







dignity, as well as skills they can continue using to earn income.

Apart from helping the artisans to earn income they also inspire the communities regarding the importance of reviving the crafts because of their cultural significance. Above and beyond helping the indigenous artisans to improve their lives, Elevyn has also gained publicity for the artisans in order to market their craftwork to a bigger market.

#### 4. Conclusion

The success of Elevyn.com indicates that a concentrated effort sustained over a long period of time with a clear vision linked to a set of strategic goals and involving the community people and the external stakeholders can bring positive results even in a complex process such as community empowerment. This exploratory study has implications for social entrepreneurs and philanthropists as it is one model of technology oriented entrepreneurship coupled with entrepreneurial vision and action directed towards social need, community change and poverty reduction. A next step for research in this area would be to undertake a longer term, mixed methods, comprehensive analysis of several cases in which technology entrepreneurs have teamed with social entrepreneurs and cases in which individuals have worn both hats, and to examine the actions, processes and results of their engagement.

#### Acknowledgement

The authors' are grateful to the Universiti Teknologi Malaysia for their generous support with the research program.

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