

Level of Effectiveness of Women's Capacity Development Program in Generating Participants' Income

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Abstract

A range of capacity development initiatives for women has been executed in Malaysia. The initiatives are executed by a multitude of entities under various designations, yet their overarching aim remains consistent: to enhance women's income generation. This study primarily investigates the effectiveness of the women's capacity development program executed by the Women's Development Department (JPW) in enhancing women's income generation. The aim of this study is to assess the effectiveness of the women's capacity development program in generating income for its participants. This study employed a survey method utilizing a questionnaire. The participants in the study comprised women engaged in the women's capacity development program executed by JPW. The data collection employed a sampling technique, resulting in a total of 261 program participants serving as respondents for the study. The overall results of the study were elucidated through descriptive analysis. The program's effectiveness was assessed through a Likert scale, with the resultant levels of effectiveness classified into categories of low, medium, and high based on average scores. The findings of the study indicated that the program's effectiveness was notably elevated. On average, participants expressed a high level of satisfaction with the benefits derived from the program they engaged in. The findings of the study indicate that these programs may be sustained with enhancements in input over time.

Keywords: Program Effectiveness, Generation, Capacity, Income, Women

Introduction

Women's capacity development has increasingly become a central focus in global discourses on social and economic empowerment, particularly in addressing entrenched gender-based structural inequalities in developing countries (Hegde 2020; Matovu 2021; Ali & Kamraju 2023). Women, especially those from low-income or rural backgrounds, often face substantial

barriers to accessing economic opportunities, financial resources, and formal employment. As such, capacity development programs encompassing skills training, entrepreneurship development, and financial literacy are widely recognized as vital instruments in fostering economic empowerment and improving household livelihoods (Alemu et al. 2022; Hashim et al. 2023).

The effectiveness of such programs in generating income for participants depends on several critical factors, including the relevance of training content, access to financial capital and market linkages, and the availability of ongoing post-training support. In many developing countries, initiatives such as entrepreneurial training, technical skills development, and financial literacy education have shown promising outcomes in enabling women to escape poverty and enhance their contributions to household and community economies (Matovu 2021; Alemu et al. 2022; Gombe & Musa 2022). Despite the proliferation of these programs, rigorous empirical evaluations of their effectiveness in enhancing women's income-generating capacity remain limited.

In Malaysia, the Department for Women's Development (Jabatan Pembangunan Wanita, JPW), under the Ministry of Women, Family, and Community Development (KPWKM), serves as the lead agency responsible for implementing a broad range of women's capacity development programs (KPWKM 2024). These initiatives form a core part of the ministry's strategic service delivery, with activities tailored to strengthen women's participation in national development. Notably, in 2022, JPW introduced key programs such as WeJana and WeBridge to support women in income-generating activities through entrepreneurship. These initiatives provide targeted training in entrepreneurial competencies, preparing women to start or expand their businesses. The programs align with national aspirations articulated in the Twelfth Malaysia Plan (12MP), particularly in increasing female labor force participation and strengthening the family economy, as well as the KPWKM Strategic Plan under Thrust 2: Empowering Women.

The WeJana program is specifically designed for aspiring female entrepreneurs with little or no prior business experience, while the WeBridge program focuses on upskilling and supporting the growth of existing women-led businesses (KPWKM 2024). Complementing these efforts is the OMEGA program, which emphasizes sustainable income generation through the creation of eco-friendly products from waste or recycled materials. These programs collectively reflect a comprehensive strategy to elevate women's economic agency. However, a critical question remains: To what extent are these programs effective in generating income among women participants? Accordingly, a systematic evaluation is necessary to measure their outcomes, ensure continued program relevance, and enhance their impact.

The findings of this study are expected to benefit multiple stakeholders. For government agencies such as JPW and KPWKM, the evidence generated can guide program improvements and resource optimization. Policymakers can use the insights to strengthen national strategies on women's economic empowerment. Scholars and researchers may build on the findings to further advance academic discourse on gender and community development. Most importantly, the women participants themselves stand to benefit through the refinement of

programs that better respond to their economic realities, leading to greater income stability and improved overall well-being.

Literature Review

Worldwide, the empowerment of women and the attainment of gender equality are essential objectives delineated in the Sustainable Development Goals 2030 (SDG 2030). Numerous development programs have been formulated and executed to enhance the role of women, including ones focused on augmenting economic capability through revenue generation. These initiatives are not only extensively adopted globally, but also constitute a priority within the developmental plans of nations like Malaysia.

Hegde (2020) asserts that women in India continue to encounter numerous forms of discrimination and deprivation, which are primary contributors to elevated illiteracy and poverty rates among them. Consequently, the introduction of women's empowerment initiatives via income-generating activities has been established as a technique to enhance the socio-economic status of women within a timeframe of three to five years, particularly in underdeveloped rural regions. A study by Malyadri (2020) in Khammam, India, demonstrated a notable rise in women's income following their participation in a welfare scheme tailored for this demographic, with most respondents indicating satisfaction with the enhancement of their income sources and economic empowerment.

Jena et al. (2021) conducted a study on rural women in Chhindwara from 2019 to 2021, revealing an urgent necessity for training in establishing childcare centers, vegetable cultivation, and animal husbandry as viable income sources. Simultaneously, the research conducted by Ali and Kamraju (2023) corroborates the significant role of women in rural development in India, particularly as key contributors to the agricultural sector and other community-based economic initiatives.

A research conducted by Matovu (2021) on women's engagement in income-generating activities in Mityana District, Uganda, revealed an uptick in women's participation in the economic sector; nevertheless, most were engaged in informal enterprises yielding minimal financial returns. In Nigeria, Gombe and Zara Musa (2022) indicated that rural women are perceived as second-class citizens, with their tasks confined to domestic responsibilities, including household management and child-rearing. Alemu et al. (2022) conducted a study in rural Ethiopia that identified several barriers and drivers affecting women's engagement in income-generating activities. One of the primary difficulties was the restrictions imposed by husbands who prohibited their participation in high-income economic activity. The research discovered various factors affecting women's engagement, such as age, educational attainment of both spouses, household and land size, proximity to markets, animal ownership, and access to finance facilities. Despite women's participation in economic activities in the area, their capacity to create adequate income remained limited due to prevailing structural and societal barriers.

A study conducted by Muhammad Fatah (2020) analyzed the empowerment strategies employed via the Family Income Increase Effort Program–Family Empowerment and Wellbeing (UP2K-PKK) in Banjarbaru City. The study's findings indicated that this program positively influenced the enhancement of participants' capital and income, while also

facilitating human resource development through training and coaching provisions. This program facilitated infrastructure and institutional development by enhancing robust business collaboration networks. Ary Ratih and Eka Lestari (2021) investigated the execution of a women's empowerment initiative via entrepreneurial activities aimed at augmenting household income during the Industrial Revolution 4.0. The study results indicated a substantial beneficial effect on participants, resulting in an annual rise in both program activities and training participants.

In Malaysia, women constitute about half of the entire population, rendering this demographic a crucial element in the advancement of the nation's human capital. Inadequate empowerment of women will lead to a substantial loss of economic potential, hence impacting the nation's competitiveness and growth. The matter of women's empowerment remains the focal point of research, governmental programs, and industrial interest (Purnamawati & Utama, 2019). Key elements frequently highlighted in Malaysia's women's empowerment agenda encompass the supply of work possibilities, enhancement of income, availability of support facilities, and participation in entrepreneurship. Moreover, Anon (2024) identifies five primary reasons propelling initiatives to enhance women's economic empowerment: access to resources, equitable employment possibilities, effective time management, social security, and acknowledgment of women's rights.

Mohamad Ali (2018) examined the efficacy of a program aimed at enhancing the income of women entrepreneurs, facilitated by the Johor Women's Development Office, through the execution of the "Mon Marché Social" (MMS) or Social Market Saya (SMS) Project. This program entails the involvement of entrepreneurs in sales activities at shopping malls in Johor and expos in Singapore. The study results indicate that this program has effectively enhanced the income of participants. Prior to participation, all entrepreneurs exclusively operated companies at night markets and farmers' markets. Nonetheless, engagement in MMS resulted in favorable transformations regarding their look, networking abilities, and proficiency in more effective fundamental marketing methods.

A study conducted by Mohamad Sahizam (2018) evaluated the performance of government support and the efficacy of the KUNITA Program's implementation and its effects on its participants in Terengganu. The study's findings indicated that several forms of government help, including course organization, enterprise workshops, provision of equipment, and advisory services, were significantly correlated with the effectiveness of program implementation. Nevertheless, the analysis revealed that the efficacy of the KUNITA Program's execution was moderate. The effectiveness was influenced by factors such as the viability of economic projects, insufficient business funding, the disposition of KUNITA members, and the trustworthiness of the officers executing the program.

Nor Hayati Fatmi et al. (2020) did a study to evaluate women's preparedness for employment and examine the support mechanisms accessible to women in economic development. Their study results indicated that women with elevated educational attainment are more inclined to engage actively in economic growth and assume a significant position in the sector. Alemu et al. (2022) examined the primary factors and obstacles influencing women's engagement in income-generating activities, particularly among rural women in Ethiopia. Their research revealed that women's engagement in economic activities is affected by several

characteristics, including age, the educational attainment of both spouses, family size, land area, proximity to markets, livestock ownership, and access to credit facilities.

Hashim et al. (2023) conducted a study examining three primary elements of women's empowerment initiatives: participation in microfinance programs, social capital, and training. Their findings indicated that women's participation in microfinance programs and the development of social capital positively influenced women's empowerment in the business sector. This study revealed that geographical location did not significantly influence women's empowerment levels, in contrast to other elements that more substantially contribute to women's economic development.

The Malaysian government, via the Ministry of Women, Family and Community Development (KPWKM), has instituted numerous initiatives to enhance women's income. The Wanita Bangkit@KPWKM MyKasih Kapital Program has effectively supported 14,770 women in enhancing their income (Astrowani, 2024a). KPWKM additionally supported 300 women who had lost their income sources, particularly primary breadwinners and single moms, through the Business Guidance Course inside the MyKasih Kapital initiative. This activity is a component of the broader Wanita Bangkit@KPWKM Program aimed at economically empowering women (Astrowani, 2023b).

The WeJana 2023 program, presently executed by the Ministry of Women, Family and Community Development (KPWKM) (2023), aims to assist female housewives engaged in unpaid care work by offering them opportunities to earn income while fulfilling their domestic duties. This program's modules encompass four primary areas: financial management, sales and marketing, business branding, and customer service. The efficacy of this program, particularly regarding the participants, is a critical aspect that requires assessment. Researchers, both nationally and globally, have concentrated on evaluating the program's effectiveness on the target group to measure its influence.

Method of Study

A quantitative methodology employing surveys was utilized to gather study data. The study employed a cross-sectional design due to the researchers' time limitations. The study population comprised all women who participated in capacity building programs offered by 12 Women's building Department (JPW) Offices. The study sample consisted of a subset of the population, specifically women who participated in the activities. The intended sample size was 360 individuals, with 30 participants selected from each JPW office. Purposive sampling technique was used to select the sample for this study. The main instrument used in data collection was a questionnaire that was carefully developed to ensure the suitability of the content in answering the study objectives. The effectiveness of the program was measured using a five-point Likert scale, namely: 1 = Strongly disagree, 2 = Disagree, 3 = Moderately agree, 4 = Agree, and 5 = Strongly agree. A pilot study was conducted involving 44 program participants, and the results of the analysis showed a high reliability value (Cronbach's Alpha), which was 0.963, indicating that this instrument has a very good level of internal consistency.

The field study was conducted over a period of one month and successfully obtained 261 respondents. Descriptive data analysis was used to describe the overall study findings. The

level of program effectiveness was measured based on mean scores categorized into three levels, namely low effectiveness (1.00–2.33), medium (2.34–3.66), and high (3.67–5.00).

Research Findings

Respondent Profile

Table 1 shows the distribution of the study respondents' profiles. The majority of respondents were Malay (89.2%), followed by Sabah Bumiputera (6.9%), Indians (3.1%), Chinese (0.4%), and other ethnicities (0.8%). In terms of religion, the majority of respondents were Muslim (96.2%), while the rest were Hindu (2.3%), Christians (1.1%), and Buddhists (0.4%). Based on the age breakdown, the two main age groups that represented the respondents were in the range of 31 to 40 years (37.0%) and 41 to 50 years (37.4%). Meanwhile, respondents aged between 51 to 60 years represented 14.5% of the sample, followed by those aged 30 years and below (7.4%) and over 60 years (3.4%). Overall, the age of the respondents ranged from 22 to 67 years, with an average age of 38 years.

Table 1

Respondent Profile

Respondent Profile	Freq.	%	Respondent Profile	Freq.	%
Ethnic:			Marital status:		
Malay	232	88.9	Single	25	9.6
Chinese	1	0.4	Married	180	69.0
Indian	8	3.1	Single mother	46	17.6
Sabah Bumiputera	18	6.9	Abandoned mother	2	0.8
Others	2	0.8	Divorce	8	3.1
Religion:			Household number:		
Muslim	251	96.2	1-4 persons	119	45.6
Hindu	6	2.3	5-9 persons	137	52.5
Christian	3	1.1	>10 persons	4	1.5
Buddha	1	0.4	No information	1	0.4
Age:			Education level:		
≤ 30 years	19	7.4	Not in school	2	0.8
31-40 years	97	37.0	Primary school	7	2.7
41-50 years	98	37.4	Secondary school	142	54.4
51-60 years	38	14.5	Diploma	62	23.8
> 60 years	9	3.4	Degree	48	18.4

In terms of marital status, the majority of respondents were married women (69.0%), followed by single mothers (17.6%), single (9.6%), divorced (3.1%), and stay-at-home mothers (0.8%). In terms of the number of household members, more than half of the respondents lived in households with between five and nine members (52.5%), while 45.6% lived in households consisting of one to four people. Only a small number of respondents (1.5%) reported having ten or more household members. In terms of education level, the majority of respondents had secondary school education (54.4%), followed by those with Diploma or STPM qualifications (23.8%) and Degree (18.4%). The rest consisted of respondents who only had primary school education (2.7%) or did not attend school at all (0.8%).

Table 2 details the distribution of current occupations of the respondents. The majority of respondents were involved in business (41.4%), followed by self-employment (13.0%) and other occupations (11.1%). This category of other occupations includes various professions such as managers, retirees, real estate consultants, industrial supervisors, nurses, pharmacy assistants and graphic designers. In addition, there were also respondents who worked as tailors and handicraft entrepreneurs (9.6%), in the food preparation and ordering services sector (9.6%), and in the massage and beauty spa sector (7.7%). A small number of respondents were full-time housewives (5.0%), while 2.7% of respondents did not provide a response to the job-related question.

Table 2

Respondent's Occupation

Respondent's Occupation	Freq.	%
Doing business	108	41.4
Self-employed	34	13.0
Tailor and craftsman	25	9.6
Food preparation and ordering services (home baker, pastries, cakes, rice)	25	9.6
Spa, massage and beauty (Spa owners, massage therapists, spa and postpartum care, image consultants, makeup artists, beauty therapists)	20	7.7
Housewife	13	5.0
Other jobs (such as managers, retirees, real estate consultants, industrial supervisors, nurses, pharmacy assistants, graphic designers)	29	11.1
No information	7	2.7

PKW Program Information

Figure 1 shows the programs participated by respondents. The majority of respondents participated in the WeJANA program (66.3%), followed by the WeBRIDGE (19.2%) and OMEGA (3.4%). There were also a small number of respondents who were involved in more than one program, namely WeJANA and WeBRIDGE (2.7%), WeJANA and OMEGA (1.9%), and WeBRIDGE and OMEGA (0.8%). In addition, several respondents also participated in other programs such as Jelita and NCER (3.4%). A small number of respondents (2.3%) did not provide feedback regarding the name of the program they had participated in.

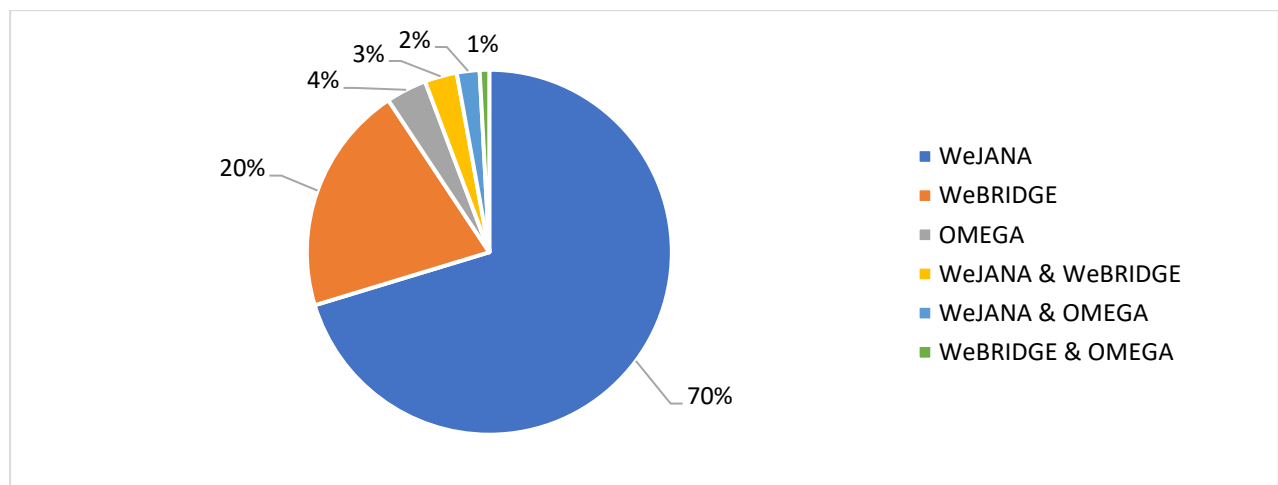


Figure 1: PKW Program

In terms of the year of participation, most respondents who participated in the WeJANA program did so in 2023 (36.8%), compared to 2022 (26.1%). Meanwhile, more respondents participated in the WeBRIDGE program in 2022 (14.6%) compared to 2023 (7.7%). The OMEGA program was only held in 2023 with a participation record of 6.1%. For other programs, participation was more significant in 2023 (6.9%) compared to 2022 (1.1%). For business activities after participating in the PPKW program, almost all respondents (96.2%) reported that they had started or continued their business activities. Only a small number of respondents (3.8%) did not carry out business activities after participating in the program. These findings provide an initial picture of the effectiveness of the PPKW program in encouraging participation and business activities among participants.

Type of Business Before and After Joining the Program

Table 3 shows the types of businesses that respondents had been involved in before and after their participation in the program. The majority of respondents were involved in food-based businesses (46.0%). In addition, some respondents had run businesses in the fields of sewing and handicrafts (11.5%), massage and beauty spas (7.3%), and related services such as flower bouquets, surprise event planners, and event decorations (4.6%). Furthermore, 20.3% of respondents reported involvement in various other types of businesses including retail, online business, dropshipping, runner, printing, and clothing sales. However, 10.4% of respondents did not provide a response to this question.

Table 3

Type of business before and after participating in the program

Type of business	Before		After	
	Freq.	%	Freq.	%
Food (pastries, frozen food, biscuits, cakes, spices, pastries, etc.)	120	46.0	123	47.1
Sewing and handicrafts	30	11.5	39	14.9
Spa, massage and beauty	19	7.3	31	11.9
<i>Flower bouquet, surprise event planner, decoration</i>	12	4.6	18	6.9
Others (retail, online business, dropship, runner, printing, selling clothes etc)	53	20.3	37	14.2
No information	27	10.4	13	5.0

After participating in the PPKW program, almost half of the respondents were involved in food-based businesses (47.1%). In addition, a number of respondents were involved in businesses in the fields of sewing and handicrafts (14.9%), massage and beauty spas (11.9%), and service-related businesses such as flower bouquets, surprise event planners, and event decorations (6.9%). Some respondents also ran other businesses such as takaful agents, online businesses, dropshipping, runners, printing, animal husbandry, and agriculture (14.2%). However, there were a small number of respondents (5.0%) who did not provide feedback on the type of business they ran after participating in the program.

The study findings also showed that the majority of respondents had more than five years of business experience before participating in the Women's Capacity Building (PPKW) program (37.2%). The group of respondents who had been involved in business for three to four years

accounted for 24.9%, followed by those with experience between one to two years (23.4%) and less than a year (8.4%). A small portion of respondents (16.1%) did not provide feedback regarding their length of involvement in business. This finding is consistent with previous information showing that there were respondents who had no business experience before participating in this program.

Income Before and After Joining the Program

Table 4 shows the distribution of monthly income of respondents before and after participating in the program. The majority of respondents were in the monthly income category of RM1,000 to RM1,999 (33.7%), followed by those earning RM500 to RM999 (20.3%) and RM2,000 to RM2,999 (16.1%). Meanwhile, 13.4% of respondents reported an income of less than RM500, while 10.3% earned between RM3,000 to RM3,999. Only a small number of respondents earned an income of RM5,000 and above (3.4%) or had no income at all (2.7%). This finding is in line with the information presented in Table 2, which shows that some respondents were full-time housewives. In terms of business experience, the majority of respondents (88.5%) had experience running a business before participating in the Women's Capacity Development (PPKW) program. On the other hand, only 11.5 percent of respondents did not have any business experience before participating in the program.

Jadual 4

Income Before and After Joining the Program

Monthly income	Before		After	
	Freq.	%	Freq.	%
No income	7	2.7	11	4.2
Less than RM500	35	13.4	26	10.0
RM500 - RM999	53	20.3	48	18.4
RM1,000 – RM1,999	88	33.7	70	26.8
RM2,000 – RM2,999	42	16.1	47	18.0
RM3,000 – RM3,999	27	10.3	31	11.9
RM4,000 – RM4,999	-	-	3	1.1
RM5,000 and above	9	3.4	25	9.6

The monthly income of respondents after participating in the PPKW program showed that a large number of respondents reported a monthly income between RM1,000 and RM1,999 (26.8%), followed by the income category of RM500 to RM999 (18.4%), RM2,000 to RM2,999 (18.0%), and RM3,000 to RM3,999 (11.9%). There was also a small number of respondents who earned higher incomes, with 9.6% recording an income of more than RM5,000 and 1.1% earning an income between RM4,000 and RM4,999. On the other hand, 10.0% of respondents earned an income of less than RM500, while 4.2% of respondents reported no income at all. This finding is consistent with previous responses which showed that 5.8% of respondents did not carry out any business activities after participating in the program.

Respondents' Income Generation Effectiveness

Table 5 shows the distribution of respondents' income generation effectiveness data. Referring to Statement 1, almost half of the respondents (48.7%) strongly agreed that they had the knowledge to generate income after participating in the income generation program.

In addition, 43.7% of the respondents agreed that they had sufficient knowledge to implement income generation after the program. On the other hand, only a few respondents disagreed with this statement. Based on this data, the average score for Statement 1 was 4.38, which indicates a positive perception of the respondents towards the knowledge gained from the program.

Statement 2 shows that almost half of the respondents strongly agreed that they had the skills to generate income after participating in the income generation program (47.5%). In addition, a large number of respondents also agreed with the statement (43.3%), thus reflecting high confidence in the skills acquired. Only a small number of respondents disagreed or disagreed, indicating that the impact of the program was positive overall. However, the average score for Statement 2 was 4.35, making it the lowest compared to other statements in the effectiveness construct, but still in the very high category.

Jadual 5

Respondents' Income Generation Effectiveness

Statements	Freq. (%)					Mean	Std. Deviation
	1	2	3	4	5		
1. I have the knowledge to generate income after participating in the income generation program.	2 (0.8)	5 (1.9)	13 (5.0)	114 (43.7)	127 (48.7)	4.38	0.74
2. I have the skills to generate income after participating in the income generation program.	2 (0.8)	5 (1.9)	17 (6.5)	113 (43.3)	124 (47.5)	4.35	0.75
3. I have a determination to generate my own income after participating in the income generation program.	1 (0.4)	4 (1.5)	13 (5.0)	116 (44.4)	127 (48.7)	4.40	0.69
4. I have the determination to generate my own income after participating in the income generation program.	1 (0.4)	2 (0.8)	9 (3.4)	99 (37.9)	150 (57.5)	4.51	0.64
5. I have confidence in generating income after participating in the income generation program.	-	2 (0.8)	12 (4.6)	107 (41.0)	140 (53.6)	4.48	0.62
6. I have the motivation to generate income after participating in the income generation program.	1 (0.4)	4 (1.5)	20 (7.7)	103 (39.5)	133 (51.0)	4.50	0.62
7. I have the awareness to generate income after participating in the income generation program.	1 (0.4)	4 (1.5)	9 (3.4)	104 (39.8)	143 (54.8)	4.47	0.68
8. I am able to generate income after participating in the income generation program.	1 (0.4)	4 (1.5)	20 (7.7)	103 (39.5)	133 (51.0)	4.39	0.73
Cumulative Score = 4.44 (high effectiveness)							

Indicators: 1=strongly disagree; 2=disagree; 3=moderately agree; 4=agree; 5=strongly agree

Statement 3 shows that almost half of the respondents strongly agreed that they had the determination to generate income independently after participating in the income generation program (48.7%). In addition, the majority of respondents also agreed with the statement (44.4%), reflecting the positive impact of the program on the self-empowerment of the participants. Only a small number of respondents showed a lower level of agreement. Overall, the average score for this statement was 4.40, reflecting the high level of self-confidence among the participants after participating in the program.

Statement 4 shows that more than half of the respondents strongly agreed that they had the determination or determination to generate income independently after participating in the income generation program (57.5%). In addition, a large majority of respondents also agreed with this statement (37.9%), illustrating the profound impact of the program on the participants' internal motivation. Only a few respondents disagreed with the statement. Overall, the average score for Statement 4 was 4.51, making it the highest score in the entire income generation effectiveness construct.

Statement 5 shows that more than half of the respondents strongly agreed that they had confidence to generate income after participating in the income generation program (53.6%). In addition, a large majority of respondents also agreed with this statement (41.0%), reflecting a high level of self-confidence among the participants. Only a small number of respondents showed a low level of agreement. The average score obtained for this statement was 4.48, making it one of the highest scores in the program effectiveness construct.

Statement 6 shows that more than half of the respondents strongly agreed that they been motivated to generate income after participating in the income generation program (51.0%). In addition, a large majority of respondents also agreed with this statement (39.8%), indicating a high level of internal motivation among participants after participating in the program. Only a few respondents did not show agreement with this statement. The average score for this statement was 4.50, making it one of the highest scores recorded in the income generation effectiveness construct.

Statement 7 shows that more than half of the respondents strongly agreed that they had awareness of generating income after participating in the income generation program (54.8%). In addition, a large majority of respondents also agreed with this statement (39.8%), indicating a high level of awareness among participants about the need to generate income after participating in the program. Only a small number of respondents disagreed with this statement. The average score for this statement was 4.47, reflecting a strong level of awareness among respondents.

Statement 8 shows that more than half of the respondents strongly agreed that they were able to generate income after participating in the income generation program (51.0%). Furthermore, 39.5% of respondents agreed with this statement, indicating high confidence in their ability to generate their own income after participating in the program. Only a small number of respondents provided less supportive responses. The average score for this statement was 4.39, reflecting a high level of self-efficacy among the program participants.

Based on all the average scores of Statements 1 to Statement 8, the cumulative score for the effectiveness of income generation of respondents was obtained, which was 4.44. This cumulative score shows that the income generation program implemented by JPW has high effectiveness in generating income for its participants.

Conclusions

Overall, the findings of this study reveal that the majority of participants had engaged in capacity-building programs organized by the Department of Women Development (JPW), particularly the WeJANA, WeBRIDGE, and OMEGA initiatives. The data further indicate that nearly all participants who enrolled in the Women's Family Income Generation Program (PPKW) commenced entrepreneurial activities following their participation. This provides a preliminary indication of the program's success in encouraging economic participation and fostering micro-entrepreneurship among women, especially within the target groups.

A significant portion of the participants ventured into food-related businesses, while others engaged in a variety of sectors such as tailoring and handicrafts, spa and beauty services, and event-related businesses including floral bouquet services, surprise event planning, and decoration. Additionally, some participants pursued alternative forms of income generation such as working as takaful agents, running online businesses, engaging in dropshipping, acting as delivery runners, and operating ventures in printing, livestock farming, and agriculture. These findings suggest that the PPKW program not only facilitated income generation but also encouraged diverse forms of entrepreneurship aligned with participants' interests and skill sets.

The study also found that nearly all participants reported earning an income after completing the program, reinforcing the program's tangible impact on their economic well-being. The overall mean scores for all evaluated dimensions of program effectiveness were high, underscoring the significant role played by JPW's initiatives in enhancing the economic capacity of women participants.

Therefore, the study recommends the continued and expanded implementation of existing women's capacity-building programs in the future. The high level of effectiveness demonstrated by the findings provides a solid foundation for the development of policies and strategies aimed at empowering women at the national level, particularly in response to current and post-pandemic economic challenges. Sustained investment in such programs holds strong potential to elevate household income, reduce economic disparities, and strengthen the role of women in national development.

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