

# IIUM Islamic Transformation Center (IIUMITC): Promoting Activities Based On Islamic Principles Under One Roof

<sup>1</sup>Abdul Rahman Ahmad Dahlan, <sup>2</sup>Norhazlina Omar, <sup>3</sup>Nor Hajaratul Aswad Binti Abdul Kahar, <sup>4</sup>Aminah Haji

<sup>1</sup>Kulliyyah of Information and Communication Technology  
<sup>2,3</sup>Kulliyyah of Economics & Management Sciences  
<sup>4</sup>Kulliyyah Information & Communication Technology  
International Islamic University Malaysia, Gombak, Kuala Lumpur, Malaysia

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**Abstract:** The purpose of this paper is to promote activities based on Islamic principles under one roof. The three areas to be included in this proposal are finance, food and education. These three areas will be implemented according to Islamic guidance and placed in International Islamic University Malaysia (IIUM). In the financial part, society will be provided with the services that is safe from riba', gharar and maisir (usury, uncertainty and gambling). Then, for food part, the society will be exposed to the important and correct methods to take healthy and halal food. Lastly, for education, the people will be prepared a library that focused on Islamic knowledge. Besides that, the center also hires experts to in Islamic knowledge to help the society. This kind of center is built to ensure the society is living based on Islamic way of life and getting the true happiness, Rahmatan lil A'lamin.

**Keywords:** Islamic knowledge, IIUM, finance, healthy and halal food, education, Islamic Transformation Centre, Information System

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## I. INTRODUCTION

This paper proposed the developing of the main important aspect by creating Islamic transformation centre using information system. Through our program we are trying to make a lot of centre services that is based on Islamic Principles. The focus targeted audiences of this program are all people.

This program has the potential to provide quality services for the society and the whole community in order to improve the level of awareness of the society. This can be achieved by providing certain services and programs namely: Islamic finance and business, healthy and halal food and education. This program synergize with the Whole of Government (WoG) is collaborated with government agencies to achieve the goals (Habiba, 2013). Besides that, this program also offered Quadruple Helix Model (QHM), which is an innovation research concept integrates Government, Academia, Industry, and Citizen (Ania, 2013)

Islamic Transformation Centre provides services to help the Muslim society those services are financial institution, healthy and halal food and education. This centre has some sort of facilities dealing with Islamic way in dealing with the business. We also try to organize a group of people for introducing and advertising the ITC functions to the community. Then we can reach our vision as the religion of "Rahmatan Lil Alamin" (Mercy to all Mankind).

## II. LITERATURE REVIEW

The Islamic Transformation Centre provides many functions, not only for maintaining the facilities for Ummah followed the Islamic principles but to better the economy of the Muslim. In order to develop the Islamic Centre, all stakeholders

have to work together including Government, ITC committee, company, and the society. Then, we could improve the social welfare for those people who live in urban and remote area.

In Malaysia, Urban transformation Centre (UTC) becomes one of the good examples to improve the social welfare for people around there. UTC is one of the government efforts to provide the community governments and private sector's services in one building. Moreover, people around can come for many purposes for instance formal programme or leisure (Treasury-UTC, 2013 ). In addition, the development of UTC that provides services in one roof can save money and time of the society. (Dasspetaling, 2014)

As a one of the Smart Cities development centre, the growing of information and communication technology (ICT) important for economic competitiveness, environmental sustainability and general live ability (Alcatel, 2012). So, the main purpose of Islamic Smart City is to introduce a "user-driven" based on development model to enhance the community quality of life in line of the Islamic principles.

Here are the activities to be introduced by Islamic Transformation Center (ITC):

- 1) Provide financial fund to the society based on Islamic guidance without riba', gharar, and maysir ( usury, uncertainty and gambling) (Muhammad Taqi, 1998)

Tengku Razaleigh Hamzah said:

*"I do not consider myself as an expert in Islamic economics and finance or a jurist conversant in Shari'ah and fiqh (jurisprudence). My position is that of a concerned member of the Muslim Ummah, who is imbued with a deep hope and sense of commitment towards the realisation of Islamic teachings in all aspects of our life, including in the socio-economic domain "* (Hamzah).

Many financial institutions provide Islamic financial funding to the society. But they are not fully implemented in that field because they are lack of Musyarakah Munataqisah concept (Loanstreet, 2014). Therefore, ITC will provide this service to give a second alternative in Islamic financial fund besides of Bai Bithamanin Ajil.

In sum, the Islamic economic system encompasses all aspects of man's activities. The State is there to bring all productive resources into use for the welfare of its citizens in a lawful and halal manner.

- 2) Islamic Transformation Centre also emphasizes on healthy and halal food taken by the society. It is easy to get the halal food in IIUM and Malaysian as a whole. However, the way the halal food is served sometimes are not healthy and would give bad impact to the body. For instances: oily, high sugar level and cholesterol level.

Many people are concerns about Halal products especially related to food and beverages (Khattak, et al., 2011). Halal foods are consisting animal, plants and water (Ahmad Robin Wahab, 2004). Halal products which are means "permissible" is accepted among Muslim and Non-Muslim in Russia and Philippines. They consume Halal products daily. They consume Halal products because of hygiene, infection-free, safe and fresh (Golnaz, Zainalabidin, & Eddie Chiew, 2010). Many factors affect the selection of Halal foods among Muslim and Non-Muslims. Religion, quality, health and food safety are the major concerns of people when purchasing Halal foods (Quantaniah, Noreina, & Syakinah, 2013).

Therefore, the centre of Halal healthy food in IIUM must be considered because of the demands for Halal and health foods are becoming important for those who keep their religion and healthy foods.

- 3) Education is important to educate society. Another important part in ITC as an educational place. ITC will provide any resources that can attract more Muslims and also Non-Muslims to know more about the beauty of Islam.

Besides that, mosque is also a place where the center of Muslims activities, as well as the center developing economic of the ummah. So, it is suitable to be a place where it can helps society and simplify people around him. In addition, ITC can also help society especially about Islamic matters. One of those is Islamic Education. There are many components in Islamic Education. For examples: education for performing Haj, distribution of property, education for those who convert to Islam or mualaf and also education of language.

In short, seeking knowledge is one of the responsibilities of the Muslims. As stated, "Read!" (Quran).

### III. PROPOSED CONCEPTUAL SOLUTION

In order to create the Islamic city, we can utilize the use of ITC to develop wellbeing to the society (Mervyn, 2007). We can practice this concept to the ITC to improve our economic aspect.

In order to achieve its goal, this program will collaborate with many government agencies including Islamic Department of Malaysia, health centre and also it will collaborate with the university and academia in order to provide Islamic activities in term of dealing with the customers. ITC committees play an important role to make it run smoothly and successfully. They will handle the activities with collaboration from the government, industry, academia, and society who will use the system.

Besides that, ITC encourage the food sellers or restaurants located in the center to provide healthy and halal food. This is because we are what we eat. To develop a successful society with the good brain, one of the important aspects to take care of is the food you are taking. Other than that, ITC will do the free seminar for the society to give them the knowledge about the food and any related information needed.

Lastly, for education part, ITC will prepare library. This library will provide Islamic books from countries around the world. It is important to prepare the youth especially to have more knowledge about Islam. Another target group is muallaf (people who just convert to Islam) they can find any books for them besides that they can get advice from hired consultant about Islam.

Figure 1 show the 9 blocks of Business Model Canvas (BMC) based on the business proposed. Business Model Canvas is a simple tool for designing Innovative Business Models. Business Model Canvas is a simple graphical template describing the nine essential components: Customer segments, value propositions, channels, customer relationships (such as self-service or personal assistance), revenue streams, resources, activities, partnerships, and costs. The following are the proposed 9 blocks of BMC for IIUMITC

<b>Key Partners</b> <ul style="list-style-type: none"> <li>• Islamic Bank</li> <li>• Society that want to be the volunteer</li> <li>• Universities in Malaysia</li> <li>• Private Companies</li> <li>• Government agencies</li> </ul>	<b>Key Activities</b> <ul style="list-style-type: none"> <li>• Islamic university portal</li> <li>• Islamic Financial and Business System</li> <li>• Healthy and Halal Food</li> <li>• Library and Religious Classes</li> </ul>	<b>Value propositions</b> <ul style="list-style-type: none"> <li>• Trusted zakat collection &amp; distribution</li> <li>• Convenient</li> <li>• Efficiency</li> <li>• Effectiveness</li> </ul>	<b>Customer Relationships</b> <ul style="list-style-type: none"> <li>• Acquisition</li> <li>• Mass customized</li> <li>• 1 to 1</li> </ul>	<b>Customer Segments</b> <ul style="list-style-type: none"> <li>• Disable people</li> <li>• International &amp; local society</li> <li>• International &amp; local entrepreneurs</li> </ul>
	<b>Key Resources</b> <ul style="list-style-type: none"> <li>• Islamic expertise</li> <li>• Programmer</li> <li>• Government</li> <li>• Private Sector</li> <li>• NGO's</li> </ul>		<b>Channels</b> <ul style="list-style-type: none"> <li>• Face to face</li> <li>• online portal</li> <li>• Network of university</li> </ul>	
<b>Cost Structure</b> <ul style="list-style-type: none"> <li>• Staff salary</li> <li>• Portal development and maintenance</li> <li>• Wi-Fi</li> <li>• Books</li> </ul>		<b>Revenue Streams</b> <ul style="list-style-type: none"> <li>• Proposal funds from the government</li> <li>• Service fees</li> <li>• advertising fees</li> <li>• Donation</li> </ul>		

Figure 1: Business Model Canvas (BMC)

**People:**

## 1.1 Key Partners

The key partner describes the people or group of people who that act as partner in order to run the IIUMCTC project. The key partners include:

- Islamic Bank
- Society that want to be volunteer
- University in Malaysia
- Public companyGovernment agencies

## 1.2 Customer Relationships

For the customer relationship, this business needs to sustain a good customer relationship with whole communities.

## 1.3 Key Resources

The key resources describe the most necessary assets required to process IIUMCTC project work:

- Islamic expertise
- Programmer
- Government

## 1.4 Customer Segments

The customer segments is the society or the organization that involve and have a contribution in developing IIUMCTC. The customer segments included:

- Disable people
- International & local society
- International & local entrepreneurs

**Management:**

## 1.5 Cost Structure

To come up with this service, some preparation is needed in order to overcome the costs issue that are going to be faced. Maintenance of the laptops and website, monthly payment of WiFi and salary for staff.

## 1.6 Revenue Streams

## 1.7 Key Activities

The key activities are the main activities that provide in IIUMCTC to develop the wellbeing to the society:

- Islamic university portal
- Zakat distribution
- Halal

## 1.8 Value Proposition

The value propositions are the value of the services that provided in the IIUMCTC in order to satisfy the customer. The value propositions include:

- Trusted zakat collection & distribution
- Convenient
- Efficiency
- Effectiveness

**Technology:**

## 1.9 Channels

The channels are the parties that communities in IIUMCTC project in order to achieve its value proposition. The channels include:

- Face to face
- online portal
- Network of university

#### IV. CONCLUSION AND FUTURE WORKS

Nowadays, Communication has been the most important tool to be involved in social activities and most of the communities do not have the awareness of the Islamic value. To improve the function of Islamic virtue, ITC can be used as a centre of Islamic activities. ITC not only utilized for providing a good services but also for the activities that can help the Ummah. In order to reach the Islamic city, the ITC is one of the centres that can be existed. In Islamic city, we also come with an online portal that include all information and activities that related to the Islamic activities.

Indeed, another program and tools also can be added for future works. For instance, in order to improve the development of Islamic Transformation City we might also utilize social networking as a media of various communications. Islamic Transformation City program should provide video, interactive system design, with equipment to use them. This is a very important facility that every ITC should have. Another future work suggestion could be providing Muslim shop, where they can find Islamic Books, and Halal food store could be incorporated into areas around the communities.

The healthy and halal foods are also important in our daily life. Rasulullah S.A.W said we must avoid even the doubtful matters (An-Nawawi). What more if it is the haram food? Oily, sweet and salty is still are halal food. But, in ITC we are focusing in two things, those are healthy and halal.

Education can give benefits to someone who is really looking for it. There are many ways for someone to be educated. For instance like through class or experiences. Education also may develop personality of someone either good or bad. To conclude, education is a root to shape and create a person to be somebody. There are many advantages might get from seeking knowledge. One of the advantages is, prophet S.A.W said, "One who treads a path in search of knowledge has his path to Paradise made easy by God..." (saleheen)

Finally, no study is perfect. This proposed paper is also not beyond limitations. The main limitation of our program is that, the proposed model is not yet empirically tested. Thus, future studies need to be conducted to test the proposed model empirically. This will enable generalization of the study finding.

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