SDG 1 No Poverty

Sustainable Development Goal 1 (SDG 1): No Poverty aims to end poverty in all its forms everywhere. It focuses on eradicating extreme poverty, reducing the number of people living in poverty, and ensuring access to essential services, social protection, economic resources and opportunities. SDG 1 also emphasises building the resilience of vulnerable communities to economic, social and environmental challenges.

Universiti Malaysia Sarawak (UNIMAS) supports these objectives through community engagement, skills development, entrepreneurship training and income-generating initiatives, particularly for low-income households and rural communities. Through programmes such as digital marketing training for local entrepreneurs, green innovation projects and practical skills workshops, UNIMAS helps create economic opportunities, strengthen community self-reliance and promote sustainable livelihoods in Sarawak.

1.2 Proportion Of Students Receiving Financial Aid To Attend University Because Of Poverty

1.2.1 Low Income Students Receiving Financial Aid

In 2025, UNIMAS recorded 413 students receiving financial assistance, representing approximately 2% of the total student population of 18,286. This indicates that financial aid was provided to a portion of the student population to support students facing financial difficulties and reduce the financial burden associated with pursuing higher education. Based on the reported financial aid infographic retrieved from UNIMAS e-Buletin Kebajikan Volume 2 (2025), a total of RM318,176.57 was distributed among the 413 students through various forms of assistance, including food assistance, educational support, emergency aid, and welfare programmes. These initiatives demonstrate UNIMAS's efforts to provide financial support and improve students' access to essential resources throughout their studies.

Reference Link: UNIMAS e-Buletin Kebajikan Volume 2 (2025)

Student Financial Aid Status (2025)	Number of student
Received financial aid	413
Did not received financial aid	17873
Total student	18286

Table 1. Low income students receiving financial aid 2025

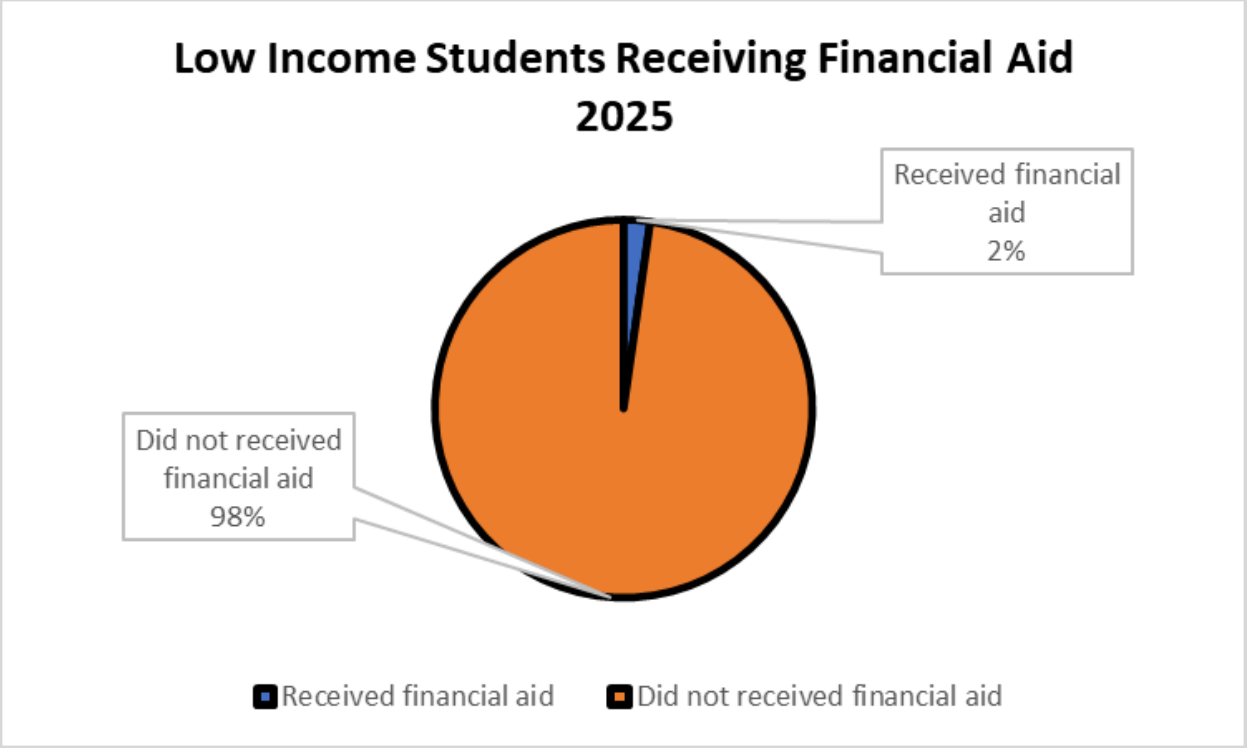
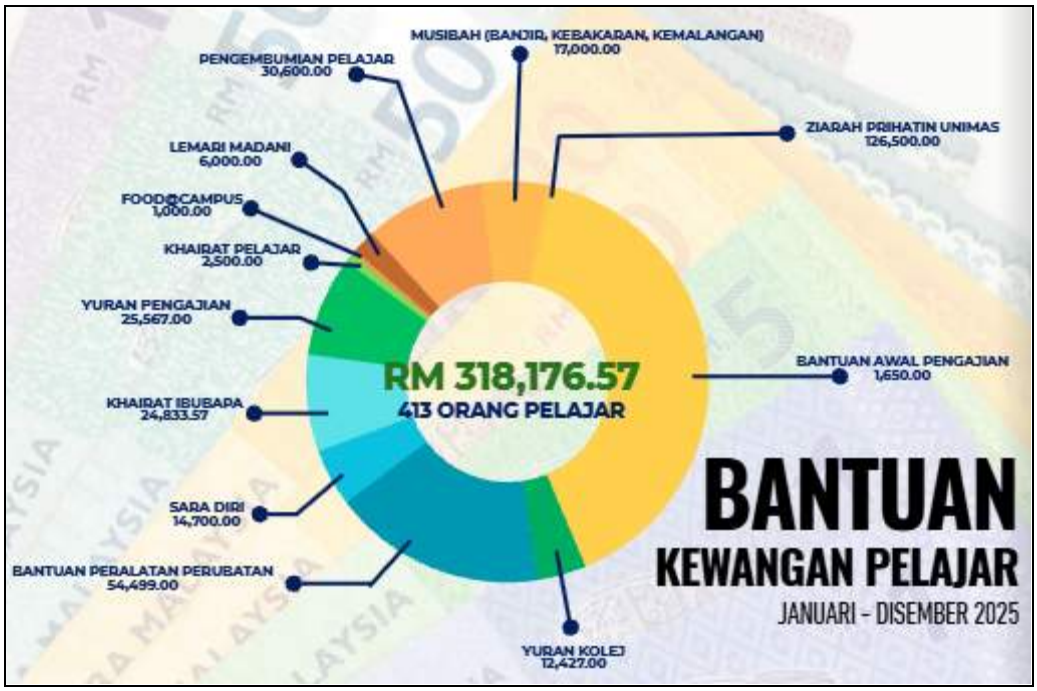


Figure 1. Low Income Student Receiving Financial Aid 2025



Reference Link: [UNIMAS e-Buletin Kebajikan Volume 2 (2025)]

1.3 University anti-poverty programmes

UNIMAS implements various programmes and initiatives to address poverty and support students and communities facing financial challenges. These efforts include financial assistance, support for underprivileged groups, and community empowerment activities that promote economic opportunities and improve access to essential resources. Through these initiatives, the university contributes to SDG 1: No Poverty by supporting poverty alleviation and promoting inclusive and sustainable development.

1.3.1 Bottom financial quintile admission target

UNIMAS promotes equitable access to higher education by supporting the admission of students from the bottom financial quintile and other financially disadvantaged backgrounds. Through targeted admission opportunities and financial assistance, the university aims to reduce economic barriers to education, ensuring that students from low-income households have opportunities to pursue higher education and improve their socioeconomic circumstances.

Expanding Access to Higher Education for Low-Income Students

Universiti Malaysia Sarawak (UNIMAS) is committed to promoting inclusive access to higher education by providing targeted admission and financial assistance opportunities for students from financially disadvantaged and B40 backgrounds. This initiative actively addresses socio-economic vulnerabilities, reduces financial barriers to learning, and creates sustainable pathways for upward social mobility and poverty alleviation. By reaching out to remote rural communities and offering direct admission routes into undergraduate programmes, coupled with financial support such as tuition fee waivers and campus living assistance. UNIMAS ensures that household income does not impede academic potential. This proactive approach underscores the university's dedication to fostering inclusive growth, empowering disadvantaged youth, and building equitable communities across Sarawak.

Keywords: SDG 1, No Poverty, B40 students, financially disadvantaged students, inclusive access to higher education, financial assistance, tuition fee waivers, rural communities, poverty alleviation, social mobility, educational equity

Reference Link: Expanding Access to Higher Education for Low-Income Students



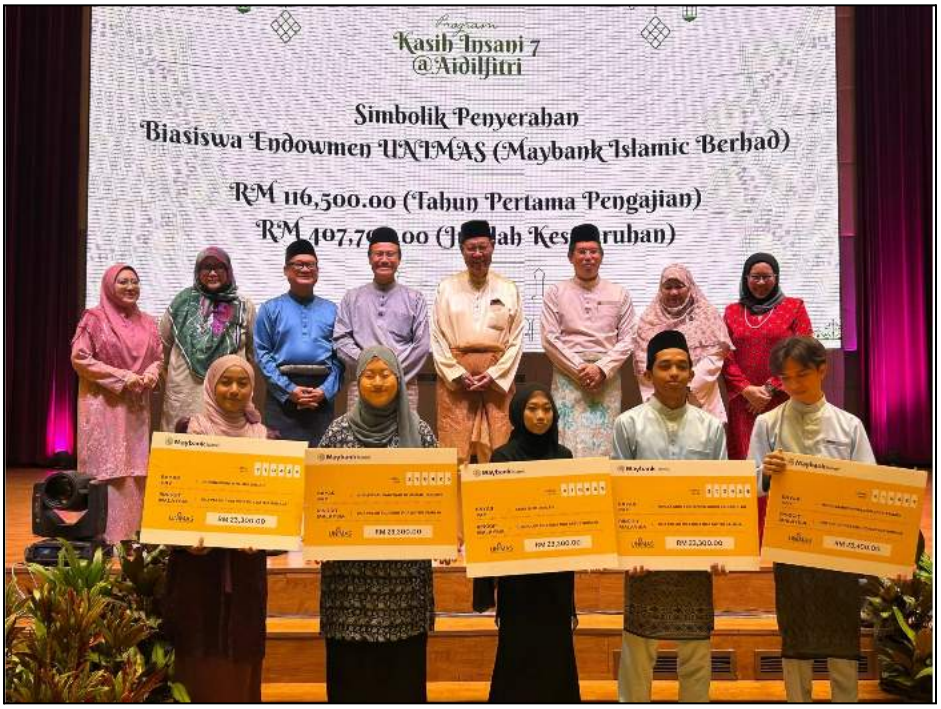
Financial Assistance and Support for Underprivileged Students

Universiti Malaysia Sarawak (UNIMAS) has actively strengthened its student welfare framework by distributing essential financial aid to over 1,400 underprivileged students on 21 April 2025, helping to alleviate economic pressures and bridge socioeconomic gaps. Aligned with institutional goals of fostering inclusive education and financial equity, this initiative ensures that students from low-income and B40

backgrounds receive the necessary monetary support to sustain their studies. By mitigating financial burdens, UNIMAS enables vulnerable undergraduates to focus squarely on academic excellence and timely graduation, reinforcing the university's broader mission to drive social mobility and empower disadvantaged youth across Sarawak.

Keywords: SDG 1, No Poverty, student financial assistance, underprivileged students, B40 students, low-income households, student welfare, financial support, inclusive education, poverty alleviation, social mobility, socioeconomic equality

Reference Link: Financial Assistance and Support for Underprivileged Students



Corporate Zakat Contribution and Financial Aid for Underprivileged Students

Universiti Malaysia Sarawak (UNIMAS) has strengthened its financial support framework for low-income and B40 students through strategic collaborations with external agencies, exemplified by the Corporate Zakat Contribution Ceremony held in partnership with the Companies Commission of Malaysia (SSM) Sarawak and the Wan Alwi Mosque Welfare Trust Board on 27 January 2025. This initiative provided RM42,000 in zakat contributions distributed to 60 students and 24 staff members under the *asnaf fisabilillah* category, directly alleviating economic hardships. By integrating external corporate contributions with campus-level welfare mechanisms, such as the Food Bank Siswa, Lemari Madani, and

targeted financial aid, UNIMAS ensures that vulnerable undergraduates receive essential monetary and material support. This collaborative approach reinforces the university's commitment to eradicating poverty (SDG 1), reducing financial barriers to higher education, and safeguarding the holistic well-being and academic progression of disadvantaged youth across Sarawak.

Keywords: SDG 1, No Poverty, zakat contributions, financial assistance, B40 students, low-income households, student welfare, staff welfare, corporate collaboration, Food Bank Siswa, Lemari Madani, poverty alleviation, inclusive education, socioeconomic equality

Reference Link: Corporate Zakat Contribution and Financial Aid for Underprivileged Students



UNIMAS Program Sulung 4.0: Admission Opportunities for B40 Students

On 23 April 2026, Universiti Malaysia Sarawak (UNIMAS) held the offer letter presentation ceremony for Program Pembangunan Siswa Sulung 4.0 for the 2025/2026 academic session. The programme, an initiative by the Ministry of Higher Education, targets first-born children from B40 households to improve access to higher education for students from lower-income backgrounds. A total of 52 new students were accepted into the programme, bringing the overall number of participants at UNIMAS to 201. Participants receive full tuition fee waivers, helping reduce financial barriers to university admission and supporting equal access to education. This initiative contributes to SDG 1 by helping disadvantaged families access educational opportunities that can support long-term social mobility and poverty reduction.

Keywords: B40 students, bottom 20% income group, low-income households, student admission, access to higher education, tuition fee waiver, educational opportunities, social mobility, poverty reduction.

Reference Link: [UNIMAS Program Sulung 4.0: Admission Opportunities for B40 Students]



1.3.2 Bottom Financial Quintile Student Success

Bottom Financial Quintile Student Success focuses on ensuring that students from the lowest 20% of household income groups have equal opportunities to access higher education and successfully complete their studies. It emphasises reducing financial barriers, improving academic progression and supporting graduation outcomes among students from low-income households to promote educational equity, social mobility and long-term poverty alleviation.

UNIMAS Ensures B40 Students Have Access to Higher Education Through Financial and Welfare Support

On 29 September 2025, Universiti Malaysia Sarawak (UNIMAS) reaffirmed its commitment to ensuring that students from low-income B40 households are not left behind in accessing higher education through the Program Ziarah Prihatin. A university delegation visited four students from Kota Samarahan, Sri Aman, Simunjan and Debak who had been selected to pursue their studies at UNIMAS, engaging with the students and their families to understand their circumstances and provide support. Two students also received initial financial assistance from Yayasan Perkasa Siswa (YPS) under the Ministry of Higher

Education and the UNIMAS Welfare Fund. This initiative demonstrates UNIMAS's efforts to reduce financial barriers to higher education, strengthen student welfare and ensure that financial difficulties do not prevent students from disadvantaged backgrounds from pursuing their academic goals.

Keywords: B40 students, low-income households, financial assistance, student welfare, access to higher education, educational opportunities, poverty alleviation, Yayasan Perkasa Siswa, UNIMAS Welfare Fund, Program Ziarah Prihatin.

Reference Link: UNIMAS pastikan tiada pelajar B40 tercicir - TVS



Financial Assistance for B40 and Low-Income Students

In 2025, Universiti Malaysia Sarawak (UNIMAS) provided financial assistance to eligible students facing financial difficulties to help cover educational expenses and living costs. This support aims to reduce financial barriers that may affect students' ability to continue their studies and complete their degrees. By supporting students from low-income households, UNIMAS contributes to SDG 1: No Poverty by promoting access to higher education and improving opportunities for academic success.

Keywords: B40 students, low-income students, financial assistance, educational support, tuition fees, living expenses, student retention, academic success, higher education, SDG 1, No Poverty.

Reference Link: Financial Assistance for B40 and Low-Income Students



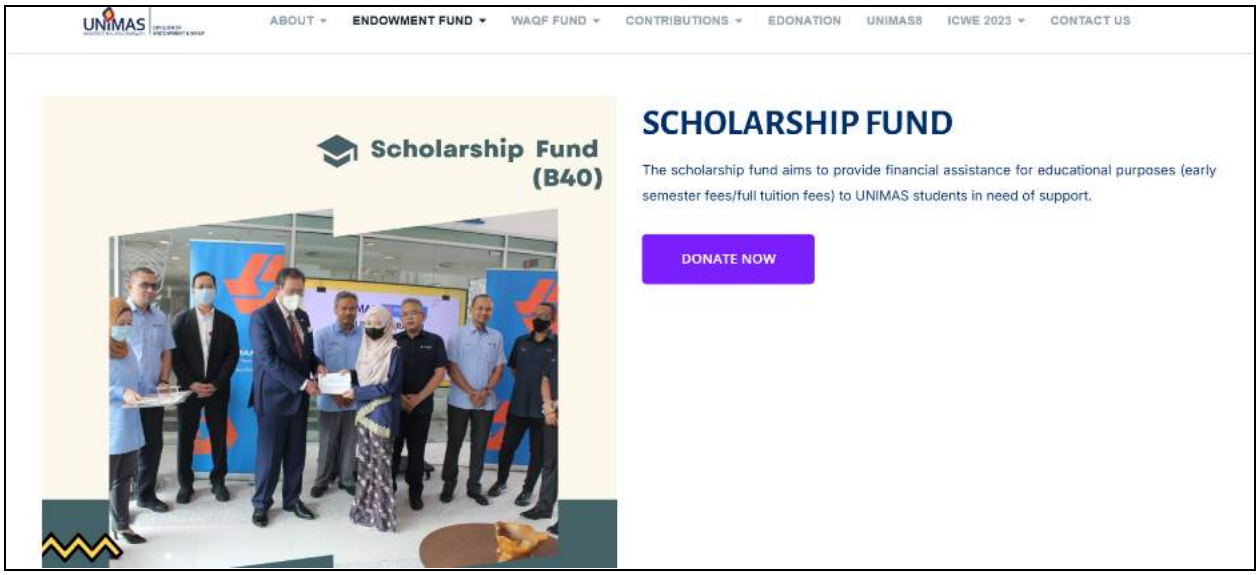


UNIMAS Scholarship Fund (B40) for Students in Need

Universiti Malaysia Sarawak (UNIMAS) provides financial assistance through its Scholarship Fund to support students who face financial difficulties in pursuing higher education. The fund covers educational expenses, including initial semester fees and full tuition fees, helping reduce the financial burden on students from low-income backgrounds. This initiative supports students in continuing their studies and progressing towards graduation.

Keywords: B40 students, scholarship fund, financial assistance, tuition fee support, educational access, low-income students, student success, academic progression, higher education, poverty alleviation, SDG 1, No Poverty.

Reference Link: [UNIMAS Scholarship Fund (B40) for Students in Need]



1.3.3 Low-income student support

UNIMAS provides various forms of support to students from low-income and B40 households to reduce financial barriers and ensure equitable access to higher education. These initiatives include financial assistance, zakat contributions, food aid, and other welfare programmes that help students meet their essential needs and continue their studies. Through these efforts, the university promotes student well-being, educational equity, and poverty alleviation in line with SDG 1: No Poverty.

Holistic Support and Welfare Services for Low-Income Students

To ensure that financial hardship never stands in the way of academic completion, Universiti Malaysia Sarawak (UNIMAS) delivers dedicated support mechanisms encompassing financial allocations, housing provisions, and collaborative welfare programs tailored for low income and B40 students. Aligned with national poverty alleviation objectives and Sustainable Development Goal 1 (SDG 1), UNIMAS channels institutional resources and strategic partnerships, such as allocations exceeding RM587,000 benefiting over 470 recipients through initial study assistance and the Program Pembangunan Siswa Sulung, alongside external collaborations with agencies like Bank Rakyat, the Companies Commission of Malaysia (SSM), and YAPEIM. Furthermore, the university implements specialized initiatives like the Rental House Deposit Assistance Scheme to help undergraduates secure safe and conducive off campus housing. These comprehensive interventions collectively alleviate economic pressures, safeguard student welfare, and empower vulnerable undergraduates to successfully complete their higher education journey.

Keywords: SDG 1, No Poverty, low-income students, B40 students, financial assistance, student welfare, study assistance, Program Pembangunan Siswa Sulung, housing assistance, rental deposit assistance, Bank Rakyat, SSM, YAPEIM, poverty alleviation, educational equity, higher education access

Reference Link: Holistic Support and Welfare Services for Low-Income Students



Corporate Zakat Contribution and Student Welfare Support

Fostering a resilient safety net for financially disadvantaged undergraduates, Universiti Malaysia Sarawak (UNIMAS) bridges economic gaps through strategic philanthropic partnerships and corporate zakat contributions. Aligned with national poverty alleviation objectives and Sustainable Development Goal 1 (SDG 1), the university partnered with the Companies Commission of Malaysia (SSM) Sarawak and the Wan Alwi Mosque Welfare Trust Board to distribute crucial financial aid to students in need on 27 January 2025. By integrating these external resources with institutional welfare programs, UNIMAS effectively alleviates monetary pressures, safeguards student well-being, and empowers vulnerable learners to successfully navigate and complete their university education.

Keywords: No Poverty, financial assistance, financially disadvantaged students, B40 students, corporate zakat contributions, philanthropic partnerships, SSM Sarawak, student welfare, poverty alleviation, educational equity, higher education access, socioeconomic support

Reference Link: Corporate Zakat Contribution and Student Welfare Support



Holistic Student Support and Welfare Framework

To ensure that low-income and B40 students can successfully complete their university education without facing economic distress, Universiti Malaysia Sarawak (UNIMAS) actively implements targeted financial and material assistance programs. Through large-scale welfare distribution efforts, over 1,400 underprivileged UNIMAS students have received essential aid on 21 April 2025 to alleviate everyday living expenses and academic costs. By providing critical support mechanisms such as financial grants, food security provisions, and welfare assistance, the university effectively bridges socioeconomic gaps, safeguards student well-being, and empowers disadvantaged undergraduates to persist and graduate.

Keywords: SDG 1, No Poverty, low-income students, B40 students, student financial assistance, welfare distribution, underprivileged students, food assistance, food security, living expenses, educational support, student well-being, poverty alleviation, inclusive education, socioeconomic equality

Reference Link: Holistic Student Support and Welfare Framework



Student Welfare and Clothes Donation Drive at Residential Colleges

Fostering campus solidarity and addressing the cost of living for undergraduates, the UNIMAS Medical Society (UNIMED) Welfare Bureau organised a clothes donation drive across Cempaka College and Rafflesia College at Universiti Malaysia Sarawak (UNIMAS). Guided by Dr. Siti Zaleha binti Raduan, the programme collected over 30 pieces of gently used daily wear, formal attire, and traditional garments contributed by students, staff, and the public. Dedicated student volunteers carefully sorted and displayed the items at distribution booths within the residential colleges, allowing peers to freely select clothing that met their personal needs. This initiative successfully provided practical material assistance, alleviated economic burdens, and reinforced student dignity and well-being within the campus community.

Keywords: SDG 1, No Poverty, UNIMAS Medical Society (UNIMED), clothes donation drive, material assistance, student welfare, cost of living, underprivileged students, clothing donations, campus solidarity, student volunteers, economic support, student dignity, community engagement, poverty alleviation

Reference Link: Student Welfare and Clothes Donation Drive at Residential Colleges



1.3.4 Bottom financial quintile student support

UNIMAS provides targeted financial and material assistance to support students from the lowest income groups and financially disadvantaged backgrounds. Through initiatives such as financial aid, zakat contributions, food assistance, and welfare programmes, the university aims to reduce financial barriers, address students' essential needs, and ensure that household income does not prevent them from accessing and completing higher education. These efforts contribute to poverty alleviation, educational equity, and social mobility in line with SDG 1: No Poverty.

Bottom-Quintile Student Support and Financial Relief

Ensuring that students from the lowest income brackets can complete their higher education without economic disruption, Universiti Malaysia Sarawak (UNIMAS) implements targeted financial interventions and philanthropic support mechanisms for bottom-quintile undergraduates. Aligned with national poverty alleviation targets, the university secured a corporate zakat contribution on 27 January 2025, amounting to RM42,000 during a formal ceremony held in collaboration with the Companies Commission of Malaysia (SSM) Sarawak and the Wan Alwi Mosque Welfare Trust Board. This strategic partnership directly distributed financial aid to 60 students and 24 staff members under the asnaf fisabilillah category to ease immediate monetary pressures. By uniting institutional welfare frameworks such as the SULUNG Programme, Food@Campus RM100 food vouchers, Lemari Madani, and Food Bank Siswa initiatives, with external zakat distributions, UNIMAS effectively safeguards vulnerable learners, reduces financial dropout risks, and empowers bottom-quintile students to successfully achieve their academic milestones.

Keywords: No Poverty, bottom financial quintile students, low-income students, corporate zakat contribution, SSM Sarawak, financial assistance, SULUNG Programme, Food@Campus, RM100 food vouchers, Lemari Madani, Food Bank Siswa, student welfare, food security, poverty alleviation, educational equity, financial barriers, higher education access

Reference Link: Bottom-Quintile Student Support and Financial Relief

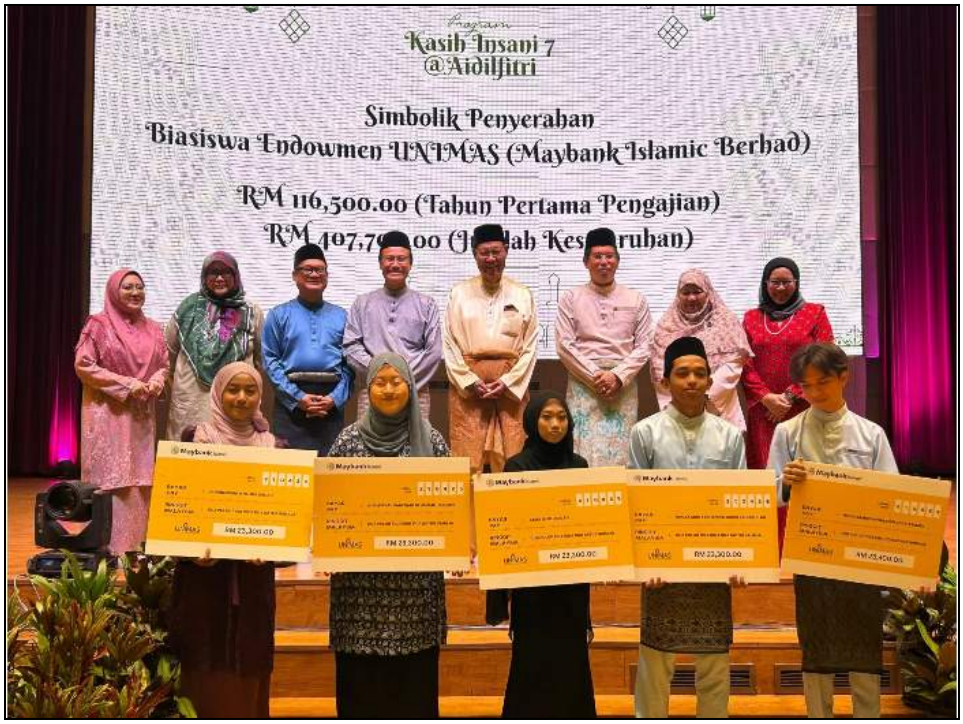


Kasih Insani Programme 7th Edition

Universiti Malaysia Sarawak (UNIMAS), through its Endowment and Waqf Division, organised the seventh edition of the Kasih Insani Programme on 21 April 2025 to support students from underprivileged backgrounds in pursuing their education. A total of 1,423 students received financial assistance, with RM743,295 distributed directly to students in the form of pocket money and essential items. The programme also provided 1,500 ready-to-eat meals to support students' basic needs and well-being. In addition, the UNIMAS Endowment Scholarship, sponsored by Maybank Islamic Berhad, supported five students with RM407,700 to cover tuition fees, monthly living allowances and laptops. These initiatives help reduce financial barriers to higher education and promote equitable access to educational opportunities.

Keywords: SDG 1, No Poverty, Kasih Insani Programme, student financial assistance, underprivileged students, Endowment and Waqf Division, financial aid, essential items, ready-to-eat meals, UNIMAS Endowment Scholarship, Maybank Islamic Berhad, tuition fee assistance, living allowance, educational equity, poverty alleviation, inclusive higher education, student welfare

Reference Link: [Kasih Insani Programme 7th Edition]



1.3.5 Low or lower-middle income countries student support

Universiti Malaysia Sarawak (UNIMAS), through its international student support initiatives and scholarship opportunities, promotes access to higher education for students from diverse socioeconomic backgrounds and developing countries. Financial assistance schemes, including international scholarships and postgraduate fee reductions, help eligible students manage the cost of pursuing higher education in Malaysia. These initiatives demonstrate UNIMAS's commitment to widening educational opportunities and reducing financial barriers for international students.

UNIMAS International Scholarship Award (UISA)

Universiti Malaysia Sarawak (UNIMAS) provides scholarship opportunities for international students through the UNIMAS International Scholarship Award (UISA). The initiative aims to attract deserving international students with strong academic and extracurricular achievements, helping to improve access to higher education. Further confirmation is required to establish whether the scheme specifically supported students from low- or lower-middle-income countries in 2025.

Keywords: UNIMAS International Scholarship Award (UISA), international students, scholarship opportunities, financial assistance, access to higher education, educational equity, academic achievement, international education, low-income countries, student support

Reference Link: [UNIMAS International Scholarship Award (UISA)]



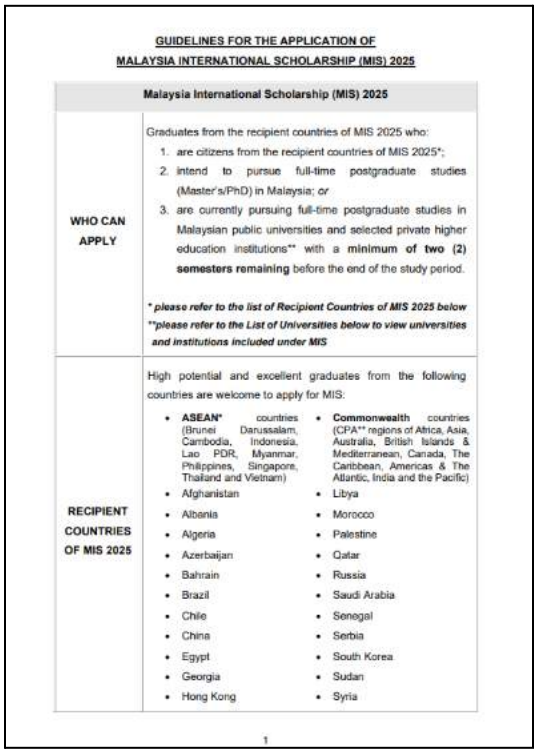
Malaysia International Scholarship (MIS)

The Malaysia International Scholarship (MIS) provides financial assistance to eligible international postgraduate students pursuing studies in Malaysia. The scholarship covers tuition fees and provides a monthly living allowance, helping to reduce the financial burden of higher education for eligible students. UNIMAS Global lists MIS among its international scholarship opportunities.

Keywords: SDG 1, No Poverty, Malaysia International Scholarship (MIS), financial assistance, international postgraduate students, tuition fee coverage, monthly living allowance, higher education access, educational equity, scholarship opportunities, student financial support, poverty alleviation, UNIMAS Global

Reference Link: GUIDELINES FOR MIS 2025

Reference Link: MIS 2025



GUIDELINES FOR THE APPLICATION OF MALAYSIA INTERNATIONAL SCHOLARSHIP (MIS) 2025

Malaysia International Scholarship (MIS) 2025	
WHO CAN APPLY	Graduates from the recipient countries of MIS 2025 who: 1. are citizens from the recipient countries of MIS 2025*; 2. intend to pursue full-time postgraduate studies (Master's/PhD) in Malaysia; *or* 3. are currently pursuing full-time postgraduate studies in Malaysian public universities and selected private higher education institutions** with a **minimum of two (2) semesters remaining** before the end of the study period. ***please refer to the list of Recipient Countries of MIS 2025 below*** ***please refer to the List of Universities below to view universities and institutions included under MIS***
RECIPIENT COUNTRIES OF MIS 2025	High potential and excellent graduates from the following countries are welcome to apply for MIS: • **ASEAN*** countries (Brunei Darussalam, Cambodia, Indonesia, Lao PDR, Myanmar, Philippines, Singapore, Thailand and Vietnam) • Afghanistan • Albania • Algeria • Azerbaijan • Bahrain • Brazil • Chile • China • Egypt • Georgia • Hong Kong • **Commonwealth** countries (CPA** regions of Africa, Asia, Australia, British Islands & Mediterranean, Canada, The Caribbean, Americas & The Atlantic, India and the Pacific) • Libya • Morocco • Palestine • Qatar • Russia • Saudi Arabia • Senegal • Serbia • South Korea • Sudan • Syria

1

Malaysian Technical Cooperation Programme (MTCP) Scholarship

The Malaysian Technical Cooperation Programme (MTCP) Scholarship supports eligible postgraduate students from developing countries to pursue higher education in Malaysia. The scholarship provides financial assistance, including tuition fees and living allowances, to eligible recipients. This scheme is relevant to supporting students from developing countries, subject to confirmation of eligible-country status and UNIMAS participation during the 2025 reporting period.

Keywords: SDG 1, No Poverty, Malaysian Technical Cooperation Programme (MTCP), MTCP Scholarship, developing countries, international postgraduate students, financial assistance, tuition fee coverage, living allowance, higher education access, educational equity, international cooperation, student support, poverty alleviation, UNIMAS Global

Reference Link: UNIMAS Global Scholarship Page

Reference Link: Official MTCP Scholarship Information



Zamalah Graduate Scholarship

UNIMAS provides the Zamalah Graduate Scholarship to eligible postgraduate research students. The scheme offers a 50% reduction in tuition and examination fees per semester, subject to its eligibility requirements and terms and conditions. This financial assistance can reduce the cost of postgraduate education. However, additional evidence is needed to confirm whether students from low- or lower-middle-income countries benefited from this scheme in 2025.

Keywords: SDG 1, No Poverty, Zamalah Graduate Scholarship, postgraduate research students, tuition fee reduction, examination fee assistance, financial support, higher education access, educational equity, postgraduate education, international students, low-income countries, student financial assistance, poverty alleviation, UNIMAS Global

Reference Link: [Zamalah Graduate Scholarship]



Special Scholarship to Bangladeshi Students

In addition to its existing scholarship opportunities, UNIMAS has also explored the possibility of providing targeted financial assistance to international students through bilateral engagement. During a visit by H.E. Mr. Md Shameem Ahsan, High Commissioner of Bangladesh to Malaysia, the Vice-Chancellor of UNIMAS announced that the university would consider offering special scholarships to Bangladeshi students. The engagement also recognised the contributions of Bangladeshi students and faculty members to the university and discussed opportunities for further academic collaboration between UNIMAS and Bangladesh.

Keywords: SDG 1, No Poverty, international student support, special scholarships, Bangladeshi students, financial assistance, UNIMAS, bilateral engagement, international collaboration, higher education access, educational equity, student welfare, academic cooperation, poverty alleviation

Reference Link: Special scholarships to Bangladeshi students



1.4 Community anti-poverty programmes

1.4.1 Local start-up assistance (Free and Paid)

Universiti Malaysia Sarawak (UNIMAS) supports local entrepreneurship and community economic development through collaborations, entrepreneurship education and practical skills training. Through university-led initiatives, UNIMAS works with local entrepreneurs and communities to strengthen business capabilities, promote digital inclusion and encourage the development of financially and socially sustainable enterprises. These efforts help local communities build relevant knowledge and skills to support their business activities and livelihood opportunities.

UniMadani 2025 Janggut Duyung Product Development for Coastal Communities

UNIMAS, through the UniMadani 2025 initiative, supported community economic empowerment in Kampung Pulau Salak and Kampung Santubong through training on the processing and commercial potential of Janggut Duyung (*Gracilaria* algae). Two training sessions were conducted on 3 September 2025 at Dewan Sebarguna, Kampung Pulau Salak, and on 11 September 2025 at Dewan Sri Sejinjang, Jabatan Perikanan Laut Sarawak (JPLS), Santubong. Led by UNIMAS researchers and funded by the Ministry of Finance Malaysia, the project involved 60 community participants who received hands-on training in agar extraction, value-added food product development and safe food production. Participants also attended a certified food-handling course. The initiative aims to create opportunities for micro-enterprise development, increase household income and expand the market potential of locally produced products.

Keywords: poverty alleviation, community economic empowerment, income generation, household income, micro-enterprise development, skills training, economic opportunities.

Reference Link: UniMadani 2025 Janggut Duyung Product Development for Coastal Communities



Empowering Artisans and Craftsmen in Sarawak Through Digital Economy Transformation

Universiti Malaysia Sarawak (UNIMAS), in collaboration with the Ministry of Economy, Sarawak Economic Development Corporation (SEDC), Sarawak Digital Economy Corporation (SDEC) and the Sarawak Craft Council, conducted a two-day community engagement and training programme on 1–2 November 2025 in Samarahan. The programme engaged local songket weavers and handicraft producers from Kota Samarahan and Asajaya, providing practical training in digital and social media marketing, AI for business, entrepreneurship development and market access strategies. Participants were introduced to platforms such as TikTok Shop, Facebook Marketplace, WhatsApp Business and Shopee to help promote their products and reach wider markets. This initiative supports local artisans in strengthening their business capabilities, improving product visibility and building more sustainable rural enterprises.

Keywords: poverty alleviation, community economic empowerment, income generation, entrepreneurship development, rural enterprises, market access, digital marketing skills, economic opportunities.

Reference Link: Empowering Artisans and Craftsmen in Sarawak Through Digital Economy Transformation



FCSIT Sparks Tech Transformation Among B40 Women Entrepreneurs

Faculty of Computer Science and Information Technology (FCSIT) and the SULAM programme organised a three-day Digital Literacy Skills Workshop from 13 to 15 May 2025 in collaboration with Koperasi Mamacare Sarawak Berhad. The programme supported 20 B40 women entrepreneurs involved in traditional and complementary medicine by providing practical training in professional document preparation, reporting and digital marketing content creation. Participants developed professional reports, presentation slides, marketing posters and promotional videos to help them document, promote and expand their services. The initiative strengthens the digital capabilities of women entrepreneurs and supports their efforts to build sustainable income-generating businesses.

Keywords: poverty alleviation, B40 community, women's economic empowerment, income generation, entrepreneurship development, digital literacy, business skills, sustainable livelihoods.

Reference Link: FCSIT Sparks Tech Transformation Among B40 Women Entrepreneurs



CybeARS Cybersecurity and Awareness Raising for Sarawak Entrepreneurs

The Faculty of Computer Science and Information Technology led the CybeARS programme to strengthen the digital capabilities of micro, small and medium enterprise (MSME) owners, NGOs and social enterprises across Sarawak. The initiative began community outreach at Kampung Semera, Kota Samarahan, in conjunction with the Kampung Angkat Madani UNIMAS initiative, bringing local entrepreneurs and villagers together for practical training on cybersecurity, online fraud prevention and safe digital practices. The programme also expanded its outreach to Kapit, Kuching, Kanowit and Asajaya. By helping entrepreneurs protect their digital presence and business operations, the initiative supports the resilience and sustainability of local businesses.

Keywords: poverty alleviation, community economic empowerment, MSME development, income generation, digital literacy, entrepreneurship support, business sustainability, economic resilience.

Reference Link: CybeARS Cybersecurity and Awareness Raising for Sarawak Entrepreneurs



Free Digital Marketing and AI Course for Mukah Craft Entrepreneurs

In collaboration with the Ministry of Economy, Sarawak Digital Economy Corporation (SDEC), Sarawak Economic Development Corporation (SEDC) and the Sarawak Craft Council, organised a free Digital Marketing and Artificial Intelligence (AI) course at the SDEC Digital Innovation Hub in Mukah on 13–14 December 2025. The two-day programme targeted 40 craft entrepreneurs from the Mukah Division and provided practical training in social media, digital marketing strategies, creative content development and AI applications for small and medium-sized businesses. The initiative aimed to help rural craft entrepreneurs expand their market reach, strengthen product branding and improve business competitiveness through digital technology.

Keywords: poverty alleviation, rural economic empowerment, income generation, entrepreneurship development, craft entrepreneurs, digital marketing skills, business competitiveness, market access.

Reference Link: Free Digital Marketing and AI Course for Mukah Craft Entrepreneurs



Basic Haircutting Workshop Empowers Kampung Semera Community

Universiti Malaysia Sarawak (UNIMAS), through its Sustainability Centre, implemented the Program Kemahiran Kampung Angkat MADANI (KAM): Bengkel Asas Gunting Rambut in Kampung Semera, Sadong Jaya, in 2025. Funded by the Ministry of Finance through the UNIMAS Sustainability Centre, the four-day workshop was conducted over two weekends, from 26–27 July and 2–3 August 2025. The programme targeted asnaf, unemployed youth and B40 households, providing practical haircutting training alongside entrepreneurship, marketing, communication and financial literacy skills. Each participant also received a basic barber kit to support the immediate application of their skills for self-employment and income generation. The initiative encouraged community independence and local entrepreneurship, with discussions emerging about establishing a community barbershop.

Keywords: poverty alleviation, B40 households, asnaf community, unemployed youth, skills development, self-employment, income generation, entrepreneurship development, financial literacy, community empowerment.

Reference Link: Basic Haircutting Workshop Empowers Kampung Semera Community



1.4.2 Local start-up financial assistance

Universiti Malaysia Sarawak (UNIMAS) supports entrepreneurship and community economic empowerment through initiatives that provide financial assistance and funding opportunities for business development. Through collaborations with government agencies, industry partners and entrepreneurship organisations, the university helps emerging entrepreneurs develop innovative business ideas and establish financially and socially sustainable enterprises. These initiatives include start-up funding, business competition prizes and support for entrepreneurial projects that promote innovation, sustainability and local economic development. The following evidence highlights relevant financial assistance initiatives involving UNIMAS during 2025.

Social Innovation Project Eco-friendly Soap Production in Kampung Rampangi

UNIMAS implemented the social innovation project Memperkasakan Kehidupan Lestari: Membangunkan Pengeluaran Sabun Mesra Alam untuk Penjanaan Pendapatan with Koperasi Rezeki Kerjasama Kuching Berhad in Kampung Rampangi. The project received funding through the Ministry of Higher Education's Social Innovation Programme. UNIMAS trained cooperative members in soap production using used cooking oil, branding, marketing and financial management, with the aim of generating community income while reducing household spending on cleaning products.

Keywords: poverty alleviation, community income generation, economic empowerment, skills development, social innovation, entrepreneurship development, financial management, sustainable livelihoods, household cost reduction.

Reference Link: Social Innovation Project Eco-friendly Soap Production in Kampung Rampangi



Community @ UniMADANI: Waste to Wealth Empowering Community Through Green Innovation

Universiti Malaysia Sarawak (UNIMAS), in collaboration with the Ministry of Finance Malaysia (MOF), implemented the Community @ UniMADANI: Waste to Wealth – Empowering Community Through Green Innovation project in Kampung Baru, Kota Samarahan, in 2025. Led by the UNIMAS Sustainability Centre, the initiative transformed used cooking oil into value-added products such as candles and soap, creating opportunities for local residents to generate income through sustainable, recycling-based economic activities. By combining green innovation with community entrepreneurship, the project supported the development of financially sustainable livelihoods while reducing environmental pollution. Participants were reported to be earning an average of RM2,000 per month through these activities.

Keywords: poverty alleviation, community income generation, economic empowerment, sustainable livelihoods, community entrepreneurship, self-employment, green innovation, financial sustainability.

Reference Link: Community @ UniMADANI: Waste to Wealth Empowering Community Through Green Innovation



IoT Incubator Top Agropreneur 2.0

The IoT Incubator Top Agropreneur 2.0 programme, organised by the Ministry of Higher Education and Universiti Putra Malaysia on 23 -24 February 2025, selected Team UNIMAS among its Top 15 teams. Each selected team received RM5,000 in funding to develop its agricultural technology project. The UNIMAS team developed an IoT-based agribusiness concept intended to improve farming efficiency, reduce costs and promote sustainable agriculture. This funding represents direct financial support for an early-stage entrepreneurial project.

Keywords: poverty alleviation, financial support, entrepreneurship development, start-up funding, agribusiness development, income generation, agricultural innovation, economic opportunities.

Reference Link: IoT Incubator Top Agropreneur 2.0



1.4.3 Programmes for services access

UNIMAS is committed to improving access to essential services through community engagement and outreach initiatives. In 2025, the university worked with local communities and partner organisations to provide health screenings, nutrition education, food and hygiene assistance, and improvements to basic water and sanitation infrastructure. These initiatives supported rural residents, vulnerable groups and flood-affected households by addressing essential needs and promoting better health, well-being and living conditions.

CAKnA 2025 – Community Health Programme

UNIMAS's Faculty of Medicine and Health Sciences partnered with Universiti Malaya to deliver community health services in Kampung Tringgus Bong and Kampung Sadong Jaya Tengah in November 2025. Residents received blood pressure, blood glucose, BMI and other health assessments, personalised consultations, and education on nutrition and preventive healthcare. The programme improved access to basic health services in rural communities.

Keywords: rural healthcare access, community health services, preventive healthcare, health assessments, health education, rural communities, healthcare accessibility.

Reference Link: CAKnA 2025 – Community Health Programme



Sarawak Prihatin Flood Mission – Post-Flood Assistance

The UNIMAS Civil Engineering Department and UNIMAS Water Centre collaborated with PEKAMARA and Yayasan Hasanah to assist five flood-affected villages in February 2025. Around 50 volunteers distributed essential food supplies, including rice, flour, cooking oil and canned food, alongside hygiene products such as soap and detergent. The initiative helped affected households meet essential food and hygiene needs during recovery.

Keywords: poverty alleviation, food assistance, emergency relief, flood-affected households, essential food supplies, basic needs support, community assistance, disaster recovery.

Reference Link: Sarawak Prihatin Flood Mission – Post-Flood Assistance



SULAM Programme at Kampung Sungai Putin

In May 2025, UNIMAS's Faculty of Built Environment worked with residents of Kampung Sungai Putin, Sadong Jaya, to improve basic infrastructure at the village community centre. Activities included constructing tap-water pipelines and repainting public toilets, supporting access to water infrastructure and sanitation facilities.

Keywords: poverty alleviation, basic infrastructure, access to clean water, sanitation facilities, rural community development, community empowerment, improved living conditions.

Reference Link: SULAM Programme at Kampung Sungai Putin



Community Health Programme for AADK Clients

On 22 November 2025, UNIMAS's Postgraduate Student Association, through the Faculty of Medicine and Health Sciences, collaborated with the National Anti-Drugs Agency (AADK), Kuching Health Office and Sarawak AIDS Concern Society to provide health screening and health education to 70 AADK clients. Screenings covered blood pressure, glucose, cholesterol, mental health and infectious diseases, while educational sessions addressed balanced nutrition and stress management.

Keywords: community health services, healthcare access, health screening, preventive healthcare, mental health support, health education, nutrition awareness, infectious disease prevention.

Reference Link: Community Health Programme for AADK Clients



Learning the SDGs the Creative Way at FSSH UNIMAS

The Faculty of Social Sciences and Humanities (FSSH), Universiti Malaysia Sarawak (UNIMAS), organised the “Building a Better World: School Sustainability Toolkits 2025” Exhibition on 21 November 2025 as part of its community-based learning initiative. The exhibition involved 60 students and six teachers from SMK Muara Tuang, Kota Samarahan, who participated in interactive activities covering the Sustainable Development Goals. One demonstration featured a simple water filtration system using sand, gravel, charcoal and fabric to explain water filtration methods and the importance of access to clean water and sanitation, particularly for rural and underserved communities.

Keywords: access to clean water, water filtration, sanitation awareness, sustainable development education, underserved communities, rural community development, basic needs, improved living conditions.

Reference Link: Learning the SDGs the Creative Way at FSSH UNIMAS

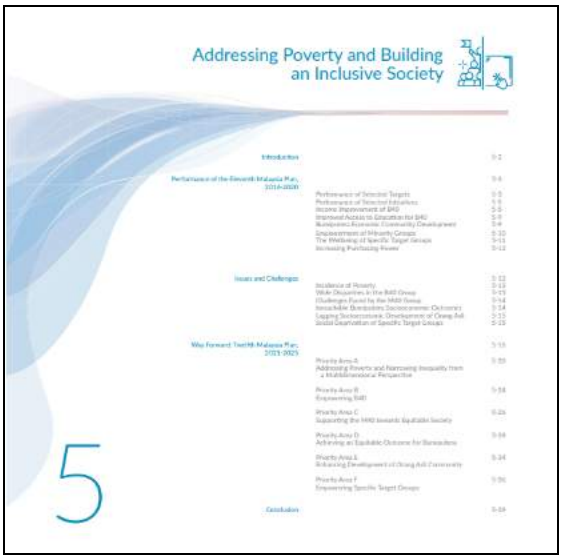


1.4.4 Policy addressing poverty

Universiti Malaysia Sarawak (UNIMAS) contributes to poverty alleviation by participating in community development initiatives and supporting the implementation of programmes and policies that address poverty in its various dimensions. Through collaboration with government agencies, local communities and relevant stakeholders, UNIMAS applies its academic expertise and community engagement efforts to strengthen livelihoods, expand economic opportunities and improve the well-being of vulnerable groups. These efforts support poverty reduction objectives at the local, regional and national levels, while aligning with the global commitment to achieve Sustainable Development Goal 1 (No Poverty).

The Twelfth Malaysia Plan (2021–2025), under Chapter 5, *Addressing Poverty and Building an Inclusive Society*, outlines Malaysia's national strategies to eradicate poverty, reduce income inequality and improve the standard of living of vulnerable communities. The plan emphasises increasing household income, expanding access to essential services, strengthening entrepreneurship and providing economic opportunities for low-income groups, particularly in rural areas.





Reference Link: Twelfth Malaysia Plan 2021-2025.pdf

In line with these objectives, Universiti Malaysia Sarawak (UNIMAS) contributes to poverty alleviation through community-based programmes that strengthen skills, encourage entrepreneurship and create income-generating opportunities. Initiatives such as the UniMADANI *Waste to Wealth* project, digital marketing training for rural craft entrepreneurs, and the Kampung Angkat MADANI basic barbering workshop equip community members with practical skills to develop businesses and improve their livelihoods. Other initiatives, including agricultural entrepreneurship support and community infrastructure improvements, further contribute to economic empowerment and access to basic services. These efforts demonstrate how UNIMAS translates the national poverty alleviation agenda into local action, supporting more inclusive and sustainable community development in Sarawak.

Kampung Angkat MADANI Community Poverty Alleviation

UNIMAS participated in the government-supported Kampung Angkat MADANI initiative in 2025, supporting rural community development through targeted skills and livelihood programmes. One example was the basic haircutting workshop in Kampung Semera, designed particularly for asnaf, unemployed youth and B40 households. The programme was funded by the Ministry of Finance through UNIMAS's Sustainability Centre and equipped participants with practical skills and tools to support self-employment and income generation.

Keywords: poverty alleviation, asnaf community, B40 households, unemployed youth, rural community development, skills development, self-employment, income generation, economic empowerment.

Reference Link: Empowering Communities Through Skills Development



UniMADANI Waste to Wealth Project

On 28 September 2025, TVS reported on UNIMAS's Waste to Wealth initiative, which promotes green innovation by transforming waste into valuable products and creating income-generating opportunities for local communities. The initiative demonstrates how discarded materials, such as used cooking oil, can be repurposed into products such as soap and candles, supporting community entrepreneurship and sustainable livelihoods. By combining environmental sustainability with income generation, the project helps empower communities to develop alternative sources of income while reducing waste and environmental pollution.

Keywords: poverty alleviation, community economic empowerment, income generation, sustainable livelihoods, community entrepreneurship, green innovation, waste valorisation, alternative income opportunities.

Reference Link: Waste to Wealth: Inovasi hijau UNIMAS ubah sisa jadi sumber rezeki - TVS



Digital Marketing Training for Rural Craft Entrepreneurs

On 16 December 2025, UNIMAS reported on a free Digital Marketing and Artificial Intelligence (AI) course held on 13–14 December 2025 at the SDEC Digital Innovation Hub in Mukah. Organised in collaboration with the Ministry of Economy, Sarawak Digital Economy Corporation (SDEC), Sarawak Economic Development Corporation (SEDC) and Sarawak Craft Council, the programme provided practical training for 40 rural craft entrepreneurs from the Mukah Division. Participants learned digital marketing strategies, social media management, creative content development and AI applications to improve product branding and expand market reach. The initiative supports poverty alleviation by strengthening entrepreneurs' business capabilities, creating opportunities for income generation and promoting sustainable rural livelihoods through digital technology.

Keywords: poverty alleviation, rural economic empowerment, income generation, entrepreneurship development, rural craft entrepreneurs, digital marketing skills, market access, sustainable livelihoods.

Reference Link: Digital Marketing Training for Rural Craft Entrepreneurs

