

Healing Women, Building Futures: The Social Entrepreneurship of Purut Therapy Centre

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Prologue

In 2023, a small living room in a modest Malaysian home became the birthplace of a movement. With little more than her hands, faith, and a burning desire to help women in need, the founder of Purut Therapy Centre began offering womb therapy and herbal treatments to neighbours. Word spread quickly: women whispered to each other about a place where healing was not only physical, but also emotional and spiritual. Soon, the home was filled daily with mothers, daughters, and grandmothers seeking relief, guidance, and dignity. What began as a personal service of compassion soon transformed into a social enterprise, bringing hope to single mothers and B40 women who longed for both income and empowerment.

“I only wanted to help one mother at a time,” the founder recalled softly. “But soon, I realized that every womb I healed, every woman I supported, was part of something bigger a movement of empowerment,” she muttered to herself.

She looked around the room that once felt too small, now overflowing with stories of resilience. Each herbal bath prepared, each massage delivered, was no longer just a treatment it was a symbol of hope. The mothers who came seeking healing left with renewed strength, while the women she trained discovered not just skills, but also dignity and

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independence. What began in a humble living room was no longer hers alone; it belonged to a growing community of women determined to rise together.

Background of the Company

Purut Therapy Centre started as a humble home-based initiative, providing womb therapy, herbal remedies, and postnatal massage to women in the community. As time went on, the small practice gradually expanded and evolved into a recognized women's wellness hub that now offers a wide range of structured services.

These include specialized postnatal massage and womb therapy designed to support recovery after childbirth, as well as herbal treatments and baths that draw upon traditional healing practices. In addition to therapeutic care, the centre conducts workshops on women's health and family care, creating a platform for education and awareness. It also provides training sessions for single mothers and women from the B40 group, equipping them with practical skills that open opportunities for employment and financial independence.

What sets Purut Therapy Centre apart is its identity as a community-driven enterprise, rooted in Islamic principles of wellness, modesty, and empowerment. Unlike typical confinement centres that operate purely for profit, Purut Therapy is designed to nurture both its clients and its workforce, functioning as a hybrid model of wellness and social entrepreneurship.



Figure 1: Purut Therapy Centre

Background of the owner

The visionary force behind Purut Therapy Centre is Puan Rosnani binti Muda, a retired educator whose career once spanned more than three decades in nurturing and guiding at-risk youth. For years, she stood in classrooms holding chalk, inspiring dropout students to reclaim their futures. Yet, her true calling emerged not within school walls, but in the realm of women's health a domain where compassion and tradition converge.

After choosing early retirement, Puan Rosnani redirected her unwavering passion for service into traditional women's wellness. She immersed herself in grassroots knowledge, learning directly from seasoned practitioners and local healers. What she discovered was not only a treasure trove of cultural wisdom but also a pathway to uplift women often overlooked by formal systems.

Her transformation into a healer was not accidental but deeply personal. Having witnessed the struggles of postpartum mothers particularly those with little access to professional care she resolved to dedicate her second career to restoring dignity, health, and empowerment. Through Purut Therapy Centre, she forged a platform where healing is holistic: physical, emotional, spiritual, and economic.

More than just providing care, Puan Rosnani envisioned a model that trains and empowers single mothers and B40 women, equipping them with certified skills in postnatal massage, womb therapy, and herbal preparation. In her leadership, healing became a vehicle for independence; therapy became a language of empowerment. Guided by Islamic values of modesty, integrity, and community solidarity, she transformed a humble home-based practice into a nationally recognized hub for women's wellness and social entrepreneurship.

Today, the hands that once wrote lessons on a blackboard now restore wellness to mothers, while her voice once encouraging struggling students echoes in training halls filled with aspiring therapists. For Puan Rosnani, the journey is clear: every womb healed is a story of resilience, and every woman trained is a seed of empowerment.

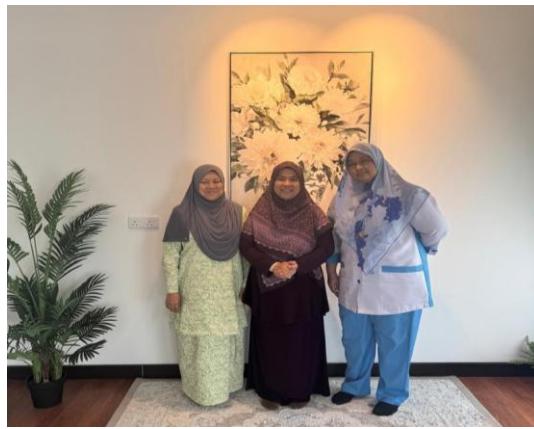


Figure 2: Leadership Behind Purut Therapy Centre

Business Challenges

Like many community-driven enterprises, Purut Therapy Centre encountered a series of challenges that tested both its resilience and its vision. One of the most pressing difficulties was the issue of limited capital during its early years. The centre began from humble beginnings, and financial constraints restricted its ability to expand services and invest in modern facilities. Every step forward required careful resource management, creative problem-solving, and the founder's determination to sustain operations with minimal means.

Another challenge was the stigma and scepticism that surrounded womb therapy. While many women found comfort and healing through traditional practices, there were also those who doubted the effectiveness of such treatments or misunderstood their basis within Islamic wellness. This required Purut Therapy Centre not only to provide quality services but also to continuously educate the public, addressing misconceptions and building trust within the community.

The centre also faced the delicate task of balancing its social and business goals. On one hand, revenue was essential to sustain training programs and keep the enterprise afloat. On the other hand, the founder was committed to ensuring that services remained affordable, particularly for women from the B40 community who often needed support the most. This tension between

financial sustainability and social mission demanded careful navigation to ensure that neither objective was compromised.

Finally, Purut Therapy Centre had to contend with competition from commercial spas that offered similar services, often marketed with modern branding and luxury appeal but lacking the cultural and spiritual depth that defined Purut Therapy. Competing in such a landscape required the centre to highlight its unique identity rooted in tradition, Islamic principles, and women's empowerment while continuing to innovate and maintain relevance in a competitive wellness industry.

Business Model and Strategic Approach

Purut Therapy Centre adopts a community-based model where services are offered at affordable prices, ensuring accessibility for women from various economic backgrounds. Unlike many commercial wellness businesses, the profits generated are not solely retained for growth but are strategically reinvested into training programs for disadvantaged women, particularly single mothers and those from B40 communities. This reinvestment sustains the dual mission of the centre to heal and to empower.

A central pillar of the business model is the integration of tradition and faith. The therapies provided blend Malay postpartum practices such as womb massage and herbal baths with Islamic values that emphasize modesty, cleanliness, and spiritual well-being. This unique approach not only strengthens cultural identity but also reassures clients of the centre's commitment to holistic healing that is both physically restorative and spiritually acceptable.

Skill development forms another cornerstone of the centre's strategy. Women who join as trainees are taught certified techniques in postnatal massage and herbal therapy, enabling them to achieve both financial independence and professional recognition. The ripple effect of this training extends beyond individual empowerment, as these women often become advocates and service providers in their own communities, multiplying the impact of Purut Therapy's mission.

Flexibility also characterizes the business model. Recognizing that not all women can travel to the center, services are delivered both on-site and through mobile therapists. This ensures that mothers in rural and urban settings alike can benefit from professional postnatal care, breaking down barriers of distance and accessibility.

To strengthen its reach and credibility, Purut Therapy Centre collaborates with NGOs, local mosques, and women's groups. These partnerships expand the centre's outreach while reinforcing its role as a trusted community-based institution that embodies both social entrepreneurship and faith-based values.

Impact and Success Factors

The impact of Purut Therapy Centre is evident in multiple dimensions. From an empowerment perspective, dozens of single mothers have been trained and supported, gaining sustainable sources of income and a renewed sense of self-reliance. Beyond economic empowerment, the centre has created lasting social impact by providing affordable postnatal and wellness services to women in underserved areas, bridging a gap often left unattended by mainstream healthcare.

The centre also contributes to cultural preservation by promoting womb therapy in a structured, professional, and safe manner, ensuring that Malay and Islamic traditions remain alive and relevant in modern maternal care. Through its consistent quality and values-driven services, Purut Therapy has built a strong reputation—not merely as a business, but as a women's support network where clients, trainees, and communities alike find solidarity, healing, and hope.

“Before this, I had no stable income. After being trained at Purut Therapy Centre,

I can now support my children and stand on my own two feet.”

Single mother trainee

“Coming here is more than just therapy for my body. It is therapy for my soul reminding me that our traditions still matter and can empower women today.”

Postnatal client

Epilogue

What began in a quiet living room has now grown into a sanctuary of hope for countless women. Purut Therapy Centre is no longer just a place of massage or herbal baths it has become a movement, a lifeline, and a voice for those who once felt unseen. Within its walls, women do not only recover from childbirth; they rediscover their strength, their dignity, and their worth.

For Puan Rosnani binti Muda, every womb she heals is a testimony of resilience, and every woman she trains is a spark of empowerment that lights the way for others. The laughter of mothers, the determination of single women finding their footing, and the tears of gratitude that fill the therapy rooms have become the heartbeat of the centre.

From the humblest of beginnings, Purut Therapy Centre has proven that true healing is never limited to the body it touches the soul, uplifts families, and transforms communities. It stands today as a beacon of what is possible when compassion meets courage, and when tradition is embraced as a tool for empowerment. The story of Purut Therapy Centre is not just about survival; it is about rising, thriving, and igniting change.

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