1.4.1: Support for Sustainable Businesses and Livelihoods

Provide assistance in the local community supporting the start-up of financially and socially sustainable businesses

Beyond its institutional scholarship and financial support programme, MIU contributes to SDG 1.4.1—**supporting the start-up** of financially and socially sustainable businesses—through community initiatives that **promote** economic participation, livelihood opportunities, and **income-generating activities.**



MIU's Faculty of Pharmacy, in collaboration with the Directorate of Social Affairs and the Egyptian Red Crescent, organized a special bazaar to **support local producers** and **productive families**. The initiative provided participants with a platform **to showcase and sell handmade products and food items**, facilitating access to potential customers and income-generating opportunities while supporting local livelihoods and small-scale economic activity.



MIU also organized a four-day Christmas Bazaar that provided **40 local and family businesses** and **40 student entrepreneurs** with a platform to showcase and sell their products. The initiative facilitated access to potential customers and **supported income-generating opportunities**, **local economic activity**, and **entrepreneurship** within the university community.