MoU/MoA

UMPSA and Public Islamic Bank Berhad seal agreement to empower asnaf economy through Program Penternakan Itik Penelur (KELIP

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PEKAN, 13 May 2025 – Universiti Malaysia Pahang Al-Sultan Abdullah (UMPSA) and Public Islamic Bank Berhad (PIBB) today signed a Memorandum of Agreement (MoA) to implement the *Program Penternakan Itik Penelur* (KELIP), a strategic initiative aimed at empowering the economic wellbeing of the asnaf (eligible zakat recipients) community through a high-impact and sustainable livestock sector.

The MoA signing ceremony was officiated by UMPSA Vice-Chancellor, Professor Dr. Yatimah Alias, and PIBB Chief Executive Officer, Syamsul Azuan Ahmad Fauzi, at the Banquet Hall, UMPSA, Pekan.

Also present were the Deputy Vice-Chancellor (Research and Innovation), Professor Ts. Dr. Aida Mustapha, Assistant Deputy Vice-Chancellor for Research and Innovation (Industry and Community), Professor CHM Dr. Mohd Hasbi Ab Rahim and Chief Executive Officer of Yayasan UMPSA, Mohd Jamil Jaafar.



The KELIP Programme is a pilot group farming project targeting 25 participants from the asnaf zakat category, particularly from the districts of Kuantan and Pekan, Pahang.

Participants will receive comprehensive guidance from the Nur Iman Orphan and Poor Children Welfare Organisation, with support from UMPSA in research and technical monitoring.

According to Professor Dr. Yatimah Alias, this project represents a holistic step towards improving participants' living standards by producing more economical duck feed, providing entrepreneurship and financial management training, and increasing egg production to 80 percent of the livestock population.



"This programme is a continuation of two previous projects conducted in collaboration with Koperasi Komuniti Amanah Pahang Berhad (KOMTA) and Koperasi Bersama Johor Berhad (KOBERSAMA), funded by UMPSA's research grants since 2024.

"With strategic collaboration from Public Islamic Bank Berhad, which has approved RM220,000 in project financing along with advisory services and community empowerment support, we are confident that this programme will have a long-term positive and sustainable impact," she said.

The KELIP Project will be led by Project Leader Ts. Mohd Najib Razali, together with a research team from UMPSA comprising academic experts and livestock specialists.

With careful implementation and support from various stakeholders, the project is expected to serve as a model for other community development programmes.

This strategic partnership between UMPSA and PIBB reflects a synergy between academic institutions and the Islamic banking sector in uplifting the economic dignity of communities through social innovation and *asnaf* economic empowerment.

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