

The Mosquers: A Network of Mosques as Education Centre

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Abstract— In this project, as the network of mosques is being used as the center of education in delivering the soft skill values, a mobile application will be developed in order to help the community to gain access to the news related to the soft skill programs. To build a suitable and friendly user application, an interview had been conducted to a different set of users; the orphan, single mother, poor people and also the mosque's management staff to have their opinion regarding this project. From the result of the interview, some of the important views from the target users had been implemented to the project business model canvas and value proposition design while maintaining some of the important original ideas of the project to create the best and contented business model canvas. This project is hopefully will be able to revive the role of mosque as the center of the education and also help the community to join the program offered with ease by making use of the application

Index Terms— mosque, network of mosque.

I. INTRODUCTION

Mosque plays a major role since the era of prophet Muhammad saw until today. However, the function scope of this institution has been lessen throughout the time. Even though there are many mosques available in a Muslim's country nowadays, they are used mostly only for jamaah prayer and kulliyah sessions. In order to leverage at most the network of mosques in Malaysia as there are 6338 mosques in Malaysia (Utama), the function of mosque as a center of knowledge will be re-enlightened to deliver education to the community especially on the soft skill management. Not only that, it also will offers training to the customers (community) so that they will know how to do it practically and not just conceptually. Even in holy book Al Quran, Allah swt mentioned in surah Az Zumar, verse 9 :

.... "Are those who know equal to those who do not know?" Only they will remember [who are] people of understanding."

to show the importance of having knowledge. By using the network of mosques, this goal can be achieved.

II. PROJECT BACKGROUND

In Malaysia, there are many mosques available across the country which comes with great design, facilities and more. However, as stated above, they stand as a place where the

community do their prayers and also for the kulliyah session only. Even there are some mosques held events like having a teaching class for the kids and fardhu ain class for the muallaf, but still the mosques are lacking of specialized teachers/trainers for the classes. Happened in some other cases, the mosques do not have the necessary facilities to be used for the programs even though they have all the skill trainers. It will good if mosques return to functional as in our glorious previous era.

III. PROBLEM STATEMENT

The mosques nowadays have a very limited and common uses only. The network of mosques should be leveraged as possible to deliver the education to the community. To be specific, education in soft skill management is very important as it plays an important role in developing one's self behavior and it is necessary in reviving the ummah. As stated in Al-Quran, surah Ar-Rad verse 11 :

"For each one are successive [angels] before and behind him who protect him by the decree of Allah . Indeed, Allah will not change the condition of a people until they change what is in themselves. And when Allah intends for a people ill, there is no repelling it. And there is not for them besides Him any patron. "

By using the network of mosques in educating the community, the knowledge and skill will be able to spread faster and wider compared to the normal way.

IV. LITERATURE REVIEW

The Quran repeatedly emphasize on the important to acquire knowledge in order to bring them closer to God and His creation. Ilm (knowledge) have been repeated 750 times in Al-Quran which make it the third highest besides Allah (God) repeated 2,800 and Rab (the Sustainer) 950 times. Once again, the verses that mention about the equality between those who have knowledge and those who have not in Surah Az-Zumar verse 9:

"Is one who is devoutly obedient during periods of the night, prostrating and standing [in prayer], fearing the Hereafter and hoping for the mercy of his Lord, [like one who does not]? Say, "Are those who know equal to those who do not know?" Only they will remember [who are] people of understanding."

(Quran 39:9)

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This show that knowledge is crucial especially among Muslim as Prophet SAW also mention in the hadith: “Seeking knowledge is an obligation upon every Muslim” [Ibn Maajah (Al-Albaani: Saheeh)]. From the earliest days of Islam, the mosque was the place to seek education besides the place for prayer, political talk, meditation and religious study. During that time, people are interconnected with each other by attending the mosque especially those who come to seek knowledge [1].

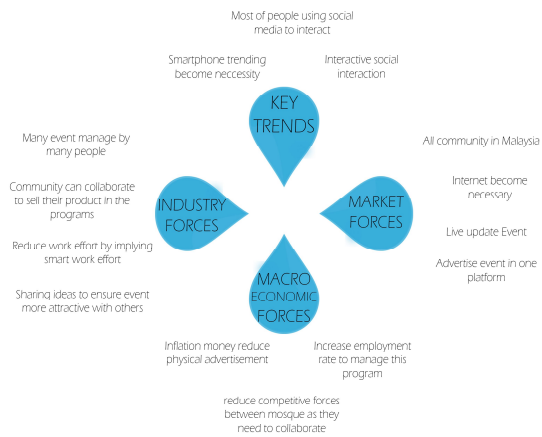
However nowadays, as people are becoming too busy working as the standard of living is increasing, the number of people attending the mosque is decreasing. Another reason why the number of people attending the mosque is decreasing are lack of programme conducted by the mosque, lack of information about the mosque, lack of resources and many more. In order to establish the Network of Mosque (NoM), information and communication technology (ICT) can be utilise to reconnect people with the mosque. Based on the studies, one of the effort in order to make the Network of Mosque successful is a portal website. As an example of an existing portal is iTaleem. iTaleem is a student portal for the International Islamic University Malaysia (IIUM) that allow the students to interact directly with the lecturer using messaging features, forum discussion, obtain lecture notes and alert on every announcement made by the lecturer. The student and lecturer also can get to know each other as the list of participants of particular subject will be shown in the portal.

V. METHODOLOGY

The Network of Mosques (NoM) basically has a wide scopes, programs and aspects. Each program will have different methods, models and actors based on the applicability and nature of the program. (Nasution, Dahlan, Nasution, Husaini, & Ahmed, 2015) adapted the Business Model Canvas (BMC) framework with the nine blocks of elements for the developing the research program on Islamic City through Network of Mosque (NoM). The researcher also involves Quadruple Helix Model (QHM) which to highlight the main actors of the program. The researcher (Zakaria, Ammar, & Dahlan, 2016) implement the Quadruple Helix Model (QHM) which consists of Non-Government Agency, Whole of Government, mosque and poor people as the main actors of the program. The researcher also included Business Model Canvas (BMC) framework, Environmental Map and Value Proposition Design for managing and planning the program.

This paper is focus on the education aspects of Network of Mosque (NoM). The implemented methodology for achieving the objectives of the paper is through survey and interview method for gaining the user requirement, Value Proposition Design (VPD), Business Model Canvas (BMC) and Environmental Map (EM). This framework is for keeping inline with the plan and overall program starting with the value composition that has been generated from user requirement until the revenue of the program in Business Model Canvas (BMC).

VI. INITIAL CONCEPTUAL ENVIRONMENTAL MAP



Key Trends:

- Smartphone trending become necessity in all communities in Malaysia regardless of their ages, races and ethnics.
- Majority of Malaysian communities using social media to interact with each others and find things on their list of interest.
- Most of the application getting cross-platform and end users are getting use and give positive feedback toward interactive system.

Industry Forces:

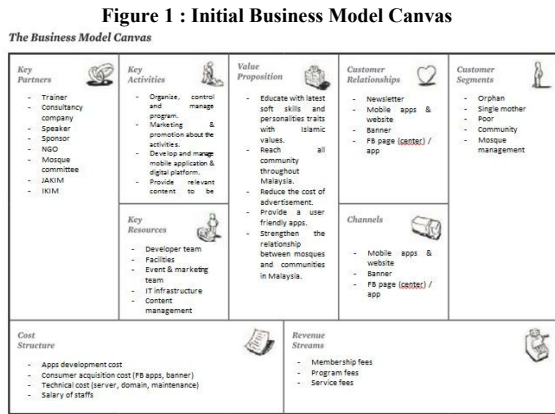
- There have been lots of events nowadays in many fields but manage by different organizations
- Sellers come with many products tend to collaborate with other seller to set up mini market during programs and events.
- Organization nowadays focusing on smart work effort to reduce work effort.
- Sharing ideas to ensure event more attractive with others.

Market Forces:

- All communities in Malaysia come from many races, ages and ethnics looking for many type of educations.
- Internet become necessary nowadays because most of people using internet to find and looking for something on their interest.
- People prefer live update event rather than paper based update.
- Traffics of the system will be much higher if it have one platform that provide all of the information.

Macro Economic Forces:

- Inflation money reduce physical advertisement.
- Mosque should collaborate rather than competing as they need to use their manpower to come out with the best proposal plan for each event.
- This will increase employment rate to manage this programs including volunteer which will be given allowance.



Customer Segments

Customer for the program consists of orphan, poor people, community, single mother and mosque management team as this paper focus on gain the knowledge and improve the soft skills.

Value Proposition

The customer will be educated with the latest soft skills and personalities traits with the Islamic value embedded on it. The portal and mobile application of Education of Network of Mosque (NoM) is planned to reach all community through out the Malaysia as long as the internet connection is available. The cost of printed advertisement can be reduced and the friendly application will helps novice user to access the information of programs. The relationship of mosque and community will be more strengthen as it will help to develop mosque as centre of education.

Customer Relationship

The relationship with customers will be strengthening by giving out newsletters to the email of customers with the updated programs. The development of mobile application and portal regarding this program will help to widen the relationship with the customer more effective and efficient. Banner and FB page will be used for promotion and attract the attention of the customer about the program at each mosque.

Key Activities:

- Organize, control and manage programs.
- Marketing and promotion of the activities.
- Develop and manage mobile application and digital platform.
- Provide relevant content to the customer.

Key Partners:

- Trainer
- Consultancy Company
- Speaker
- Sponsor
- NGO
- Mosque Committee
- JAKIM
- IKIM

Channels

The program of Education of Network of Mosque (NoM) can be delivered to the customers using friendly mobile application, portal, banner and FB page. The number of customer expected to be high when the channel is combining traditional and digital platform.

Key Resources

- Developer team.
- Facilities
- Event and marketing team
- IT infrastructure
- Content management

Cost Structure

The cost incurred in order to develop and make the outstanding program is application cost, consumer acquisition cost, technical cost and salary of the staffs.

Revenue Streams

The revenue can be generated through membership fees that will be charged per year, programs fees for every programs and services fee that will applicable to every mosque.

Initial Value Proposition for each of Target Group:

In this research, there are three target groups that require their feedback in order to build a successful role of mosque as the center of education. They are :

1) Customer Segment : Orphan

Customer job :

- Class schedule
- Class reminder
- Interaction with teacher/speaker

Gain :

- Fun
- Extra Knowledge
- Friends
- Skills

Pain :

- No transportation
- Program not interesting
- No internet connectivity
- Do not own communication device

Gain Creator :

- User friendly
- Can access anytime and anywhere

Pain Reliever :

- Get a feedback to improve
- Give event reminder to parent/orphanage
- Provide transportation
- Broader the number of mosque covered

Product & Services :

- Religion class
- Extra class
- Grooming workshop

2) Customer Segment : **Single Mother**

Customer job :

- Learn new things
- Source of income
- Connect with others
- Platform to learn
- Improve skills
- Stay up to date

Gain :

- Gain new knowledge
- Leads to a better life with a guarantee of soft skills learnt
- Connect with expertise

Pain :

- Lack of time
- Health issue
- Not able to get babysitter
- Lack of transportation

Gain Creator :

- Mosque web & mobile apps (portals)
- Apps reminder alert
- New activity alert

Pain Reliever :

- Provide specific transportation for each program
- Choose time to go
- Access all the video directly in the web
- No babysitter needed

Product & Services :

- Messenger
- Portal
- Mobile apps
- Online streaming

3) Customer Segment **Poor People**

Customer job :

- Interaction skills
- Check event available

Gain :

- Improve soft skills
- Using time with something beneficial
- Strengthen ukhwah

Pain :

- Different in interest
- Mood of each participant
- Culture of the community

Gain Creator :

- Free application
- User friendly
- Notification up to date

Pain Reliever :

- Program fees mostly sponsored
- Complete detail of program
- Well known speaker
- User Interactive Design

Product & Services :

- Mobile application
- Program and activities
- Simple system

4) Customer Segment : **Mosque Management Staff**

Customer job :

- Communication skill
- Teamwork
- Clear message

Gain :

- Improve communication style
- Stay positive
- Time management

Pain :

- Lack of participation
- Boring
- Old age

Gain Creator :

- Speak formally
- Positive thinking skill
- Time table management

Pain Reliever :

- Give merits
- Invite famous speakers
- Simple guide for old people

Product & Services :

- Classes / Programs
- Banners
- Mobile apps

Enhanced Value Proposition for each of Target Group:

Once the interview for each of the group had been conducted, the finding were later on weighted and prioritize to give the most satisfying result. From that, the previous value proposition had been enhanced as follows :

1) Customer Segment : **Orphan**

Customer job :

- Class schedule and description
- Program reminder and update
- Interaction with teacher/speaker

Gain :

- Fun
- Extra Knowledge
- Friends
- Skills
- Experience

Pain :

- No transportation
- Program not interesting
- No internet connectivity
- Do not own communication device
- Bug
- Limited number of mosques covered

Gain Creator :

- User friendly
- Can access anytime and anywhere
- Encourage orphan to go to the mosque

Pain Reliever :

- Get a feedback to improve
- Give event reminder to guardian/orphanage
- Provide transportation
- Fixed the bug
- Put banner in mosque & open area
- Broader the number of mosque covered

Product & Services :

- Religion class
- Extra class
- Grooming workshop

2) Customer Segment : **Single Mother**

Customer job :

- Learn new things
- Connect with others
- Platform to learn
- Improve skills
- Stay up to date with current program

Gain :

- Gain new knowledge
- Gain new experience
- Increase confident level
- Can be implement in workplace
- Communicate with others effectively
- Connect with expertise

Pain :

- Lack of time
- Health issue
- Not able to get babysitter
- Lack of transportation
- laziness

Gain Creator :

- Mosque web & mobile apps (portals)

- Apps reminder alert
- New activity alert

Pain Reliever :

- Provide specific transportation for each program
- Choose time to go
- No babysitter needed

Product & Services :

- Messenger
- Portal
- Mobile apps
- Online streaming

3) Customer Segment : **Poor People**

Customer job :

- Interaction skills
- Check event available
- Solving problem skills

Gain :

- Improve soft skills
- Using time with something beneficial
- Strengthen ukhwah

Pain :

- Different in interest
- Mood of each participant
- Need of internet connection
- Culture of the community

Gain Creator :

- Free application
- User friendly
- Notification up to date

Pain Reliever :

- Program fees mostly sponsored
- Free wifi
- Complete detail of program
- Well known speaker
- User Interactive Design

Product & Services :

- Mobile application
- Program and activities
- Simple system

4) Customer Segment : **Mosque Management Staff**

Customer job :

- Communication skill
- Teamwork
- Solve problem

Gain :

- Improve communication style
- Increase efficiency

- Skill to solve problem

Pain :

- Lack of participation
- No internet connection
- Old age

Gain Creator :

- Talk confidently and using suitable body language
- Leverage at good things
- Problem analyzing skills

Pain Reliever :

- Give merits
- Wifi at mosque's area
- Simple guide for old people

Product & Services :

- Classes / Programs
- Practical class
- Mobile apps

VII. FINDING ANALYSIS

From the interview conducted, the total number of respondents was recorded as in Figure 2 and analysis was

Figure 2 showing the percentage of each respondents

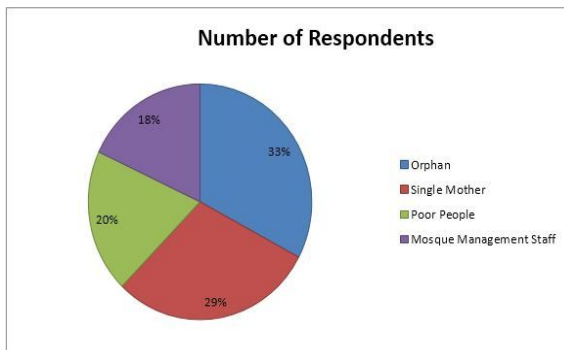
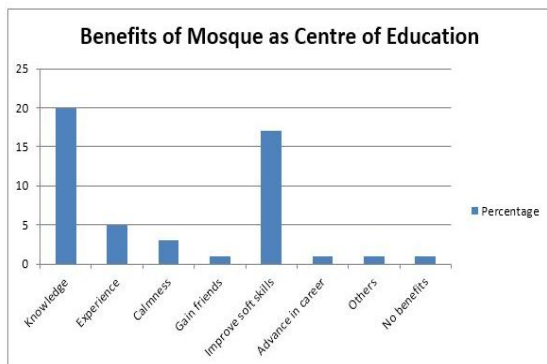


Figure 3 showing the varieties of benefits of using mosque



done to know what is the biggest impact giving to the customers once the mosque has been set a the center of education. As can be seen on Figure 3, the top benefit gain is knowledge follow by the improvement of skills.

CONCLUSION

From this project research, it can be seen that the community of Malaysia has a good stand on the importance of having soft skill instilled on selves. By utilizing the network of the mosques, the mosque can be the center of education to deliver the education. To put it into action successfully, the project will offer programs and classes in providing relevant content to the customers and also at the same time, enrich themselves with the Islamic values. In order to help the community to know more about the program, a mobile application and a website will be created as the source of news whereas nowadays, everything is being accessible by mobile gadgets. With the help from several important partner like IKIM, JAKIM, sponsor and also from the developer team, this project will be able to run smooth towards its goals; to educate the community with latest soft skills and personalities traits, to reach all community throughout Malaysia and to strengthen the relationship between mosques and communities in Malaysia.

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