



ALBUKHARY INTERNATIONAL UNIVERSITY

## CASE STUDY

# MAK SU'S STRAWBERRY FARMING POVERTY ALLEVIATION THROUGH GRADUATION MODEL

*"inspiring minds"*

AQIDAH

AKHLAQ

ADAB

AMANAH

AMALAN



**Sharing Good Practices of Local Actions on Mainstreaming Whole Community Approach  
for Education for Sustainable Development**





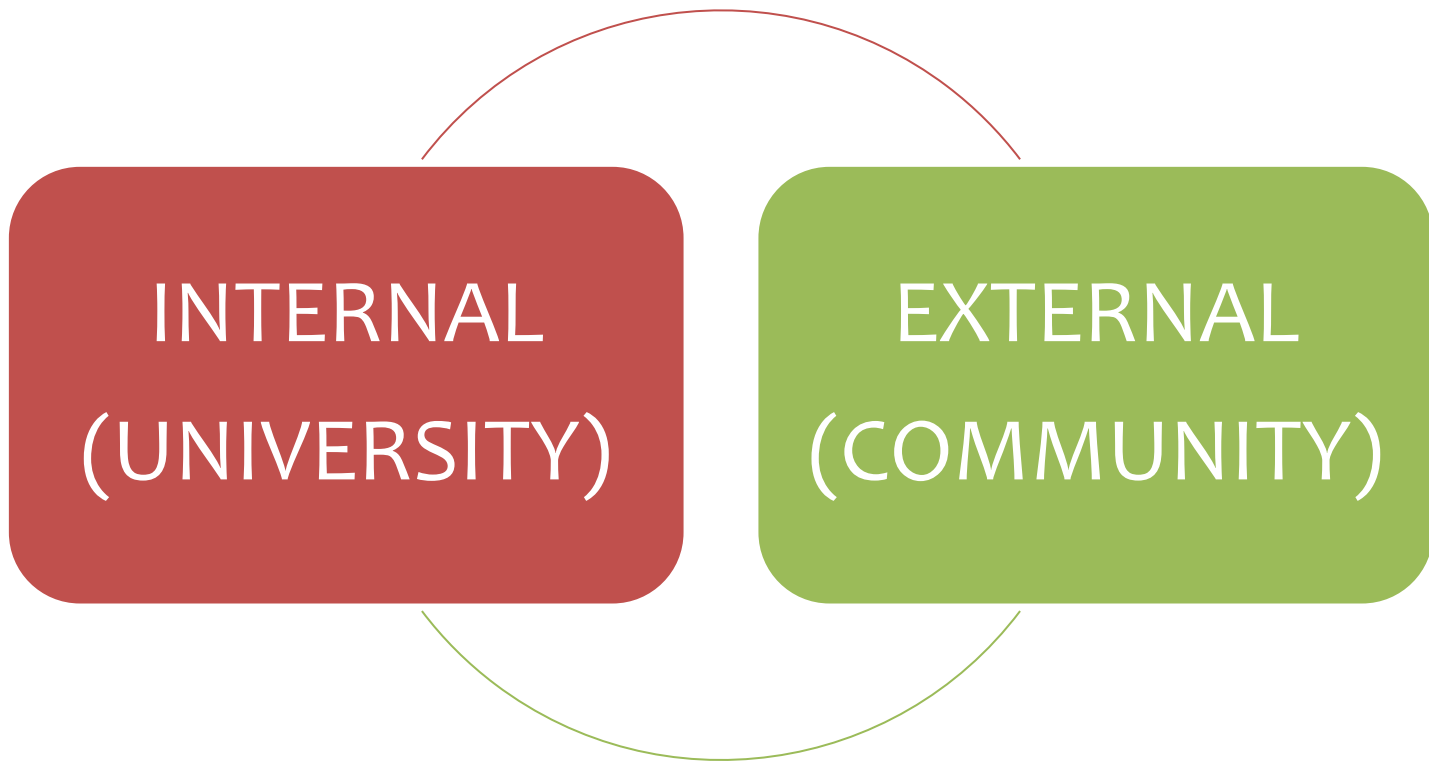
**Vision:**

- Innovating solution that promotes the convergence of ideas towards a sustainable world.

**Mission:**

- Provides opportunity to serve humanity through social business in a redesigned learning environment.







**CURRICULUM DESIGN**

EMBEDDED SOCIAL BUSINESS COURSES IN THE  
UNIVERSITY CURRICULUM



**STUDENT ACTIVITY : CO-CURRICULUM**

SOCIAL BUSINESS DESIGN LAB  
3ZERO CLUB

# CURRICULUM DESIGN



## The objectives of this course are to:

1. Provide students with requisite knowledge in social business, micro-financing, social business plan and development.
2. Develop students' intellectual curiosity and abilities to think critically and scientifically about social issues in the community and find innovative social business solutions.

## SOCIAL BUSINESS I

Type of Course	: Core Course
Credit Hour	: 2 Credit Hours
Study Program	: All Bachelor Degree Programmes in AIU
Year of Take	: 1 <sup>st</sup> year of study



## CURRICULUM DESIGN



### The objectives of this course are to:

1. Develop students' management skills in executing a social business project.
2. Instil values of charity, compassion, respect of diversity, resourcefulness and to raise awareness about civic responsibility.

## SOCIAL BUSINESS II (Capstone Project)

Type of Course	: Core Course
Credit Hour	: 4 Credit Hours
Study Program	: Bachelor of Business Administration : Bachelor of Business Administration (Marketing) : Bachelor of Business Administration (HRM)
Year of Take	: 3 <sup>rd</sup> year of study

# CO-CURRICULUM ACTIVITY



**3ZERO CLUB™**



**SOCIAL BUSINESS DESIGN LAB**

Zero Poverty - Zero Unemployment  
Zero Net Carbon Emissions

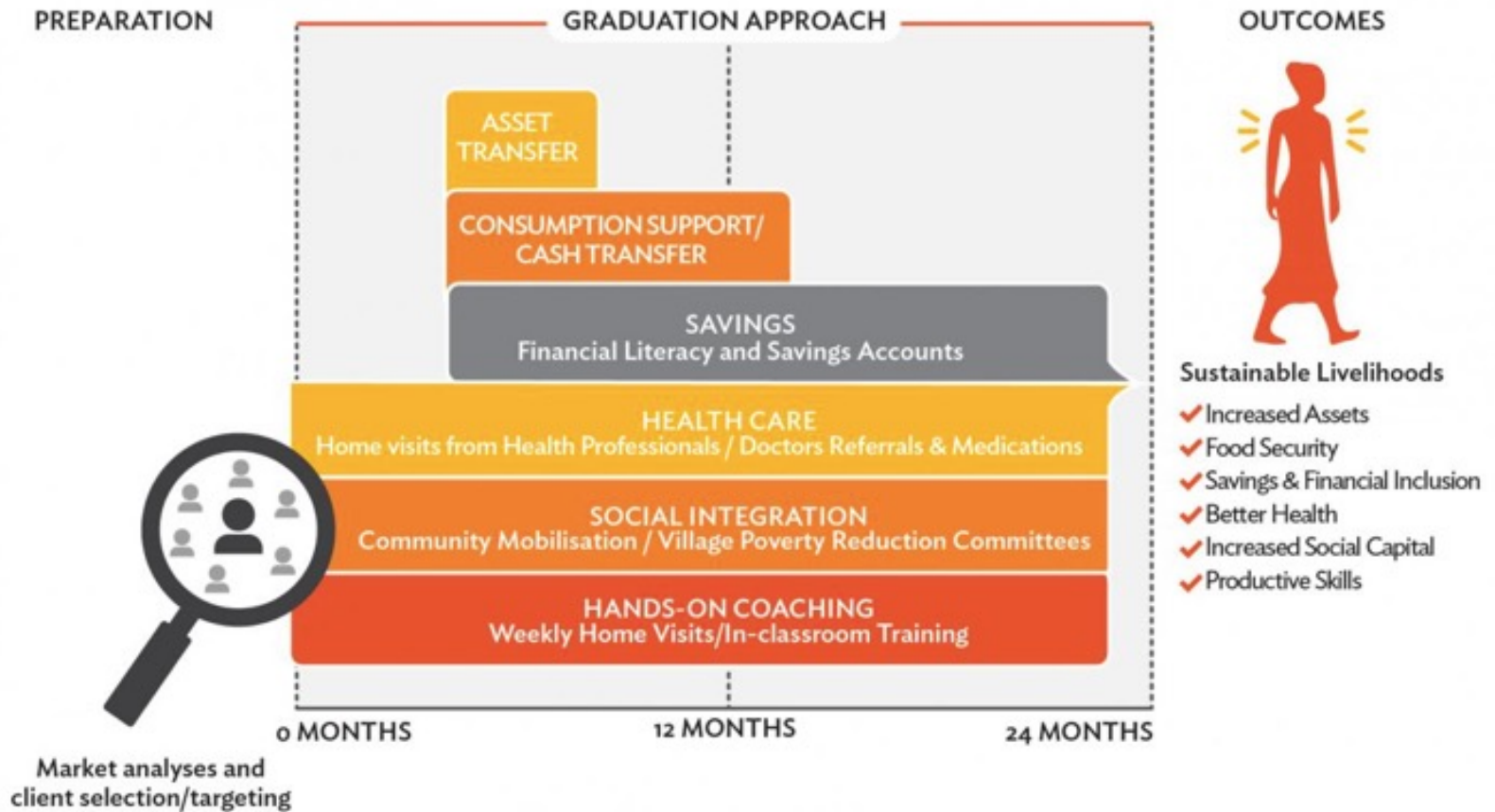


## Mak Su's Issues and Challenges

1. Lack of technical knowledge on lowland strawberry varieties.
2. Absence of specific place for strawberry plants.
3. Lack of capital to build special place such as the strawberry house which can protect from rain and hot sun to place the strawberry plants.
4. Lack of business management knowledge especially in the aspects of financial management and marketing technique.



# The Ultra-Poor Graduation Approach



**The Graduation Model” by Bangladesh Rural Advancement Community (BRAC)**

### **A. Productive Asset Transfer:**

- Provide RM3,000 in capital to build a strawberry house and 50 strawberry seedlings. The variety type of the lowland strawberry seedling is *Japanese Sweet Charlie*.

### **B. Technical Skills:**

- Facilitate access to advice from experts in fruits and planting.
- Search and identify the right strawberry plant nursery entrepreneur to become a mentor for Mak Su.
- Guide in financial management and appointed a marketing team, which consists of several AIU students under the Social Business Courses (I and II).

### **C. Financial Literacy and Savings:**

- Regarding bank savings accounts, Mak Su already had her own savings account. In this category, through continuous coaching, AIU-SBDL guided Mak Su regarding financial management literacy, e.g., cost management, expenditure, and sales. By improving her financial literacy and management skills, Mak Su can increase her savings.

### **D. Home Visits:**

- Beginning in the phase of building the strawberry house (Productive Asset Transfer) in September 2021, the AIU-SBDL team has been visiting Mak Su's house fortnightly.



	<p><b>LIVELIHOODS</b>  <b>Productive Asset Transfer</b>  <b>(Value RM3,000)</b></p> <ul style="list-style-type: none"> <li>▪ Strawberry house.</li> <li>▪ Strawberry seedlings</li> </ul>	
	<p><b>SKILLS TRAINING</b>  <b>Managing the Asset</b></p> <ul style="list-style-type: none"> <li>▪ Access to agricultural expert.</li> <li>▪ Get a mentor from similar business/field.</li> <li>▪ Provide business knowledge and skills.</li> </ul>	
	<p><b>SAVINGS</b>  <b>Financial Literacy and Savings Accounts</b></p> <ul style="list-style-type: none"> <li>▪ Provide financial literacy knowledge and skills.</li> <li>▪ Encourage to save.</li> </ul>	
<p><b>COACHING</b>  <b>Life Skills, Accountability &amp; Encouragement</b></p> <ul style="list-style-type: none"> <li>▪ Home visits (to reinforce skills, build confidence and help her to handle any challenges faced)</li> </ul>		

**Aug 2021**   **Sept 2021**

**Dec 2021**

**May 2022**   **Aug 2022**

**"MAK SU"**  
**OUTCOMES**



- ✓ Increased Assets
- ✓ Food Security
- ✓ Savings & Financial Inclusion
- ✓ Better Health
- ✓ Increased Social Capital
- ✓ Productive Skills

1 NO POVERTY





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# Thank You

## Inspiring Minds

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