

Assessing Persatuan Seni Jahitan Kreatif Malaysia's Role in Community Development

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ABSTRACT

With the advancement of globalization, community development has become an important indicator of social progress. In Malaysia, social enterprises have received increasing attention as an important force in promoting community development. In order to assess the role of social enterprises in the development of indigenous communities, this paper takes Persatuan Seni Jahitan Kreatif Malaysia as the subject of the study and adopts a mixed analytical approach including observation, questionnaires, and interviews to collect data related to the PSJKM program and compare it with other enterprises to assess its impact and to explore how the findings can be applied in the policy formulation to support social enterprises and community development. The results of the study show that PSJKM has a significant effect in promoting the development of indigenous people's communities, and its projects not only improve the economic situation of indigenous people, but also promote the social integration and sustainable development of the communities. PSJKM's successful experience provides a valuable reference for other enterprises and social organizations, and also provides important insights for the implementation of CSR programs and the promotion of sustainable community development.

Keywords: Evaluation, Persatuan Seni Jahitan Kreatif Malaysia, Community Development

ABSTRACT

Dengan kemajuan globalisasi, pembangunan masyarakat telah menjadi petunjuk penting kemajuan sosial. Di Malaysia, perusahaan social telah mendapat perhatian yang semakin meningkat sebagai kuasa penting dalam menggalakkan pembangunan masyarakat. Bagi menilai peranan perusahaan social dalam pembangunan komuniti orang asli, kertas ini mengambil Persatuan Seni Jahitan Kreatif Malaysia sebagai subjek kajian dan menggunakan pendekatan analisis campuran termasuk pemerhatian, soal selidik, dan temu bual untuk mengumpul data yang berkaitan dengan program PSJKM dan membandingkannya dengan perusahaan lain untuk menilai impaknya dan untuk meneroka bagaimana penemuan itu boleh digunakan dalam penggubalan dasar dan kajian komuniti untuk menyokong kesan penting PSJKM dalam pembangunan perusahaan social. menggalakkan pembangunan komuniti orang asli, dan projeknya bukan sahaja meningkatkan keadaan ekonomi orang asli, tetapi juga menggalakkan integrasi sosial dan pembangunan mampan masyarakat. Pengalaman kejayaan PSJKM memberikan rujukan berharga untuk perusahaan dan organisasi sosial lain, dan juga memberikan pandangan penting untuk pelaksanaan program CSR dan promosi pembangunan komuniti yang mampan.

Katakunci: Penilaian, Persatuan Seni Jahitan Kreatif Malaysia, Pembangunan Masyarakat

INTRODUCTION

In the context of globalization, community development has become an important factor in measuring the progress of society, and in Malaysia, as a major economy in Southeast Asia, community development has also received widespread attention, and social enterprises play an important role in promoting community development.

Social enterprises are a special form of organization differentiated from traditional non-profit organizations and for-profit businesses (Smith et al., 2012), which aim to solve social problems and help disadvantaged groups through their business models while promoting economic development and social progress and creating more jobs and wealth for people. Social enterprises invest most of the profits earned from their products and services into the community, such as providing free healthcare, affordable housing, educational services, and assistance to the disabled, while the rest of the profits are used to run the business in a self-sustainable manner. Therefore, as a new type of win-win business organization that can effectively balance business profits and social responsibility, social enterprises have become an effective way to solve social problems and help community development.

Established in 2007, Pusat Sumber Jaringan Komuniti Malaysia (PSJKM) is a quintessential social enterprise specializing in the art and sewing industry that has always been committed to helping people's lives through empowerment, entrepreneurship, and impactful Corporate Social Responsibility (CSR) programs. PSJKM aspires to provide the indigenous people with the necessary resources and support to enable them to develop and uplift themselves economically, socially and culturally.

Through empowerment, PSJKM aims to help indigenous people realize their potential and value. Empowerment is not only about providing economic support, but also about strengthening their self-confidence and self-development through education and training. PSJKM brings substantial changes to the disadvantaged groups in the community by organizing various seminars and training courses, bringing in skills upgrading programs, teaching relevant skills by using the local indigenous plant resources, and helping indigenous people to develop new employment opportunities, so as to improve their economic level and quality of life; secondly, entrepreneurship is an important means for PSJKM to promote the development of the indigenous community. PSJKM believes that entrepreneurship is an important means for PSJKM to promote the development of the indigenous community. Secondly, entrepreneurship is an important means for PSJKM to promote the development of indigenous people's communities. PSJKM believes that indigenous people can achieve economic independence through entrepreneurship, and helps indigenous people to sell their homemade products at artisanal markets and fairs. Many indigenous people have started their own small businesses with PSJKM's help, which improves their family's living conditions, and also adds to the community's economic development; Finally, the PSJKM's Corporate Social Responsibility (CSR) program is an important expression of giving back to the community. By partnering with businesses, PSJKM is able to access more resources and support to help indigenous people communities achieve sustainable development. These CSR programs not only focus on the economy, but also emphasize social well-being and environmental issues.

PSJKM focuses not only on economic upliftment but also on social inclusion issues and sustainable development. Taking PSJKM as an object of analysis and evaluating PSJKM's role in community development not only helps to understand its contribution to community development, but also helps policy makers and social entrepreneurs to better utilize social enterprises to promote sustainable community development.

This study aims to provide an in-depth assessment of the role of Pusat Sumber Jaringan Komuniti Malaysia in community development in Malaysia. Specific objectives include:

1. Evaluate community impacts: assess the economic and social impacts of Pusat Sumber Jaringan Komuniti Malaysia on the community through quantitative and qualitative methods.
2. Policy recommendations: Based on the assessment results, explore how the findings can be applied to the formulation of public economic policies to support and promote the development of social enterprises and communities.

The problem statement of the study is:

1. How have the skills enhancement workshops offered by Pusat Sumber Jaringan Komuniti Malaysia impacted the development of Aboriginal communities?
2. What are the strengths of Pusat Sumber Jaringan Komuniti Malaysia compared to the different programs implemented by PSJKM and other enterprises in the area of community development?
3. How do the results of these assessments provide an empirical basis and policy recommendations for public economic policy development?

In the following sections, we will discuss the literature review, methodology, results and discussion, policy implication, and conclusions.

LITERATURE REVIEW

In recent years, social enterprises and non-profit organizations have become important players in community development, using innovative approaches to address social and economic challenges (Oktavianti, 2022). This study evaluates Persatuan Seni Jahitan Kreatif Malaysia (PSJKM) to assess the role of PSJKM in promoting community development and to explore how these findings can provide policy recommendations for public economic policy provision. By reading and combing through the relevant literature, this paragraph overviews the relevant definitions of social enterprises: social enterprises provide certain support and assistance to disadvantaged groups, as well as the relevant theories of social impact assessment, while providing the theoretical background and support for the later analysis and evaluation.

Social enterprise

The existing literature describes the definition and characterization of social enterprises. Social enterprises are defined as those that employ business means to achieve social goals, with the primary goal of achieving social benefits and economic sustainability (Defourny & Nyssens, 2010); unlike non profit organizations that rely primarily on donations, government grants, and subsidies, social enterprises derive their primary funding from their own business activities in addition to the above methods, by selling products and services to generate revenue (Mair & Marti, 2006); they combine social objectives with business models to provide innovative solutions to social problems and promote sustainable local and regional development (Kim & Lim, 2017).

Differently, for social enterprises and non-profit organizations, Smith et al (2012), however, argued that social enterprises are a unique type of organization that combines the characteristics of both nonprofit and for-profit enterprises and focuses primarily on social performance; Leung et al (2019), through in-depth interviews with 22 Hong Kong-based social enterprises, made a more comprehensive discovery: it is not enough to focus on social performance alone while Social enterprises that pursue social impact and economic returns are more advantageous in terms of sustainability and competitiveness, and they provide more support to disadvantaged

groups in the community by creating employment opportunities for them and adopting a market-based approach to solving social problems.

In a study of social enterprises in Bangladesh, Egypt and Spain, it was found that successful social enterprises focus not only on social value creation, but also on economic sustainability, which can create positive social impacts in developing countries as well, affirming the positive role of social enterprises in the relevant studies and providing a set of actionable frameworks for social enterprises (Maair & Schoen, 2007); In addition to this, studies have shown that studying the organizational capacity and organizational support of social enterprises is equally important in meeting the needs of the community, providing an important reference point for the development of social enterprises.

Social enterprise and community development

Research has shown that social enterprises like PSJKM play an important role in community development (Smith et al., 2012; Cosma et al, 2018). First, social enterprises can affect social exclusion, while the impact on reducing social exclusion is multifaceted and varies across different types of social enterprises (Teasdale, 2010).

For disadvantaged groups (such as disabled people and single mothers), the support and inclusion provided by social enterprises is even more crucial. These groups face social exclusion problems such as employment difficulties, high unemployment and social discrimination, and social enterprises will adopt differentiated strategies to help different disadvantaged groups to address their social exclusion problems by addressing their characteristics and needs, which informs the development and strategies of social enterprises (Kiss et al, 2022); furthermore, social enterprises promote women's through a range of innovative and precise measures to empowerment, such as providing skills training, creating employment opportunities and social services, and in Sharma and Kumar's (2021) study, through an empirical study of a rural village in India, it was found that social enterprises are more capable of promoting women's empowerment and helping women to gain economic independence than non-governmental organizations (NGOs).

Meanwhile, the impact of social enterprises on the well-being of individuals in the community is multifaceted in the following areas: social inclusion, empowerment, mental health, material security, and environmental improvement. In the study by Farmer et al. (2016), a new perspective, whereby relational geography, is used to explore the well-being experiences of social enterprise participants and community members, which helps to subsequently better understand the mechanisms of social enterprises' impacts on individual well-being.

In addition to the impact of social enterprises on the well-being of individuals in the community, the impact of social enterprises on rural community development is also an important area of research. In Eversole et al.'s (2014) study, the role of social enterprises in the development of local rural communities is comprehensively demonstrated through an in-depth analysis of three case studies, where social enterprises create multiple outcomes by mobilizing a wide range of resources and assets to help communities solve their problems, as well as providing references for subsequent research.

Regarding how social enterprises can respond to the changing needs of the community to enable their further development, Sacchetti and Campbell (2014) used two cases to illustrate how social enterprises can respond to the changing needs of the community from the fields of arts and health, respectively, to enhance the welfare of the community and the mental and physical health of the individuals through the creation of inclusive spaces. However, it only focuses on the role of social enterprises and explores other factors affecting social enterprises less.

Whereas Finlayson and Roy's (2019) study explored the impact of external push factors on community social enterprise activities, here, through the case of a community garden project in Scotland, a community-led social enterprise (CSE) type of social enterprise is proposed, and the potential impact of CSE on community empowerment driven by external factors is analysed, emphasizing the needs of community members and the importance of their engagement emphasizes the importance of the needs and participation of community members.

Theoretical framework for social impact assessment

Social Impact Assessment (SIA) is a systematic analytical approach to assessing the impacts of a project or organizational activity on the lives of communities and individuals, such as social, economic, and environmental aspects. The main goal of this assessment method is to promote sustainable development and ensure that the well-being of communities and individuals is protected (Burdge, 2003). Linked to the important role of social enterprises and non-profit organizations in community development, the application of SIA has also received popular attention.

The recent development in the field of SIA is analyzed in the study of Esteves et al. The core concept of SIA is to manage social issues in the development process, and a series of suggestions for the future development of SIA, such as improving the quality of evaluation and strengthening cooperation with other fields, are proposed, which have important reference value. In the 21st century, Vanclay also discusses the practice of SIA and related thinking. SIA has included human rights issues in the scope of evaluation, in addition to managing social issues, mainly focusing on the impact of the project, to ensure that the project for the community brings real benefits. Vanclay (2020) also suggests aspects of SIA that need to be focused on in the future, such as the impacts of climate change on programs, which provides new ideas for the future development of the SIA field.

To conduct SIA, the first step is to define the objectives and scope of the assessment. The SIA framework proposed by Vanclay et al. (2015) includes the identification, prediction, assessment, management, and detection of social impacts in projects, with an emphasis on stakeholder participation, management, and improvement of the project to minimize the negative impacts; and as for how to conduct SIA, Dufour., Petrella and Richez-Battesti (2020) propose a special perspective on social impact assessment through the public value theory, comparing the social impact assessment methods of French and Danish work-integrated social enterprises, and finds that social enterprises can further improve their social impact through the framework of public value theory, which is innovative and inspiring.

In summary, the existing literature provides a theoretical foundation for this study, emphasizing the importance of social enterprises in community development and the important role of social impact assessment. Although social enterprises have gained popular recognition as a new force for community development, relevant research on the actual contributions of specific organizations is still relatively limited. This study takes PSJKM as a research subject and assesses its specific role in community development in a multi-dimensional manner, hoping to fill the research gap in this area and translate the assessment results into policy recommendations to support the role of social enterprises in community development.

METHODOLOGY

Using a mixed analytical approach, including observation, questionnaires and in-depth interviews, while collecting data from multiple perspectives to ensure the reliability and validity of the study, this study focuses on PSJKM Corporation, a social enterprise case, with the aim of comprehensively assessing its role in

community development. With reference to social impact assessment methodology, the study will specifically analyze PSJKM's contribution to the promotion of economic and social well-being and sustainability of the community, while comparing PSJKM's projects with those of other enterprises to highlight its unique role in community development.

Research design

The first step was to collect basic data on PSJKM's previous projects, direct observation of PSJKM projects, questionnaire surveys of Aboriginal people who have participated in PSJKM projects, and in-depth interviews with Aboriginal families who have received help from projects of other enterprises or organizations, with the aim of collecting data on the impacts of different aspects of PSJKM's projects in the development of Aboriginal communities, and assessing PSJKM's specific impacts, as well as to comparatively highlight the program strengths that distinguish PSJKM from other social enterprises.

Data collection

(1) Literature collection: Secondary data such as all previous PSJKM community program reports, promotional materials, and relevant participant information were collected to obtain information on activities and impacts.

(2) Observation method: Visiting PSJKM's project sites in person and observing them up close during the course of the project to record the activities, the participants' state of learning, and the Aboriginal interactions. This helps to understand the immediate impact of the project on the Aboriginal people.

(3) Questionnaire: A questionnaire survey was conducted for participants in the PSJKM program, which was distributed to Aboriginal and other participants to collect data on satisfaction, level of skill enhancement, and willingness to start a business from other participants and Aboriginal people about the PSJKM program, and to collect quantitative data to assess the impact of the program on the economy, social inclusion, and sustainability. The questionnaire design included both closed and open-ended questions. Questionnaire link (Refer to Appendix 1 for the questionnaire)

Sample Size Selection: The questionnaire was distributed to participants at PSJKM's offline events. The questionnaires were distributed to Indigenous people, PSJKM staff, participating students and other relevant people.

(4) Interview method: Interviews were conducted with three groups of aboriginal families receiving project support from other enterprises or organizations to compare the effects of different enterprise projects on aboriginal personal and community development. The interviews included the interviewed families' knowledge of the programs, the specific activities of the programs, and the effects on the families' economy, quality of life, and so on.

DATA ANALYSIS METHODS

(1) Quantitative analysis: The data obtained from the questionnaire survey were analyzed using SPSS tools (One-Way ANOVA, Linear Regression) to bluntly reveal the impact of the PSJKM program on participants' skill enhancement, social integration, and entrepreneurial intentions.

(2) Qualitative analysis: Obtaining information on projects carried out by the enterprise in recent years, combining the data obtained using the observation and interview methods, summarizing and organizing the data, and extracting key information and themes.

To summarize, the study delves into and understands the impacts of PSJKM on the community based on the results of the analysis and makes policy recommendations accordingly.

Quantitative Analysis Results for PSJKM Projects

Descriptive statistical analysis

Figure 1: Descriptive statistical analysis

Frequency				
Item	Option	Frequency	Percent (%)	Cumulative Percent (%)
Who you are	Community participant	43	63.24	63.24
	PSJKM employee	8	11.76	75.00
	Student	11	16.18	91.18
	other	6	8.82	100.00
Your gender	Female	53	77.94	77.94
	Male	15	22.06	100.00
Your age group	18-25 years old	12	17.65	17.65
	26-35 years old	23	33.82	51.47
	36-45 years old	28	41.18	92.65
	46 years old and above	5	7.35	100.00
Total		68	100.0	100.0

In this activity survey, 69 questionnaires were collected, one invalid questionnaire was deleted and 68 questionnaires were left with a validity rate of 98.55%. The largest percentage of community participants was 63.24%, PSJKM employees 11.76%, and students 16.18%. The majority of the respondents were 36-45 years old, 41.18%, and the percentage of females was higher than the percentage of males.

Figure 2: Frequency analysis of satisfaction with PSJKM program (5 levels, 5 means very satisfied)

Frequency (n=68)				
Item	Option	Frequency	Percent (%)	Cumulative Percent (%)
Overall effect of the project	2.0	1	1.47	1.47
	3.0	1	1.47	2.94
	4.0	15	22.06	25.00
	5.0	51	75.00	100.00
Contribution to community economic development	3.0	5	7.35	7.35
	4.0	26	38.24	45.59

	5.0	37	54.41	100.00
Improvement of social well-being	3.0	3	4.41	4.41
	4.0	28	41.18	45.59
	5.0	37	54.41	100.00
Support for sustainable development	3.0	5	7.35	7.35
	4.0	25	36.76	44.12
	5.0	38	55.88	100.00
Assistance for the social integration of vulnerable groups	3.0	2	2.94	2.94
	4.0	20	29.41	32.35
	5.0	46	67.65	100.00
Professionalism and support of the team	3.0	1	1.47	1.47
	4.0	21	30.88	32.35
	5.0	46	67.65	100.00
Total		68	100.0	100.0

From the table, it can be seen that the number of people who chose 5 points in 'Overall effect of the project' is as high as 51, with a frequency of 75%; 'Contribution to community economic development' is 37, with a frequency of 54.41%; 'Improvement of social well-being' is 37, with a frequency of 54.41%; and 'Support for sustainable development' is 37, with a frequency of 54.41%. Support for sustainable development' is 38 out of 5, accounting for 55.88%; 'Assistance for the social integration of vulnerable groups' 'Assistance for the social integration of vulnerable groups' was selected by 46 people, accounting for 67.65%; 'Professionalism and support of the team' was selected by 46 people, accounting for 67.65%. The three indicators with the highest percentage of 5 points are 'Overall effect of the project', 'Assistance for the social integration of vulnerable groups' and 'Professionalism and support of the team', the indigenous people very much recognize the Overall effect of the project and the professionalism and support of the team, and at the same time, it plays a very important role in the social integration of the indigenous people.

One-Way ANOVA analysis

Figure 3 One-way ANOVA for economic benefit scores, skill enhancement scores and entrepreneurial intentions scores for different participant groups

One-Way ANOVA						
	1. Who you are: (Mean ± S.D.)				F	p Value
	Community participant (n = 43)	PSJKM employee (n = 8)	Student (n = 11)	other (n = 6)		
Contribution to community economic	4.65 ± 0.53	4.63 ± 0.52	3.91 ±	4.00 ±	6.633	0.001**

development			0.70	0.63		
How would you rate the program's contribution to skill enhancement?	4.93 ± 0.26	4.38 ± 0.74	4.09 ± 0.70	3.67 ± 0.52	21.734	0.000**
What is the impact of the PSJKM program on your willingness to start a business?	4.49 ± 0.83	2.13 ± 0.83	3.00 ± 1.61	1.33 ± 0.52	29.947	0.000**
* p < 0.05 ** p < 0.01						

As can be seen from the table, 'Who you are' and 'Contribution to community economic development' ($F = 6.633$, $p = 0.001$) were found to be significant at the 0.01 level, with significant differences between samples. Comparisons with significant differences were Community Participants > Students; PSJKM Employees > Students; PSJKM Employees > Others; this indicates that Community Participants rated the economic contribution of the project to the community higher than the other groups, and that indigenous people recognized the project's contribution to the economic development of the community.

'Who you are' and 'How would you rate the program's contribution to skill enhancement' are significant at the 0.01 level. ($F = 21.734$, $p = 0.000$). There are significant differences between the different samples. Comparisons with significant differences are skill enhancement ratings of community participants > skill enhancement ratings of PSJKM employees; community > other; PSJKM employees > other. This indicates that community participants' skill enhancement ratings for the program were significantly higher than the skill enhancement ratings of other participants, and that indigenous people generally felt that PSJKM's program significantly enhanced their skill levels.

'Who you are' and 'What is the impact of the PSJKM program on your willingness to start a business?' showed significance at the 0.01 level. ($F = 29.947$, $p = 0.000$), with significant differences comparing community participants > PSJKM employees > students > others; this indicates that the community participants not only developed a willingness to start a business after being helped by the program, but also developed a higher willingness to start a business than other groups.

Multivariate regression analysis

Figure 4: Results of Multiple Regression Analysis - Factors Influencing Entrepreneurial Intentions of Community Participants

Linear Regression (n = 43)							
	Unstandardized Coefficient		Standardized Coefficient	t	p Value	Collinearity Diagnostic	
	B	Std. Error	Beta			VIF	Tolerance
Constant	-6.259	2.914	-	-2.148	0.038*	-	-
Overall effect of the project(X_1)	-0.326	0.284	-0.155	-1.148	0.258	1.168	0.856
Contribution to community economic development(X_2)	0.099	0.202	0.063	0.488	0.629	1.070	0.934

Assistance for the social integration of vulnerable groups(X ₃)	-0.006	0.239	-0.003	-0.027	0.979	1.101	0.908
Professionalism and support of the team(X ₄)	0.291	0.244	0.150	1.190	0.242	1.019	0.981
How would you rate the program's contribution to skill enhancement?(X ₅)	2.130	0.441	0.664	4.832	0.000**	1.208	0.828
R-squared	0.422						
Adjust R-squared	0.344						
F Test	F (5, 37) = 5.404, p = 0.001						
D-W	1.629						
Note: Dependent Variable(Y) = What is the impact of the PSJKM program on your willingness to start a business?							
* p < 0.05 ** p < 0.01							

As seen from the table above, treating X_1, X_2, X_3, X_4, X_5 as the independent variable and Y as the dependent variable for linear regression, the model formula is: $Y = -6.259 - 0.326 * X_1 + 0.099 * X_2 - 0.006 * X_3 + 0.291 * X_4 + 2.130 * X_5$, with an R-squared of 0.422, which means that X_1, X_2, X_3, X_4, X_5 account for 42.2% of the variation in Y. The model passes F test (F = 5.404, p = 0.001 < 0.05), indicating at least one item in X_1, X_2, X_3, X_4, X_5 impacts Y. Additionally, the multicollinearity check reveals that all VIF(s) are below 5, indicating no collinearity. Moreover, the D-W is around 2, suggesting no autocorrelation and no correlation between the sample data and the model is good.

X_5 's regression coefficient is 2.130 (t = 4.832, p = 0.000 < 0.01), indicating that X_5 has a significant positive impact on Y. In summary, X_5 have a significant positive impact on Y. However, X_1, X_2, X_3, X_4 does not have a significant impact on Y.

It shows that the contribution of the program to skill enhancement (X_5) has a significant positive effect on the program's impact score on entrepreneurial intentions (Y), and that after PSJKM's program, indigenous people's skills are enhanced, and indigenous people's entrepreneurial intentions grow significantly.

FINDINGS AND DISCUSSION ON THE IMPACTS OF THE PSJKM PROJECT ON INDIGENOUS COMMUNITIES

Economic impact

Through Figure 3, we find that indigenous people generally recognize the significant contribution of PSJKM's projects to the economic development of their communities. Through close observation of the Colorful Arts Festival organized by PSJKM, I deeply appreciated that the skills workshops conducted by PSJKM for indigenous people in the project not only provided them with opportunities to learn new skills, but also gave rise to new employment opportunities.

For example, during the skills training sessions, some indigenous people learned practical skills such as eco-printing and creative sewing, and after mastering these skills, they were not only able to apply them in their daily

lives, but at the same time, they were invited by PSJKM to participate in other activities, where they could display and sell the beautiful handicrafts they had made on the spot, which created an additional source of income for them; meanwhile, figure Indigenous 3 also illustrates that most of the indigenous people were willing to start a business as a result of their participation in the skills training sessions and are willing to start their own businesses, open their own small stalls or sell online, some indigenous people also collaborate to create related workshops within the community, which attracts the attention of some outsiders and increases the number of tourists in the community, thus contributing to the economic growth of the indigenous people's community.

The Kampung Beswok skills training program implemented by PSJKM in 2024 is a success story, where not only did the indigenous people receive the skills taught, but the community became a cultural experience center for tourists, realizing additional income for more than 10 full-time housewives and generating more than RM20,000 in revenue for Kampung Beswok. This has not only improved the economic situation of the indigenous people's families, but also strengthened community cohesion.

In the same year, PSJKM also conducted skills training sessions in Gumum, where indigenous people were trained in the techniques of eco-printing and natural dyeing using natural resources such as local plants, fruits and vegetables, and PSJKM set up a booth for four indigenous people at the famous museum, which was a great success with product sales of more than RM1,000 in less than four hours, all of which demonstrated that With the acquisition of new skills and increased employment opportunities, the income level of Aboriginal people will also increase.

These success stories are a testament to the tangible impact of conducting skills training that not only positively impacts the lives of the indigenous people, but also transforms the entire community into an entity that can operate on its own and make a meaningful economic contribution to the community. Through these programs, PSJKM not only enhances the skills and employability of indigenous people, but also creates sustainable economic development opportunities for them, contributing to the prosperity and development of the community as a whole.

Impact on social integration

Through their participation in skills training courses conducted by PSJKM, some of the indigenous people have learned new skills to transform natural materials into marketable products, enhancing their status in the community. They became active participants and contributors to the development of their communities. During the skills training sessions, people in the community began to respect those who had acquired new skills, and this change in attitude reflected the importance indigenous people attached to knowledge and promoted indigenous people's motivation to learn skills. The enthusiasm and support shown by the participants in the workshops also inspired the indigenous people, increased their self-confidence and courage, and encouraged the community to communicate more with the outside world as a way of showcasing their unique culture.

The skills training sessions and workshops not only helped the indigenous people to learn skills, but also facilitated communication and cooperation among them, which helped to build a trusting and mutually supportive community environment, thereby enhancing community cohesion. At the event, we observed that the indigenous people not only shared the making process, but also took the initiative to communicate and teach the participants. This positive interaction not only allowed the participants to better experience the traditional culture of the indigenous people, but also allowed the indigenous people to share with each other how to combine their skills with the market demand to create more wealth; at the same time, the PSJKM project emphasized the use of traditional crafts and natural materials, which not only played a role in preserving and passing down the

cultural heritage of the indigenous people, but also provided a platform for them to showcase their traditional culture.

PSJKM's projects have significantly enhanced the economic level of indigenous people as well as facilitated their social integration. By participating in these activities, indigenous people have not only increased their self-confidence, but also their connection with the outside world. This change not only lays the foundation for the long-term development of indigenous people, but also gives impetus to the sustainable development of the whole community.

Sustainability Impacts

PSJKM sells eco-friendly alternatives to synthetic dyeing and uses 100% natural-source colors in its projects, which are designed to enhance indigenous people's creativity and environmental awareness. At the Colorful Arts Festival, more than 20 booths showcased products made from natural dyes and eco-printing techniques, and staff led tours and introduced participants to eco-friendly alternatives for home décor and fashion. In the workshop, indigenous people demonstrated their production process, which perfectly demonstrated the clever combination of natural materials and modern design. Participants could also try to color some bags or T-shirts with plant dyes, such as pink with durian shells or brown with coconut shells, and in the process, participants learned about eco-printing techniques, felt the fun of designing themselves, and at the same time gained valuable knowledge about natural materials and environmental protection. This type of project has a positive effect on environmental sustainability and broadens the path of development for the indigenous people's community. The indigenous people can collaborate in the community to conduct workshops to sell their products, and collaborate with local businesses to conduct a number of walks and lectures, which attracts attention from the outside world and contributes to the community's economic development.

Due to the increase in internal economic activities, the indigenous people's community will be less dependent on government resources and social assistance. These activities not only enhance the ability of indigenous people to cope with future challenges and enable them to stay afloat in the ever-changing market environment, but also increase the vitality of the community's economic development.

PSJKM's work with indigenous people's communities is an ongoing process that requires the interaction and support of multiple parties to be successful. Initiatives such as conducting skills training courses for indigenous people, setting up workshops at attractions and inviting indigenous people to participate in demonstrations, and providing venues for indigenous people to sell their handicrafts have not only boosted the self-confidence of indigenous people, but also fostered community unity and cooperation, and contributed to the overall development of the community. Through these efforts, indigenous people have not only been able to better integrate into modern society, but have also been able to realize sustainable development while preserving and passing on their culture.

RESULTS OF INTERVIEWS WITH OTHER ENTERPRISES HELPING INDIGENOUS PEOPLE'S COMMUNITY DEVELOPMENT

Interview Survey Implementation

In this interview, the interviewees were mainly three groups of indigenous people families in Kg Sungai Buan, Dengkil. The selection criteria of the interviewees were that they belonged to the residents of the indigenous people community, and that they had been exposed to and had participated in the projects carried out by the enterprises in order to help the development of the indigenous people community. The interviews were mainly

face-to-face, conducted offline, and lasted no less than one hour. We explained the purpose of the interviews to the interviewees before the interviews began, asked for their permission in advance, recorded the interviews, and gave them a small gift at the end of the interviews as a token of our appreciation. (Refer to Appendix 2 for interview coding sheet)

Analysis of Interview Results

In order to compare PSJKM's projects with those carried out by other enterprises, three groups of indigenous people's families who received help from other social enterprises were interviewed and the results of the interviews were analyzed in detail. One interviewee (Rahimah) stated that she had participated in a program conducted by Puchong's Apple branch in Selangor, while the other interviewee families did not mention the names of specific enterprises.

First, in terms of skills training and increased income, interviewees generally indicated that respondents mentioned that they learned skills such as eco-printing, sewing, and selling items in the program, and that other social enterprises did help them generate additional income and boost the community's economy by providing skills training. These trainings provide indigenous people with practical skills that help them find a foothold in a competitive market.

Similar to PSJKM's skills training program, interviewees mentioned that they have gained new opportunities for development by learning skills such as eco-printing and sewing. These skills trainings enabled them to combine traditional crafts with modern market demands to create unique products that attracted the attention of consumers. One of the interviewees (Rahimah) mentioned that by participating in the skills training she not only learned how to make handicrafts, but also acquired the basics of marketing, which enabled her to effectively promote her products, and she earned an additional RM10,000. This income not only helped her to pay off her debts but also improved the quality of life of her family. Meanwhile another respondent (Noorra) mentioned that before, due to financial constraints, the family was struggling to make ends meet and even pay for their children's school fees. With the increase in income, they were also better able to meet the basic needs of the family such as children's education and living expenses, thus improving the overall quality of life. During the interviews, it was clear that this transformation has given them great pride and renewed hope for their families.

However, we found that only one of the interviewee families (Rahimah) chose to start a business after the program and sell their handicrafts online. The rest of the respondents did not engage in entrepreneurial activities, but only accepted help and invitations from businesses in the program while selling their handicrafts. This suggests that despite the improvement in the economic situation, this improvement has not been effective in increasing the respondents' willingness to start their own businesses, as well as their self-confidence and courage to engage with the outside world. When analyzing the respondents' answers, we also noticed that their main focus was on increased income and economic growth, while there was almost no mention of social inclusion, and only an increase in income was mentioned in relation to the benefits brought by the project. This suggests that other companies have not paid special attention to the social integration of indigenous people during project implementation. Most of the interviewees still feel disconnected from the outside world and lack interaction and communication with the outside world.

At the same time, the interviewee (Haniza) mentioned that the materials needed for eco-printing and handicraft production can be obtained directly from the surrounding environment; the interviewee (Rahimah) showed us some of her finished products, as well as the greenery around her house, and told us that these belonged to her, and that she could use them as she liked, but the answer to the question of resource depletion was that there are

a lot of resources that can be taken from the community, which will not lead to resource depletion. However, the answer to the question of resource depletion was that there were many resources in the community that could be accessed and would not pose a problem of resource depletion. We found that they were concerned with getting more income in the current market and did not pay enough attention to the problems of resource depletion and environmental degradation that they might face in the future. While some interviewees earned income through eco-printing and handicraft production, they did not consider the depletion of natural resources through these activities and how to be sustainable in the use of these resources. In their pursuit of income, indigenous people may overexploit the community's natural resources, leading to ecological damage, suggesting that they are unable to strike a balance between economic gain and sustainable development. This situation not only negatively affects the ecosystem of the entire community, but also affects sustainable economic development. It also shows that in the process other enterprises in the project also ignored the issue of sustainable development of the community. It is very important to enhance the awareness of indigenous people on sustainable development and help them understand the relationship between economic gain and environmental protection. Only by pursuing economic benefits while taking into account environmental protection and sustainable use of resources can we ensure the sustainable development of the community.

In summary, through interviews with three groups of indigenous people's families, we found that while other social enterprises have achieved some success in skills training and income increase, shortcomings in social integration and sustainable development limit the far-reaching impact of these programs on indigenous people's communities. These findings emphasize the importance of integrating multiple economic, social and environmental considerations when undertaking projects to help indigenous people's communities develop, in order to achieve truly sustainable development and social integration.

Comparison of the PSJKM Program with Other Enterprise Programs

Focus of other social enterprises

Other social enterprises tend to focus mainly on skills training when helping indigenous people's communities. The measures usually taken by these enterprises include the provision of skills training sessions and temporary employment opportunities. While these measures are effective in alleviating poverty in the short term and helping indigenous people to cope with immediate economic difficulties, they often lack long-term sustainability. For example, some businesses may provide short-term jobs during specific events to help indigenous people earn some income. However, such jobs are often temporary and lack the stability to provide sustained economic support for indigenous people. In addition, these enterprises usually pay less attention to the social integration and psychological needs of community members. Although economic support can improve the material life of indigenous people to a certain extent, if their social integration is neglected, it will still be difficult for indigenous people to fully integrate into society while receiving economic support.

PSJKM's unique focus

In contrast, PSJKM's focus is more comprehensive and far-reaching. PSJKM not only focuses on the economic situation of the indigenous people, but also emphasizes the promotion of their social integration through skills enhancement and community participation. PSJKM's seminars not only teach practical skills, such as eco-printing, sewing, and handicraft making, but also enhance the interaction and communication among the indigenous people through group work, community activities, and other forms. This interaction not only allows the indigenous people to build trust and friendship with each other while learning new skills, but also helps them develop an interactive community atmosphere.

Through these activities, PSJKM helps indigenous people to build their self-confidence and self-identity. In the activities and workshops organized by the company, indigenous people share their experiences and insights with each other, which can enhance their self-confidence and ability to express themselves. Participating in activities not only allows indigenous people to feel support and encouragement from all sides, but also helps them overcome psychological barriers and low self-esteem, and enhance their connection with the outside society. In addition, PSJKM supports and helps indigenous people to create workshops in the community, inviting people from outside to participate, so indigenous people can improve their skill level, and at the same time, on their behalf, they become an important force to promote the development of the community, and improve their status in the community.

At the same time, PSJKM is very concerned about the long-term sustainable development of indigenous people. In project trainings and activities, PSJKM staff value the issues of sustainable use of resources and environmental protection. In addition to teaching how to use local natural materials to make products, PSJKM also emphasizes the importance of making sure to reduce the waste of resources during the production process. This practice not only helps to protect the environment, but also raises indigenous people's awareness and knowledge of environmental protection, prompting them to pay more attention to sustainability in their economic activities.

PSJKM and other social enterprises have achieved some success in running skills training and helping indigenous people to generate additional income, but PSJKM's combination of skills training, social integration and sustainable development has helped indigenous people to achieve real self-improvement and development through comprehensive training and community participation, enhancing their social identity and self-confidence, and more importantly, laying the foundation for long-term sustainable development of indigenous people's communities. More importantly, it lays the foundation for the long-term sustainable development of the Aboriginal community, which is the strength of PSJKM. However, if future research could refine the comparison further, comparing differences in target population or resource inputs across projects, it could more clearly show the unique role of PSJKM enterprises. At the same time, the data sources for this article are mainly from questionnaires and interviews, and future research could collect data such as PSJKM's financial reports or indicators of economic development in indigenous communities. This will allow for a more comprehensive assessment of PSJKM's impact on the community.

POLICY IMPLICATION

Supporting integrated community development programs

The government can increase its support for social enterprises by providing funding and policy support to enable more enterprises like PSJKM to participate in the development of indigenous communities. Funding and policy support can help social enterprises to have access to more resources and to implement more meaningful projects in their communities. Governments can prioritize support for inclusive community development projects that combine economic upliftment, social integration, and sustainability. In addition, governments can reduce the operating costs of social enterprises by streamlining the approval process and providing tax incentives to encourage social enterprises to implement more projects in communities that contribute to sustainable development.

In supporting comprehensive community development projects, governments can incentivize social enterprises to actively participate in community development through a combination of financial and policy support.

Emphasize the issue of social integration

Social integration is a comprehensive manifestation of cultural identity and mental health. In indigenous

community development programs, social enterprises should pay attention to social integration issues and promote the full participation and integration of community members. To promote social integration, social enterprises can organize indigenous community activities, conduct cultural exchange and skill sharing, and enhance interaction and communication between indigenous communities and the outside world. Through participation in these activities, indigenous people can not only promote their culture to the outside world, but also build bonds with other members of the community.

In addition, the government can help indigenous people face the problems they encounter in the process of social integration by providing psychological counseling services and encouraging social enterprises and health centers to form partnerships. Many indigenous people may feel anxious and inferior when interacting with outsiders due to cultural conflicts, but through professional psychological assistance, aboriginals can better digest their feelings and enhance their sense of self-identity.

Promoting sustainable development

Promoting sustainable development in indigenous community development projects is key to the long-term development of the community. Social enterprises are encouraged to consider long-term sustainability in the implementation of their projects, both in terms of economic development and protection of the environment and resources. Governments should develop relevant policies that require social enterprises to consider environmental impacts when implementing projects and take appropriate measures to minimize negative impacts. For example, the government could support the implementation of lectures on environmental protection in order to raise awareness of sustainable development among indigenous communities. Such activities would not only raise their awareness of environmental protection, but also motivate them to participate in environmental protection activities.

In conclusion, when supporting the development of aboriginal communities, governments and businesses should comprehensively consider economic, social, and environmental factors and promote integrated community development projects through policy and financial support to promote social integration and sustainable development.

CONCLUSION

This article provides an insight into the important role of Persatuan Seni Jahitan Kreatif Malaysia in the development of indigenous people's communities. PSJKM, a social enterprise active in the art and sewing industry, has developed a number of Corporate Social Responsibility (CSR) programs and projects aimed at assisting in the development of indigenous people's communities. The skills training courses offered provide opportunities for indigenous people to learn skills, encourage people to become financially independent through entrepreneurship, and create new employment opportunities for indigenous people, such as opening a craft market or selling products online, thereby increasing their income levels. PSJKM projects also focus on the social integration of indigenous people through skill-sharing activities and workshops. PSJKM's projects also focus on the social integration of indigenous people, and through the organization of skill-sharing activities and workshops, the PSJKM promotes communication and cooperation between indigenous people and the outside world. In addition, PSJKM also focuses on sustainable development, encouraging the use of natural materials in all its activities and raising indigenous people's awareness of environmental protection. Focusing on social integration and sustainable development and helping indigenous people achieve genuine self-development are the overarching advantages of PSJKM's projects over other companies that focus only on skills training and increasing income. PSJKM's successful experience can serve as a reference for other companies and social

organizations to and provide important insights for promoting sustainable community development. Social enterprise projects should be focused on and actively supported. Social enterprises and governments should work together for the sustainable development of indigenous communities.

However, we also recognize the limitations of the data sources. Future research could explore more comprehensive data collection methods and further expand comparisons with other enterprises.

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Appendix 1 Questionnaire

Questionnaire: Evaluating the Social Impacts and Participant Experiences of the PSJKM Project

Part I: Basic Information

1. Who you are

A. Community participant

B. PSJKM employee

C. Student

D. Other

2. Your gender

A. Male

B. Female

3. Your age group

A. 18-25 years old

B. 26-35 years old

C. 36-45 years old

D. 46 years old and above

4. How long have you been involved in the PSJKM program?

A. Less than 6 months

B. 6 months to 1 year

C. 1 year to 3 years

D. More than 3 years

5. Your relationship with PSJKM (Multiple choice)

A. Project Participant

B. Program Beneficiary

C. Volunteer

D. Partner

Part II: Satisfaction with the PSJKM Project

1. How satisfied are you with the following? (1 for very dissatisfied, 5 for very satisfied)

Evaluation content	1	2	3	4	5
Overall effect of the project					
Contribution to community economic development					
Improvement of social well-being					
Support for sustainable development					
Assistance for the social integration of vulnerable groups					
Professionalism and support of the team					

2. Do you feel that the PSJKM program meets the needs of the community and its participants?

A. Yes

B. No

C. Partially meets

Part III: Skills Upgrading and Personal Development

1. Have you improved any of the following skills through your participation in the PSJKM program? (Multiple choice)

A. Vocational skills (e.g., technical skills, professional knowledge)

B. Entrepreneurial skills (e.g., business planning, resource management)

C. Social skills (e.g., communication, collaboration)

D. Leadership skills

E. Knowledge of sustainable development

2. How would you rate the program's contribution to skill enhancement?(1 for no improvement, 5 for significant improvement)

Contribution to skill enhancement	1	2	3	4	5
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Part IV: Entrepreneurial Intentions and Social Impacts

If you are a community participant, please answer this question seriously

1. Do you have any intention or plan to start a business after participating in the PSJKM program?

A. Yes, I plan to start my own business

B. Yes, I plan to start a social enterprise project

C. Yes, I plan to start my own business in collaboration with others

D. No, I have no plans to start a business for the time being

2. What is the impact of the PSJKM program on your willingness to start a business?(1 indicates no impact, 5 indicates significant impact)

Willingness to start a business	1	2	3	4	5
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3. In what ways do you think the PSJKM program has positively impacted the community?(Multiple choice)

A. Increased income and employment opportunities for community residents

B. Increased community cohesion

C. Increased education and training opportunities

D. Increased awareness of environmental sustainability

E. Increased confidence and willingness of disadvantaged groups in the community to start their businesses

Appendix 2 Interview coding sheets

Themes	Coding	Meaning	Details
1. Participant information	R1	Interviewee No.	Rahimah - R1
	N2		Noorra -R2
	H3		Haniza -H3
2. Project participation	P1	Participated in social enterprise projects (Yes / No)	R1-P1: yes; N2-P1: yes;

			H3-P1: yes
	P2	Name and location of participating projects	R1-P2: PUCHONG Apple Branch Project (Selangor)
	P3	Description of the number of people involved in the project around	R1-P3: Apple branch project only self involved, other enterprise projects partially involved; N2-P3: most housewives involved; H3-P3: wife involved
3.Skill acquired	S1	Skills learned 1	R1-S1: eco-printing; R2-S1: eco-printing; H3-S1: eco-printing
	S2	Skills learned 2	R1-S2: Creative Sewing; N2-S2: Creative Sewing; H3-S2: Not mentioned
	S3	Skills learned 3	R1-S3: Product sales; N2-S3: Not mentioned; H3-S3: Not mentioned
	SU	Skill utility (practical / impractical)	R1-SU: Practical; N2-SU: Practical; H3-SU: Practical (as can be deduced from the products sold at participating events)
4.Other support	SU1	Financial assistance (yes/no)	R1-SU1: n/a (not mentioned); N2-SU1: n/a (not mentioned); H3-SU1: n/a (not mentioned)
	SU2	Market connectivity support (yes/no)	R1-SU2: Yes (venue sales at events); N2-SU2: Yes (product sales at events); H3-SU2: Yes (free booths provided)
	SU3	Tool and equipment support (yes/no)	R1-SU3: Yes (provision of sewing machines, etc.); N2-SU3: Yes (provision of sewing machines, eco-printing tools, etc.); H3-SU3: Yes (provision of machines and tools)

	SU4	Training support (yes/no)	R1-SU4:Yes(business and marketing training); N2-SU4: Not mentioned; H3-SU4: Not mentioned
5.Additional income	I1	Whether additional income is received (Yes / No)	R1-I1: Yes; N2-I1: Yes; H3-I1: Yes
	I2	Maximum Additional Monthly Income Amount (RM)	R1-I2: 10,000; N2-I2: 3500 (estimated sum of AEON mall activities and other activities); H3 - I2: No specific amount mentioned
6.Family economic impact	FE1	Improved ability to cover costs (e.g., purchase of goods, tuition, etc.)	R1-FE1:Can pay for goods, pay off debts; N2-FE1:Can pay for children's school fees; H3-FE1:Can buy children's school tools and household items
7.Changes in personal and family relations	PR1	Individual capacity enhancement (Yes / No)	R1-PR1: Yes (can do business); N2-PR1: Not mentioned; H3-PR1: Not mentioned
	PR2	Changes in family relations as a result of earnings (yes/no)	R1-PR2:Yes(improve living conditions); N2-PR2:Yes(buy toys and snacks to keep family members happy); H3-PR2:Yes(keep family members happy, improve children's lives)
8.Community change	CC1	Change in economic level of the community (enhancement / no significant change)	R1-CC1:Enhanced (some housewives learn skills and participate in activities); N2-CC1: No clear answer, but found helpful; H3-CC1:Enhanced (income from eco-printing)
	CC2	Change in community cohesion (enhancement / no discernible change)	R1-CC2: Not mentioned; N2-CC2: Not mentioned; H3-CC2: Not mentioned

Themes	Coding	Details
Participant Information	A1	Participants' names: A -- Rahimah, B -- Noorra, C -- Haniza
Project participation	A2	Participation in projects such as the one organized by the Apple branch in Puchong (A-Rahimah).
Number of participants	A3	Apple Branch Project A - Rahimah participated alone, most of the housewives in Noorra's neighborhood participated, Haniza's wife also participated
Skill acquired	A4	Skills such as eco-printing, creative sewing, and product sales; all were considered practical by participants
Other support	A5	Provision of sewing machines, eco-printing tools, space, business and marketing training, etc.
Additional income	A6	A - Rahimah earns up to RM10,000 extra, B - Noorra about RM3,500, C - Haniza also earns
Family economic impact	A7	Payment of goods, debt repayment, school fees, purchase of school tools and household goods, etc.
Changes in personal and family relations	A8	Personal empowerment, business development, happier families, better living conditions, etc.
Community change	A9	Some housewives learn skills, economic level may increase, have invitations to events, etc.