

Technological Knowledge on Good Manufacturing Practice (GMP) for development of Rural Malay Youth herbal entrepreneurship in Kelantan, Malaysia

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Introduction

The youth population in the developing countries are now 84 percent (UNO,2010). The youth are the highest number of population in the world and they build up the country economic growth, job creation and better life through entrepreneurship (Muller and Thomas,2000; McMullen et al.,2008; Owualah,1999). Youth entrepreneurship has been accepted now by the research scholars, civil society organization and government policy maker (Chigunta, Schnurr, James-Wilson & Torres,2005; Youth Business International,2011; International Labour Organization, 2005). Entrepreneurship shows youth comparatively quality of life, in the society, economic independence and positive psychological capital into the mainstream economy (Schoof,2006; Chigunta,2002).

Technology-based is a phenomenon that tremendously developed during last decades (Hawa, 2011). It plays important role for the development of country economy growth and better life, improve the quality products, services, competitiveness and sustain entrepreneurship (Nordin et al.,2008; Paul et al.,2013). Traditional technological-based small medium enterprises like herbal business are trying to full-filled current Good Manufacturing Guidelines to sustain their entrepreneurship in the market like India, China, Germany, USA, Thailand and other developed and developing countries. Different research scholars have found that till now certain technological-based Small medium Enterprises are not developing globally due to technical knowledge (Nordin et al., 2008; Paul et al.,2013).

GMP is a key driver for growth and development of herbal entrepreneurship. Long time ago, mainly rural herbal entrepreneurs are believed to adopt GMP is not a major issue to develop entrepreneurship and not technical knowledge involvement but now it has been changed in countries such as India, China, Korea, Japan, Germany and other countries. This countries have developed their herbal entrepreneurship locally and globally to fully used GMP with the help of

technical knowledge. At present, peoples are more concern about their health and they take natural products so called herbal that manufacturers are followed GMP guidelines. World Health Organization (WHO) is given instruction to the herbal manufacturers through Government about GMP uses for any health care related productions. The herbal researchers, academicians and other related research scholars found that global peoples are using more herbal products. They also mentioned, it has very less side effects on human body and many serious diseases are becoming cure through this herbal products like kidney, diabetics, cancers and other sickness. So, most of the developed country herbal manufacturers are investing more money for quality herbal products. Government of these countries added education curriculum related to herbal education and manufacturers are trying to develop knowledge on GMP. Therefore, the government of Malaysia is allocating more fund mainly on rural Malay entrepreneurs for their entrepreneurship development (Paul et al.,2013). In October 2014, Ministry of Agriculture is opened herbal unit mainly for herbal entrepreneurship development through GMP. Different research scholars, economists, academicians are found from their studies that herbal has a potential economic growth engine, its growing tremendously every year but Malay herbal entrepreneurs are in at infancy stage among others ethnic groups in Malaysia (Hawa,2011; Nordin et al.,2008).

At present total GMP owner manufacturers 170 (NPCB,2013) but about 40 owned by Malay herbal entrepreneurs (Paul et al.,2014). General entrepreneurships operated by Malays are growing and researchers are also conducted research in other fields like biotechnology entrepreneurship, family-based micro food and textiles SMEs and so on. But no research has been conducted on Malay herbal entrepreneurship development (Paul et al.,2013).

Technological Entrepreneurship

Technology is a knowledge that deals with many sectors like industry, applied science, engineering and others (Dollinger,2003). It works as a process, invention and method. Technological change is done through innovation (Dorf and Byers,2008). Technological-based entrepreneurship is an attractive new business opportunities, which link with value proposition, technical feasible products, sustainable competitive advantage and large potential market value (Dollinger,2003). The whole entrepreneurial process is applicable both in individual small and big size corporation (Buenstorf and Geissler,2012; Elenurm,2012). Technological entrepreneurs are used technology for good service, quality assurance and finally entrepreneurship development. They are two category technological entrepreneurs such as inventors and innovators. The inventors are driving new business and innovators applied to meet market needs (Gercia-villaverde,2012 and Barreto,2010). Technological based entrepreneurship is recognized by the Malaysian government that can increased products value in the market, economic development,

and new job opportunity for the country. As a result the Government of Malaysia allocated more fund for entrepreneurs to enter their desired market domestically and internationally (Mosti, 2012; Janssen and Moors, 2013).

Characteristic of Technological Entrepreneurs

Normally two options for technological-based entrepreneurs to commercialize their patent technology that inventor who does not possess enterprising tendency (Bulsara et al., 2010). This author again mentioned that those are strong entrepreneurial characteristics with enterprising tendency would be more suited technological-based entrepreneurship. So, to become a successful technological-based entrepreneurs risk taking capacity and creative mindset needed (Bulsara et al., 2010).

Importance of Education, Knowledge and Training for entrepreneurship development

Education, knowledge and training play important role for entrepreneurship development. The growing rate of economy in any global countries between urban and rural is depending on education. So, education always increases human capital, that's why for rural entrepreneurship development, human capital is very essential for entrepreneurs (Florida, 2002; Paul et al., 2013). So, rural development through entrepreneurship depends on skilled and knowledge of human capital (Malecki, 1999; Petrin & Gannon, 1997). Different types of training programs that help rural entrepreneurship growth in different areas like agro-entrepreneurs, herbal SMEs and other field. To develop the above sectors we need training to use suitable technology and method for it (Lohmoller, 1990).

Methodology

A qualitative phenomenological design was used for this study. The qualitative research method provides a better understanding of the nature of the study (Leedy and Ormrod, 2001; Dunne, 2011; Thomas & Magilvy, 2011). The researcher was interested in the individual's daily experiences and on how experiences interact within the social world (Thomas and Magilvy, 2011; Goertz & Mahoney, 2012). For this study, selected eight rural Malay youth herbal entrepreneurs in Kelantan of Peninsular of Malaysia those having minimum five years entrepreneurial experiences with minimum of three products and all entrepreneurs are operating this herbal entrepreneurship in rural area. The aim of this phenomenological research was to investigate rural Malay youth technological knowledge on Good Manufacturing Practice (GMP) for herbal entrepreneurship development. Data were gathered semi-structured in-depth face to face individual interview and average interview time in every participant was an hour to above until reached the saturation point of this study. Finally, researcher recorded and

transcribed the interviews, followed by a qualitative data analysis for themes from the transcripts.

Findings, Conclusions and Recommendations

The findings of this study showed at the Table: 1 that the five rural Malay youth herbal entrepreneurs in Kelantan have no basic education and also not practicing Good Manufacturing Practice (GMP) guidelines since long time though it was strongly instructed by the Government to all herbal-based manufacturing entrepreneurs to follow it. They are selling products among own community peoples, agents without GMP certification and even some entrepreneurs are using fake GMP logo in the carton to increased their sales. Only three herbal entrepreneurs are using GMP and consumers trust these entrepreneurs' products. On the other hand, non-GMP owner entrepreneurs are depending on sales through Government support sales promotion, agents and social media. As a result, day by day non-GMP owner youth herbal entrepreneurs are losing their sales gradually and also facing lot of problems to sustain in the market to compare with existing GMP owner entrepreneurs. The majority of the rural Malay youth herbal entrepreneurs are not familiar about GMP and its importance for them to follow the guidelines. Finally, the rural Malay youth herbal entrepreneurship in Kelantan are not developed due to lack of technical knowledge knows-how, social network, education, inadequate finance and cultural barriers. Recommendations are: (1), Consistent training to all rural Malay youth herbal entrepreneurs about the importance of GMP and technical knowledge related to entrepreneurship development, (2), Develop entrepreneurial skills through education (3) Teach them how to develop social network among other ethnic groups for their business development, (4) Provide funding facilities & (5) Established a herbal entrepreneurship development institute with the academic background of the same fields.

Table 1: Findings of the study

No. of Res.	State of Kelantan & location	Monthly Sales (RM)	Source of Finance	GMP Certificate Holder	Findings
1	Pasir Mas	120K	Bank	GMP	Cultural Barriers, Social Network & Education
2	Pasir Mas	68K	Own	Non-GMP	Technical Knowledge, Education, Social Network & Finance
3	Macang	110K	Bank	GMP	Cultural Barriers, Social Network, Technical Knowledge
4	Macang	63K	Own	Non-GMP	Education, Technical Knowledge, Finance & Social Network
5	Gua Musang	50K	Own	Non-GMP	Social Network, Finance, Technical Knowledge & Education
6	Gua Musang	55K	Own	Non-GMP	Social Network, Finance, Technical Knowledge & Education
7	Kota Baru	140K	Bank	GMP	Skills Manpower and Cultural Barrier
8	Kota Baru	65K	Own	Non-GMP	Technical Knowledge, Finance, & Education

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