short-lived.

This publication is a tribute to the unsung heroes at the grassroots level and on the fringes of communities, whose resilience and ingenuity have been the inspiration behind these projects. It is our hope that these stories capture the heart and soul of their take on collaboration and innovation, unveiling the true purpose of community development.



Society for Promotion of Sustainable Development Goals



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