

Halal Youth Muslim Project (HYMP)

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ABSTRACT

Halal Youth Muslim Project (HYMP) is a program that aims to disseminate information on halal awareness and halal career opportunities among the youth community, in particular the youth community in the low-income urban population in Klang Valley. Due to rising economic and social costs because of rapid urban growth, these communities are often vulnerable to economic and social issues. To address this issue, efforts needed to be done to enhance the economic participation of these communities by strengthening human capital development. One of the major contributors to Malaysia's future economic growth is the halal industry. To ensure the success and sustainability of the industry, halal industry players depend on the skills and quality of human capital. Human capital development of the youth community enables them to enhance the knowledge and skills required for future employment. To materialize this effort, a collaboration between University Malaya Halal Research Centre (UMHRC) and the Centre for Youth Empowerment (PERKASA, UKM) is made to organize programs that focuses on knowledge transfer on halal awareness and provide insights on the career opportunities in the halal industry. The program comprises of two parts: namely Halal Awareness and Halal Career Workshop. Participants will learn the basic principles of halal concept and certification. In addition, participants will have the opportunity to meet with industry players in the Halal industry and have exposure to the industry current needs and trends. By joining the program, we believe that this program can increase their interest in halal knowledge and in turn stimulate their interest to pursue their career in the halal industry.

Keywords: Halal Youth Muslim Project (HYMP), Halal awareness, Halal career opportunities

