

CASE STUDY

## PerpuSeru: Partnership Between Business, Government and Community in Improving Access of Information and Communication for Women in Sragen, Central Java

The partnership between Coca-Cola Foundation Indonesia, Library Office of Sragen and Wanita Mandiri Center

### Women’s Empowerment in the Millennium Development Goals 2015

PerpuSeru program is a partnership between Coca-Cola Foundation Indonesia (CCFI), Library Office of Sragen (Perpusda Sragen) and Wanita Mandiri Center (WMC), which offered indirect contribution to the Millennium Development Goals (MDGs) No 3 – Promote Gender Equality and Empower Women. In the Millennium Development Goals (MDGs) 2011 Report<sup>1</sup>, the Indonesian Government explained that most of MDGs 2015 target in education, employment and politics was achieved. Referring to the Gender Parity Index and Net Enrollment Rate/*Angka Partisipasi Murni* (APM) or the ratio of girl to boy is indicated by a ratio of 1:1, then the achievement of gender equality in 2011 is 98.80 for Elementary/MI/Package A; 103.45 for Junior High School/MTs/Package B; and 101.40 for High School/MA/Package C; and 97.82 for college level. At the same time, the Office of the President’s Special Envoy for MDGs had stated an increase of 36.67% in 2011 on women contribution in non-farm sector wage employment. In the political arena, the proportion of seats held by women in the House of Representative (DPR) had also increased by 18.4% in 2011<sup>2</sup>.

### SUMMARY

PerpuSeru program ([www.perpuseru.org](http://www.perpuseru.org)) was one of the nation-wide programs of Coca-Cola Foundation Indonesia (CCFI), which was based on a sustainable partnership between the business, local government and the community sectors, with the objective to transform district-level public libraries to become IT- and ICT-based community learning center. The program started in 2011 and ended in 2015, with youth group, women and micro-entrepreneurs as the beneficiaries. The PerpuSeru program was taken place in 16 provinces in Sumatra, Kalimantan, Java, Sulawesi and West Nusa Tenggara. In implementing this program, CCFI worked in partnerships with each and every Perpusda and non-government organizations (NGOs) in their program area.

For Sragen district (Central Java), CCFI built a partnership with Perpusda Sragen under the local government, and a non-profit organization called Wanita Mandiri Center (WMC) since 2012.

The PerpuSeru provided the supports to the program including: (1) IT equipment (computers, internet connection, etc.), (2) capacity building training for the



Housewives are trained to create a blog in Perpusda Sragen (© 2014, PerpuSeru)

library staff and other supporting staff, (3) technical assistance through mentoring the library staff on how to provide public services such as community engagement activities, stakeholders advocacy, and IT services. The partnership with WMC benefited ex-migrant workers, housewives and victims of domestic violence. CCFI offered

training, IT facilities; and built communication with the local government to smoothen the activities. Perpustakaan Sragen has built the partnerships with private sectors, and other Regional Work Units (*Satuan Kerja Perangkat Daerah/SKPD*), NGOs, and provided space for activities, and persuaded the regional government to issue policy and allocate budget in order to have a sustainable program. While WMC as the champion for beneficiary groups, worked hard to involve individual beneficiaries and disseminated the information to a wider audience and the government through various media.

This partnership provided mutual benefits for all parties. The Perpustakaan Sragen got a chance to improve services, renew IT facilities that finally attract people's interest to come and visit the library. While the beneficiary group – under WMC – benefited from the computer and internet training, IT facilities and entrepreneurial training which improved their economies. CCFI also benefited by achieving their program's mission to enhance the library as an IT/ICT-based community learning center.

The partnership with WMC had trained 100 women by end of 2014 on how to use IT and how to develop micro enterprises. Up to 60 of them had used their skills and knowledge in internet and email to market their product online. Their sales had a 30-40% increased per year.

## THE PARTNERS



The Coca-Cola Foundation Indonesia ([www.coca-colafoundation-ind.org](http://www.coca-colafoundation-ind.org)) is a nonprofit organization and was established in 2000 by Coca-Cola Indonesia and PT Coca-Cola Bottling Indonesia, with the focus to improve the social welfare and quality of life,

and to be productive citizens. Education is the main key of every CCFI activity, considering that the welfare and advancement of one's nation depends on the education level of its citizens.

PerpuSeru program is a sustainable centerpiece program of CCFI. During the first phase (2011-2015), CCFI worked with 34 public libraries consisting of 1 provincial library, 28 district/municipality libraries, 3 village libraries and 2 Reading Corners (*Taman Bacaan Masyarakat*) in 16 provinces in Sumatra, Kalimantan, Java, Sulawesi and West Nusa Tenggara. The second phase began in 2014 and still ongoing, in which CCFI expanded the partnerships with a target of 70 libraries and 6 Reading Corners, thus totaling 110 library partners for this program. In implementation of the PerpuSeru program, CCFI encouraged the libraries to partner with other organizations either private, government or educational institutions, including non-governmental organizations (NGOs).

In addition to PerpuSeru, CCFI has also other programs to help achieve the Organization's mission such as Learning Lounge, Water for School Program, Rain Water Harvesting, scholarship for college students, as well as InTek Program (Technology Program)<sup>3</sup>.



Perpustakaan Sragen is one of regional technical institutions to manage the library. This library was founded in 1980 and used to be administered by the legal bureau of Sragen government. Perpustakaan Sragen endured many changes on its organizational structure, and by the end of 2008 it was designated as a separate and stand-alone agency. The existence of Perpustakaan embodies the vision of its local government to establish Sragen as Smart District<sup>4</sup>.



Wanita Mandiri Center is a non-government organization and was founded in 2004 by Sri Hartati Puro in Puro village, sub-district of Karangmalang, Sragen, Central Java. WMC aims to empower women upon her observations on large number of

violence against women and mostly it was triggered by poverty and their low skill to join the workforce. With such social conditions, WMC then decided to empower the emigrant female workers, housewives with economic problems and also victims of domestic violence.

The WMC activities include entrepreneurial skill training, providing counselling for women of all ages affected by domestic violence; becoming a resource person for the police and hospitals in cases of violence; building financial institution for women – saving and loan from women to women; organizing events; and coaching for the business group from the start up until marketing stage.

## INITIATING THE PARTNERSHIP

PerpuSeru is an education program of Coca-Cola Foundation Indonesia with the support from the Bill and Melinda Gates Foundation<sup>5</sup> since May 2011. The first phase of this partnership (2011-2015) was establishing a pilot project to develop the right model of library development in Indonesia.

The beneficiaries of the program vary from youth group, women and micro-enterprises. PerpuSeru program works and target public libraries in district/municipality level across Indonesia.

During the initial implementation of its national program (mid 2011), CCFI launched an open bidding to 407 regional libraries to participate. Out of 407, 35 libraries in 16 provinces were selected based on the criteria and their commitments, but later on only 34 libraries were fully committed. CCFI coordinated with the Ministry of Home Affairs and the Office of National Library to verify the submitted applications. Public libraries had to fulfill several selection criteria: it should have easy access for the public, have its own building, have internet access, and have operational support from District Government Budget. The 34 selected libraries consisted of 1 provincial library, 28 local libraries, three village libraries and 2 reading corners.

All the libraries that passed the verification process had to send a representative to spend one full-day meeting with CCFI in Jakarta in mid-2012. The meeting was aimed to brief



and introduce the PerpuSeru program, and heard their commitment. One of the selected district library was Perpustakaan Sragen.

Perpustakaan Sragen<sup>ii</sup> had seven partners to implement the program, with WMC as one of them. Their partnership began when Perpustakaan Sragen invited WMC to attend an advocacy training in June 2013. The training was aimed at finding the right partner that could work closely with Perpustakaan to empower women, youth and micro enterprises. Because of their shared vision, WMC then agreed to support the PerpuSeru program to drive the support groups to be involved in program activities.

Perpustakaan Sragen and WMC did not have a written agreement for their partnership, and it was totally based on trust and mutual benefits that each organization would obtain during the implementation of the program. Training and mentoring activities would definitely benefit the beneficiaries of WMC.

## IMPLEMENTING THE PARTNERSHIP

After having the commitments from the participating libraries, CCFI commenced the activities of PerpuSeru in Sragen, which was divided into three stages. The first stage was to handover the IT equipment and its peripheral to Perpustakaan Sragen. CCFI delivered a package of IT equipment, consists of three desktop computers, a laptop, a printer, a digital camera and one set of WiFi unit to Perpustakaan Sragen. This was conducted in the end of 2012.

The second stage, launched not long after the delivery of IT equipment, was a series of workshops and training held by CCFI and Perpustakaan Sragen during the first half part of 2013. The first activity was a workshop to develop their strategic plan with action plans for the next five years. Then it was followed by the capacity building for staff of Perpustakaan Sragen in terms of excellent service, marketing and promotion, and advocacy to get the support from government and potential partners. In addition, CCFI also conducted a basic computer and internet training, monitoring and evaluation training, and help desk training for the staff to have a hands-on experience in using the software and hardware. Each training/workshop was held for three days and attended by 10 staff of Perpustakaan Sragen

and 10 library supporters from mass organizations which are also the regular visitors to the library. Perpustakaan Sragen has selected its partner from the library supporters that were invited to the workshop, and WMC was one of them.

The final and third stage was the mentoring activity in the end of 2013. Through mentoring, CCFI provided technical assistance for the Perpustakaan Sragen staff to practice the skills that they have got such as to provide excellence service for the visitors, help visitors use different IT equipment, and facilitate the visitors and community in several activities to improve their skill and knowledge. WMC as one of the partners requested Perpustakaan Sragen to use the library facility and conduct a training for the women group to be economically independent. The idea was well received by Perpustakaan Sragen, and with technical assistance from CCFI, they facilitated the training by providing space, resource persons/trainers in entrepreneurship, and IT facilities (computers, internet, and camera). The training topic varied based on community's needs such as batik, snack food, crafting, which all can be processed at home. The training participants are ex female migrant workers, housewives with economic problems or victims of domestic violence.

In this activity, each partner was assigned with different tasks. CCFI provided training, IT facilities and built communication with the local government to make the activities smooth. Perpustakaan Sragen selected its NGO's partners, provided a place for activities (both training and group meeting) and built communication with the local government to modify the policy and budget in order to have the activities implemented sustainably. WMC and the other NGO partners acted as the key drivers for community involvement and disseminated the information to the public and government through a variety of media. A telecommunications company had provided contribution by providing computers and additional bandwidth through Broadband Learning Center (BLC) which is used as a learning tool for the beneficiaries.

CCFI conducted active monitoring and evaluation for each activity through periodic reports, field visits and regular communication. Monitoring helped to ensure Perpustakaan Sragen and WMC implement the activities as planned. Evaluation helped to identify weaknesses and advantages of the implementation. Perpustakaan Sragen submitted monthly activity report to CCFI.

Due to the wide coverage area of the program, CCFI recruited Capacity Building (CB) Officers to supervise and provide technical assistance to 34 participating Perpustakaan. A CB Officer was responsible to handle five to six locations, and made sure that each and every Perpustakaan got their needs and solutions to their problems.

## CHALLENGES AND LESSONS LEARNED

This partnership offered advantages to all parties involved. Perpustakaan Sragen had the good opportunity to improve its services, renew the IT facilities that eventually attract people to visit the library. The support group via WMC got benefits



Evi, a 39 years old housewife, seemed motivated after attending one of WMC activities. She opened a beauty salon at her home. Her determination finally paid off by giving her family a better life when she became a single parent after her spouse died. (© 2001, PerpuSeru).

of using the IT facilities and receiving entrepreneurship training to improve their economic status. CCFI benefited by the achievement of PerpuSeru program namely making IT-based community learning center.

The keys to this successful partnership were: (1) a common vision among partners i.e. to improve education mainly for women; (2) support provided to or received by partners

meets the needs of the support group, (3) each partner was able to maintain trust and communication, so challenges and problems can be solved fast.

## FUTURE PLANS AND EXPECTATIONS

In CCFI plans to continue the Program PerpuSeru II by applying the same model but at village level to reach more communities. PerpuSeru II will target 70 village libraries and 6 children's reading corners in 21 districts which mostly participated in the first phase of the program.

## RESULTS AND IMPACTS

The partnership with WMC had trained 100 women to use IT facilities and develop micro enterprises by end of 2014. 60 of them had used their skill and knowledge in internet and email to market their product online. Their sales volume had recorded a 30-40% increase per year.

### Footnotes

- i. SKPD (*Satuan Kerja Perangkat Daerah* /Regional Work Units): a unit of team under local government agency, assigned to accomplish certain tasks.
- ii. In addition to the WMC, Perpustakaan Sragen also works with other six organizations, namely Keluarga Migran Indonesia (Indonesian Migrant Family), Electronic Data Center, Writer Community, Library Forum, Indonesian Motor Association and Indonesian Young Entrepreneurs Association – Sragen Branch.

### References

1. Source: Ministry of National Development Planning / National Development Planning Agency (BAPPENAS), 2012. Report on the Achievement of the MDGs in Indonesia 2011. Jakarta, Indonesia, page 39.
2. Source: <http://indonesiamdgs.org/articles/view/mdg-3-mendorong-kesetaraan-gender-dan-pemberdayaan-perempuan-1> accessed on 30 September 2014.
3. Source: [www.coca-colafoundation-ind.org/ina/program](http://www.coca-colafoundation-ind.org/ina/program) accessed on 17 September 2014.
4. Source: <http://perpustakaan.sragen.blogspot.com/2008/09/sejarah-organisasi.html> accessed on 22 September 2014
5. Information about PerpuSeru Program the Bill and Melinda Gates can be viewed at <http://www.gatesfoundation.org/Media-Center/Press-Releases/2011/10/Coca-Cola-Foundation-Indonesia-Launches-PerpuSeru-Project>

### About this Case Study

This is one in a series of case studies based on presentations by partners at sessions of the Partnership Forum. Partnership Forum is an activity of CCPHI, a project funded by Ford Foundation.

This case study is based on presentations made by Hastin Atas Asih, Partnership and Communication Program Manager of PerpuSeru and Sri Hartati, Founder of Wanita Mandiri Center at the 25<sup>th</sup> session of the Partnership Forum. Dian Rosdiana, CCPHI Communication Officer, prepared the case study in consultation with CCFI and WMC.

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