

Kelantan Women's Economic Development through PPWK Program

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Abstract

Women not only play the main role in the formation of future generations but also act as vital economic resources for the country economic development. Kelantan women are associated with business in which many successful women entrepreneurs are in Kelantan. B40 Kelantan women are face difficulties in living due to very low household income. They are living in a simple life by earning some money to finance their daily needs. But they cannot afford to get out of poverty. Hence, Kelantan State Government has established Kelantan Women's Development Center (PPWK) aiming at developing the economy of Kelantan women. Therefore, Kelantan women would be able to generate the family economy besides helping the economic enhancement and national income generation. The objective of this paper is to assess the potential of Kelantan Women's Development Center (PPWK) in developing knowledge, skills, and economy of Kelantan women. Using a qualitative approach, researchers have chosen seven participants from different PPWK state assemblies for the interviews and document analysis. The result shows that most participants are satisfied with PPWK programs. With the availability of programs offered by PPWK, Kelantan women would be removed from poverty clusters. The establishment of PPWK provides opportunities and skills for Kelantanese women to increase and generate their own income to meet the needs of families.

Keywords

entrepreneur; wome; PPWK; low income; Kelantan

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Introduction

Industrialization and urbanization eras have left an important impact on the status and role of women (Rahamah & Abu, 2012). Since 1970s, the role of women in society has been a subject of interest for many researchers. Previous studies highlighted on women as an important element in generating economic development. The report on Malaysian total population in the second quarter of 2019 estimates that female population is 15.75 million compared to the male 16.83 million (Department of Statistics, 2019). This clearly shows that the composition of women is almost half of the country's population needs to be mobilized for the purpose of energy resources and economic development. The United Nations Educational, Scientific and Cultural Organization (UNESCO) has stressed the need for developing countries to empower women's resources through training and guidance programs. The main issue and challenge for women in Malaysia is that poverty is very high especially for those who are the head of the household. Moreover, women are in the second place for the category of vulnerable life sustainability especially those who are not working (Nor Aini, 1999; Mustafa, 2013). The life sustainability of rural women is susceptible to the passive process of development because of their low educational and skill levels (Mustafa, 2013). According to Siti Masayu & Narimah (2018), common issues related to women are poverty, low level of education, lack of employment opportunities and low income. Kelantan women who belong to the B40 group are facing hardships due to very low household income. However, they are living in a comfortable zone by just earning some money for their daily needs, thus making the poverty situation in the state static. Realizing the income inequality or economic gap of women, various policies and strategies have been considered to empower women in Kelantan. Kelantan state government has established women's development focusing programs and projects that look after the welfare of women in the state (Nurul Akma Mohamed, 2016). One of those is Kelantan Women's Development Center (PPWK). PPWK is a program endeavors to impart and fortify knowledge, skills and economy among Kelantan women. This paper aims to assess the potential of Kelantan Women's Development Center (PPWK) to develop knowledge, skills, and economy of Kelantan women. The current study forms part of a wider research project, which seeks to investigate the impact of PPWK on the development of Kelantan women. Based on the theory of planned behaviour, knowledge and skills which support the idea that motivation can act as a useful predictor of potential (Ajzen, 1991). Therefore, these questions should be answered:

- i. To what extent does PPWK achieve its objectives?
- ii. What accomplishments has PPWK obtained?
- iii. What is the effectiveness of PPWK to participants?
- iv. Are the PPWK participants satisfied with the programs offered?

With a view whether PPWK can develop knowledge, skills, and economy of Kelantan women, the paper is structured as follows: First, review of literature describing the concept of PPWK is presented. Second, the methodology, results and discussion are outlined. Lastly, conclusion is drawn by expounding the implications related to the study.

Literature Review

Kelantan Women's Development Center (PPWK)

The Secretariat for Welfare, Family Development and Women (U-KeKWa) is the main unit that plays a role in fostering knowledge, skills and economy among Kelantan women. There are three centers in the Women's Development Unit, namely Kelantan Women's Development Center (PPWK), Kelantan State Embroidery Center (PSNK) and the Women's Development Program (PPW). PPWK was established in 2005 under the auspices of the Secretariat of Women, Youth and Sports Development. In 2008 the Secretariat of Women Development was changed to the Secretariat of Women, Family, & Health Development (UPWKK). Then in 2013, it was changed again to the Secretariat of Women, Family, Welfare and Public Welfare Development (UPWK). Later, in 2015 the name was changed to the Secretariat of Women, Family and Welfare Development (UPWK). UPWK was known as the Secretariat for Welfare, Family Development and Women (U-KeKWa) in 2018. Now under the management of U-KeKWa Kelantan, PPWK

continues to take steps to implement the agenda under Kelantan Women's Policy. PPWK's main objective was to provide basic skills training to women in an effort to improve their ability to augment the family economy. Various programs are held to help women prepare themselves with knowledge and skills. The establishment of PPWK has opened a huge opportunity for the target group, namely women, especially armalah and beliawanis. Handicraft skills through sewing, handicrafts, cuisine and other fields are offered. Throughout its operation period, the program has shown an encouraging development and received tremendous participations from local women and beliawanis. Indeed, within 10 years of its establishment, most PPWK have been rebranded into Mini Darul Niswah. It is a one stop center with a variety of activities for women. The objectives of the PPWK are to:

- i. Provide sewing skills training so that they know how to make clothes for their own family.
- ii. Provide sewing skills training so that they can start their tailoring business at home.
- iii. Increase motivation and open the minds of women by getting involved in sewing as it is useful knowledge for families and society.
- iv. Create a "one stop center" for women to do various activities that suit their respective places.
- v. Increase their self-esteem and confidence through weekly group support in which they can exchange their views and confide their problems.
- vi. To create a harmonious society by helping one another and and working together.

There are 45 PPWKs established from 2005-2010 (see Table 1):

Table 1.
List of PPWKs Kelantan

No	State Assembly	No	State Assembly	No	State Assembly	No	State Assembly
1	PPWK Apam Putra	13	PPWK Limbongan	25	PPWK Salor	37	PPWK Gual Periok
2	PPWK Ayer Lanas	14	PPWK Manek Urai	26	PPWK Selising	38	PPWK Kemuning
3	PPWK Bukit Bunga	15	PPWK Melor	27	PPWK Semerak	39	PPWK Kijang
4	PPWK Bukit Panau	16	PPWK Mengkebang	28	PPWK Tanjong Mas	40	PPWK Kok Lanas
5	PPWK Bunut Payong	17	PPWK Meranti	29	PPWK Jelawat	41	PPWK Kota Lama
6	PPWK Chempaka	18	PPWK Nengiri	30	PPWK Kadok	42	PPWK Kuala Balah
7	PPWK Chetok	19	PPWK Paloh	31	PPWK Kelaboran	43	PPWK Pengkalan Kubor
8	PPWK Dabong	20	PPWK Panchor	32	PPWK Kemahang	44	PPWK Tendong
9	PPWK Demit	21	PPWK Pantai Irama	33	PPWK Pengkalan Pasir	45	PPWK Wakaf Bharu
10	PPWK Gaal	22	PPWK Pasir Pekan	34	PPWK Guchil		
11	PPWK Galas	23	PPWK Pasir Tumboh	35	PPWK Pulau Chondong		
12	PPWK Gual Ipoh	24	PPWK Tawang	36	PPWK Temangan		

The programs offered in all state assembly PPWKs are of the same types. The most popular program among participants is sewing; followed by Jom Buat Duit, handicrafts, bead sewing, culinary and cooking.

Methodology

This study is a qualitative research using interviews and document analysis. Researchers chose seven participants from different PPWK state assemblies. This approach is in line with Creswell (1998) who recommends 5 – 25 and Morse (1994) who suggests at least six. The potential participants were contacted prior to the interview session. The interviewees' preferred day, time and venue were asked. Participants were also asked to bring their any materials related to their business during the interview session. The one-to-one interview conducted by researchers lasted for about one to two hours for each participant. Semi-structured questions were used as guides in the interview sessions. However, interviewees could talk on other related issues as they pleased. Researchers followed Smith and Osborn's (2003) advice in which a consistent means were

provided to analyse the interview data. It was a paper and pen method; thus researchers did not entail computing technology in the analysis of transcripts. Nevertheless, all the interviews were audio-taped and transcribed in verbatim reports. For document analysis participants' personal documents are interpreted by researcher to give voice and meaning around an assessment topic (Bowen, 2009). As suggested by O'Leary (2014), researchers employed one of the primary types of documents, i.e. personal documents. Personal documents are accounts of an individual's actions, experiences, and beliefs, such as calendars, e-mails, scrapbooks, blogs, Facebook posts, duty logs, incident reports, reflections/journals, and newspapers. Researcher chose to use document analysis because it is an efficient and effective way of gathering data. Additionally, documents are manageable and practical resources (Bowen, 2009).

Results and Discussion

Achievements of PPWK

i. Mamapride

The launch of the Mamapride aurah-friendly maternity pants by YB Dato' Hajah Mumtaz Md. Nawi, Chairman of the Kelantan Welfare, Family and Women Development Committee (U-KeKWa) on 16 June 2014 during the Womens' Day Celebration program at Kelantan Trade Centre (KTC). The making of shariah-compliant postnatal trousers also received recognition and support from the Mufti of federal Territory, Ustaz Dr. Zulkifli Mohamad Al-Bakri. In addition, Sabah Mufti, Datuk Ustaz Bungsu @ Aziz also expressed his full support for this effort. These pants have been used by mothers who deliver babies in Mamapride-friendly hospitals in Kelantan, Terengganu, Pahang, Johor, Melaka, Negeri Sembilan, Putrajaya, Kuala Lumpur, Selangor, Perak, Penang, Kedah, Perlis, Sabah and Sarawak.

ii. PPWK Textbooks

PPWK Textbooks were introduced in 2012 during the 7th PPWK Graduation Ceremony at the Great Hall of the Islamic Gallery, Darul Naim Islamic Complex. The textbooks have been used by all PPWK trainees.

iii. Jelira Book

Jelira Book is a culinary book published by the Secretariat for Welfare, Family Development and Women of the Kelantan State Government. This book is a collection of recipes from PPWK Rural Culinary Course program throughout Kelantan. The book was launched on 24 January 2018. It is suitable for students, teachers and housewives. The book comprises of ingredients and the preparation of cooking for 12 recipes. What makes it special is that this book contains doa, information, tips and culinary fiqh.

iv. CSR

Corporate social responsibility (CSR) project is conducted by Women's Skills Unit. It assisted women to improve their skills and as a result, managed to produce at least three (3) successful entrepreneurs at the state level. In 2016, 450 pairs of fabrics were given to 45 state assemblies to be sewn up by PPWK teachers and handed over to 10 orphans in their respective states. In conjunction with Nurse Day 2019, the project was carried with different methods i.e. each PPWK produces 10 units of soft toys which were distributed by the Parliamentary Women's Legislative Council (MPWP) to private clinics and government and private hospitals in their respective parliaments. The materials for soft toys were provided by U-KeKWa. This project involves the Management Committee, Teachers, Trainees and PPWK Alumni.

v. Synergy

In collaboration with UiTM, U-KeKWa participated in the East Zone Innovative and Creative Convention (KIK) Competition 2019 in UiTM Jengka on 18 – 19 September 2019. Among the successes that have been achieved are the Best Real Income Generation Award (U-KeKWa

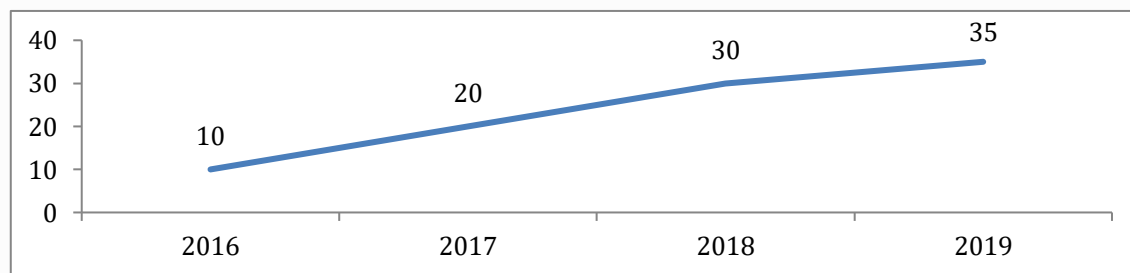
Synergy), Best Facilitator Award (Ts. Zafian: U-KeKwa Synergy), Best Hybrid KIK Award for Social Innovation Education (Creation category: U-KeKwa Synergy) and Best Hybrid KIK Award. Furthermore, U-KeKwa - UiTM was selected in the National Level KIK UiTM Convention competition on 5 – 7 November 2019 in UiTM Dungun. They won Best Hybrid KIK Award, Best Facilitator Award : U-KeKwa Synergy and Silver Rating Award. In 2020, U-KeKwa-UiTM won the Gold Award at the Mini Convention on Team Excellence (MTex) 2020 on 30 June 2020 and the Gold Award at the Regional Innovation Showcase on Team Excellence (RISTEx) 2020: East Coast Region on 21- 22 September 2020.

PPWK Students' Success

Siti Rabihah Binti Hamzah, 29 years old is the founder of "Bonda Sewing Crafft". She started her studies at PPWK Pengkalan Kubor in 2009. She deepened her knowledge of sewing clothes for 6 months of her studies at PPWK Pengkalan Kubor. Puan Siti Rabihah, later pursued her studies at Kota Bharu Polytechnic College in Diploma in Electronic Engineering. After graduating from Kota Bharu Polytechnic College, she worked as a Customer Service Officer at TM Point Butterworth Penang. She then returned to Kelantan and began taking orders sewing mattresses and baby girdles. She received a sewing machine as a present from Pengkalan Kubor PPWK. Mrs. Rabihah is now a full-time manufacturer of baby pillows and mattresses. Starting with an initial capital of RM10,000, it is now increased to more than RM35,000 a month. Indeed, she can provide job opportunities to people. Figure 1 shows an increase in her revenue from 2016-2019.

Figure 1.

Bonda Sewing Crafft's revenue increase from 2016-2019 (RM 000')



Source: Bonda Sewing Crafft

Rokiah Yusoff (Pasir Pekan, Tumpat) said: "Yes. I wasn't good at sewing. After I went to the PPWK skill centre, I started to sew baju kurung. Then, I learned to sew shirts according to the latest fashions like kebaya and kebarung. Now I can sew female shirts according to customers' requests. Customers just need to show me the samples and I'll imitate to meke those shirts". Hasnah (Pasir Pekan, Tumpat) added: "Yes. I was also not good at sewing. I have no skills at all. Now I am a tailor with an income of more than a thousand ringgit. In fact, now I'm good at sewing convocation robes". Che Aziah Che Jusoh (Kemuning) stated: "I have obtained a Golden Needle Award, Tuan Sabariah Award for a category of an independent student, and one-dinar and scissors prize. I have managed to open a store, received sewing projects for PASTI preschool uniforms, and flags during election campaigns".

The Effectiveness of PPWK

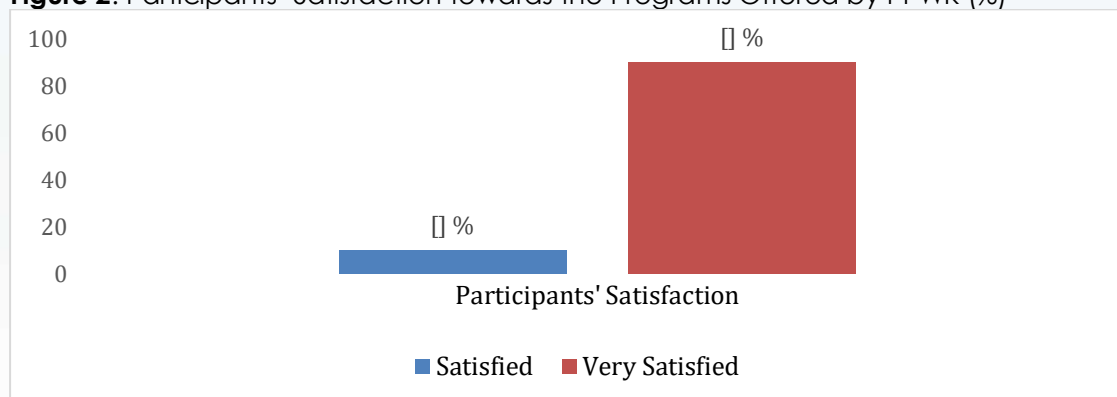
Most participants asserted that the programs offered by PPWK are effective. Rokiah Yusoff, an alumnus from Pasir Pekan, Tumpat stated that "The skills centre benefits students by providing sewing skills classes. Upon completion of the class, students can sew and generate income. This can help housewives like me to get a source of income. Through this skill centre, I learned to sew. At first, I wasn't good at sewing. Now I can earn in approximately a thousand over a month. If it's festive season, I've ever earned up to RM10,000." While another alumnus, Rusna Razila Binti Shamshudin (Pengkalan Kubor, Tumpat) said: "It is very good to help youths, housewives and single mothers in rural community who do not have the opportunity to continue their studies" Having the same opinion, another respondent, Wan Ainatul Mardhiah binti Wan Mohamad Khalid (Pasir Pekan, Tumpat) asserted: "PPWK is a development centre that benefits the local community

especially those who do not have jobs and the youths who do not have the opportunity to pursue higher education" Puan Khamidah Kamaruzaman of Apam Putra, Rantau Panjang agreed that: "The program is very helpful to the community who low income and education. This is a very good initiative to create a successful society'.

PPWK Participants' Satisfaction towards the Programs Offered

The majority of the participants (90%) are satisfied with the programs offered by PPWK since they can learn various skills taught by experienced and approachable teachers (see figure 2).

Figure 2. Participants' Satisfaction towards the Programs Offered by PPWK (%)



Among others, Rokiah Yusoff (Pasir Pekan, Tumpat) proclaimed: "Yes, I am very satisfied, and I think Kelantan government is very helpful to housewives like me. For me, if a student attends classes and learns hard, she will be able to sew and it is not impossible to open her own sewing shop".

Registered and Graduated Students

Table 2 shows that 5,905 students have registered with PPWK and 3,564 students have graduated. In 2019, 408 of the students were awarded skill certificates. This figure showed an increase in the number of students graduated by 61.72%. Figure 3 exhibits the 14th PPWK graduation ceremony in 2019.

Table 2.

PPWK Number of Registered and Graduated Students 2006-2019 (persons)

Year	Registered Students	Graduated Students	Percentage Ofm Graduated Students (%)
2006	108	91	84.26
2007	339	176	51.92
2008	465	310	66.67
2009	284	213	75.00
2010	230	159	69.13
2011	196	187	95.41
2012	194	172	88.66
2013	384	213	55.47
2014	537	244	45.44
2015	558	279	50.00
2016	655	404	61.68
2017	652	363	55.67
2018	642	345	53.74
2019	661	408	61.72
Total	5,905	3,564	60.36

Source: PPWK graduation book 2019

Figure 3. 14th PPWK Graduation Ceremony



Source:

PPWK graduation book 2019

Conclusion

Women's involvement has become increasingly important in developing a society and economy of the country. The establishment of PPWK provides opportunities and skills for Kelantanese women to increase and generate their own income to meet the needs of families. The high cost of living is a burden to female households. With the availability of programs offered by PPWK, such problems can be curbed and removed women from poverty clusters. The support from Kelantan government towards the establishment of PPWK is very crucial in assisting, encouraging, expanding, and providing training services to the participants. It is in line with Kelantan Women's Policy agenda to overcome any constraints faced by the participants; thus, creates a positive impact on the economic development of Kelantan women.

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