International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 35 (September 2026) PP. 588-607



INTERNATIONAL JOURNAL OF ENTREPRENEURSHIP AND MANAGEMENT PRACTICES (IJEMP)
www.gaexcellence.com/ijemp

INCLUSIVE SOCIAL ENTREPRENEURSHIP FOR PERSONS WITH DISABILITIES THROUGH INCLUSIVE VILLAGE CHICKEN FARMING: A COMMUNITY ENTREPRENEURSHIP CASE STUDY IN BACHOK, KELANTAN

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Article Info:
Article history:
Received date: 05.07.2026
Revised date: 02.08.2026
Accepted date: 09.09.2026
Published date: 20.09.2026

Abstract:
Inclusive entrepreneurship has become an important approach in strengthening the economic participation and social wellbeing of persons with disabilities. In rural communities, small-scale livestock activities such as village chicken farming offer practical opportunities for income generation because they require relatively low start-up

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 35 (September 2026) PP. 588-607

To cite this document:

Razak, A. A., Zaidi, N. A., Norfpendi, N. S., Rozaini, N. S. M., Halim, A. S., Samsuri, A. M., Yusof, M. A. A., & Soberi, M. F. (2026). Inclusive Social Entrepreneurship for Persons with Disabilities Through Inclusive Village Chicken Farming: A Community Entrepreneurship Case Study in Bachok, Kelantan. *International Journal of Entrepreneurship and Management Practices, 9*(35), 588-607.

capital, can be managed within the household environment and may be adapted to the abilities of persons with disabilities. This study explores the potential of village chicken farming as an inclusive community entrepreneurship initiative for persons with disabilities in Bachok, Kelantan. Specifically, the study aims to examine how village chicken farming contributes to economic wellbeing, entrepreneurial skills, self-confidence and social participation among persons with disabilities. It also identifies the challenges faced in sustaining the initiative, including limited technical training, restricted market access, financial constraints, livestock management issues and the need for stronger community support. A qualitative case study design was employed using semi-structured interviews with persons with disabilities, family members, community representatives and project facilitators. The data were analysed using thematic analysis. The study further examined an empowerment pathway linking accessible participation, skills and resources, entrepreneurial participation, economic agency, confidence and social inclusion. The findings revealed five main themes: village chicken farming as an accessible livelihood opportunity, development of entrepreneurial skills and confidence, strengthening of family and community support, social participation and community inclusion, and sustainability challenges in livestock-based inclusive entrepreneurship. The findings suggest that village chicken farming may support empowerment by providing accessible participation opportunities that facilitate skill development, economic involvement and social interaction. However, the sustainability of this empowerment process depends on training, financial assistance, technical monitoring, market access and inclusive community support. Overall, the study contributes to the literature on disability inclusion and rural entrepreneurship by highlighting how small-scale livestock activities may connect livelihood participation with capability development and social inclusion.

DOI: 10.35631/IJEMP.935034

Keywords:

Capability Development, Community Wellbeing; Employment Opportunity Inclusive Entrepreneurship; Persons With Disabilities; Village Chicken Farming

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Introduction

Persons with disabilities often face barriers in accessing employment, entrepreneurship and meaningful participation in economic activities (Bari et al., 2020; Abdullah et al., 2021; WHO, 2011). These barriers may include physical limitations, social stigma, limited skills training, low confidence, lack of capital, restricted mobility and limited access to formal job opportunities. In rural areas, these challenges can become more complex due to geographical

constraints, limited transportation, fewer employment options and weaker access to support services (Norafandi & Diah, 2017).

In Malaysia, efforts to empower persons with disabilities have increasingly shifted from welfare-based assistance to more inclusive and capability-based approaches. Rather than viewing persons with disabilities only as recipients of aid, inclusive development emphasises their potential to contribute to household income, community wellbeing and local economic activities. Entrepreneurship is one possible pathway for achieving this goal because it allows flexible participation based on individual ability, family support and local resources (Kitching, 2014; OECD, 2023; Mitra, 2018).

Village chicken farming is one form of rural entrepreneurship that may be suitable for persons with disabilities. Compared to some other livestock activities, village chicken farming can be implemented on a small scale, requires relatively simple facilities and can be managed around the home (Alders & Pym, 2009). It also has strong local market potential because village chicken is commonly valued by consumers for its taste, perceived quality and cultural relevance. For persons with disabilities, this activity may provide not only an income source but also a platform for developing confidence, responsibility, social interaction and self-reliance.

In Bachok, Kelantan, the idea of empowering persons with disabilities through village chicken farming is closely linked to community-based economic development. The initiative aims to support persons with disabilities by providing opportunities to participate in livestock farming as an inclusive income-generating activity. However, the success of such initiatives depends on several factors, including technical training, livestock management, access to capital, family involvement, market linkage and continuous support from local stakeholders (Habimana, 2024).

Previous studies have largely examined disability inclusion, entrepreneurship and livelihood development separately, while limited attention has been given to how small-scale agricultural entrepreneurship can create empowerment pathways for persons with disabilities in rural Malaysia (Nguyen et al., 2024; Widagdo et al., 2025). This study therefore examines how village chicken farming may connect livelihood opportunities with skills development, agency and social inclusion.

Therefore, this study explores the potential of village chicken farming as an inclusive entrepreneurship model for persons with disabilities in Bachok, Kelantan. The study focuses on the perceived benefits, implementation challenges and support mechanisms required to ensure sustainability.

Problem Statement

Employment and income opportunities for persons with disabilities remain limited, particularly in rural communities. Many persons with disabilities experience difficulty entering the formal labour market due to physical barriers, employer perceptions, limited accessibility, low educational attainment and lack of suitable job options (Manaf et al., 2019). As a result, some become dependent on family members, welfare assistance or irregular sources of income.

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IJEMP
EISSN : 2600-8750
Volume 9 Issue 35 (September 2026) PP. 588-607

Entrepreneurship offers an alternative pathway, but not all forms of entrepreneurship are suitable for persons with disabilities. Some business activities require high capital, advanced skills, strong mobility, continuous customer interaction or physically demanding work. Therefore, there is a need to identify livelihood activities that are flexible, manageable and compatible with the abilities of persons with disabilities (Rozali et al., 2022).

Village chicken farming has potential as an inclusive rural enterprise because it can be implemented within the household or village environment. It can also involve family members as support partners while allowing persons with disabilities to take part in feeding, monitoring, simple record keeping and sales-related activities according to their abilities. However, the sustainability of this activity is not automatic. Persons with disabilities may face challenges such as limited technical knowledge, disease control issues, feed cost, lack of capital, market uncertainty and limited community support.

There is also limited qualitative evidence on how persons with disabilities experience small-scale livestock entrepreneurship in rural settings. Existing discussions have often focused on income generation while less attention has been given to how participation in such activities may contribute to skills development, economic agency, confidence and sosial inclusion, as well as the role of family or community support (Rozali et al., 2025). Therefore, this study addresses this gap by examining how village chicken farming can support economic participation, entrepreneurial skills and social inclusion among persons with disabilities in Bachok, Kelantan.

Research Objectives

The objectives of this study are:

1. To explore the potential of village chicken farming as an income-generating activity for persons with disabilities in Bachok, Kelantan.
2. To examine how participation in village chicken farming contributes to entrepreneurial skills, self-confidence and social participation among persons with disabilities.
3. To identify the challenges faced by persons with disabilities in participating in village chicken farming.
4. To examine the role of family, community and institutional support in sustaining village chicken farming as an inclusive entrepreneurship initiative.
5. To propose strategies for strengthening village chicken farming as a community-based empowerment model for persons with disabilities.

Research Questions

This study is guided by the following research questions:

1. How does village chicken farming provide income-generating opportunities for persons with disabilities?
2. How may participation in village chicken farming contribute to entrepreneurial skills, self-confidence and social participation?
3. What are the main challenges faced by persons with disabilities in managing village chicken farming?
4. What types of familu, community and institutional support are needed to sustain the initiative?

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5. How can village chicken farming be strengthened as an inclusive entrepreneurship model in rural communities?

Literature Review

Persons with Disabilities and Economic Participation

Persons with disabilities often encounter structural and social barriers in accessing economic opportunities. These barriers may include inaccessible workplaces, negative social attitudes, limited training opportunities and inadequate support systems. In rural communities, employment options are usually more limited, and persons with disabilities may face additional challenges related to mobility, transportation and access to information (Tessier et al., 2024). Economic participation is important because it contributes not only to income but also to dignity, independence and social inclusion (Riches, 2023). Providing suitable economic opportunities may also support the development of self-confidence, skills and greater participation within the family and community. Therefore, economic participation should be viewed not only as a means of generating income but also as an important component of disability inclusion and empowerment.

Inclusive Entrepreneurship

Inclusive entrepreneurship refers to entrepreneurial activities that create opportunities for individuals and groups who are often excluded from mainstream economic participation. These groups may include persons with disabilities, women, youth, older persons, rural communities and low-income households. The main aim of inclusive entrepreneurship is not only to promote business ownership, but also to reduce structural barriers that prevent marginalised groups from participating meaningfully in economic activities. In this sense, inclusive entrepreneurship is closely related to social inclusion, empowerment and equal participation in local economic development (Kitching, 2014; OECD, 2023).

For persons with disabilities, inclusive entrepreneurship is particularly important because formal employment opportunities may be limited due to accessibility issues, employer perceptions, restricted mobility and lack of suitable workplace support. Entrepreneurship can provide a more flexible alternative because business activities may be adapted according to individual ability, family support, available resources and local market conditions. However, entrepreneurship programmes for persons with disabilities should not apply a one-size-fits-all model. Instead, they need to consider the type of disability, level of functioning, confidence, training needs and the social environment in which the participants live (World Health Organization, 2011; Manaf et al., 2019).

Inclusive entrepreneurship also requires a strong support system. Persons with disabilities may need access to basic business training, mentoring, financial assistance, market guidance and community encouragement. Without these forms of support, entrepreneurship initiatives may fail to achieve long-term sustainability. This study is designed by the Capability Approach which views empowerment in terms of expanding individuals' real opportunities, choices and abilities to participate in activities they value. In the context of village chicken farming, accessible farming opportunities, skills training, resources and support may expand the capabilities of persons with disabilities to participate in economic and social activities. The study also draws on Social Entrepreneurship Theory which emphasises the use of

entrepreneurial activities to address social problems and create social value. From this perspective, village chicken farming is not viewed only as an income generating activity but also as an initative that may address economic exclusion and promote social participation among persons with disabilities.

Therefore, inclusive entrepreneurship should be understood as a supported empowerment process rather than merely a business activity. It should enable persons with disabilities to develop skills, build self-confidence, generate income and participate more actively in family and community life (Mitra, 2018; Riches, 2023; Rozali et al., 2025).

Village Chicken Farming as Rural Enterprise

Village chicken farming is a small-scale livestock activity that is commonly practised in rural communities. It has long been recognised as an important livelihood activity because it can be managed using limited space, simple facilities and family labour. Compared to larger commercial livestock enterprises, village chicken farming is more flexible and can be implemented within or near the household environment. This makes it suitable for rural households that have limited capital, land and access to formal employment opportunities (Alders & Pym, 2009; Food and Agriculture Organization, 2021).

As a rural enterprise, village chicken farming has potential to support livelihood diversification. Rural households can use this activity to generate supplementary income, improve food security and strengthen household economic resilience. Village chicken also has local market value because consumers often associate it with better taste, traditional food practices and perceived quality. In many rural areas, village chicken is commonly demanded for household consumption, local restaurants, festive seasons and community events. Therefore, this enterprise has potential not only as a subsistence activity but also as a small-scale income-generating project (Alders & Pym, 2009; Habimana, 2024).

However, the success of village chicken farming depends on proper management and technical knowledge. Farmers need to understand feeding practices, coop hygiene, disease prevention, vaccination, production cycles, cost calculation and market planning. Without proper training and monitoring, village chicken projects may face challenges such as disease outbreaks, high mortality rate, rising feed costs and irregular market access. Therefore, village chicken farming should be supported by structured training, technical guidance and simple business planning to ensure that it can become a sustainable rural enterprise, especially for vulnerable groups such as persons with disabilities (Food and Agriculture Organization, 2021; Habimana, 2024).

Disability Inclusion in Community-Based Livelihood Projects

Community-based livelihood projects can support disability inclusion when they are designed to accommodate different abilities and participation levels. Persons with disabilities should not be treated only as passive recipients of welfare assistance, but as individuals who are capable of contributing to household income and community wellbeing when given suitable opportunities (Chen & Qi, 2025). In this context, livelihood projects must be accessible, flexible and responsive to the needs of participants. Activities should be planned based on what persons with disabilities can do, rather than focusing only on their limitations (World Health Organization, 2011; Mitra, 2018).

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In village chicken farming, persons with disabilities may contribute in various ways according to their abilities. They may be involved in feeding chickens, monitoring coop cleanliness, recording expenses, checking chicken growth, preparing simple packaging, communicating with buyers or assisting in sales with support from family members. These tasks can be divided according to physical ability, confidence level and available household support. For example, participants with mobility limitations may focus on monitoring, record keeping or feeding within an accessible area, while family members can assist with heavier tasks such as coop maintenance or transportation.

The role of family and community is central in ensuring meaningful participation. Some persons with disabilities may require assistance depending on their type and level of disability, but such support should not remove their agency or independence. Family and community members should act as enablers who provide encouragement, technical assistance and emotional support while allowing persons with disabilities to make decisions and experience achievement. This approach is consistent with the Capability Approach which emphasises expanding individual's opportunities and agency to participate in activities they value. Therefore, the goal of community-based livelihood projects is not merely to provide work, but to strengthen dignity, confidence, self-reliance and social inclusion (Riches, 2023; Rozali et al., 2025).

Sustainability of Livestock-Based Community Projects

The sustainability of livestock-based community projects depends on a combination of technical, economic and social factors. Technical factors include livestock health, disease management, feeding practices, coop hygiene, vaccination and production cycles. Economic factors include start-up capital, feed costs, market prices, profit margins and reinvestment capacity (Sambuo & Kasagama, 2025). Social factors include participant motivation, family support, community acceptance, mentoring and continuous monitoring. If any of these elements is weak, the project may face difficulties in maintaining production and generating consistent income (Food and Agriculture Organization, 2021; Habimana, 2024).

For persons with disabilities, sustainability also depends on accessibility and workload suitability. A livestock project may be economically promising, but it may not be sustainable if the tasks are too physically demanding or if the participant does not receive adequate support. Therefore, village chicken farming should be designed with suitable coop arrangements, clear task allocation, simple record systems and accessible training methods. Training should use practical demonstrations, simple language, visual materials and repeated guidance so that participants can understand and perform the required tasks confidently.

Long-term sustainability also requires strong market linkage and institutional support. Participants need reliable buyers, fair pricing, basic financial guidance and support in managing production costs. Agencies, universities, NGOs, community leaders and local entrepreneurs can play an important role in providing training, monitoring, mentoring and marketing assistance. However, the long-term goal should be to strengthen the capacity and agency of persons with disabilities and their families to manage the enterprise with decreasing reliance on external assistance. With appropriate support, livestock-based community projects such as village chicken farming can become a practical model for inclusive rural entrepreneurship and community wellbeing (OECD, 2023; Rozali et al., 2025).

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Methodology

Research Design

This study employed a qualitative case study design to explore the potential of village chicken farming as an inclusive entrepreneurship initiative for persons with disabilities in Bachok, Kelantan. A qualitative approach was selected because the study aimed to understand participants' experiences, perceptions, challenges and empowerment outcomes in depth. The case study design was appropriate as the research focused on a specific community-based initiative implemented within a rural setting (Miswanto et al., 2025).

Study Location

The study was conducted in Bachok, Kelantan, a rural district where small-scale livestock activities are practised. The location was selected because village chicken farming is suitable for household-based implementation and can be adapted to the abilities of persons with disabilities. The rural setting also provides a relevant context for examining inclusive entrepreneurship, family support, community participation and local economic development.

Participants and Sampling

Participants were selected using purposive sampling. This sampling technique was appropriate because the study required informants who had direct experience, involvement or knowledge related to the village chicken farming initiative (Kassa et al., 2020). A total of 12 participants were interviewed, comprising 4 persons with disabilities, 3 family members, 1 community leader, 2 project facilitators and 2 local market stakeholders.

The participants selected based on their direct involvement or relevant knowledge of the initiative. The inclusion of different stakeholder groups allowed the study to capture multiple perspectives on participation, skills development, family and community support, implementation challenges and sustainability

The proposed participant categories are shown in Table 1.

Table 1: Proposed Informant Categories

Informant Category	Proposed Number	Rationale
Persons with disabilities	3–4	To explore direct experiences, confidence, skills and challenges in participating in village chicken farming.
Family members / caregivers	2–3	To understand household support, caregiving roles and family involvement in sustaining the project.

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Community leader	1	To obtain information on community acceptance, local coordination and village-level support.
Project facilitators	1–2	To examine training, technical guidance, project monitoring and implementation process.
Local buyers / market stakeholders	1–2	To understand market demand, sales potential and challenges in marketing village chicken products.

Data Collection

Data were collected through semi-structured interviews with 12 participants. This method allowed the researcher to ask guided questions while giving participants the flexibility to share their experiences and views in detail. The interviews focused on participants' involvement in village chicken farming, perceived benefits, entrepreneurial skills, self-confidence, social participation, family support, community acceptance, livestock management issues and sustainability challenges.

In addition to interviews, field notes and observation were used to support the data collection process. Observation focused on the farming environment, coop condition, accessibility of the activity, task distribution and interaction between persons with disabilities, family members and project facilitators. These additional notes helped the researcher understand the practical realities of implementing village chicken farming as an inclusive entrepreneurship initiative.

Interview Protocol

The interview questions were developed based on the research objectives and participant categories. The questions were flexible and adjusted according to the role of each informant.

Questions for persons with disabilities:

1. Can you explain your involvement in the village chicken farming project?
2. What motivated you to participate in this project?
3. What skills have you learned from this project?
4. How has the project affected your confidence?
5. What challenges do you face in managing the chickens?
6. What kind of support do you need to continue this project?

Questions for family members or caregivers:

1. How do you support the participant in managing the village chicken farming activity?
2. What changes have you observed in the participant after joining the project?
3. What challenges does the family face in supporting this project?
4. How can family support be strengthened?

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Questions for community leader:

1. How does the community view the involvement of persons with disabilities in this project?
2. What are the benefits of this project to the local community?
3. What type of community support is needed to sustain the project?

Questions for project facilitators:

1. What type of training and guidance has been provided to the participants?
2. What are the main challenges in implementing the project?
3. How can the project be improved for long-term sustainability?

Questions for local buyers or market stakeholders:

1. Is there demand for village chicken products in the local market?
2. What factors influence buyers' acceptance of village chicken products?
3. What marketing strategies can help participants sell their products more effectively?

Data Analysis

The data were analysed using thematic analysis. Interviews transcripts, field notes and observation notes were reviewer repeatedly to gain familiarity with the data. Initial codes were generated and grouped into categories, followed by the development of broader themes. The coding process focused on initial conditions, project inputs, participation processes, immediate outcomes and longer-term perceived outcomes.

The analysis identified themes related to accessible livelihood opportunities, entrepreneurial skills and confidence, family and community support, social participation, livestock management challenges and sustainability. The research team reviewed the coding and themes to ensure consistency in interpretation across the different participant groups.

Trustworthiness of the Study

Several strategies were used to strengthen the trustworthiness of the study. Data triangulation was applied by involving different categories of informants, including persons with disabilities, family members, community leader, project facilitators and local buyers. Method triangulation was also used through interviews, observation and field notes.

Member checking was conducted by confirming key points with selected participants to ensure that the researcher's interpretation reflected their views. In addition, the research team reviewed the coding and themes to ensure consistency in data interpretation. Thick description was used to explain the study context, participant background and project implementation process (McLeod, 2024).

Ethical Considerations

This study involved persons with disabilities and therefore required careful ethical consideration. Participants were informed about the purpose of the study, the voluntary nature

of their participation and their right to withdraw at any time. Consent was obtained before the interviews were conducted. For participants who required assistance, family members or caregivers were allowed to support the interview process (Killawi et al., 2014).

The identities of all participants were protected using codes such as P1, P2 and P3. The study also ensured that interview questions were asked respectfully and sensitively. Participants were not pressured to answer questions that made them uncomfortable. The research process respected the dignity, privacy and autonomy of persons with disabilities.

Findings

The findings are presented according to five major themes: accessible livelihood opportunity, entrepreneurial confidence, family and community support, social participation and sustainability challenges. Each theme is linked to the proposed empowerment pathway and supported by participant evidence.

Theme 1: Village Chicken Farming as an Accessible Livelihood Opportunity

The first theme indicates that village chicken farming was perceived as a suitable income-generating activity for persons with disabilities. Participants viewed the activity as manageable because it could be conducted near the home and did not require them to travel far for work. This was particularly important for persons with mobility limitations or those who depended on family members for transportation.

Village chicken farming was also seen as flexible. Participants could be involved in feeding chickens, cleaning the coop, observing chicken growth, preparing simple records and assisting in sales. These tasks could be adjusted according to individual ability. For example, participants with limited physical mobility could focus on monitoring, feeding or record keeping, while family members could assist with heavier tasks.

This finding indicates that suitable livelihood opportunities for persons with disabilities should be flexible, locally available and adaptable. Village chicken farming provides such potential because it can be integrated into the household environment and supported by family members.

Theme 2: Development of Entrepreneurial Skills and Confidence

The second theme relates to the development of entrepreneurial skills and self-confidence. Through involvement in village chicken farming, participants were exposed to basic livestock management and business activities. These included feeding schedules, coop hygiene, chicken growth monitoring, simple cost calculation and understanding selling prices.

Participants also gained confidence when they were able to contribute to household income or assist in productive work. For some persons with disabilities, being involved in income-generating activity was meaningful because it changed how they viewed themselves. Instead of feeling dependent, they began to see themselves as capable of contributing to family and community wellbeing.

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The project therefore had both economic and psychological value. It was not only about selling chickens but also about building confidence, discipline, responsibility and motivation. This finding suggests that inclusive entrepreneurship can support empowerment by strengthening both skills and self-belief.

Theme 3: Importance of Family and Community Support

The third theme highlights the importance of family and community support. Persons with disabilities often require different forms of support depending on their abilities. In the village chicken farming project, family members played an important role in assisting with physical tasks, providing encouragement and helping participants manage daily routines (Bessho et al., 2026).

Community support was also important in creating acceptance and motivation. When community members recognised the ability of persons with disabilities to participate in farming activities, it helped reduce stigma and strengthen social inclusion. The project encouraged the community to view persons with disabilities as active contributors rather than passive recipients of assistance.

However, the findings also suggest that support should not create dependency. Family and community members should act as enablers, allowing persons with disabilities to participate meaningfully according to their capacity. This balance is important to ensure that empowerment remains centred on the person with disability.

Theme 4: Strengthening Social Participation and Community Inclusion

The fourth theme shows that village chicken farming can increase social participation among persons with disabilities. Through the project, participants had more opportunities to interact with family members, neighbours, buyers, facilitators and community leaders. These interactions helped them become more visible within the community (Tenza et al., 2024).

Social participation is an important dimension of empowerment because persons with disabilities are sometimes isolated due to physical, social or psychological barriers. Community-based entrepreneurship creates opportunities for engagement, communication and cooperation. Selling chickens, discussing farming tasks or participating in training sessions can improve social confidence.

The project also strengthened community inclusion by showing that persons with disabilities can be involved in productive economic activities. This helps challenge negative assumptions about disability and promotes a more inclusive community environment.

Theme 5: Sustainability Challenges in Livestock-Based Inclusive Entrepreneurship

The fifth theme focuses on challenges that may affect the sustainability of the village chicken farming project. The main challenges include limited technical training, financial constraints, market access, livestock management and continuous support needs (Wongtangtintharn et al., 2025).

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Technical training is important because village chicken farming requires knowledge of feeding, coop hygiene, disease prevention, vaccination and production cycles. Without proper training, participants may face chicken mortality, slow growth or poor productivity.

Financial constraints were also identified as a major issue. Although village chicken farming does not require very high capital, participants still need funds for chicks, feed, coop materials, medication and maintenance. Feed cost can reduce profit if not properly managed.

Market access is another challenge. Participants may be able to rear chickens, but they need reliable buyers to ensure income generation. Without market linkage, the project may become limited to personal consumption or irregular sales.

Livestock management also requires consistency. Chickens need regular feeding, clean coops and health monitoring. Some persons with disabilities may require assistance for physically demanding tasks. Therefore, the project must be designed with suitable task allocation and support systems.

The findings show that village chicken farming has strong empowerment potential, but sustainability requires structured planning, continuous mentoring and market support.

Discussion

The findings indicate that village chicken farming has the potential to function as an inclusive entrepreneurship model for persons with disabilities in rural communities. The activities provide an opportunity for persons with disabilities to engage in productive economic activities within a familiar and accessible environment. However, the findings suggest that empowerment should not be understood only in terms of income generation. Rather, it involves a process through which accessible participation, skills development, economic involvement, confidence and social participation are gradually connected.

This empowerment pathway can be explained through the Capability Approach, which views empowerment in terms of expanding individuals' real opportunities, choices and ability to participate in activities that they value. In the context of this study, providing an accessible farming opportunity represents the initial condition that enables persons with disabilities to participate. Through training, access to chickens, farming resources and family assistance, participants can develop practical skills and take part in activities such as feeding, monitoring, record keeping and selling. These opportunities may subsequently strengthen their ability to contribute to household economic activities and participate more actively in community life.

The findings can also be interpreted through Social Entrepreneurship Theory, which emphasises the use of entrepreneurial activities to address social problems while creating social value. Village chicken farming is therefore not viewed merely as a livestock activity. It represents a community-based entrepreneurial mechanism that attempts to address economic exclusion and limited livelihood opportunities among persons with disabilities. The social value of the initiative lies in creating opportunities for productive participation, capability development and community inclusion alongside potential economic benefits.

Based on the findings, the empowerment mechanism can be represented as:

The first stage involves creating an accessible opportunity that allows persons with disabilities to participate according to their abilities. The second stage involves acquiring skills and resources through training, mentoring, family assistance and access to farming inputs. These resources enable participants to engage in entrepreneurial activities such as livestock management, simple record keeping and selling. Economic participation may then contribute to a stronger sense of agency and confidence, particularly when participants perceive that they can contribute to household or community economic activities. Finally, increased interaction with family members, buyers, facilitators and community members may strengthen social participation and inclusion.

However, the findings should be interpreted cautiously. The study does not provide sufficient quantitative evidence to confirm changes in income or dependency before and after participation. Therefore, the findings support the perceived potential of village chicken farming to contribute to empowerment rather than demonstrating a measurable causal effect. The empowerment outcomes identified in the interviews should consequently be understood as participants reported or perceived experiences.

Community support is equally important. Inclusive entrepreneurship requires a supportive social environment where persons with disabilities are respected and encouraged. If the community views them as capable, their participation becomes more meaningful. This can reduce stigma and strengthen community wellbeing (Rozali et al., 2025).

Nevertheless, the project faces sustainability challenges. Technical training, financial assistance, market access and livestock management support are necessary. Without these elements, the project may become a short-term intervention rather than a sustainable enterprise. Therefore, village chicken farming should be supported through a structured model that includes training, monitoring, mentoring, market linkage and reinvestment planning.

The study suggests that inclusive rural entrepreneurship must be designed based on ability, accessibility and community support. A successful model should combine economic objectives with social empowerment (Badaruddin et al., 2021). In this sense, village chicken farming can serve as a practical platform to empower persons with disabilities economically and socially.

Implications of the Study

This study provides several implications for community development practice, disability inclusion and rural entrepreneurship. First, entrepreneurship programmes for persons with disabilities should be designed according to their abilities and local context. Village chicken farming may provide a flexible livelihood option because tasks can be adjusted according to participants' abilities and can be carried out within or near the household environment.

Second, technical training should be made accessible. Training should use simple language, practical demonstration, visual materials and repeated practice to ensure that participants can understand and perform livestock management and basic business activities. Training should also cover feeding, disease prevention, record keeping, cost calculation and marketing.

Third, family and community members should be recognised as important enabling conditions within the empowerment process. Their role should be to provide assistance and encouragement while allowing persons with disabilities to make decisions and participate in tasks according to their abilities. This approach can help prevent support from becoming a source of dependency.

Fourth, market access should be planned from the beginning. Participants should receive guidance on identifying buyers, pricing, order management, product quality and sales planning. Stronger market linkages may increase the possibility that participation in farming can develop into meaningful economic involvement.

Fifth, government agencies, NGOs and universities can support the project through training, funding, technical monitoring and marketing assistance. However, the long-term goal should be to build local capacity and reduce dependency on external support.

Finally, the study implies that disability-inclusive rural entrepreneurship should be evaluated using both economic and social indicators. Future programmes should consider not only income or sales, but also skills development, confidence, decision making, social participation and community inclusion. This broader perspective is consistent with the Capability Approach, which emphasises the expansion of people's opportunities and capabilities rather than income alone.

Recommendations

Based on the findings, several recommendations are proposed to strengthen village chicken farming as an inclusive entrepreneurship initiative for persons with disabilities. First, a disability-inclusive village chicken farming module should be developed to provide clear guidance on basic livestock management, feeding practices, coop hygiene, disease prevention, costing and marketing. The module should be simple, practical and accessible to participants with different abilities. In addition, hands-on technical training should be provided using demonstrations, visual materials and repeated practice so that persons with disabilities can understand and apply the farming techniques more confidently.

The sustainability of the initiative also depends on strong support systems. Therefore, a support group involving persons with disabilities, family members, community leaders and project facilitators should be established to provide encouragement, guidance and practical assistance. Small start-up grants or revolving funds should also be considered to help participants purchase chicks, feed, coop materials and basic medication. At the same time, chicken coops should be designed to be safe, accessible and manageable for participants with different physical abilities. A simple record book should also be introduced to help participants monitor expenses, sales, chicken growth and profit (Acosta et al., 2022).

Market access and continuous monitoring are also important to ensure long-term success. The project should build linkages with local buyers, restaurants, village markets, cooperatives and community organisations to support regular sales of village chickens. Youth volunteers or community members may also assist participants with digital marketing, promotion and delivery. Continuous monitoring should be provided during the first few production cycles to identify problems early and improve livestock management practices (Mutua et al., 2017).

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 35 (September 2026) PP. 588-607

Once the model has been successfully implemented with selected participants, it can be expanded gradually to other persons with disabilities and rural communities.

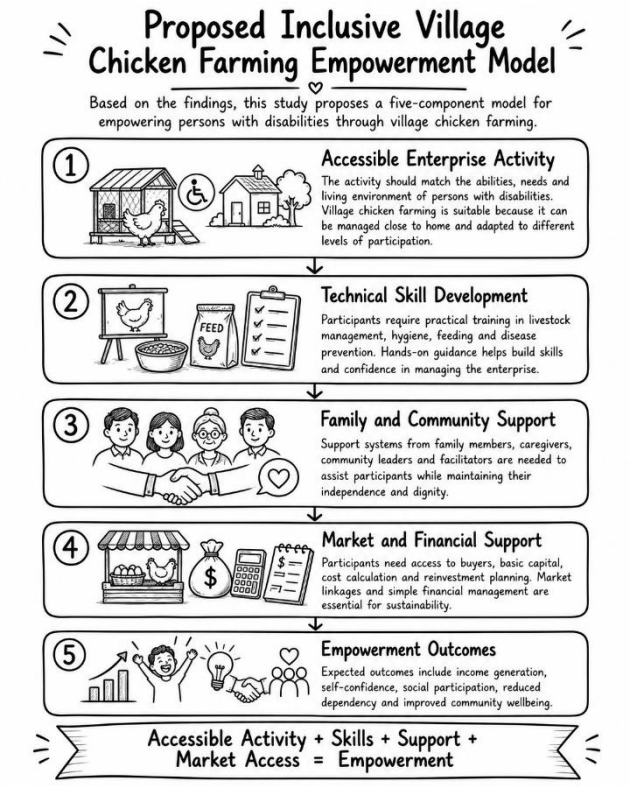


Figure 1: Proposed Inclusive Village Chicken Farming Empowerment Model

Proposed Inclusive Village Chicken Farming Empowerment Model

Based on the findings, this study proposes an inclusive empowerment model consisting of five components:

This figure presents the Proposed Inclusive Village Chicken Farming Empowerment Model, which explains how village chicken farming can be used as a community-based empowerment strategy for persons with disabilities. The model consists of five main components: accessible enterprise activity, technical skill development, family and community support, market and financial support, and empowerment outcomes. The first component highlights the importance of selecting an activity that is suitable for the abilities, needs and living environment of persons with disabilities. The second component emphasises practical training in livestock management, hygiene, feeding and disease prevention to build participants' skills and confidence. The third component shows that family members, caregivers, community leaders and facilitators play an important role in supporting participants while maintaining their independence and dignity. The fourth component focuses on the need for market access, basic capital, cost calculation and reinvestment planning to ensure the sustainability of the enterprise. Finally, the model shows that when accessible activities are supported by skills, community support and market linkages, village chicken farming can contribute to income generation, self-confidence, social participation, reduced dependency and improved community wellbeing.

International Journal of Entrepreneurship and Management Practices
IJEMP
EISSN : 2600-8750
Volume 9 Issue 35 (September 2026) PP. 588-607

Conclusion

This study explored the potential of village chicken farming as an inclusive entrepreneurship initiative for persons with disabilities in Bachok, Kelantan. The findings show that village chicken farming can provide a suitable income-generating opportunity because it is flexible, locally manageable and adaptable to different abilities. The project has the potential to improve entrepreneurial skills, build self-confidence, strengthen family support and increase social participation among persons with disabilities (Desta, 2021).

However, the sustainability of the initiative depends on continuous support, including technical training, financial assistance, livestock management guidance, market access and community involvement. Without proper support, persons with disabilities may face difficulties in maintaining production, managing costs and sustaining sales.

Overall, village chicken farming can serve as an inclusive community entrepreneurship model that empowers persons with disabilities economically and socially. The study contributes by showing how a small-scale community enterprise can connect livelihood opportunities with skills, confidence and social participation among persons with disabilities. The study contributes to the field of disability-inclusive development by showing how small-scale rural enterprise can strengthen self-reliance, dignity and community wellbeing. Future studies should involve a larger number of participants and examine the long-term outcomes of village chicken farming on income, confidence and social inclusion among persons with disabilities.

Acknowledgements: The authors would like to express their sincere gratitude to Institut Penyelidikan dan Pengurusan Kemiskinan (InsPeK), Universiti Malaysia Kelantan (UMK) and Faculty of Language Studies and Human Development, Universiti Malaysia Kelantan for their support and guidance throughout this research. The authors also extend their appreciation to all participants, including persons with disabilities, family members and community members for their valuable contributions to this study.

Funding Statement: No Funding.

Conflict of Interest Statement: The authors declare that there is no conflict of interest regarding the publication of this paper. All authors have contributed to this work and approved the final version of the manuscript for submission to the International Journal of Entrepreneurship and Management Practices (IJEMP).

Ethics Statement: This study was conducted in accordance with ethical research standards. Participants were informed about the purpose of the study, the voluntary nature of their participation and their right to withdraw at any time. Informed consent was obtained before interviews were conducted. Participants' identities were protected through the use of codes and all information was treated confidentially. The study respected the dignity, privacy and autonomy of persons with disabilities.

Author Contribution Statement: Ateerah Abdul Razak was responsible for the conceptualization, methodology, supervision and overall coordination of the study. Nur Afikah Zaidi, Nur Shuhaizza Norfpendi, Nur Syakirah Mohd Rozaini, Aleya Syaqera Halim, Adib Muizzudin Samsuri, Muhammad Azrim Afifi Yusof and Muhammad Fauzan Soberi contributed to data collection, literature review, analysis, interpretation of findings, manuscript drafting and revision. All authors reviewed and approved the final version of the manuscript prior to submission.

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