

Empowering Rural Communities through the SDGs Initiatives: A Qualitative Exploration of People, Profits, and Planet Dimensions

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ABSTRACT

This study explores rural community development through the Sustainable Development Goals (SDGs) initiatives, focusing on the dimensions of people, profits, and planet. Rural areas face numerous challenges, including economic, social, and environmental issues, which hinder their long-term sustainability and growth. To address these, various strategies and initiatives have been implemented by multiple organizations. This qualitative research employed interviews and document review, to assess projects initiated under the APPGM-SDG with the aim to ensure inclusive society in those three dimensions (people, profits, and planet). Findings highlight key initiatives under each of the dimension that support rural community empowerment. The people dimension is addressed through the community learning centres which provides the platform for knowledge dissemination as well as providing the access to basic needs. The profit dimension is supported through income-generating activities, such as food processing and bakery training. Meanwhile, the planet dimension is incorporated through eco-tourism and organic farming projects. This study emphasizes the potential of these diverse projects in enhancing rural sustainability. However, successful implementation requires strategic planning and continuous effort to ensure the long-term success and resilience of these initiatives. The findings provide valuable insights into how rural communities can be empowered through sustainable practices and holistic approaches, offering fruitful insights for future development efforts aligned with the SDG.

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