

## Rethinking Poverty & Development Series 2017

### Mining the Millionaire Minds: Malaysian Millennials & Entrepreneurship

Poverty and development is a dynamic and multi-dimensional subject. Poverty often depicts an image of misery and welfare. Both poverty and welfare are consistently identified as priority issues on the development agenda. The eradication of poverty requires growth and wealth creation followed by redistribution, often referred to as inclusive growth in today's development vocabulary. Poverty issues are generally linked to welfare and policy studies while wealth creation is more the subject matter of business and profit making. Poverty eradication and wealth creation are not often juxtaposed.

Breaking away from the norm, our first Rethinking Poverty and Development Series 2017 brings together the subject of poverty and wealth in today's topic on "**Mining the Millionaire Minds: Malaysian Millennials & Entrepreneurship**".

We have invited our own young and successful entrepreneurs to participate in today's event:

- to share their experience in their journey that has brought them to this stage in their lives
- to understand the motivation behind their choices in their paths to success
- to know the challenges they have faced and overcome thus far
- to identify the key takeaways that would encourage millennials in particular, in the context of the ever changing national and global scenarios - such as recurring economic crises, unemployment, rising cost of living, debt problem among this group and the recognition of the lack of sufficient safety net to mitigate crisis - to be more proactive in defining their goals

The core message in this Rethinking Poverty and Development Series is that we can all be vulnerable to poverty and we need to go beyond welfare and create wealth instead in order to live the life we chose by achieving financial freedom.

How do we do it?

## ABOUT THE SPEAKERS



### **YASMIN RASYID, Founder and President of EcoKnights**

Yasmin Rasyid is a biologist by profession, environmentalist by passion. She has 20 years of experience in civil society organizations and has had various roles within the CSO industry from scientific research to environmental communication, project planning and development to policy development. She is the founder and president of EcoKnights, a no for profit environmental organization. She is also the current vice chairman of Malaysian Environmental NGOs (MENGO) - a national coalition of 31 environmental NGOs. She served as MENGO's chairman from 2013 to 2017. Yasmin is also an entrepreneur and is the co-founder and co-director of a sustainable farming solutions start-up called PopTani Asia. Yasmin holds double degrees in Biology (B.Sc) and Contemporary Religion (B.Arts) from Duke University, and a M.Sc. in Biotechnology from University Malaya. She is currently pursuing her Ph.D. in University Malaya in the Department of Science and Technology of the Faculty of Science.



### **INBARAJ SUPPIAH, CEO Pixaworks Creative Sdn. Bhd.**

A designer, Social Media Strategist, and Photographer in Kuala Lumpur, Malaysia. Charged with an entrepreneurial spirit, Inbaraj runs a creative agency Pixaworks as its CEO, yet finds time to voluntarily organise OpenCoffeeClubKL – a casual networking event for anyone involved in the startup scene, from tech or ecommerce startup entrepreneurs to potential investors. He has a B.Sc. in Remote Sensing from Universiti Teknologi Malaysia.



### **DR. NORBANI CHE-HA**

Norbani Che-Ha is an Associate Professor and Head of Department of Marketing, Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur. Her research interest are in marketing capabilities, consumer behavior and small and medium enterprises. She publishes widely in several journals such as Journal of Business Research, Journal of Strategic Marketing, Marketing Intelligent and Planning and many others. She also contributes to several book chapters and has many books on her own.

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