



MINISTRY OF HIGHER EDUCATION



UNIVERSITI
MALAYSIA
KELANTAN

MINISTRY OF HIGHER EDUCATION ENTREPRENEURIAL AWARD 2021

OUTSTANDING STUDENT
SOCIAL ENTREPRENEURSHIP
AWARD

CATEGORY **E**

UMK ENTREPRENEURSHIP INSTITUTE

Universiti Malaysia Kelantan

City Campus

Pengkalan Chepa, Kota Bharu

Kelantan

 09-771 7167

ISSN 2948-5207



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Title: Ministry Of Higher Education Entrepreneurial Awards 2021

Category E: Outstanding Student Social Entrepreneurship Award
ISSN NO: 2948-5207

Published by:

UMK Entrepreneurship Institute (UMKEI).
Universiti Malaysia Kelantan
City Campus, Pengkalan Chepa
16100 Kota Bharu
Kelantan

Collaborated with:

UMK Press
Universiti Malaysia Kelantan
16300 Bachok, Kelantan

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UMK's students create **"From Farm to Table Social Entrepreneurship Project"** that aims to reduce fruit dumping issues, help improve the B40 group of farmers' social-economic, and gain profit for project sustainability.

The state of Kelantan has been facing pressing issues related to unemployment, low income level (B40), and fruit dumping

students from Universiti Malaysia Kelantan (UMK) executed a project known as "From Farm to Table Social Entrepreneurship Project" to reduce the impact of fruit dumping activities while ensuring

project. The move hoped to improve the

and reduce unemployment among UMK graduates by improving knowledge and skills through the Knowledge Transfer Program (KTP). Principally, this project has been based on the Market Intermediary Social Entrepreneurship Business Model. However, a pinch of innovation has been injected by adding value to the products before they are being marketed. To date, the

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and have produced 6 products in the food and cosmetic industry. The sales were RM137,280 and RM 255,710 for 2019 and 2020, respectively. Total sales to date, stands at RM383,500. Subsequently, 10 dropshippers have been appointed and have been constantly trained to ensure project continuity. The success of this project is due to the diversity of group members' capacities and creativity, the enthusiastic and dedicated mentors, from UMK or the industry, and the never ending support given by UMK in terms of policy, entrepreneurship strategy, and incubator

MOF Social Enterprise Project grant. In sum, this social entrepreneurship project has demonstrated a tremendous impact on involved.

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