



No Poverty

End poverty in all its forms everywhere



Berat Mata Memandang, Berat Lagi Bahu Memikul

SDG 1, which seeks to eradicate poverty in all its forms, is powerfully reflected in the classical Malay *peribahasa* “*Berat mata memandang, berat lagi bahu memikul*” (“heavy are the eyes that see, but heavier still the shoulders that carry”). This proverb reminds us that while hardship may be observed, the weight of lived experience is far greater, and it is this understanding that shapes Universiti Malaya’s (UM) approach to poverty alleviation. Within the university, comprehensive financial and welfare assistance ensures that students are not denied access to education due to economic constraints. These efforts are strengthened by initiatives that foster resilience and opportunity, enabling students to complete their studies with dignity and confidence.

Beyond campus, UM partners with communities to enhance economic capacity and access to essential services, combining skills development, enterprise support, and humanitarian outreach to promote social well-being. Such initiatives reflect a holistic commitment that addresses both immediate needs and long-term aspirations. At the policy level, UM contributes thought leadership and evidence-based recommendations across local, national, regional, and global platforms, advancing inclusive frameworks that respond to the multidimensional nature of poverty. In doing so, UM upholds its responsibility not only to witness hardship but to act with empathy and purpose, striving to ensure that no one is left behind.

Providing Support for Students from Low-Income Families

Universiti Malaya (UM) offers a broad range of assistance to ensure that students from low-income households can continue and complete their studies without undue financial strain. In 2024, this included over RM2.3 million in welfare assistance covering food, allowances, tuition fees, laptops, and transportation, alongside affordable and prioritised housing in residential colleges and off-campus facilities. Free campus buses, subsidised travel programmes such as Jom Balik Kampung and FLYsiswa, and targeted disaster relief further strengthened this support system.

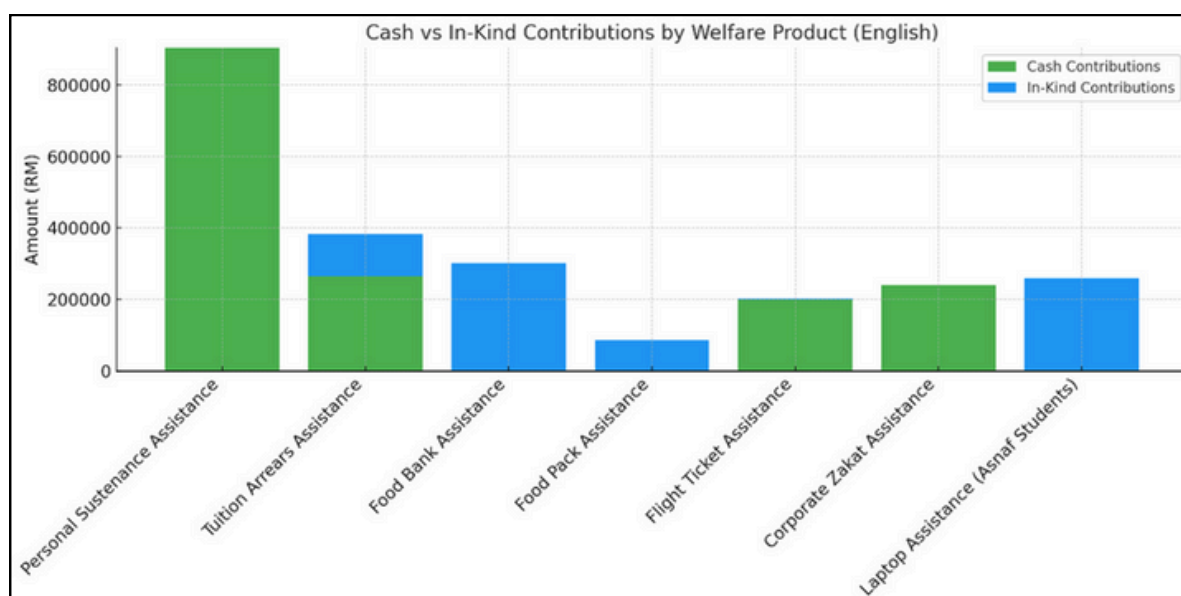
In addition, laptops were distributed to underprivileged students, while student leaders and associations contributed food packs, academic supplies, and other essentials. Student food insecurity and hunger intervention is reported under SDG 2 (see page 42 - 49). Together, these initiatives reflect UM's commitment to safeguarding student wellbeing and enabling equitable access to higher education.

Welfare Assistance Distribution at UM in 2024

In 2024, the Student Affairs Department distributed a total of RM2,378,841.20 in welfare assistance to 7,744 students at UM. The types of support provided included living allowances, tuition fee arrears assistance, food bank aid, food packs, flight tickets, corporate zakat, and laptops for students from the asnaf category.

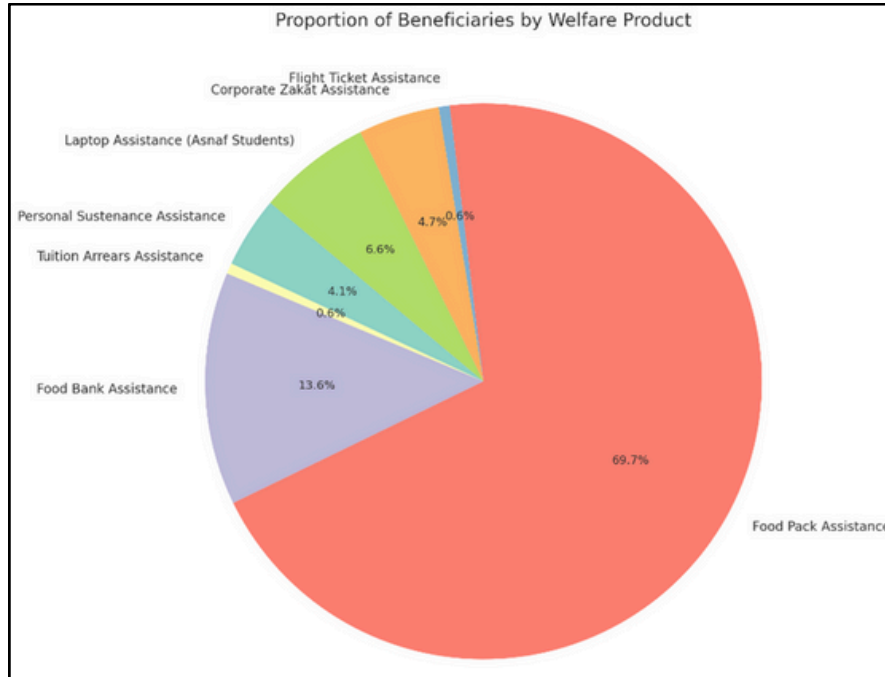
UM extends its heartfelt appreciation to all contributors who made this initiative possible (in no particular order): Tabung Haji, Bodhi Meditation Charity Foundation, Yayasan Pelajaran MARA, Public Islamic Bank Berhad, Federal Territories Islamic Religious Council (MAIWP), Ministry of Domestic Trade and Cost of Living (KPDN), National Higher Education Fund Corporation (PTPTN), PLUS Berhad, Kuala Lumpur City Hall (DBKL), Yayasan Bank Rakyat and Public Bank.

Graph: Data on welfare assistance, showing cash and in-kind contributions by type of assistance



Data source (2025): UM Student Affairs Department

Chart: Data on welfare assistance, showing the proportion of beneficiaries for each welfare product.



Data source (2025): UM Student Affairs Department

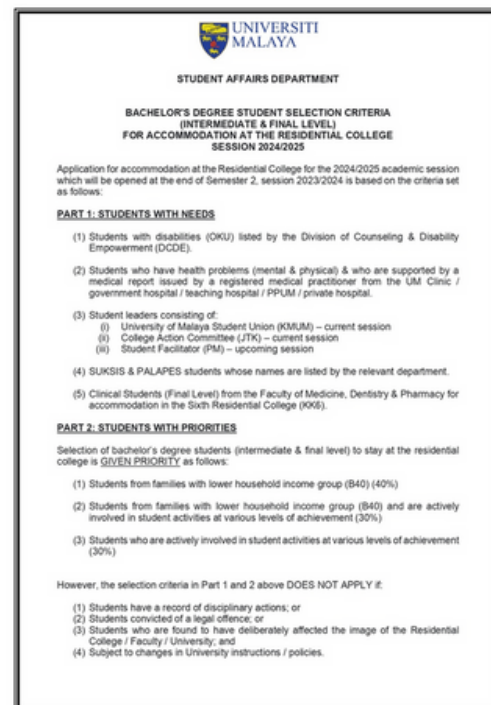
Supporting Low-Income Students through Affordable and Prioritised Housing

All first-year undergraduates are guaranteed accommodation at one of the university's thirteen residential colleges. Beyond the first year, placement follows established selection criteria, grouped into two main categories. Part 1 prioritises students with specific needs, such as differently-abled students, those with health concerns, student leaders, members of SUKSI and PALAPES, as well as clinical students. Part 2 gives priority to students from lower-income households (B40) and those who are actively engaged in student activities across various levels of achievement.

The University provides subsidised on-campus and off-campus housing options to ensure affordability for all students, particularly those from B40 households. This initiative helps to alleviate financial strain and supports students in completing their studies. For instance, at the residential colleges, single rooms are available for as low as RM20.00 per day, while quadruple-sharing rooms cost just RM6.50 per day, offering accessible accommodation without compromising on affordability.

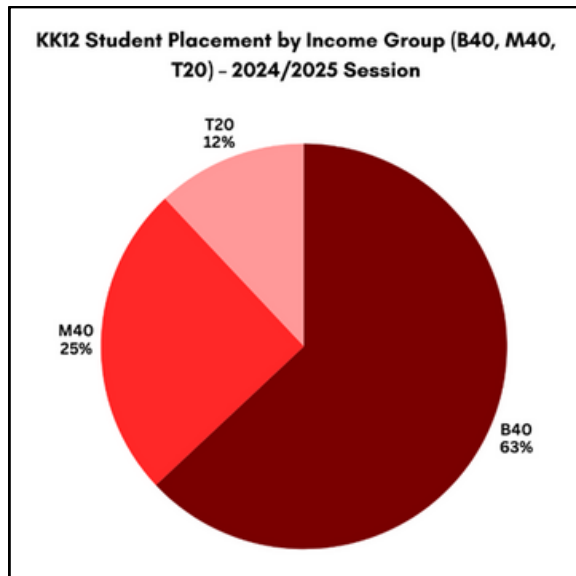
Student accommodation:

<https://hep.um.edu.my/accommodation>



Above: Notice of Bachelor's Degree student selection criteria for accommodation at the residential college session 2024/2025

For example, in the 2024/2025 academic session at Raja Dr. Nazrin Shah Residential College (KK12), out of a total of 656 students accepted into the college, the following is the percentage breakdown by income group (B40, M40, and T20) under Part 2 of the selection criteria: B40 (63%), M40 (25%), and T20 (12%).



Additionally, the Student Affairs Department (JHEP), in collaboration with the UM Student Union (UMSU), provides off-campus housing options for students, particularly those who did not secure placement in a residential college. These include more affordable bungalow-style residences located on Universiti Malaya's properties outside the main campus, collectively known as Rumah Kediaman Siswa KMUM (RKS) or UMSU Student Residential House (SRH). This initiative also serves as an important support system for low-income students by offering them continued access to secure and affordable housing near campus.

Chart: Income group distribution (B40, M40, T20) of students placed at Raja Dr. Nazrin Shah Residential College (KK12) for the 2024/2025 academic session, based on Part 2 selection criteria (students from lower-income families and those actively involved in student activities). **Data source (2024):** Raja Dr. Nazrin Shah Residential College (KK12)



Above: YBr. Prof. Dr. Zamri Radzi, Deputy Vice-Chancellor (Student Affairs), visited the 3rd and 8th Residential Colleges to observe current conditions and facilities, accompanied by the respective Principals

Transport Support for Students

UM provides free campus bus services from 7.30 a.m. to 10.00 p.m. daily — with the exception of certain days such as public holidays and weekends — to ensure safe, reliable, and cost-free transportation for all students. This service particularly benefits students from low-income backgrounds who rely on campus mobility to attend classes, access university facilities, and fully participate in campus life.

Aside from that, several free transportation services were also provided, such as:

- Student facilitators assisted in welcoming students from Kuala Lumpur International Airport to UM, especially those from Sabah and Sarawak who were not familiar with Peninsular Malaysia.
- The Office of the Deputy Vice-Chancellor (Student Affairs) and the UM Student Affairs Department partnered with Touch 'n Go eWallet and Easybook to jointly sponsor the return of more than 80 Universiti Malaysia students to their hometowns in Kelantan and Terengganu for the Hari Raya Aidiladha celebrations. The initiative, which took place on 15 June 2024, involved two buses. The collaboration aimed to alleviate transportation costs for students during the holiday season, reducing their financial burden while ensuring a safe and comfortable journey home.
- As shown in the earlier graph (see page 6), flight ticket assistance under the 'Jom Balik Kampung' initiative, supported by Majlis Agama Islam Wilayah Persekutuan (MAIWP), was also offered to students from low-income families, as monitored by the UM Student Affairs Department. The total amount of assistance provided was RM198,475.00.



Above: Student facilitators providing airport pick-up service to UM

Below: Free transportation for students returning to their hometowns



Additionally, UM facilitates the implementation of the government's FLYsiswa initiative. FLYsiswa is a government subsidy programme aimed at reducing the financial burden of air travel for students in public universities, polytechnics, and community colleges under the Ministry of Higher Education (MoHE), as well as matriculation colleges and Institutes of Teacher Education (IPGs) under the Ministry of Education (MoE). The subsidy covers domestic flight routes between Peninsular Malaysia, Sabah, Sarawak, and the Federal Territory of Labuan for the coming year.

UM students participated in the FLYsiswa Carnival Launch Ceremony, organised by the Ministry of Transport (MoT) at Universiti Teknologi MARA (UiTM), Shah Alam, which was officiated by the Prime Minister of Malaysia. During the event, the Prime Minister announced an increase in the FLYsiswa flight subsidy, from RM300 to RM400 per eligible student.

Right: UM students during the launch of FLYsiswa Carnival Launch Ceremony at UiTM



Disaster Relief Assistance for Students

In late November to early December 2024, severe floods caused by the Northeast Monsoon affected several states in Malaysia, with Kelantan and Terengganu being the hardest hit. Over 140,000 people were displaced nationwide. In response, the UM Student Affairs Department, through its Student Welfare Division, provided disaster relief to affected students. Financial aid was channelled through the UM Student Affairs Prihatin Fund to support those whose accommodation, transport or belongings were impacted by the floods.

The fund also provided assistance to students whose vehicles were damaged during a flash flood on the UM campus in Kuala Lumpur caused by a thunderstorm.



Above: Poster for disaster relief assistance for students

Laptop Assistance for Underprivileged Students: Supporting Learning Needs on Campus

On 15 January 2024, the Student Affairs Department (JHEP) distributed laptops to 39 selected students from underprivileged (asnaf) backgrounds. The handover ceremony was officiated by YBrs. Prof. Dr. Sabri Musa, Deputy Vice-Chancellor (Student Affairs), and attended by the JHEP management team. This initiative is intended to assist students in obtaining laptops, which are essential tools for their academic pursuits and learning activities on campus. Recognising that not all students have the financial means to afford such devices, this effort seeks to bridge the digital divide by ensuring equitable access to the technological resources necessary for completing assignments and engaging in academic-related tasks.



Above: Laptop distribution for UM students

Mobilizing Support: Initiatives by Student Leaders and Student Associations

Additional support from student leaders and student associations provides students with access to essential academic resources:

- During the Ihya' Ramadan programme at the Faculty of Law, the Islamic Law Students Association of Universiti Malaya (LISA) provided cash contributions and iftar kits specifically for B40 students.
- Universiti Malaya Students' Union (UMSU) - Faculty of Business and Economics distributed free stationery before final examination week.
- Universiti Malaya Students' Union - Faculty of Business and Economics' free umbrella initiative.



Right: *Ihya' Ramadan programme at the Faculty of Law (top) and UMSU distribution of stationery sets and umbrellas to UM students (middle and bottom)*



Bottom Financial Quintile Student Support

Universiti Malaya (UM) provides targeted financial assistance to students from the Bottom 40% (B40) income group, ensuring that economic hardship does not prevent them from completing their studies. Through the Student Affairs Department, faculties, and the Kesatuan Kakitangan Am Universiti Malaya (KKAUM), support includes scholarships, living allowances, tuition arrears aid, disaster relief, and other tailored schemes. Key initiatives such as the Bantuan Tabung Zakat Pendidikan Pelajar, Program Pembangunan Siswa Sulung 3.O, faculty-based scholarships, and the Bantuan Tabung Biasiswa Pelajaran KKAUM reflect UM's commitment to student welfare.

Postgraduate students also benefit from dedicated schemes including the Universiti Malaya Scholarship Scheme (UMSS), alumni tuition fee reductions, and fee waivers for persons with disabilities and senior citizens. Together, these initiatives reinforce UM's role in supporting students from lower-income households to pursue and complete higher education.

Bantuan Tabung Zakat Pendidikan Pelajar

One of the main sources of financial support is zakat, an Islamic practice of almsgiving distributed to eligible individuals in need, including students. At UM, this assistance is available exclusively to Muslim Malaysian undergraduate students.

Eligibility criteria include:

- Household income below RM5,249
- Not receiving any other scholarship or loan exceeding RM4,500 per semester
- Having at least three siblings currently studying



Above: Poster for Bantuan Tabung Zakat Pendidikan Pelajar session 2023/2024

Bantuan Tabung Biasiswa Pelajaran KKAUM

The Bantuan Tabung Biasiswa Pelajaran KKAUM is managed by the Kesatuan Kakitangan Am Universiti Malaya (KKAUM), a union representing UM's general staff. This financial aid scheme invites applications from KKAUM members or associate members to support the educational needs of members and their children. Eligibility requires applicants to be enrolled in a Bachelor's Degree programme or an equivalent qualification.

Below: Notice for Tabung Biasiswa Pelajaran KKAUM



Program Pembangunan Siswa Sulung 3.0

In 2024, UM continued the Program Pembangunan Siswa Sulung 3.0, an initiative aimed at sponsoring the first child in a family to pursue undergraduate studies (i.e., families with no prior members who have attained a Bachelor's degree), particularly among the B40 group. Through this programme, tuition fees are fully sponsored, covering both recurring semester fees and one-off fees charged throughout the course of study.

A total of 94 first-generation students benefited from this initiative, receiving total financial support amounting to RM119,653.60. In addition, 3,609 instances of fee reductions were recorded under this initiative, based on various types of fees such as tuition, service, sports and recreation, library, health, and others.

Table: The number of Siswa Sulung students in 2023 and 2024, along with the amount of fees sponsored

YEAR	NUMBER OF SISWA SULUNG STUDENTS	AMOUNT (RM)
2023	143	304,438.60
2024	94	119,653.60
TOTAL	237	424,092.20

Data source (2025): UM Bursar Office



Above: Poster for Siswa Sulung 3.0

Below: UM Vice-Chancellor presenting offer letters for the First-Generation Student Development Programme



Support for Financial Aid from Various Organisations

UM continues to strengthen partnerships with various external organisations to provide financial aid and support services. These collaborations not only ease the financial burden on students from B40 families but also reflect the shared responsibility between the university and its partners in promoting equitable access to higher education.

For example, a collaboration between UM and the Bodhi Meditation Charity Foundation (BMCF) was formalised through the signing of a Document of Donation (DoD). Through this DoD, BMCF will contribute financial assistance amounting to RM200,000.00 to support non-Muslim UM students from B40 families. Mr. Eng Ging Kiat, Chairman of the BMCF Board of Trustees, signed the DoD on behalf of BMCF, while Professor Dr. Sabri bin Musa, Deputy Vice-Chancellor (Student Affairs) of UM, signed on behalf of the university.

The Bantuan Awal Pengajian initiative provided by Yayasan Bank Rakyat, awarded to 100 selected UM students from B40 income families. Each student received a one-off contribution of RM1,000.00. The award ceremony was successfully held and attended by YBhg. Datuk Nurul Amal Mohd Fauzi, Deputy Chairperson of Yayasan Bank Rakyat; YBrs. Professor Dr. Sabri bin Musa, Deputy Vice-Chancellor (Student Affairs); and the management team of the Student Affairs Department.

Under the Asy-Syakirin Petronas Zakat Fund, a total zakat contribution of RM100,000 was distributed to 100 eligible students at Universiti Malaya. Each recipient received RM1,000. Of the total beneficiaries, 84 were students from the Academy of Malay Studies, while the remaining 16 were from various other faculties across the university.

Below: Mock cheque handover ceremony to UM by an external organisation to support financial aid for students



Scholarships and Financial Aid Provided by UM Faculties

Faculty of Medicine

In the Faculty of Medicine five students from low-income families received financial assistance totaling RM35,897.00 from the Faculty of Medicine Welfare Fund. The assistance covered various purposes, including one-off tuition fee payments, food aid, and living expenses support. The recipients included students from the Bachelor of Medicine and Bachelor of Surgery (MBBS) programme as well as postgraduate (Master's) students. In addition, two MBBS students were awarded full scholarships for the entire five-year duration of their studies. These scholarships were contributions from individual donors.

The Faculty of Medicine manages a Welfare Fund that supports a range of welfare initiatives within the faculty. One of the main objectives of this fund is to provide financial assistance to students and/or staff in need, subject to the approval of the Fund Management Committee. The Welfare Fund is sustained by various sources of contributions, including donations from academic staff of the Faculty of Medicine, individual donors, corporate organizations, and other appropriate sources. In addition, the faculty ensures an annual allocation is provided to the Welfare Fund through internal resources.

Faculty of Computer Science & Information Technology

The Faculty of Computer Science & Information Technology (FCSIT) continues to provide various types of student welfare funds such as the FCSIT B40 Financial Aid (for local only) covering food coupon, internet and others, Special Case Fund, and Disaster Relief Fund (local and internal) – for student's death, close family members' death, accident (involves severe injuries), natural disaster/fire involving loss of property.

Right: Information on financial aid from the Faculty of Computer Science & Information Technology (top) and the Faculty of Science (bottom)

Faculty of Science

The Faculty of Science Student Assistance Fund (SAFFS) has provided support to 15 students in 2024, based on data from the Faculty of Science. This fund is designed to assist Faculty of Science students, both citizens and non-citizens, who face financial challenges. To be eligible, students must have insufficient grants, scholarships, or student loans and must not have received assistance from any other parties. The types of assistance offered include living allowances, tuition fees, hostel or college fees, and house rental. Additionally, the fund provides emergency aid in cases of natural disasters or other critical situations such as the death of parents or guardians, fire, flood, theft, accidents, or medical treatment not covered by the Student Health Clinic. Support is also extended for learning-related purposes, including the purchase of gadgets, internet data, secondary data, or expenses related to fieldwork.

SYARAT KELAYAKAN

Status : Aktif
Program : Ijazah Dasar / Ijazah Tinggi

ELIGIBILITY CRITERIA

Status : Active
Program : Undergraduate / Postgraduate

HUBUNGI KAMI:

Timbalan Dekan (Hal Ehsan Pelajar)
Fakulti Sains Komputer & Teknologi Maklumat

+603 7967 6428
tdhep_fsktm@um.edu.my

CONTACT US:

Deputy Dean (Student Affairs)
Faculty of Computer Science and Information Technology.

+603 7967 6428
tdhep_fsktm@um.edu.my

<https://faktm.um.edu.my/> https://instagram.com/hep_fsktm

BANTUAN KEBAJIKAN PELAJAR / STUDENT WELFARE FUNDS

BANTUAN B40 FSKTM / FCSIT'S B40 FINANCIAL AID

BANTUAN B40 FSKTM (TEMPATAN SAHAJA)

- Pelajar Ijazah Dasar
- Pelajar Ijazah Tinggi

FCSIT'S B40 FINANCIAL AID (LOCAL ONLY)

- Undergraduate Student
- Postgraduate Student

BANTUAN KES KHAS / SPECIAL CASE FUND

BANTUAN KES KHAS (TEMPATAN SAHAJA)

- Pelajar Ijazah Dasar yang memerlukan bantuan khas

SPECIAL CASE FUND (LOCAL ONLY)

- Undergraduate Student who requires special assistance

BANTUAN MUSIBAH PELAJAR / DISASTER RELIEF FUND

BANTUAN MUSIBAH PELAJAR (TEMPATAN DAN ANTARABANGSA)

- Pelajar Ijazah Dasar
- Pelajar Ijazah Tinggi

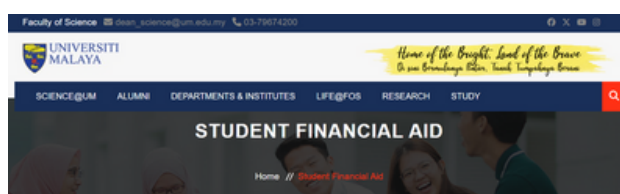
1. Kematian Pelajar
2. Kematian Keluarga (Ibu / Bapa / Penjaga / Anak)
3. Kemalangan (yang melibatkan kecederaan serius)
4. Bencana Alam / Kebakaran (Melibatkan kehilangan harta benda)

DISASTER RELIEF FUND (LOCAL AND INTERNATIONAL)

- Undergraduate Student
- Postgraduate Student

1. Student's Death
2. Close Family Member's Death (Parent / Guardian / Child)
3. Accident (involves severe injuries)
4. Natural Disaster / Fire (involve loss of property)

*Formulir permohonan bantuan SAFFS
*Pelajar M40 yang memerlukan bantuan sila berhubung terus dengan Pejabat Timbalan Dekan Hal Ehsan Pelajar
*Subject to Fund Committee approval
*Students in M40 Category that needed financial assistance, please contact directly to Deputy Dean of Student Affairs Office



UM's Financial Assistance for Postgraduates

Universiti Malaya remains committed to supporting student welfare, particularly by ensuring access to scholarships and financial assistance that enable students to continue their studies despite economic challenges. Full-time postgraduate students are encouraged to apply for various scholarships, financial aid, and tuition fee reduction schemes offered by the university to ease their financial burden and support their academic journey.

These include:

- The Universiti Malaya Scholarship Scheme (UMSS), which applies to postgraduate students (Master's or Doctor of Philosophy) appointed as Graduate Research Assistants (GRA).
- The Universiti Malaya Alumni Privilege, which offers a 10% tuition fee reduction for postgraduate studies.
- A tuition fee reduction scheme for local postgraduate candidates who are persons with disabilities (PWD) or senior citizens.



Above: Poster of Universiti Malaya Alumni Privilege tuition fee reduction

Financial Aid List Offered by Government, Private and Statutory Body Agencies

The Academic Services Department (ASD) has also provided an exhaustive list of financial aid options for both undergraduate and postgraduate students, including scholarships, financial assistance, and loans offered by government, private, and statutory agencies.

- Financial aid for undergraduate: <https://aasd.um.edu.my/financial-aid-for-undergraduate>
- Financial aid for postgraduate: <https://aasd.um.edu.my/financial-aid-for-postgraduate>



Support for Students from Lower-Middle Income Country

Universiti Malaya (UM) recognises the profound barriers faced by students from lower-middle income nations such as Palestine.

In the spirit of solidarity and equitable access to education, UM offers tuition fee reduction schemes to ease financial hardship and enable students to pursue their academic aspirations.

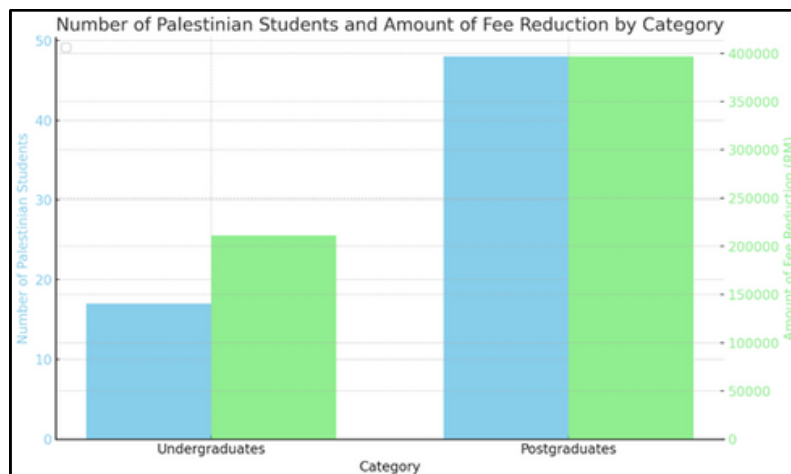
UM Grants Tuition Fee Reductions for Palestinian Students and Children of International Staff

For the 2024/2025 academic session, UM continues to implement the tuition fee reduction to local rates for Palestinian students (undergraduate and postgraduate levels) and children of international staff. The reduction is set at seventy-five percent (75%) for undergraduate programmes and forty-five percent (45%) for postgraduate programmes. This policy will be applied for three academic sessions, from 2024/2025 to 2026/2027 (a period of three years).

In the 2024/2025 academic session alone, a total of 65 Palestinian students (both undergraduate and postgraduate) benefitted from this fee reduction, amounting to RM 607,783.35 in total.

In addition, the Hashim Sani Centre for Palestine Studies — dedicated to advancing academic work in the field of Palestine studies through research, teaching, and intellectual collaboration within and beyond Universiti Malaya — also provides financial support for visiting fellows and research fellows through the Al-Fitrah Foundation.

Figure: Breakdown of number of Palestinian students (academic session 2024/2025) and the amount of fee reduction by category



Data source (2025): UM Bursar Office



Local Start-up Assistance

Universiti Malaya (UM) plays an active role in supporting the creation of financially and socially sustainable enterprises within the community. Through the Program Pembasmian Kemiskinan Tegar (BMT), UM works with urban poor households in public housing neighbourhoods — PPR Kerinchi, PA Desa Rejang, PPR Kg. Muhibbah, and PPR Taman Mulia — to provide skills training, entrepreneurship support, and access to resources. Under BMT, selected participants were also nurtured through the Kudap Kukis initiative, which helped them professionalise food products and reach wider markets.

At the same time, UM fosters entrepreneurship through initiatives such as the UM Deep Tech Startup Accelerator (UMDT) and student-focused programmes under the UM Entrepreneurship Secretariat (UMES). These efforts combine mentorship, workshops, industry partnerships, and market exposure to help participants transform ideas into viable and sustainable businesses. Together, they demonstrate UM's commitment to strengthening economic capacity both within the community and among its students.

National Poverty Eradication: Program Pembasmian Kemiskinan Tegar (BMT)

Universiti Malaya (UM), through the Ungku Aziz Centre for Development Studies (UAC), was selected as a strategic partner for the Program Pembasmian Kemiskinan Tegar (BMT), alongside other public universities in Malaysia. UM was appointed to implement the programme in the Central Zone, focusing on four (4) localities: PPR Kerinchi, PA Desa Rejang, PPR Kg. Muhibbah, and PPR Taman Mulia. These areas are recognised as affordable housing neighbourhoods for low-income groups, particularly those from the urban poor. As a strategic partner for BMT 2022 to 2025, UM holds full responsibility for supervising and monitoring programme implementation to ensure progress toward the national goal of eradicating hardcore poverty by 2025.

Through this initiative, UAC seeks to strengthen the economic capacity of target groups by enabling income generation, the central aim of the programme. This is carried out through an action-based approach whereby heads of households (KIR) receive entrepreneurship and motivational training, complemented by skills development courses in both food-related and non-food-related areas based on their personal interests.

Between 2023 and 2024, participants were supported with in-kind financial assistance in the form of business tools such as sewing machines, blenders, rice cookers, electric ovens, refrigerators, and mixers. Training was offered in hot meal preparation, bakery and pastry, *sambal* and paste production, healthy food products, as well as non-food skills such as floor tiling and sewing.

This integrated approach not only builds confidence but also equips participants with practical skills to generate and increase household income. It enables families to become more financially independent and gradually break the cycle of hardcore poverty. Activities under the programme include motivational and personal development sessions, entrepreneurship development initiatives, and equipment handover ceremonies. Through these efforts, participants have been able to start micro-enterprises and financially sustainable home-based businesses, demonstrating how education, training, and resource provision can directly support poverty eradication.



Kudap Kukis

The Ungku Aziz Centre for Development Studies (UAC) identified high-potential participants to be nurtured and showcased through the Kudap Kukis brand, enabling them to access opportunities in the corporate market. Their participation at the Employees Provident Fund (EPF) Carnival provided a vital platform to introduce Kudap Kukis to a wider audience, bridging community enterprises with corporate buyers and partners. UAC played an active role in strengthening the entire product cycle — from improving sales channels, professionalising packaging and labelling, to streamlining delivery and distribution systems. This holistic support equipped participants with the tools and knowledge to compete more effectively, while building a stronger entrepreneurial foundation. Through Kudap Kukis, UAC reinforced its role as a leader in poverty alleviation by advancing entrepreneurship, strengthening product quality, and building strategic networks that created long-term community impact.



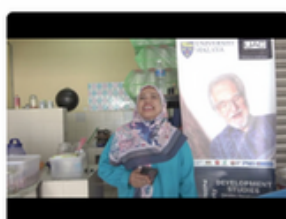
Above: UAC showcasing the Kudap Kukis brand at an exhibition

Below: BMT participants invited to introduce Kudap Kukis at the EPF Carnival

Video Pengenalan Peserta Karnival KWSP 2024:



Puan Rozita



Puan Norziah



Puan Nor Hasimah



Puan Masrusaimi

Continuous Partnership for BMT Project

On 17 April 2024, the Ungku Aziz Centre for Development Studies (UAC) and the Employees Provident Fund (EPF) held a meeting to further develop the direction of the Cookies @UAC – Hardcore Poverty Eradication Initiative Programme (I-BMT), one of UAC's initiatives to support hardcore poor communities in generating income.

Following this, on 3 May 2024, UAC, in collaboration with Agrobank, convened a session with selected I-BMT participants who will be featured at the upcoming EPF Carnival. This engagement was designed to assist participants in promoting their products, expanding business networks, and increasing their income.

A meeting and discussion between UAC and Singer (Malaysia) Sdn. Bhd. was held on 29 February 2024 with the aim of establishing a collaboration for the BMT project as part of a corporate social responsibility (CSR) initiative, specifically for participants involved in sewing activities. Present during the discussion were representatives from UAC, including Datin Sri Prof. Dr. Suhaiza Hanim, Director of UAC, and Dr. Samsul Farid, Deputy Director. Representing Singer (Malaysia) Sdn. Bhd. were Mr. Ken Chan, Manager, and Mr. David Loo, Assistant Manager.

On 23 April 2024, UAC, Universiti Malaya, in collaboration with Kuala Lumpur City Hall (DBKL), organised a Townhall Session for the Hardcore Poverty Eradication Initiative Programme (I-BMT) at the Taman Mulia Multi-Storey Car Park Hall. The session was held to brief new participants on the I-BMT programme, collect data, and distribute voucher contributions to the participants.

In addition to this event, and not directly related to the townhall, another 99 I-BMT recipients from PPR Kerinchi, PA Desa Rejang, PPR Muhibbah, and PPR Taman Mulia also received Bantuan Infaq ANGKASA consisting of essential goods, vouchers for the purchase of daily necessities at Mydin, as well as basic necessity items produced by FGV.



Above: Discussion between EPF and UAC to expand the Projek Cookies @UAC

Below: BMT recipients receiving vouchers to purchase essentials (left) and discussion with Singer on collaboration for BMT projects (right)



UM Deep Tech Startup Accelerator (UMDT)

The UM Deep Tech (UMDT) Accelerator Programme was a structured six-month initiative organised by the UM Centre of Innovation and Enterprise (UMCIE). Its primary objective was to bridge the funding gap between laboratory proof-of-concept (PoC) research and market readiness. The programme supported deep tech startups in transitioning from the early research stage to a commercially viable phase, with validated assumptions and market-ready prototypes. The UMDT Accelerator Programme continued in 2024, reflecting UM's ongoing commitment to fostering innovation, entrepreneurship, and the successful commercialisation of research-driven technologies. The programme was open to all UM researchers, including permanent or contract staff, PhD students, and post-doctoral researchers, all of whom were required to serve as Project Leaders.

UMCIE launched the 2024 cohort of the UM Deep Tech Startup Accelerator (UMDT) in January. On the first day, all participating startups came together for a unique "speed dating" session, designed to foster early connections and set the tone for a transformative journey ahead.



Above and below: Scenes during the launch of the 2024 cohort of the UM Deep Tech Startup Accelerator (UMDT) in January



Building Future Innovators: UMCIE's Public Training Highlights 2024

The Universiti Malaya Centre of Innovation and Enterprise (UMCIE) organised several free online and physical training programmes that were open to the public, specifically targeting aspiring entrepreneurs, researchers, and UM students. These programmes included:

- **China Market Gateway: Entrepreneurial and Innovation Opportunities Workshop** (January 2024) - Aimed to connect tech startups, researchers, and entrepreneurs with the vast opportunities available in the Chinese market.
- **TECH PLANTER Information Session** (February 2024) - Organised in collaboration with Leave A Nest and UMCIE, this session served as a vital platform for researchers and startups applying science and technology across industries. It focused particularly on early-stage startups and pre-startup research teams in sectors such as MedTech, Robotics, IoT, EcoTech, MarineTech, Biotech, Healthcare, FoodTech, AgriTech, and other real-tech domains.
- **Intellectual Property Rights (IPR) Talk** (March 2024) - Covered the fundamentals of patents, copyrights, trademarks, and industrial designs, with practical insights into their real-world applications in fostering innovation and protecting creative works.
- **Patent Novelty Search and Claim Analysis Talk** (May 2024) - Focused on techniques for conducting novelty searches and analysing patent claims to strengthen intellectual property protection.
- **Intellectual Property Talk Series** (June 2024) - Provided valuable insights and practical knowledge on patent-related topics, including novelty searches and patent drafting.
- **Understanding Copyright Talk** (July 2024) - Explored the basics of copyright and its importance in safeguarding entrepreneurs' creative works.

- **Luxury Luggage and Accessories Appraisal with Intellectual Property Insights** (July 2024) - Featured industry experts sharing insights on the appraisal process and the role of intellectual property in the luxury goods sector.
- **Bridging the Gap: From Academic Research to Pharmaceutical Innovation in Drug Discovery Talk** (September 2024) - Examined the challenges and opportunities in translating academic research into pharmaceutical innovation, especially in drug discovery and development.



Above: Selected posters of UMCIE's public trainings in 2024

Student Entrepreneurship and Development Centre and UM Entrepreneurship Secretariat

In 2024, the UM Entrepreneurship Secretariat (UMES) invites UM students who own any form of business or start-up to register under the official list of student entrepreneurs of UM. The primary objective of this registration is to establish a dynamic entrepreneurial community within the university, while providing valuable benefits under the university's support framework. These benefits include in-depth entrepreneurship workshops, opportunities to represent UM in external competitions and programmes, and access to various developmental resources. Through this initiative, students have the opportunity to share experiences, learn from one another, and further develop their entrepreneurial potential with the guidance and support provided.

The Universiti Malaya Startup Apprenticeship Programme (Business Accelerator Course), jointly organised by the Student Entrepreneurship and Development Centre (PKPP), UMES, and the Student Affairs Department, was held between December 2023 and January 2024. The programme was conducted in two phases.

Phase 1: Business Acceleration Course took place from 8 December 2023 to 7 January 2024, delivered across three series (8–9 December, 15–16 December, and 5–7 January). It included talks, training sessions, industry visits, and group pitching activities, with 45 students participating. The course aimed to provide participants with knowledge, exposure, and practical skills in business management. Its objectives included developing a module for the Startup Apprenticeship Programme, introducing group pitching sessions, setting criteria for selecting startup or SME leaders in technology and innovation as mentors, and establishing student selection criteria for apprenticeships.

Phase 2: Startup Mentorship Phase was a three-month mentoring programme focused on startup development. Participants gained valuable entrepreneurial knowledge, experience, and skills, with many expressing hopes that similar initiatives will continue as they inspire interest and broaden students' perspectives in the field of entrepreneurship.



Right: Student entrepreneurs during Phase 1 of the Start-up Apprenticeship Programme 2024





Above: Student entrepreneurs during Phase 1 of the Start-up Apprenticeship Programme 2024

UMES also organised the UMPreneur Expo & Fair 2024, held in May 2024. Among the featured activities were an entrepreneurship forum entitled “How to Start and Fly Up” and an entrepreneurship exhibition, which showcased student-led businesses and innovative ventures.

An entrepreneurship forum entitled “Content Creator: An Opportunity for Entrepreneurs” was organised by UMES in March 2024 during FRENSTER at the 12th Residential College. The programme focused on how content creation can be leveraged to enhance brand engagement. It also provided participants with the opportunity to build networks and connect with other entrepreneurs.



Above: Poster for UMPreneur Expo & Fair 2024

Additionally, UMES collaborated with JKP Academic and Intellectual KK5 to organise the Inspire Lab innovation and coaching sessions, which were held in November and December 2024. This programme was designed to guide participants through each stage of the entrepreneurial process —ranging from ideation and validation to prototyping and commercialisation of their ideas. Among the key activities were sharing sessions by experienced speakers from the business world; the “Timed Think Tank” session, where groups of participants were required to brainstorm and discuss innovative and creative business ideas; a poster design brainstorming session; personalised mentoring sessions for discussions and consultations; and the Market Presentation, where participants confidently showcased their ideas in front of peers and mentors.



Above and below: Inspire Lab innovation and coaching sessions



Local Start-up Financial Assistance

Universiti Malaya (UM), through the Ungku Aziz Centre for Development Studies (UAC), contributes to the Program Pembasmian Kemiskinan Tegar (BMT) by providing in-kind financial assistance to urban poor households in PPR Kerinchi, PA Desa Rejang, PPR Kg. Muhibbah, and PPR Taman Mulia. Between 2023 and 2024, participants received essential business tools such as sewing machines, blenders, and ovens to help them start micro-enterprises and generate household income (see SDG 1 report page 18).

Complementing this, UM also supports student entrepreneurs through initiatives such as the Student Mall, which offers six shop lots and three kiosks at a subsidised rental rate of RM500 per month, significantly lowering start-up costs. In addition, the HatchQuest Bootcamp 2024 provided participants with both training and prize money for winning teams, serving as seed funding for technology and innovation-driven startups. Together, these initiatives demonstrate UM's role in providing financial assistance for sustainable business development within both local communities and its student body.

Entrepreneurship Starts at Student Mall

The Entrepreneurship and Student Development Affairs Division (UKP) at Universiti Malaya is committed to facilitating and supporting students in exploring the possibility of pursuing entrepreneurship as a career pathway. Its mission is to cultivate entrepreneurial mindsets among graduates and to produce graduate entrepreneurs equipped with the right attributes, knowledge, and skills to become sustainable and competitive in the business world.

As part of this commitment, UKP manages the Student Mall, which consists of six shop lots and three kiosk units made available to UM students and alumni to kick-start their businesses. This initiative serves as a form of in-kind financial assistance, where commercial space is provided at a highly subsidised rate of only RM500 per month—well below the typical market rental value.

By providing access to affordable retail space, this support significantly reduces the initial start-up costs faced by student entrepreneurs. This enables them to allocate more resources towards essential aspects of business development such as inventory, branding, and customer outreach.

As a result, the initiative enhances the likelihood of business viability and sustainability. Through this strategic support, UKP plays a key role in fostering real-world entrepreneurial experiences and nurturing a vibrant culture of innovation among UM students and alumni.

Student mall:
<https://hep.um.edu.my/entrepreneurship-amp-volunteerism>

Above: Poster for Student Mall rental space

Igniting Startups: UM Students at HatchQuest Bootcamp

UM participated in organising the university-level HatchQuest Bootcamp 2024, a programme designed to empower students to build technology and innovation-driven startups. Over the course of the two-day intensive bootcamp, participants engaged in collaborative learning and innovation with their teams as they prepared to launch their startup ideas.

They received comprehensive training on mastering essential startup strategies, including business model development, market validation, and the creation of compelling pitch decks. On the second day, the programme culminated in a Pitching Challenge, where participants showcased their startup ideas through live presentations and pitch decks, with winning groups receiving prize money as financial assistance and the opportunity to represent UM at the national-level finals.



Above and right: Students during the HatchQuest Bootcamp 2024



Programmes for Services Access

UM implements training and community-based programmes to improve access to basic services for all, particularly among underserved groups. These initiatives address key aspects of health—such as nutrition and hygiene—and standard of living, including housing, shelter, and essential assets, while also providing immediate relief during crises. In Sabah, the 2024 Borneo Local Humanitarian Mission reached remote communities through motivational sessions for schoolchildren, environmental improvements at Rumah Anak Kesayangan Sabah, and food basket distribution to low-income families. Flood-affected communities in Johor and Kelantan likewise benefitted from MASKUM-coordinated relief missions, which provided food aid, post-flood clean-up, and restoration of essential facilities with active participation from UM staff and student volunteers.

Complementing these efforts are targeted programmes that combine training with direct service provision. For Indigenous and rural communities, the H.A.T.I. Project in Pos Betau, Pahang, promoted healthy nutrition through awareness workshops and food preparation activities, while Project REAL in Negeri Sembilan coupled food aid distribution with cultural engagement and housing improvements. Mahabbah Care4Ummah 5.0 in rural Sabah supported new Muslim converts with nutritional aid, educational workshops, and Back to School assistance. Beyond Malaysia, the international BRAVO 7.0 Project in Cambodia focused on health awareness, classroom refurbishment, and hygiene education. Student-led SULAM initiatives—such as Sentuhan Budi Health Journey and Program 3S—further addressed malnutrition, menstrual hygiene, and healthy lifestyle training for children and adolescents. While health-related interventions by Universiti Malaya Medical Centre are discussed in more detail in the SDG 3 report (see page 75 - 80), other forms of support, such as the SWRC Community Outreach Programme, also enhanced financial literacy and social protection awareness, equipping participants with knowledge and tools to strengthen resilience and improve their overall standard of living.



Borneo Local Humanitarian Mission

From 8 to 13 July 2024, a dedicated team of 20 volunteers, under the coordination of the Universiti Malaya Volunteer Secretariat (Sekretariat Sukarelawan UM), carried out a humanitarian mission in Kota Kinabalu and Bongawan, Sabah. This initiative was part of UM's ongoing efforts to improve access to basic services for underserved and remote communities. During the mission, the team conducted motivational and educational sessions with students at SK and SMK Pekan Bongawan, aimed at encouraging academic resilience and fostering personal development.

The volunteers also enhanced the living environment at Rumah Anak Kesayangan Sabah by repainting worn walls, donating furniture, and providing financial assistance. To support food security among low-income families, the MKTB team distributed 30 food baskets to underprivileged residents in the Bongawan area. This multifaceted programme demonstrates UM's commitment to ensuring equitable access to education, shelter, and essential support, particularly for vulnerable communities in Sabah.



Above: UM Volunteer Secretariat humanitarian mission at Kota Kinabalu and Bongawan

Johor Flood Relief Mission

During the flood season in Malaysia, UM, through the Student Affairs Department (Jabatan Hal Ehwal Pelajar, HEP), organised a relief mission under the programme "Misi Menyantuni Mangsa Banjir Johor MASKUM 2024: Phase 2 – UM". A total of five HEP staff members and four student volunteers departed for the Kota Tinggi Parliamentary Service Centre on 17 January 2024 to deliver nutritional food aid to flood victims in Johor. The UM volunteer team successfully distributed 50 food aid boxes to affected families. Kota Tinggi was among the areas impacted during this flood.

Flood relief missions are a well-established responsibility of HEP. In times of crisis, public universities, under the coordination of the Majlis Kesukarelawanan Universiti Awam (MASKUM), consistently mobilise resources to provide assistance to affected communities. Such efforts typically include the distribution of essential food aid, the implementation of post-flood clean-up operations, and the provision of psychosocial support to flood victims.

Kelantan Flood Relief Mission

UM was honoured to take part in the MADANI Volunteer Relief Mission, a national initiative jointly organised by the Ministry of Higher Education (KPT) and the Council of Malaysian University Volunteer Units (MASKUM). This collaborative effort aimed to support communities in Kelantan affected by severe flooding through coordinated humanitarian assistance. On 5 December 2024, the volunteer team from UM, led by the Student Affairs Department and including representatives from the UM Bachok campus, comprised 48 student and staff volunteers. Equipped with the necessary logistics, the team contributed their efforts at Sekolah Kebangsaan Rahmat, Pasir Mas, focusing on post-flood cleanup and restoration.

The volunteers demonstrated strong commitment and high spirits, assisting with the cleaning of key areas in the school, including toilets, the canteen, classrooms, and the school compound. They also helped relocate and clean furniture and equipment that had been damaged by the floods. Additionally, the team worked to resurface broken premix pathways to ensure the safety of the schoolchildren. These collective efforts were part of a broader mission to support flood victims and contribute to the rebuilding of affected communities.



Above: Johor flood relief mission

Below: Kelantan flood relief mission



Health Aid to Indigenous (H.A.T.I.)

The Health For All Project, under the Health and Wellbeing Cluster of the Universiti Malaya Volunteer Secretariat (SEKURUM), conducted a 3-day, 2-night outreach visit to Pos Betau, Pahang to implement the Health Aid to Indigenous (H.A.T.I.) programme. The objective of the H.A.T.I. programme was to raise awareness and provide health assistance to the Orang Asli community in the area.

Among the activities conducted were healthy and nutritional awareness workshops, which included food preparation activities with boarding students of SMK Pos Betau, carried out in a designated kitchen facility. The programme emphasised the importance of practising nutritional and healthy eating habits to maintain physical well-being and prevent various illnesses.



Above: SEKURUM during the Health Aid to Indigenous (H.A.T.I.) programme

Mahabbah Care4Ummah 5.0'

A community service programme organised by students from the Academy of Islamic Studies, Universiti Malaya (UM), was carried out in remote communities in Pitas and Ranau, Sabah, as part of an initiative aimed at nurturing compassionate individuals who are socially conscious and engaged with the surrounding community. A total of 24 student volunteers from the Department of Shariah and Management took part in the programme, titled 'Mahabbah Care4Ummah 5.0'', which reached nearly 300 new Muslim converts (*muallaf*) from the Bajau and Dusun ethnic groups.

In addition to Care4Asnaf as a strategic partner, the programme was also supported by Little Caliphs International Sdn. Bhd. and the Universiti Malaysia Sabah Four Wheel Drive Volunteer Club (UMS 4WDVC), who assisted with logistics and transportation. Through a range of activities—including workshops on prayer, funeral management, Qur'an recitation, distribution of nutritional food aid, and Back to School assistance—we were given the opportunity to experience firsthand the lives of remote communities, many of whom face significant challenges, particularly in navigating life as new Muslims.



Above: Academy of Islamic Studies students during the Mahabbah Care4Ummah 5.0 programme

Regain Experience Asli's Life Project

The Regain Experience Asli's Life Project, more affectionately known as Project REAL, was a community engagement initiative organised by the Welfare and Community Development Committee of Tuanku Kurshiah Residential College, Universiti Malaya (UM). Project REAL provided students with the opportunity to gain a deeper understanding of the customs and culture of the Orang Asli community, while also fostering the spirit of volunteerism among UM students.

Held on 4 and 5 May 2024 at Kampung Orang Asli Ulu Chembong, Negeri Sembilan, the programme involved students distributing food items door to door, reaching approximately 80 families. In addition, the students painted a mural on the wall of the village community hall and conducted interactive activities with Temuan Orang Asli children.

Below: UM students from Tuanku Kurshiah Residential College during the Regain Experience Asli's Life Project



BRAVO 7.0 (Borderless Aid Volunteering Project)

An international volunteer mission project, conducted in August and September 2024, involved 53 volunteers and was a collaborative effort involving BRAVO 7.0 (Borderless Aid Volunteering Project), the management team of Kolej Kediaman Raja Dr. Nazrin Shah, Pertubuhan Ilmu Kebajikan Dakwah Malaysia (PIKDM), Muslim Care Malaysia, the UM Student Health Clinic, Islamic Medical Association of Cambodia (IMAC), Wedo Educational Center Phum Thmey, and Madrasah Norol Iman. The mission focused on four main areas: healthcare, education, infrastructure, and social engagement in Ponhea Kraek District, Thoug Khmum, Cambodia.

Among the activities conducted, on 29 August 2024, the "*Projek Kelas Ceria*" was carried out, during which all volunteers worked together to beautify classrooms at Wedo Educational Center Phum Thmey. This initiative aimed to create a more vibrant and encouraging learning environment for the students. The following day, on 30 August 2024, the "Personal Hygiene Project" took place at the same school. Activities focused on promoting personal care and hygiene among students, including a briefing on oral hygiene, a toothbrushing demonstration, a demonstration on how to wash one's hair, and a handwashing demonstration. On the same day, the BRAVO team also conducted a home visit programme and distributed kitchen packs to several families in need within the community.

This international mission aligns with Universiti Malaya's commitment to improving access to basic services for all. By focusing on educational support, health awareness, and community infrastructure, the programme exemplifies the university's broader efforts to extend meaningful outreach beyond national borders and uplift underserved communities through action-based volunteerism.



Above: BRAVO team volunteering to improve infrastructure and hygiene in a community area in Cambodia

Sentuhan Budi Health Journey: Thrive to Strive

On 12 May 2024, a group of students from the Bachelor of Nursing Science programme conducted a community project titled "Sentuhan Budi Health Journey: Thrive to Strive." The project was held at Rumah Sentuhan Budi, an orphanage located in Petaling Jaya. The primary objective was to engage and empower adolescent girls residing in the home to make informed dietary choices that could help prevent malnutrition and support healthy development. In addition, the project aimed to enhance knowledge and skills related to menstrual hygiene, thereby strengthening reproductive health awareness among pre-adolescent girls.

A preliminary needs assessment revealed that 85.7% of the pre-adolescent girls possessed very limited knowledge of menstrual hygiene, while 78.6% lacked the ability to make appropriate choices regarding balanced nutrition. Furthermore, Body Mass Index (BMI) analysis indicated that nearly 50% of the girls were either underweight or on the lower threshold of a healthy weight. Based on these findings, the project team focused on delivering targeted health education sessions on menstrual hygiene management and balanced nutrition.

***Below:** Students sharing about healthy food and menstrual hygiene at Rumah Sentuhan Budi orphanage*



Program 3S: 'Santai, Sihat, dan Senyum'

Students from the Bachelor of Early Childhood Education programme, Faculty of Education, conducted a community initiative titled Program 3S: 'Santai, Sihat, dan Senyum' at Taska Sinaran Ceria Montessori on 24 May 2024. The programme engaged four-year-old children in a series of fun and educational activities aimed at promoting healthy lifestyles from an early age. The activities included simple physical exercises and zumba sessions, interactive storytelling focused on nutritious eating, and hands-on experiences such as preparing healthy sandwiches and fruit salads. These activities were designed to be both enjoyable and educational, helping the children learn through play.

In addition to engaging the children, the programme also aimed to educate parents and teachers on healthy food preparation methods that are both appealing and beneficial. By sharing practical approaches, the students hoped to support adults in reinforcing the importance of balanced nutrition and healthy living in young children's daily routines. This initiative reflects the students' commitment to providing a holistic education experience that nurtures children's physical well-being and cultivates healthy habits from an early age.



Above: Students sharing about healthy lifestyle and healthy food at Taska Sinaran Ceria Montessori

SWRC Community Outreach Programme

The SWRC Community Outreach 2024 was held on 12 November 2024 at the Dewan Serbaguna, Faculty of Economics and Administration, Universiti Malaya, organised by the Social Wellbeing Research Centre (SWRC). The event aimed to improve financial literacy and raise awareness on social security, by providing practical knowledge on personal finance, retirement planning, and protection schemes. The programme began with welcoming remarks by Professor Datuk Norma Mansor, Director of SWRC, who emphasised the importance of financial knowledge in building long-term security and resilience.

The first session, “*Urus Wang, Minda Tenang*” by Encik Mohd Khairil Ashraf Mohamad Karid (AKPK), emphasised effective money management to ease financial stress. This was followed by Puan Mastura Rambli (SOCSO), who outlined the benefits of the Skim Caruman PERKESO in managing risks such as injury, disability, and unemployment. In the third session, “*Menyimpan untuk Persaraan*,” Puan Farizan Kamaluddin (EPF) highlighted the need to save for retirement to ensure financial security. The final session, “*Belanjawanku*” by Puan Nik Noor Ainon Nik Osman (SWRC), introduced a practical budgeting tool for better expense management. Overall, the SWRC Community Outreach 2024 equipped participants with knowledge and tools for sound financial decisions, raising awareness on personal finance and social protection to strengthen individual well-being and economic resilience.



Above: Poster of the SWRC Community Outreach 2024 and sessions on financial literacy

Policies Addressing Poverty

UM actively contributes to policy-making at local, national, regional, and global levels to support the implementation of programmes and policies aimed at ending poverty in all its dimensions. Through the Ungku Aziz Centre for Development Studies (UAC) and the Social Wellbeing Research Centre (SWRC), UM engages in evidence-based research, formal consultations, and high-level dialogues that shape strategies to tackle multidimensional poverty, economic insecurity, and vulnerability among diverse groups. UM's partnerships with multilateral organisations such as the United Nations Development Programme (UNDP), United Nations Children's Fund (UNICEF), and the Asian Development Bank (ADB) also extend its influence into global-facing policy discussions on social protection and inclusive development.

At the local level, UM provides policy guidance and support to state governments and city councils, particularly in Greater Kuala Lumpur, by advising on multidimensional poverty mapping and social protection strategies. These engagements enable the translation of research into practical policy applications that directly improve community well-being and access to services.

At the national level, a significant milestone in 2024 was the formal consultation process for the National Poverty Policy Framework, led by UAC in collaboration with the Ministry of Economy. The study, *From Vision to Action: Proposal for the National Poverty Policy*, underscored the need for targeted interventions, multidimensional strategies, and inter-agency cooperation to eradicate poverty in Malaysia. Complementing these efforts, SWRC's Director, Professor Datuk Norma Mansor, contributed to major national policy platforms, including the Symposium Kebangsaan Menoktah Kemiskinan 2024, convened by the Ministry of Economy and officiated by the Prime Minister.

At the regional level, UM played a central role in the 2nd Regional Social Policy Conference for East Asia and the Pacific, co-organised with UNICEF and Malaysia's Ministry of Women, Early Childhood, and Community Wellbeing Development. The conference convened over 250 delegates from 14 countries and emphasised investment in children as a foundational poverty reduction strategy, while also feeding into wider Asia-Pacific policy dialogues.

At the global level, UM's thought leadership is reflected through contributions to high-impact reports and multilateral dialogues. These include the Asian Development Policy Report 2024: *Aging Well in Asia*, addressing poverty risks among older populations across the region; the SWRC-UNICEF Policy Paper on fiscal space for social investment, particularly child-sensitive protection; and the policy paper *Building a Cradle-to-Grave Care Economy*, which highlighted inclusive approaches to reduce poverty and gender inequality through a robust care economy. In addition, UM's collaboration with UNDP on Malaysia's Multidimensional Poverty Index demonstrates its integration into global UN-led frameworks for poverty measurement and eradication.

Collectively, these contributions demonstrate UM's commitment to shaping inclusive, multidimensional policies that address poverty across life stages and reinforce social protection systems at the local, national, regional, and global levels.

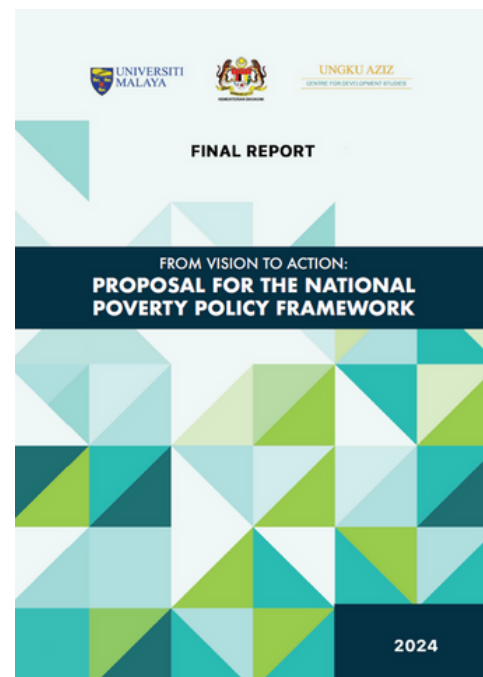
Ungku Aziz Centre's Contribution to National Policy-Making: Formal Consultation for the National Poverty Policy Framework

On Wednesday, 29 May 2024, a pivotal roundtable discussion was held, bringing together representatives from both the private and public sectors to finalize the framework proposal for the National Poverty Policy. This comprehensive study, titled "From Vision to Action: Proposal for The National Poverty Policy," was conducted by the Ungku Aziz Center in collaboration with the Ministry of Economy. The overarching aim of the study was to propose a robust national policy aimed at eradicating poverty in Malaysia.

The event saw active participation from various agencies, each contributing their unique perspectives and expertise to review the proposed policies and suggest potential improvements. The collaborative environment fostered a thorough examination of the framework, ensuring that all aspects were scrutinized and refined for maximum impact and feasibility.

1. During the discussion, agencies engaged in a detailed review of the policy proposals. They provided valuable feedback and constructive criticism, drawing on their experiences and insights from previous poverty alleviation initiatives.
2. Key points of discussion included the need for targeted interventions through the categorization of productive, nonproductive, and vulnerable groups of the poor, as well as the importance of multidimensionality in addressing and eradicating poverty.
3. Participants emphasised the significance of inter-agency cooperation and the necessity of aligning the national poverty policy with broader socio-economic goals.

Following the extensive review and discussion, the research team from the Ungku Aziz Center presented the final framework proposal to the Ministry of Economy.



Above: Cover page of the final report titled "From Vision to Action: Proposal for the National Poverty Policy," led by the Ungku Aziz Centre for Development Studies

Below: Roundtable discussion between Universiti Malaysia and the Ministry of Economy to review the proposed poverty framework policy



Asian Development Policy Report 2024: Aging Well in Asia

Universiti Malaya Social Wellbeing Research Centre (SWRC)'s Director and the President of Malaysia Economic Association (MEA), Professor Datuk Norma Mansor was invited as one of the panellists for the launch of the Asian Development Policy Report 2024: Aging Well in Asia. The inaugural Asian Development Policy Report 2024: Aging Well in Asia explores key dimensions of well-being in old age, including health, employment and retirement, economic security, and social engagement. While its primary focus is on aging populations, it also addresses the risks of poverty and financial insecurity among the elderly. By promoting inclusive policies such as accessible healthcare, adequate pension systems, opportunities for older adults to remain economically active, and strong social support networks, the report supports efforts to reduce poverty and vulnerability in aging societies across Asia.

SWRC-UNICEF Policy Paper

A roundtable discussion on Malaysia's fiscal landscape, moderated by Universiti Malaya SWRC Director Professor Datuk Norma Mansor and featuring representatives from SWRC, UNICEF, and Institute of International and Strategic Studies Malaysia (ISIS), highlighted the critical need to create fiscal space for key social investments. The discussion focused on the importance of government allocations towards education, healthcare, and especially child-sensitive social protection measures. These investments are essential for sustainable development and are directly aligned with SDG 1: No Poverty, as they aim to reduce vulnerability, prevent intergenerational poverty, and strengthen social safety nets. The event also marked the launch of a joint policy paper by UM SWRC and UNICEF, reinforcing the call for more inclusive and development-oriented fiscal planning in Malaysia.



Above: Panelist session during the launch of Asian Development Policy Report 2024. Refer to SWRC Bulletin (page 22-23): [HERE](#)

Below: SWRC-UNICEF Policy Paper (2024) and roundtable discussion during the launch. Refer to SWRC Bulletin (page 23-24): [HERE](#)



Policy Paper Launch & Panel Discussion “Building A Cradle-To-Grave Care Economy”

On 21 June 2024, ISIS Malaysia launched a policy paper titled "Building a Cradle-to-Grave Care Economy for Malaysia," addressing the urgent need for a comprehensive care system in response to the country's ageing population and shrinking workforce. The policy paper was written by Lee Min Hui, Calvin Cheng, Shazana Agha, and Anis Farid, with contributions from Professor Datuk Dr Norma Mansor (Director, Social Wellbeing Research Centre, Universiti Malaya) and Dr Teoh Ai Hua (Universiti Malaya), alongside Sofea Azahar. The paper warns that without strategic planning, rising care demands may hinder economic growth and exacerbate gender inequality, particularly affecting women and vulnerable communities.

A panel discussion featuring Professor Datuk Dr Norma Mansor and other experts focused on building an equitable and inclusive care economy that supports all life stages. Investing in a robust care economy helps reduce poverty and economic insecurity among caregivers—especially women—and ensures better social protection for the elderly and other dependents.



Above: Policy paper launch and panel discussion “Building a Cradle-to-Grave Care Economy”. Refer to SWRC Bulletin (page 25): [HERE](#)

Below: Poster for a session during the Simposium Kebangsaan Menoktah Kemiskinan 2024. Refer to SWRC Bulletin (page 25): [HERE](#)



Simposium Kebangsaan Menoktah Kemiskinan 2024

Simposium Kebangsaan Menoktah Kemiskinan 2024 was organised by the Ministry of Economy on 30 September 2024 in PICC Putrajaya. The symposium brought together experts and stakeholders to discuss strategies and initiatives for poverty alleviation in the country. UM SWRC's Director, Professor Datuk Norma Mansor, moderated a session titled “Peranan dan Pendekatan Kerajaan dalam Menoktah Kemiskinan: Perlukan Penyusunan Semula?”.

She was joined by Associate Professor Datuk Ts Dr Ramzah Dambul (CEO Institute for Development Studies Sabah) and Professor Dr Yeah Kim Leng (Member of the Policy Advisory Committee to the Prime Minister) as panelists. The symposium contributed to the development of effective policies and programmes aimed at addressing poverty and improving the lives of Malaysians. The Prime Minister, Datuk Seri Anwar Ibrahim officiated the symposium.

2nd Regional Social Policy Conference for East Asia and the Pacific: Prioritizing Investments in Children in a Changing Region

The 2nd Regional Social Policy Conference for East Asia and the Pacific, held on 22–23 October 2024 in Kuching, Sarawak, brought together a diverse range of stakeholders to address critical regional challenges under the theme “Prioritizing Investments in Children in a Changing Region.” This impactful two-day event was co-organised by the United Nations Children’s Fund (UNICEF) and the Social Wellbeing Research Centre (SWRC), Universiti Malaya, in collaboration with the Ministry of Women, Early Childhood, and Community Wellbeing Development (KPWK), Sarawak. The conference drew over 250 participants, including 100 international delegates from 14 countries across East Asia and the Pacific, highlighting its importance as a platform for high-level dialogue, policy innovation, and cross-border collaboration.

The event commenced with welcoming remarks by Dr Myo-Zin Nyunt, Deputy Regional Director for UNICEF East Asia and the Pacific, and Professor Datuk Norma Mansor, Director of SWRC. In her address, Professor Norma underscored the vital importance of investing in children to ensure a resilient, inclusive, and prosperous future for the region. The opening expert presentation by Professor Naohiro Ogawa of the Asian Development Bank Institute (ADBI) explored ageing trends in the region. This was followed by a panel discussion moderated by Professor Datuk Norma Mansor, which examined demographic shifts and social policy challenges, drawing lessons from China, Thailand, and Malaysia. This two-day conference served as a vital platform for knowledge-sharing and strategic dialogue on social policy across the region. The conference is closely aligned with SDG 1: No Poverty, as it emphasised the importance of early and sustained investments in children as a foundational strategy to break the cycle of poverty. By focusing on child-sensitive policies and inclusive social protection systems, the discussions highlighted how governments and development partners can work together to reduce long-term vulnerabilities and build equitable societies.



Left and below: Photos taken during the 2nd Regional Social Policy Conference for East Asia and the Pacific

