



PROJECT

Inisiatif Basmi Miskin Tegar (IBMT)

HARDCORE POVERTY ERADICATION
INITIATIVE (IBMT)

IBMT (2022 - 2026)

UNGKU AZIZ CENTRE FOR DEVELOPMENT STUDIES (UAC)
Universiti Malaya



IBMT@UAC RESEARCH GROUP 2022-2026

Project Leader

- Datin Sri Prof. Dr. Suhafza Hanim Dato' Mohammad Zaimi

Project Advisor

- Dato' Sri Mustapa Mohamed

Senior Assistant Registrar

- En. Muhammad Norazlin Mansor

Research Officer

- Cik Izzatulfatma Aidil
- Cik Nurul Ilma Kasim

Financial Administration Assistant

- En. Ismail Abdul Rahman Ibrahim

Research Fellow

- Dr. Sayed Mohammad Reza Yamani Sayed Umar
- Dr. Nurul Ashikin Alias

Social Research Assistant

- Cik Athirah Ellysa Itosli
- Cik Erna Noor Syamiera Zuber
- Cik Nur Akma Syuhaili Ismail

Assistant Information Technology Officer

- En. Muhd Nur Fadli Nordin

Former Research Assistant

- Pn. Siti Zulaikha Ismail
- Cik Zainab Samsuddin
- Cik Nur Shazlyn Zamakh Shari

Former Social Research Assistant

- En. Lut'fi Amin Azhar

Former Assistant Registrar

- Pn. Suhailah Saleh

Former Research Officer

- En. Mohd Izzudin Mohamed

Former Research Fellow

- Dr. Samsul Farid Samsuddin
- Dr. Cheah Chan Fatt

EXECUTIVE SUMMARY

The Ungku Aziz Development Studies Centre (UAC), Universiti Malaya, remains committed to preserving the legacy of Royal Professor Ungku Aziz through the implementation of research, policy engagement and community-based programmes towards a more inclusive and sustainable society. Among them is the implementation of the Hardcore Poverty Eradication Project (IBMT) under the Ministry of Economy, which targets the urban poor, particularly the B40 and asnaf communities in the Federal Territory of Kuala Lumpur.

This project will be implemented from 2022 to 2025 in collaboration with various agencies, involving phases of mapping, matching, implementation (courses, equipment and raw material capital), monitoring (sales results and participant feedback for improvements) and reporting through data analysis of the Multidimensional Poverty Index (MPI) indicator to assess the effectiveness of the programme as a whole.

This programme is expected to increase participants' socio-economic mobility, reduce hardcore urban poverty, and strengthen a multidimensional, data-based policy approach. The results of the study will also provide an important basis for improving poverty eradication policies that are more integrated, sustainable, and that focus on empowering individual capabilities rather than being solely dependent on total income.



Creating Opportunities

REALISING HOPE





UAC UNIVERSITI MALAYA RAIH MALAYSIA GLOBAL SUSTAINABILITY AWARDS 2025



Program Latihan, Penglibatan Untuk Basmi Kemiskinan



GREENXT



**MALAYSIA
GLOBAL
SUSTAINABILITY
AWARDS**

GreeNEXT

PROUDLY PRESENTED TO
UNGKU AZIZ CENTRE, UNIVERSITY OF MALAYA
for the project

PROGRAM INISIATIF BASMI MISKIN TEGAR

The certificate acknowledges outstanding contribution in sustainability education and leadership empowering the Next Generation to lead a sustainable future


Tarekudin Hassan
President
Sustainable Business Network
Association Malaysia (SUSNET)


Dr. Ya Akar Hassan Talaga
Chairman
Malaysia Global Sustainability Awards







AKSANA PENDEKATAN BAWAH KE ATAS



yang diperlukan untuk men... dan dilaksanakan dalam



ACKNOWLEDGMENT

SPONSOR

Ministry of
Economy

Federal Territories
Department

PRIVATE/NGO/INSTITUTION

Kuala Lumpur City
Hall (DBKL)

Universiti Malaya (UM)

Institute For Poverty
Research and Management
(InsPeK),
Universiti Malaysia Kelantan

Universiti Malaysia
Sabah (UMS)

The Employees Provident
Fund (EPF)

Angkatan Koperasi
Kebangsaan Malaysia
Berhad
(ANGKASA)
FGV Holdings Berhad

ARBA Foundation
Pepper Labs Sdn Bhd

TRAINING PROVIDER

AGROBANK

Selayang
Community College

Bank Muamalat
Berhad (Itekad)

MYDIN Mohamed
Holdings

SINGER



“

Life is not like Que Sera, Sera,
What will be, let it be.
The future is up to us.

- Profesor Diraja Ungku Abdul Aziz



Di Pejabat 1970



UNGKU AZIZ

CENTRE FOR DEVELOPMENT STUDIES

The Ungku Aziz Centre for Development Studies (UAC) was established by the Universiti Malaya (UM) as a centre of excellence dedicated to advancing research, policy dialogue and community engagement in the areas of development, poverty, social well-being and inclusive growth, in line with national aspirations and the Sustainable Development Goals (SDGs).

The establishment of UAC is closely linked to the creation of the Royal Professor Ungku Aziz Chair (RPUAC) at the Faculty of Economics and Administration, UM. The Chair was founded to honour the outstanding contributions of Royal Professor Ungku Aziz in the fields of education and economic development, particularly in rural development and poverty alleviation. To facilitate and support the Chair's activities, a research centre was established, originally known as the Centre for Poverty and Development Studies (CPDS), which later evolved into the Ungku Aziz Centre for Development Studies (UAC).

Since 2016, the Centre has undertaken strategic initiatives to expand and further develop the field of development studies by embracing its interdisciplinary nature. These efforts aim to attract wider participation, engage young scholars and practitioners, and move beyond a mono-disciplinary approach to development. The defining pillars of the Ungku Aziz Centre for Development Studies reflect both the Centre's evolution and the dynamic nature of development studies itself.

Through research, policy engagement, publications and community-based programmes, UAC continues to uphold the intellectual legacy of Royal Professor Ungku Aziz while contributing meaningfully to the pursuit of a more just, inclusive and sustainable society.



Tentang
UAC
03

VISION

To be a leading centre of excellence in development studies that advances equitable, sustainable development through impactful research and thought leadership.



MISION

To generate policy-relevant research, foster multidisciplinary collaboration, and uphold the intellectual legacy of Ungku Aziz in addressing contemporary development challenges.



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2022

Initial mapping phase, equipment distribution, and course implementation by previous researchers.



Exchange of new research groups: meetings and collaboration with the Ministry of Economy, Federal Territories Department, Kuala Lumpur City Hall and Agrobank to set the direction of the project. Among the programs implemented are management training (IBOX) with the Institute for Poverty Research and Management (InsPek), townhall sessions and marketing of the Kudap Kukis 1.0 product.

2023

Timeline
IBMT
04

2024

The phase of purchasing raw materials as business capital for old IBMT participants and monitoring is carried out periodically. Programs involving active communities are carried out such as the distribution of Corporate Social Responsibility (CSR) assistance under the UAC Prihatin program, the involvement of hardcore poor entrepreneurs in various carnivals and the marketing of participant products is actively carried out.



2026

Preparation and submission of the final project report as well as analysis of multidimensional poverty data output using the Multidimensional Poverty Index (MPI).



Throughout 2025, the mapping, matching and course phases were implemented for additional IBMT participants. The purchase of raw materials and monitoring of old IBMT participants were still carried out periodically. In addition, surplus equipment was also distributed to the JWP/UITM as agreed. The research group conducted a final census to update participant data.

2025

Average Poverty Line Income (PGK) Food and Non-Food

Malaysia		 RM 1,236	 RM 1,227
Federal Territory of Kuala Lumpur		RM 1,248	RM 1,784

Source: Poverty Report in Malaysia 2024, Department of Statistics Malaysia (DOSM)



IBMT Project Implementation Phase



- PROFILING**
 - Connect and count participants in each house
 - Townhall session with participants.
- MATCHING**
 - Determine the participant's business category.
 - Ensure that the course, equipment and raw materials are appropriate to the business needs.
- IMPLEMENTING**
 - Implementation of General and Specific Courses.
 - Distribution of raw material capital for participants to do business and generate income.
- MONITORING**
 - Collection of participants' monthly sales revenue data.
 - Identifying participants' business status.
 - Improving participants' business.
- REPORTING**
 - Final report of data collection and analysis.

IBMT Project Implementation Structure

Initiative to Eradicate Hardcore Poverty (IBMT) @ People's Income Initiative



insPeK
iBox System

Strategic Partners and Training Providers

Strategic Partners:

- Kuala Lumpur City Hall (DBKL)
- Federal Territories Department (FTD)
- Malaysia Digital Economy Corporation (MDEC)
- Petronas Foundation



Community Action Lab @ UAC



Implementation Phase of the IBMT Project

Training Provider/

- Instructors:
- AgroBank
- Pusat Giat MARA
- Community College
- CIDB
- Vocational Center
- University of Malaysia Kelantan

Poverty Research Lab



Project Framework

05

Total Number of IBMT Participants Central Zone Peninsular Malaysia

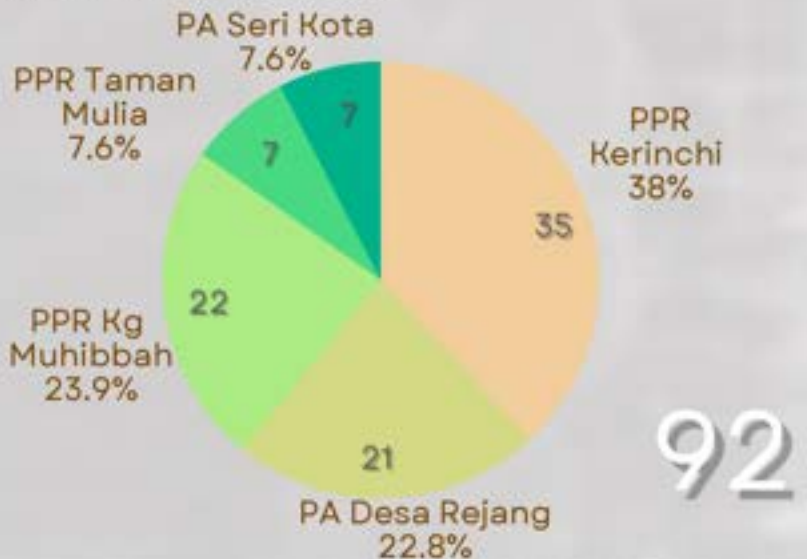
140



Comparison of Participant Participation Status



Distribution of Number of Participants Active in Each Locality



Percentage Status Category Head of Household (KIR) Involved



Among the Reasons for Withdrawal



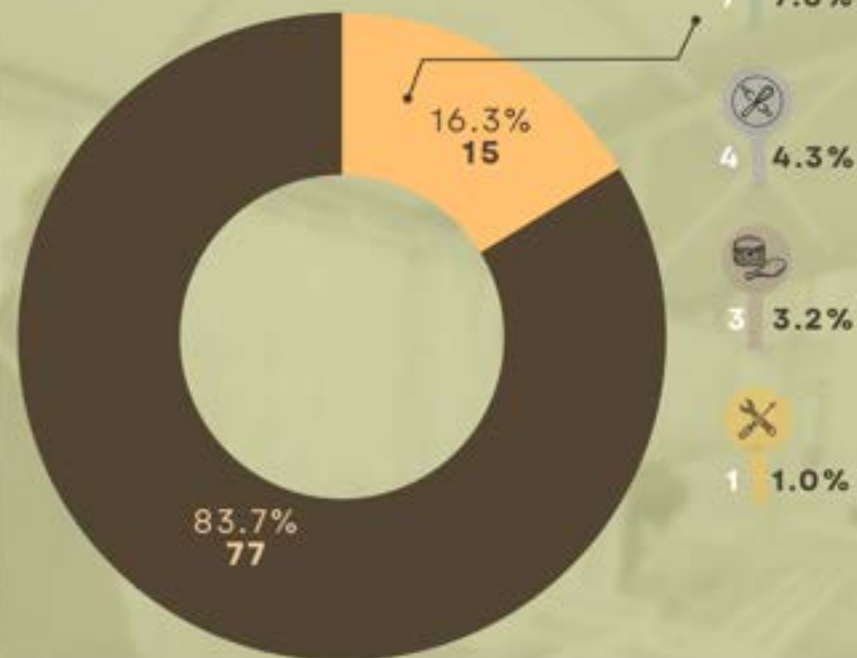
Details of the Number of Participants for Each Category of Business Activity



Percentage of Participants with Income Gaps Exceeding the Food PGK

● Passing the Food Standards Agency

● Not Exceeding Food Standards



MULTIDIMENSIONAL POVERTY INDEX (MPI)

The Multidimensional Poverty Index (MPI) was developed by the Oxford Poverty and Human Development Initiative (OPHI) in 2010. It is widely used as a cross-country comparative measure of multidimensional poverty. The index provides a picture of the deprivation experienced by individuals or households in various aspects of life. The MPI is a versatile measurement and can be adapted to a wide range of dimensions, indicators, deprivation lines and weights in line with the goals and needs of its use.

Source: Multidimensional Poverty Report 2024, Department of Statistics Malaysia (DOSM)

MPI Study Findings on Participants

91%

Households receiving IBMT in Kuala Lumpur are assessed as deprived across multiple dimensions of well-being.

No Health Protection

Limited Digital/Educational Access

Income Deprivation

Field Census Method

• Home to Home Approach



• Monitoring at Business Premises



HIDDEN

Key Issues of Urban Poverty

Limitations of Poverty Measurement

Ignoring non-financial deprivation.

Lack of Intervention (Financial Assistance)

Incomes are increasing but not addressing issues of health, education, digital divide

The New Dynamics of Urban Poverty

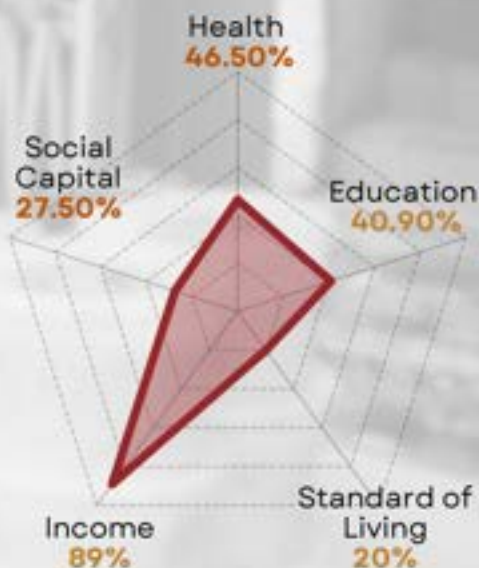
Issues such as labor market instability and limited social capital

Percentage Contribution Based on MPI Indicators

MPI Indicator



Summary of Five (5) Dimensions of MPI Use



Among the Main Recommendations

Institutionalize MPI in the National Monitoring System	Strengthening Health protection
Integrated agency approach	National digital inclusion agenda
	Strengthening community social capital
Income-based intervention	Capability-based multidimensional strategy

MPI's Direction

Shifting urban poverty **policy to a holistic, multidimensional** data-based approach in line with the 13th Malaysia Plan, SDGs and inclusive economies.

Urban poverty is **complex, overlapping and systemic**, not through income approaches alone.

MPI improves **measurement accuracy and intervention effectiveness** more comprehensively.

Inspirational



Stories

06





Kak Nor began as a humble home-based rempeyek venture soon blossomed into something far more meaningful. Driven by passion and quiet determination, Kak Nor nurtured her small beginnings into a thriving business. Today, her shop in Desa Rejang stands as the heart of her journey, a symbol of perseverance, family support, and steady growth. With her husband and children by her side, Kak Nor continues to build her dream, now creating opportunities not only for her family but also for others, with a team of about five dedicated employees.

Following her participation in the IBMT programme, Kak Nor's rempeyek business grew significantly, with sales reaching around RM30,000 and access to wider markets. During festive seasons, sales can reach up to 900 jars, and her products are now available across Kuala Lumpur.

Even more inspiring, Kak Nor has transitioned from a MAIWP aid recipient to a zakat contributor through her business, an achievement that reflects her perseverance and the impact of sustained support.

Kak Nor Rempeyek



Mek began her fried chicken business through the IBMT initiative, with support from her children. Starting small, she steadily grew the venture with dedication and determination. Today, the business generates a monthly income of several thousand ringgit from the sale of fried chicken and sausages.

With confidence and resilience, Mek now stands firmly on her own. Her participation in bazaars and night markets has further expanded her business. Her journey reflects how opportunities through the IBMT project can become a turning point toward a more secure and meaningful livelihood.

*Mek
Ayam
Gunting*

Che Azimawatie binti Che Soh
PPR Kerinchi  0187726384

A resilient single mother, Nurtasnim carries the responsibility of raising her school-going child with strength and determination. Despite the challenges following her separation, she chose to rise and rebuild her life with perseverance.

Guided by her passion and baking skills, Nurtasnim turned her talent into a source of income, crafting a variety of cakes and desserts. With support from her eldest child, she has grown the business into a trusted supplier of goodies, such as nut mixes and brownies, to both government ministries and private clients.

Nurtasnim's journey as an asnaf entrepreneur reflects a mother's strength and resilience in building a better life, one step at a time, for her children's future.



*Lovely
Dessert
Counter*



Nurtasnim Jamilah Muhd Jamil
PPR Taman Mulia ☎️ 📷 0173747508





For Aida, business is more than an interest²⁷ it is a means of providing for her family. With dedication and perseverance, she prepares a variety of offerings, from desserts and curry puffs to home-cooked dishes.

Once operating without a fixed location, Aida's journey took a meaningful turn after joining the IBMT programme. She now runs her own shop at Bazaria Kerinchi and approaches her business with greater confidence. Actively participating in bazaars and local entrepreneur carnivals, she continues to seek new opportunities to grow her venture.

This journey shows how passion, when matched with perseverance, can become the foundation for a family's stability and well-being.

*Oh Sugar
Legacy*



Aida Effa binti Akhir Shah

PPR Kerinchi



0182133670

A visually impaired practitioner with expertise in massage therapy, Pakcik Jamil turns his skill into a source of livelihood. With resilience and experience, he provides home-based massage services to his local community.

Through the IBMT initiative, he received support in the form of materials and more suitable massage equipment, enhancing the quality of his services. This support has also enabled him to run his business more smoothly and comfortably.

This journey has brought a positive transformation to Pakcik Jamil's life, not only improving his income, but also strengthening his confidence to remain independent and continue contributing to his community.

Pakcik Jamil Urutan Tradisional



Projek Inisiatif Basmi Miskin Tegar



Jamil bin Barom
PA Desa Rejang

0173395840

Where Great Baking Begins

Despite facing mental health challenges, including depression and bipolar disorder, she chose to rise by turning baking into both a form of therapy and a source of strength—while also generating income to support her family. Though she continues to undergo treatment and rely on medication, her determination to keep moving forward remains unwavering.

Her health challenges have not weakened her resolve; instead, they have become a source of strength to keep moving forward and build a better life, day by day. With her husband, an e-hailing driver, they navigate life together while working toward greater financial stability for their small family.

Support from the IBMT programme, including essential equipment such as a refrigerator and an oven, has further strengthened her confidence in growing her baking business.

Thaqif Mama Kitchen



Puteri Rosyafizah
PPR Kerinchi   019616 7230

Sharifah plays a vital role in supporting her family's income, especially given her husband's irregular employment, while remaining committed to raising their school-going children.

To sustain the household, she runs a small food business, selling burgers and roti john. Actively trading at bazaars and at a stall beneath her apartment block, she makes the most of every opportunity to increase her earnings.

Today, she continues to build her capabilities through programmes such as Dapur Digital, opening doors to wider and more competitive markets. Her journey reflects the perseverance of a mother who continues to push forward, seeking every chance to grow and succeed.

Burger Stall Blok G



Sharifah Sharip
PPR Kg Muhibbah   0126372486



Driven by a deep interest in business, Norita began with a small venture selling wafers and festive cookies. From the outset, she demonstrated strong determination and commitment to growing her enterprise.

Through consistent effort and perseverance, she has since opened her own shop at Bazaría Kerinchi, offering a range of gift items, including flower bouquets and hampers. This product diversity not only attracts customers but also reflects her creativity and business acumen.

Norita's efforts have not only led to success in her business, but also contributed to her family's income. Her journey shows that with dedication, hard work, and a willingness to learn, dreams can indeed become reality.

Ranisa
EvoGift

Norita binti Ahmad
PPK Kerinchi

011-25684533

Masri runs a home-cooked dishes business as her main source of income to support her family. Her husband's chronic illness has not deterred her; instead, it has strengthened her resolve to keep going for the sake of her children.

With resilience and a strong sense of responsibility, she continues to ensure her family's needs are well provided for. Skilled in preparing dishes such as serunding popiah and frozen foods, she also actively takes on catering orders to supplement her income.

The training, capital, and equipment support provided through the IBMT programme have been effectively utilised to grow her business. Her efforts are further strengthened through active participation in entrepreneur programmes and local carnivals such as Dapur Digital. Despite the challenges, she continues to move forward with resilience, steadfast in building a better life for herself and her family.



Dapur Maniz





Aynur's deep passion for baking is reflected in the creativity and quality of her products. Committed to continuous improvement, she actively attends culinary and business courses to refine her skills and expand her knowledge.

Together with her husband, she contributes to the family income, earning several thousand ringgit per month from her baking business. By leveraging a network of sales agents, her products reach a wider market—demonstrating how acquired knowledge can be effectively translated into real business growth.

Her journey highlights how passion, perseverance, and continuous learning can unlock greater income opportunities and inspire others to embark on their own entrepreneurial path.



Ain Sweet Touch



Kak Amy is among the most resilient IBMT participants, never easily deterred by challenges. Her family faced a major setback when her husband lost his job during the COVID-19 pandemic, affecting their household's financial stability.

With no prior baking experience or formal training, she joined the IBMT programme and has since built a home-based cookie business with her husband. While sustaining the business, she continues to prioritise the well-being and education of their school-going children. Today, she is also a consistent supplier for Kudap Kukis@UAC, reflecting her steady progress and commitment.

They also face the ongoing challenge of raising a child with disabilities who requires constant care and support. Through the initiatives and support of the hardcore poverty eradication programme, Kak Amy demonstrates that perseverance, family unity, and resilience can drive meaningful change and sustain a better way of life.



Kak Amy Cookies





Zarina is a resilient woman who proves that physical limitations are no barrier to determination. Despite her disability, she continues to run a food business, specialising in chicken chop and a variety of beverages.

She does not face these challenges alone. With the support of her children, who help manage the business, her resolve to remain independent grows stronger. This shared effort has become a key pillar in sustaining and advancing her venture.

Today, beyond her food business, she has expanded into selling bottled drinks on a small scale. This step reflects her adaptability and willingness to explore new opportunities to enhance her family's income. Her journey embodies resilience, determination, and the strength to rise in any circumstance.

INA'Z AMOR
CAFE PASU BUNGA



Chicken Chop
Kak Zarina



Zarina Abu Safian
PA Desa Rejang

0175519108

PROJEK KUIH RAYA
 Produk Komuniti PPR 2023
100% HOMEMADE
 ✓ Kualiti Premium
 ✓ Dijamin Sedap
 ✓ Kekang Melayu
 Sila Imbas kod QR untuk membuat tempahan

RM 22	RM 22	RM 22
RM 22	RM 22	RM 22
RM 22	RM 22	RM 22
RM 22	RM 22	RM 22

2024



Chee Chips Andi Ansh 018-8702764	Dark Chee Nur Hafizah 018-2204004 / 018-8414020	Bempyek Nuzliha 017-6448331
Semperit Dahlia Nuzliha 017-6448331	Dried Fish Fillet Seasoned Hafiza Ella 018-3070276	Popia Simpul Nuzliha 017-6448331
Susut Buttercotch Hafiza Ella 018-3070276	Manafa Hafiza Ella 018-3070276	Popia Cheese Andi Ansh 018-8702764



Kudap Kukis

2023

07



Gallery 08







PROJECT
Hardcore Poverty Eradication Initiative (IBMT) 2022-2026

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Universiti Malaya