

## **Qanaah Enterprise: Integrating Faith, Technology, and Sustainability in Smart Organic Farming**

Suhaimi Mhd Sarif  
Kulliyyah of Economics and Management Sciences  
International Islamic University Malaysia  
Email: albanjari@yahoo.com

Dzuljastri Abdul Razak  
International Institute for Halal Research and Training (INHART)  
International Islamic University Malaysia  
Email: dzuljastri@iium.edu.my

Dolhadi Zainudin  
Kulliyyah of Economics and Management Sciences  
International Islamic University Malaysia  
Email: dolhadi@iium.edu.my

Rohaziah Yahya\*  
SRI Khaldun Sdn Bhd  
Email: rohaziah\_yahay@hotmail.com  
\*Corresponding author

### **Abstract**

This case study explores Qanaah Enterprise, a faith-driven agricultural business in rural Malaysia that embodies Islamic values of *taqwa* (God-consciousness), *qanaah* (contentment), *halalan toyyiban* food ethics, and *Sejahtera* sustainability. Founded by Mr. Qanaah, the enterprise began as a small MD2 pineapple farm and evolved into a values-based model of smart farming integrating artificial intelligence (AI), circular economy principles, and ethical governance. Prioritizing local food security and community well-being over export-driven growth, Qanaah Enterprise serves B40 households with nutritious, chemical-free produce while donating surplus to mosques and orphanages weekly. Through strategic partnerships with local universities and the Department of Agriculture, the enterprise adopts data-driven techniques for sustainable irrigation, pest control, and resource management. The case examines how Islamic principles shape business decisions, including the rejection of *riba*-based financing and unethical scaling strategies. Instead, the enterprise relies on crowdfunding, *waqf*, and *qard hasan* to finance operations, guided by sincerity (*ikhlas*), service (*khidmah*), and trust in divine provision (*tawakkul*). It documents stories of empowerment—such as youth reintegration, single mother entrepreneurship, and differently-abled employment—reflecting a model where farming becomes *ibadah* (worship) and enterprise becomes *amanah* (trust). The farm functions as a learning hub, spiritual platform, and community cooperative grounded in Tawhidic epistemology and *ummatic* excellence. This case offers practical insights for entrepreneurship, agribusiness, and faith-based management education, presenting Qanaah Enterprise as

a replicable example of how small-scale enterprises can balance sustainability, technology, and spirituality—creating meaningful impact with purpose beyond profit.

**Keywords:** Smart Agriculture, ESG, SDG, Circular Economy, *Qanaah*, Sejahtera Sustainability, *Halalan Toyyiban*, Islamic Entrepreneurship

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## Introduction

In an era increasingly defined by climate change, food insecurity, and ethical concerns about industrial agriculture, Qanaah Enterprise emerges not only as a grassroots solution but as a model of ummatic excellence anchored in sustainability, spirituality, and innovation. Situated in rural Malaysia, this small yet visionary enterprise bridges tradition and technology by integrating timeless Islamic values with cutting-edge artificial intelligence in agriculture. Its founder, known affectionately as Mr. Qanaah, embodies the principle of qanaah—contentment with what is sufficient—as both a personal ethic and a strategic business philosophy. Rather than chasing limitless growth or profit maximization, the enterprise is driven by niyyah (intent) rooted in servitude to Allah and service to the ummah. It focuses on producing high-quality, halalan toyyiban, organic food that nourishes the body, sustains the environment, and uplifts local communities.

At its core, Qanaah Enterprise operates with a global mindset grounded in Tawhidic epistemology and ummatic thinking. It views food production not as a business niche but as an integrated mission—one that addresses not only the nutritional needs of society but the spiritual obligations of stewardship (khilafah) over the earth. The farm is treated as a mimbar (pulpit) for dakwah, and every compost heap, irrigation cycle, and harvest is seen through the lens of ibadah. This philosophy elevates agriculture from a trade to a trust (amanah), from a livelihood to a form of continuous worship (ibadah mutasilah). In this way, the enterprise exemplifies how even the smallest plot of land can become a platform for fulfilling both fardu ‘ain (individual obligations) and fardu kifayah (communal duties). Producing food becomes fardu kifayah when done to ensure local and national food security, and ensuring its ethical, clean, and sustainable nature becomes an extension of fardu ‘ain for the farmer who recognizes their accountability to Allah.

This dual awareness—that one’s local actions have global and eternal implications—nurtures an ummatic mindset for ummatic excellence. For Mr. Qanaah, exporting food is not nearly as important as exporting values: sincerity, ethical conduct, resilience, and social responsibility. His decision to employ underserved youth, collaborate with university researchers, and provide training to B40 farmers is rooted in the belief that building human capital is not optional—it is fardu. Similarly, his refusal to adopt exploitative financing or chemical-heavy shortcuts is not a personal preference, but a moral imperative. He often says, “This is not just farming. This is answering Allah’s call to care for His earth and His people.”

Thus, Qanaah Enterprise stands not merely as a model for sustainable agriculture but as a living embodiment of Islamic principles in action—offering a blueprint for how small enterprises can adopt a global ummatic outlook, fulfill their fardu kifayah, and strive for barakah-driven excellence in an increasingly fragmented world. In doing so, it invites others to reimagine their own roles—not just as farmers, traders, or

professionals, but as stewards of the ummah, trustees of the earth, and humble servants in the global mission of rahmatan lil ‘alamin.

### **Company Background**

Qanaah Enterprise began humbly—with only a few rows of MD2 pineapples cultivated on a small family-owned plot. Yet from this modest beginning, it has grown into a forward-thinking agricultural venture that integrates Islamic values with cutting-edge technologies and global connectivity. Over time, the enterprise diversified into cultivating fresh chillies, leafy greens, and other local vegetables—deliberately moving away from conventional, input-intensive farming. Instead, Qanaah Enterprise has embraced smart farming through a strategic partnership with a local university and the Department of Agriculture. This collaboration enabled the adoption of AI-powered tools to automate watering cycles, monitor real-time soil health, and implement targeted pest management systems, significantly reducing reliance on chemical inputs and improving water efficiency. This approach not only enhances productivity and ecological resilience but also reflects a long-term investment in *ilm*, *ikhtisas* (expertise), and ethical professionalism in agriculture.

What sets Qanaah Enterprise apart is its commitment to ummatic thinking and ummatic excellence in every aspect of its growth. Mr. Qanaah believes that food systems are not just local matters—they are deeply interconnected with global challenges such as poverty, food insecurity, ecological degradation, and ethical consumption. Recognizing this, he has prioritized establishing networks not only among Malaysian farmers but also with like-minded agricultural practitioners abroad. Through farmer-to-farmer exchanges, participation in halal organic food expos, virtual knowledge forums, and cooperative partnerships across ASEAN and OIC countries, Qanaah Enterprise exemplifies the spirit of *khilafah*—responsible leadership for the betterment of the earth. These networks are more than business alliances; they are manifestations of *rahmatan lil ‘alamin*—spreading mercy and benefit across borders through sustainable, just, and value-driven trade.

In Mr. Qanaah’s view, networking and professional development in agriculture are not optional luxuries—they are *fardu kifayah*. “If we want to feed the ummah and protect the land,” he often shares in training workshops, “we must learn from others, teach what we know, and trade with integrity. Globalisation, when guided by *taqwa*, becomes a form of *dakwah*.” Thus, his farm is not only a site of cultivation, but a hub for peer learning, mentorship, and cross-border cooperation. His outreach extends to young agropreneurs, women farmers, and B40 communities—equipping them with the skills, tools, and spiritual frameworks needed to thrive in an interconnected world.

In this way, Qanaah Enterprise redefines what it means to be a modern Muslim agripreneur: one who combines *fiqh* of the land, technological excellence, global outreach, and faith-based stewardship. It reminds the world that the farmer’s role is not merely to till the soil, but to contribute to the global ummah’s wellbeing—spiritually, socially, economically, and ecologically. Through its model, Qanaah Enterprise offers a compelling case that the future of agriculture is not only smart and sustainable—but also deeply *sejahtera*, deeply ethical, and deeply Islamic.

### **Founder’s Journey**

Mr. Qanaah is the eldest of seven siblings. He was born into a humble family of traditional farmers in a rural village in Malaysia. His parents managed a small two-acre paddy field, which provided limited yield and was insufficient to fully support the needs of the growing family. To make ends meet, his parents also worked on a nearby rubber plantation, which they managed on a rental basis. Though life was simple, it was dignified. The family lived in a wooden house inherited from Mr. Qanaah's grandparents, and despite their modest means, they never had to rent a home.

Growing up, Mr. Qanaah attended a nearby primary school and later enrolled in the local secondary school—both within walking distance. Like his siblings, he also received Islamic education through *Kelas Asas Fardu Ain* (KAFA) and participated actively in Quranic learning. The family prioritized religious education, and during every long school break, their parents would send all the children to attend tahfiz summer programs. Over time, each of the seven siblings graduated as *al-hafiz* or *al-hafizah*, memorizing the Qur'an while balancing their secular studies.

Surrounded by lush paddy fields and fertile riverbanks where papaya and banana trees flourished, Mr. Qanaah's formative years were deeply intertwined with the rhythms of nature. He often helped his parents with farming activities, particularly during the planting and harvesting seasons. These early experiences nurtured in him a deep passion for agriculture and a respect for the land.

Unlike his siblings—who later pursued professional careers as an accountant, teacher, lawyer, doctor, engineer, and architect—Mr. Qanaah felt a strong calling toward farming. He actively attended agricultural briefings, community seminars, and short training courses organized by the Department of Agriculture. These exposures broadened his understanding of modern farming techniques and strengthened his resolve to pursue a career in agribusiness.

After completing his SPM (Malaysian Certificate of Education), Mr. Qanaah made the unconventional decision to enroll in the Agriculture Training Institute in Titi Gantung, Perak. His parents initially hoped he would pursue a conventional university degree like his siblings, but he convinced them of his genuine passion for agriculture and business. Understanding his commitment and seeing the long-term benefits of having him close to home, they gave their full support.

Mr. Qanaah's educational journey didn't stop there. He continued to learn from experienced practitioners and later received an invitation to join a research project led by a local university focusing on Artificial Intelligence (AI) in smart farming. This opportunity marked a turning point in his journey—from traditional farming to becoming a forward-thinking agripreneur who embraces technology while remaining rooted in Islamic values.

### **Business Model and Operations**

As Qanaah Enterprise expanded, it remained deeply rooted in its founding values—anchored not only in faith-based ethics such as *taqwa* (God-consciousness) and *qanaah* (contentment), but also in an enduring commitment to broader frameworks of sustainability and good governance. These guiding principles were not merely aspirational ideals but were consciously and consistently embedded in the enterprise's daily operations, strategic decisions, and long-term vision.

In alignment with the Environmental, Social, and Governance (ESG) agenda, Qanaah Enterprise prioritizes environmental stewardship through clean farming techniques, minimal waste generation, and responsible resource management. Social responsibility is upheld through the creation of dignified job opportunities, empowerment of local communities, and the ethical treatment of workers. The principle of good governance is reflected in the company's culture of transparency, accountability, and integrity across all facets of its business activities.

The enterprise also actively supports the United Nations Sustainable Development Goals (SDGs). It contributes to poverty alleviation by fostering inclusive economic opportunities, especially for marginalized communities. It promotes health and well-being by ensuring access to clean, nutritious, and affordable food. Additionally, Qanaah Enterprise champions sustainable agriculture and climate action through eco-conscious practices that mitigate environmental degradation.

Beyond compliance, the enterprise adopts a model of ethical and Islamic governance inspired by the values of *amanah* (trust), *shura* (consultation), and *siddiq* (truthfulness). These values serve as a moral compass, ensuring that leadership and decision-making processes are grounded in justice, responsibility, and ethical stewardship.

Rejecting the linear "take-make-dispose" industrial paradigm, Qanaah Enterprise embraces a circular economy model. It actively promotes the reuse, recycling, and repurposing of resources to reduce waste, reflecting the Islamic injunction against *israf* (wastefulness) and underscoring the importance of moderation, sustainability, and ecological balance.

Firmly rooted in Malaysia's MADANI framework, Qanaah Enterprise embodies six key values: KeMampanan (Sustainability), Kesejahteraan (Prosperity), Daya Cipta (Innovation), Hormat (Respect), Keyakinan (Trust), and Ihsan (Compassion and Care). These principles guide the organization's ethical leadership, community engagement, and innovation strategy, ensuring that economic progress is balanced with social justice and environmental responsibility.

At its heart, Qanaah Enterprise contributes meaningfully to Sejahtera sustainability—a holistic and integrative concept of well-being with ten interrelated dimensions: spiritual, physico-psychological, intellectual, cognitive, cultural, ethical, emotional, ecological, economic, and societal. The enterprise fosters spiritual wellness through sincere *niyyah* (intentions) and continuous accountability to Allah. It enhances physical and environmental health through sustainable practices, while promoting social harmony through compassion, cooperation, and community-centered initiatives.

Despite these noble goals, the road was anything but smooth. One early test came when a middleman approached Mr. Qanaah, offering a lucrative deal to supply "organic" vegetables to a major city hotel chain. The offer was tempting—it promised to double his revenue overnight. But Mr. Qanaah discovered that the middleman intended to mix his premium vegetables with conventional produce from elsewhere while marketing it under Qanaah Enterprise's name. When Mr. Qanaah declined to participate in the deception, the middleman spread rumors that Qanaah's farm was "unhygienic" and "too small-scale for serious buyers." Some local retailers backed off, and online orders dipped.

Mr. Qanaah's response? *Sujud syukur* (prostration in gratitude). "This is not my rizq," he said calmly. "Allah has written for me something better."

Indeed, within a few months, a halal organic cooperative visited his farm during a university-organized field trip. Impressed by the technology, soil quality, and Mr. Qanaah's sincerity, they signed a direct supply contract that respected both integrity and price fairness. Allah opened a cleaner door after closing the corrupt one.

In other situation, as Qanaah Enterprise gained attention on social media for using AI-driven irrigation and drone-assisted monitoring, a venture capital firm offered a large investment to scale the farm into a commercial agro-tech park. But hidden in the contract clauses were demands for increased output, including the use of faster synthetic fertilizers and monoculture crops—contrary to Qanaah's principles of slow, ethical growth and biodiversity.

Mr. Qanaah called for *istikharah* (prayer for divine guidance) and consulted his *murabbi* (spiritual teacher). Though the financial offer was enticing, he declined.

"I am not hungry for scale if it means I must lose my soul. Even if I grow slowly, I want to be held accountable in the Hereafter with serenity, not regret."

Instead, he continued to grow organically through crowdfunding with his loyal customers—many of whom were grateful parents buying pesticide-free greens for their children and senior citizens seeking nutritious *halalan toyyiban* food.

But not all stories were dark. Among the brightest came from a young man named Izzat—once a school dropout due to poverty and depression. Mr. Qanaah took him in as a trainee after a local imam recommended him. He not only trained Izzat in smart farming but also included him in Qur'an memorization circles after work. Eventually, Izzat came to manage one of Qanaah Enterprise's satellite farms and is now a respected community trainer, often reminding others that farming, when done with *ikhlas* (sincerity) and *tawakkul* (trust in Allah), is a form of *ibadah* (worship).

Another remarkable story is that of Kak Siti, a single mother of three who used to sell homemade snacks by the roadside. After attending a food preservation workshop organized by Qanaah Enterprise in collaboration with a nearby vocational college, she was offered a micro-franchise opportunity to supply organic chili paste and herbal tea from the enterprise's produce. Today, she manages her own kitchen stall and mentors other women in the *asnaf* and B40 category, empowering them through both income and dignity.

There are Hafiz and Roslan, two former inmates who joined Qanaah's reintegration program supported by the local mosque committee. Instead of returning to their past lives, they now oversee composting and aquaponics systems—recycling food and fish waste into usable nutrients. The duo have since launched a small cooperative producing eco-fertilizers, and have been invited to speak at youth-at-risk forums to inspire change through purposeful enterprise.

In another initiative, Qanaah Enterprise partnered with a group of differently-abled youth from a nearby learning center. They were trained in seedling care and hydroponic systems, offering them not only employment but also the self-worth that comes from being contributors to society. Their produce—grown with meticulous care—is now

labeled “Specially Nurtured” and sold at the local weekend market, receiving overwhelming support from the community.

Even elderly villagers are not left out. Pak Din, a retired school gardener, was hired part-time to oversee traditional herbal plots. His deep knowledge of local plants is now documented and used in workshops for young entrepreneurs interested in halal herbal products, reviving indigenous knowledge and intergenerational collaboration.

### Products and Purpose

Qanaah Enterprise’s products—MD2 pineapples, leafy greens, fresh chillies, and seasonal vegetables—are sold directly to health-conscious consumers, niche halal organic retailers, and at pasar tani (farmer's markets). Instead of chasing export contracts, the enterprise prioritizes local food security, ensuring that B40 families and low-income households in the area can afford nutritious, chemical-free food. Any surplus harvest is donated every Friday to mosques and orphanages—further sealing Qanaah Enterprise’s mission of *barakah* (divine blessings), not mere profit. Table 1 shows the total revenue (in RM) and the description of *barakah*.

Table 1: Total Revenue (in RM) and *Barakah*

Year	Total Revenue (RM)	Description of <i>barakah</i>
2020	RM36,000	Small-scale MD2 pineapple harvests, home garden leafy greens. Limited consumer reach. COVID-19 MCO slows sales, but some demand from local families remains.
2021	RM108,000	Began selling at <i>pasar tani</i> , expanded to chillies and leafy vegetables. Partnered with local imam and mosque to increase visibility. Friday surplus donations institutionalized.
2022	RM156,000	Satellite plot added, allowing for more seasonal vegetables. Collaborated with niche halal organic grocers. Steady sales to B40-friendly markets. Training of youth (e.g., Izzat) boosts productivity.
2023	RM216,000	University commendation improved trust. High demand for MD2 pineapples and eco-farming produce. Women’s chili paste enterprise brings in consistent collaborative revenue.
2024	RM300,000	Weekly markets, mosque collaborations, and "Specially Nurtured" label enhance brand. Differently-abled team contributes to seedling output. More partnerships with B40 vendors. Still donates surplus weekly.

Table 1 shows the total annual revenue of Qanaah Enterprise from 2020 to 2024 reflects not only its financial performance but also the unfolding of *barakah* (divine blessings) that accompany its spiritually anchored operations. Unlike conventional businesses driven by profit maximization, Qanaah Enterprise embraces a *barakah* economy model—one that prioritizes purpose, sincerity (*ikhlas*), and service to the community. Each year's growth tells a story of not just economic resilience, but also ethical, social, and spiritual flourishing.

In 2020, amidst the nationwide COVID-19 Movement Control Order (MCO), Qanaah Enterprise recorded a modest revenue of RM36,000. The enterprise was still operating on a small scale, producing MD2 pineapples and leafy greens from home gardens. Consumer reach was limited, yet local families continued to rely on its affordable, chemical-free produce. The *barakah* in this period lay in the ability to sustain operations during a national crisis—meeting essential community needs with sincerity and resilience.

By 2021, revenue tripled to RM108,000. This year marked a significant turning point, as Qanaah Enterprise expanded its product line to include chillies and additional vegetables, began participating in *pasar tani* (farmer's markets), and formed meaningful collaborations with the local imam and mosque. Weekly *sadaqah* (charitable surplus donations) on Fridays became a consistent practice. The *barakah* here manifested in enhanced community trust and visibility—achieved not through aggressive marketing, but through genuine relationships and continuous giving.

In 2022, revenue grew to RM156,000, driven by the addition of a satellite farm that enabled a broader range of seasonal produce. Collaborations with halal organic grocers helped expand market reach, while youth empowerment programs—such as mentoring individuals like Mr. Izzat—boosted productivity and created meaningful employment. The *barakah* of this year was evident in the steady, values-aligned growth that brought benefit to both the enterprise and the community. The business became a platform for taqwa-centered development, circulating goodness within the ummah.

The upward momentum continued in 2023, with revenue reaching RM216,000. A local university recognized Qanaah Enterprise for its ESG-aligned practices and contribution to community empowerment. Demand for MD2 pineapples and eco-farming produce increased, while a new collaborative effort with a women-led chili paste micro-enterprise introduced another stream of shared income. Here, the *barakah* revealed itself in the form of *izzah* (dignity) and *rezeki* (sustenance) for single mothers and other marginalized members of the community—proof that sincere effort is often followed by honor and trust.

By 2024, Qanaah Enterprise had grown into a vibrant ecosystem of inclusion and empowerment, achieving RM300,000 in annual revenue. Its presence at weekly markets, continued partnerships with mosques, and branding initiatives like “Specially Nurtured” products cultivated by differently-abled youth earned widespread community support. Collaborations with B40 vendors deepened, and Friday donations remained a constant practice. The *barakah* this year was expansive: the enterprise became a rahmah-infused space—a womb of compassion—where the marginalized were given voice, value, and purpose. Growth was no longer just numerical but deeply spiritual, driven by *niyyah* (pure intentions), *ta’awun* (mutual support), and *ikhlas*.

Indeed, the financial trajectory of Qanaah Enterprise is more than a revenue report—it is a testament to the spiritual truth that when business is conducted with trust, compassion, and consciousness of Allah, *barakah* follows. Year by year, the enterprise grows not only in numbers, but in sincerity, service, and impact. Every ringgit earned is a reflection of divine provision, carried with spiritual weight and multiplied through ethical action.

## Strategic Challenges

It was a breezy Thursday afternoon when three sharply dressed investors in leather shoes stepped into the modest, sun-kissed fields of Qanaah Enterprise. They were impressed—but their eyes quickly darted to the "untapped potential."

Investor 1: "Brother Qanaah, your farm has serious potential. With the right strategy, you could supply multiple supermarket chains in the Klang Valley." They spread out blueprints and a digital presentation on a tablet.

Investor 2: "Imagine this. Triple your yield by eliminating intercropping. Use fast-release fertilizer, streamline harvesting with outsourced labor. We'll take care of the logistics. You just grow."

Mr. Qanaah listened quietly, his fingers brushing the edge of a spinach leaf nearby.

Mr. Qanaah [Smiling gently]: "Yes, I could do all that. But tell me, who will answer to Allah when the soil turns dry, the nutrients fade, and the *barakah* disappears?"

Investor 3: [Laughs] "Business is business, brother. People don't care how it's grown. As long as it looks fresh and makes profit."

Mr. Qanaah: [Voice firm but calm] "Maybe they don't care. But I do. And more importantly, Allah knows. My *niyyah* is not volume—it is *sejahtera*. Not profits, but purpose. Not empire, but enough."

The meeting ended respectfully, but without a deal. One investor was overheard muttering, "Another romantic farmer," as they left.

At a sharing session at a Department of Agriculture forum:

"Sometimes they call me naïve. But I'm not planting for shelves—I'm planting for my soul. Qanaah teaches me to be content, not complacent. If Allah wants me to grow, He'll open ways that don't compromise my values."

Mr Qanaah is firmed with "No Riba, No Regret" attitude. During the early days, cash flow was tight. Equipment needed repair, and seeds had to be bought in bulk. His elderly neighbor, Pak Sulaiman, dropped by one evening with a concerned look.

Pak Sulaiman: "Just take the AgroBank loan, la. Fast process. Everyone borrows."

Mr. Qanaah: [Pouring tea] "Even if the whole world borrows, I cannot. I won't build this farm on *riba*. I'd rather grow slowly with peace than fast with guilt."

Instead, he launched a small crowdfunding initiative—inviting the local community to support a vegetable box subscription. Fifty families signed up, prepaying for 3 months of fresh organic produce. He recorded a humble voice note and shared it in the WhatsApp group.

Mr. Qanaah (in his voice note): “Bismillah. Assalamualaikum. I invite you to support Qanaah Farm. Pay today, eat fresh halalan toyyiban vegetables for the next three months. Let’s grow this barakah together.”

All 50 slots filled in just four days. Word spread fast—his vegetables became known as sayur yang ada doa (vegetables with prayer).

Mr Qanaah shared his reflection during an entrepreneurship workshop:  
“I always tell young farmers: We seek modal, but never at the cost of moral. Even if I must dig with my own hands, I won’t touch *riba*. My covenant is with Allah—and He never breaks His promises.”

Mr Qanaah subscribed “Modern Technology, Rural Wisdom.” One morning, the solar-powered AI dashboard that controlled his irrigation system stopped working. The usual technician, Ahmad, was away in Johor.

Izzat (his young assistant): “Tuan, the dashboard’s down. Soil sensors are offline. The system won’t water the crops.”

Mr. Qanaah [Wiping sweat from his brow under the blazing sun]: “That’s why we can’t depend forever. We must learn to fix things ourselves.”

That evening, he sat with Zainab, an engineering intern from the local university. Together, they huddled over the manual and reconfigured the system—manually resetting nodes, rechecking solar inputs.

Zainab: “Uncle, you don’t have an engineering degree, but I’ve never seen this much sabr in a classroom.”

Mr. Qanaah: “Patience is better than panic. Allah gave us *aql* and *tawakkul*. Let’s use both.”

From then on, every Friday, he taught two village boys about sensors, water flow, and AI—a class he affectionately called “Smart Farming with *Sabr*.”

Mr Qanaah shared his reflection at a public youth forum:  
“Technology is like a guest. If we don’t welcome it with learning, it won’t stay. Don’t just plant crops—plant skills. Teach your children to farm with their hands and program with their minds.”

At another situation, at the local *pasar tani*, a middle-aged mother with a toddler on her hip paused at his stall.

Customer: “RM7 for spinach? I saw the same sayur at the supermarket for RM3.”

Mr. Qanaah [With warmth]: “That one grows fast—with chemicals and sprays. Mine? Grown with compost, Qur’an recitation, and mercy. No shortcuts, no poison.”

Customer: “But I’ve got five mouths to feed...”

Mr. Qanaah: [Handing her a bag] “Then take this half-price. I just ask for one thing—make *doa* for farmers like me.”

The woman returned every week. She later shared photos of his vegetables in her surau *WhatsApp* group, describing them as “vegetables with *rahmah*.” Eventually, she brought her teenage son to volunteer at the farm during school breaks.

Mr Qanaah shared his reflection at a Department of Agriculture customer awareness campaign:

“Selling organic is not just about profit—it’s about rahmah for the land, and amanah to the people. I tell my customers: This isn’t just food. It’s a du’a you’re eating.”

### **Strategic Opportunities**

Mr. Qanaah’s journey with Qanaah Enterprise reveals numerous strategic opportunities that can inspire other small-scale farmers and agripreneurs. One of the most impactful was his collaboration with local universities to address technical farming challenges. What began as a plea for help during a difficult rainy season evolved into a structured Field-to-Lab Training Program, where final-year students analyzed real-time data from the farm and returned with actionable solutions. These interactions turned Qanaah Farm into a dynamic learning ground. As Mr. Qanaah reflected, it was a true example of ta’awun—knowledge shared with sincerity. The lesson here is that strategic academic partnerships can turn farms into living laboratories, creating a sustainable cycle of practical innovation and mutual benefit.

Another critical opportunity that Mr. Qanaah leveraged was the use of digital marketing to build a meaningful brand around halalan toyyiban produce. Inspired by a TikTok video, he created his own simple farm video, showcasing spinach grown with compost, rainwater, and doa. His sincerity resonated widely, drawing thousands of views and customer engagement. With his daughter’s help, he extended his presence to Instagram and Shopee, branding his produce under the tagline “From soil to soul.” His success illustrates that digital platforms are not just tools for commerce but are avenues for spiritual storytelling and authentic engagement. For other farmers, this example underscores the power of intention-driven branding in an age where trust and transparency define value.

Equally significant was Mr. Qanaah’s decision to reject riba-based loans in favor of Islamic social finance instruments such as waqf and qard hasan. When funds were needed for a greenhouse, he approached his local masjid, requesting a benevolent loan. In an act of communal grace, the mosque committee instead launched a waqf campaign, allowing the greenhouse to become a source of sadaqah jariyah for donors. This experience affirmed Mr. Qanaah’s belief that finance infused with rahmah (mercy) nurtures more than capital—it builds trust and shared responsibility. For aspiring agripreneurs, this model offers a viable, values-driven alternative to exploitative credit systems, showing how ethical finance can be a tool for empowerment and social cohesion.

Lastly, Mr. Qanaah’s commitment to khidmah (service) led him to offer knowledge-sharing workshops for B40 farmers. His initiative, “Hari Ilmu Tani Qanaah,” became a platform for practical training in pesticide-free farming, composting, and faith-integrated agriculture. His message was clear: even pulling weeds becomes an act of worship with the right niyyah. These sessions not only equipped participants with technical skills but also restored their confidence and spiritual motivation. The workshops, grounded in humility and sincerity, exemplify how knowledge becomes a gift when shared. Other farmers and NGOs can replicate this by hosting grassroots-level training sessions that are simple, spiritual, and socially inclusive—transforming farming into a collective path of sustenance and *barakah*.

## Five Years Later – Qanaah Enterprise and the Future of Faith-Driven Agriculture

Five years have passed since the story of Qanaah Enterprise first began inspiring classrooms, communities, and changemakers. What started as a humble farm growing MD2 pineapples has now blossomed into a beacon of ethical agriculture—not in size or scale, but in substance, sincerity, and soul.

Qanaah Enterprise would remain unwavering in its commitment to *taqwa*-rooted, *qanaah*-centered farming. It has neither morphed into a mega-corporation nor succumbed to pressures to commercialize at the cost of values. Instead, it has become an anchor of ecosystemic barakah in Malaysia's food landscape—serving not only B40 families and the elderly but also students, young agripreneurs, and researchers across ASEAN and OIC countries.

The Qanaah Farm is not just a farm—it is an *Ummatic* Learning Sanctuary. Its *Friday Smart Farming with Sabr* classes have evolved into a nationally recognized agro-ethics youth program certified by a consortium of Islamic universities. Izzat now oversees two regenerative farming sites and mentors dozens of new trainees. Kak Siti has grown her chili paste brand into a cooperative with over 40 B40 women, producing certified *halalan toyyiban* products sold in ethical retail outlets and surau-based community markets. Hafiz and Roslan's eco-fertilizer cooperative now supplies schools and pesantren with natural inputs, while the "Specially Nurtured" produce line led by differently-abled youth is exported to Brunei and Indonesia—not for profit, but as dakwah through food.

Technologically, the farm remains modest yet adaptive. With student interns and microgrants, the irrigation system now integrates blockchain traceability for transparency and amanah. All harvests are tracked from seed to soul—proof that Islamic ethics and smart farming can coexist. The AI dashboard remains solar-powered, but every Friday, Mr. Qanaah still walks the fields to make du'a at each compost pile.

Financially, Qanaah's sustainability model continues to reject *riba*, preferring community-backed *qard hasan*, *waqf* greenhouses, and crowdfunding circles. The farm's social finance logbook—handwritten and digitized—has become a reference for other faith-based agripreneurs exploring alternatives to exploitative capital.

Socially, Qanaah Enterprise has emerged as a rural hub of *khidmah* (service). Its *Hari Ilmu Tani Qanaah* event now runs quarterly, attended by young farmers, mothers, retirees, and university scholars alike. Each session opens with Surah Al-Baqarah: 261 and closes with *doa selamat* for the earth and those who till it. And while the revenue has grown steadily, Mr. Qanaah still refuses supermarket contracts that compromise the sejahtera of his soil and workers.

Spiritually, the farm has become a living mimbar. Its motto—"From Soil to Soul"—is etched on a wooden sign at the gate, beneath which every visitor reads: "This farm is not for profit, but for the pleasure of Allah. Every drop of rain, every prayer, and every harvest is for His sake."

At age 60, Mr. Qanaah still leads the morning *tahajjud* prayer under the jackfruit tree, opens the weekly farm market with *Bismillah*, and ends each day with *shukr*. When asked at a global halal food summit what his future plan was, he smiled and replied, “To keep planting *taqwa* into the soil and leave footprints of *barakah* for others to follow.”

Thus, five years later, Qanaah Enterprise is not just a case study. It is a legacy—a prophetic echo of *khilafah*, *rahmah*, and *amanah* on earth. It calls the world not merely to farm differently—but to live, lead, and grow with meaning, moderation, and mercy. And in doing so, it reminds us: “Even the smallest farm, with the right *niyyah*, can feed the ummah and fulfill *fardu kifayah*.”

### Discussion Questions

1. How does Qanaah Enterprise exemplify the integration of Islamic values such as *qanaah*, *taqwa*, *amanah*, and *halalan toyyiban* in its business model, and how do these values influence decision-making in the face of financial temptations or market pressures?
2. In what ways does Qanaah Enterprise demonstrate *Sejahtera* sustainability and the principles of the *barakah* economy, and how can this model be applied by other small-scale enterprises in Malaysia and beyond?
3. How does the founder’s refusal to scale at the cost of values, and his adoption of AI and circular economy practices, reflect a balance between modern technology and rural Islamic wisdom?
4. What strategic opportunities did Qanaah Enterprise unlock through collaborations with universities, mosques, and the local community—and how can these relationships be strengthened to scale impact rather than just output?
5. How can young agripreneurs and business students draw lessons from Qanaah Enterprise’s narrative to craft their own models of ethical entrepreneurship—especially in sectors prone to exploitation, greenwashing, or burnout?