

Program Desa Mitra (Village Partner Program): Community-Based Economic Empowerment Initiatives in Bantar Gebang, Bekasi, West Java

The partnership between PT Indofood Sukses Makmur Tbk and Pos Daya Delima VII

Get to Know the Integrated Waste Treatment Area, Bantar Gebang

Since 2010 Bantar Gebang, Bekasi, has become an Integrated Waste Treatment Area (IWTA) to deposit the waste of Jakarta’s inhabitants¹. The landfills receive 6,500 tons of solid waste per day².

The Jakarta Provincial Government divides IWTA into 4 parts of waste management: Waste Water Treatment Plant (WWTP), Unit Composting, Sanitary Landfill, and Power Plant. Pertamina and PLN have worked together to build power plants by utilizing 2,000 tons of waste that could produce 12.5 megawatts (MW). There’s also a plan to expand the power plant capacity to 138 MW and transform Bantar Gebang to become the biggest Waste To Energy (WTE) power plant in the world. At the same time, an amount of 2,000 tons of waste are funneled to supply a joint project between Pertamina and a private company (Solena) to collect the methane gas generated by decomposition³. The rest of the waste are then used to produce compost for agricultural purposes in the surrounding area.

In 2013, Bantar Gebang IWTA landfills have been awarded Adipura Clean City Award in the category of the best final waste processing site.



Pojok Selera Team shows their work after baking training, as part of the economic empowerment activity of Pos Daya. ©Indofood 2015.

SUMMARY

PT Indofood Sukses Makmur Tbk (Indofood) and Pos Daya Delima VII (Pos Daya) cooperate in implementing a program called Village Partner Program, which aims at

improving the welfare of Bantar Gebang citizens in Bekasi, West Java. Both organizations agreed to work together to implement the program from 2011 to 2015.

Collaboration between these two organizations is based on common objectives of strengthening economic conditions of the families. Village Partner Program comprised of three main activities: (1) the empowerment of Early Childhood Education (ECD), (2) improvement of the health of children under five years old and expectant mothers, and (3) economic empowerment for underprivileged families. The beneficiaries include 31 students of early childhood education (for every year); 225 children under five years old, and 25 expectant mothers, who use the integrated health post (*Posyandu*); and 14 families, who use the benefits of the entrepreneurial facilities. The evaluation on Pos Daya has shown satisfactory impact. The outcomes include zero number of children with poor nutrition, steady progress in practicing clean and healthy living behaviors, increased entrepreneurial activities, and no more disadvantaged citizens.

THE PARTNERS



PT Indofood Sukses Makmur Tbk (Indofood) (www.indofood.com) is a consumer goods company that has been operating in Indonesia for over two decades. Indofood currently has operational units that spread across Sumatra, Java, Kalimantan and Sulawesi, which produces packaged food products, flour and pasta, cooking oil, baby food and seasonings. In addition to those operational units, Indofood also has plantation division that consist of various commodities such as palm oil, sugar cane, cocoa, tea and rubber. With a distribution network that reaches all area of Indonesia, all of Indofood products can be found in all corners of Indonesia. Five pillars of corporate social responsibility (CSR) program of Indofood are building human capital, strengthening economic value (supply chain), solidarity for humanity, outreaching to the community and protecting the environment. In addition to Pos Daya Delima VII (Pos Daya), Indofood also has other programs in partnership with other organizations, including BISMA Scholarship Program in collaboration with Karya Salemba Empat Foundation; PISAgro; Project Laser Beam with WFP; Waste Bank Program with Mercy Corp; tree-planting with WWF (NEWtrees); and the establishment of Coalition for Sustainable Packaging (CSP) with a number of industries.



Pos Daya Delima VII (www.posdayakotabekasi.or.id) is a non profit institution founded in 2008 as a family-based community empowerment movement. Pos Daya focuses on education, health, environment and economic activities. Pos Daya is established to integrate all existing community services such as the *Posyandu* (Integrated Health Post), Early Childhood Education (ECD), and Family Welfare and Empowerment (PKK)¹. The important role of Pos Daya is as motivator, mover, and facilitator of all existing services. The management and the funding come from the public.

Several organizations have worked with Pos Daya, including Atma Jaya Catholic University's Faculty of Medicine on nutrition and health program for children aged under five years; Bani Saleh College on teachers' training materials on the topic of Islamic education; Bekasi "45" Islamic University on training for co-operatives; and Hak Insan Kharimah Bank of Bekasi on micro-credit.

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INITIATING THE PARTNERSHIP

Village Partner Program (Program Desa Mitra) is part of the economic pillar that has been implemented through



One of ECD activities in Ciketing Udik. Children learn while playing, with insertion topic about nutrition. ©Indofood 2015

a partnership between Indofood and Pos Daya Delima VII. The relationship between Pos Daya and Indofood started in May of 2011, when the Damandiri Foundation founder invited Indofood CEO to visit Bantar Gebang, an area very near to the Integrated Waste Treatment Area (IWTA) landfills. It was during this visit that they identified that there were problems with the environment, health, education and economic conditions of the community.

As a follow up, in June 2011 Indofood agreed to support activities in the Ciketing Udik Village, which is one of the villages in Bantar Gebang. The reasons for this choice have been: the existence of a community-based empowerment organization (Pos Daya Delima VII) in the villages, there are community members who have strong desire to improve their lives, the existence of a facility where people can meet, and local government's commitment to support the activities. It was also agreed that the Company's presence is to help in accordance with Company's technical capacity which in line with the pillars of the CSR program of Indofood. Village Partner Program (Program Desa Mitra) primarily focuses on economic empowerment especially for underprivileged families in RW 08. The total number of people live in RW 08 is around 3,000 consisting of 713 families.

IMPLEMENTING THE PARTNERSHIP

In June 2011, Pos Daya held meetings with the village head and other community leaders in Ciketing Udik Village, to convey the basic idea of cooperation, and to explain activities that will be carried out as the solution to their problems. Representatives of Indofood attended the meeting to explain the Company's position as an organization that provides technical assistance and funds in the program. During the meeting, it was agreed that the program will cover empowerment in health,

early childhood education (ECD), and local economic development, which were mostly needed by the community.

After the gathering, Pos Daya prepared a proposal to Indofood describing the activities to be carried out, along with detailed cost breakdown and timeline of the implementation of each activity. After both parties agreed on the steps forward then the proposal was implemented through the activities of empowerment program.

Indofood and Pos Daya then held basic training at the outset to 30 people for 4 (four) days. The participants were IHP health workers, Early Childhood Education (ECD) teachers, and Family Welfare and Empowerment (PKK) members. This training was intended for the cadres to gain understanding before they continue with more specific trainings based on their respective fields.

Early Childhood Education (ECD) Empowerment Activities. Early Childhood Education (ECD) in Ciketing has 31 students each year, ranging from 4 to 6 years of age. It has been facilitated by 4 instructors/cadres. Pos Daya has been fully supported by Atma Jaya Catholic University's Faculty of Medicine, which provided training for the cadres on nutrition for infants. At the same time, Bani Saleh College, an educational institution, provided training on the competency of teachers/educators, the utilization of educational games for children's cognitive development, and teaching materials based on the national curriculum.

Indofood assisted the revitalization of ECD's facilities by providing educational facilities such as stationeries, educational games tools, computers, desks, chairs, cabinets, library facilities, and classroom renovations be more suitable for learning. Teaching and learning activities in ECD takes place three times a week

Integrated Health Post (IHP) Empowerment Activities. IHP received support from Indofood, in collaboration with Atma Jaya Catholic University's Faculty of Medicine, through cadre training and nutrition education programs for mother and children, as well as regular coaching program for nine cadres for four days. The cadres in charge of carrying out routine activities in IHP once a month include taking measurement of weight and height of the children, counseling of Children's Family Development and Youngster Family Development. They also held regular religious. IHP has benefited 225 children and 25 expectant mothers.

Economic Empowerment Activities. Economic empowerment activities consisted of Pojok Selera Training and *Bogasari Mitra Card* (BMC) programs. Pojok Selera is a culinary entrepreneurship training program aims at improving the economic condition of the family. The



Health training activity for the cadres of Ciketing Udik Village, Bantar Gebang. ©Indofood 2015

program trained women and their teenage daughters how to make a variety of non-rice-based foods. The participants were trained how to process local commodities into food products with high commercial values. They learned how to produce many kinds of bread, cakes, chicken noodle and crackers.

Bogasari Mitra Card is a special membership program for entrepreneurs who produce wheat flour based foods. The benefits include point reward that can be exchanged for goods or cash, regular training and mentoring, insurance facilities and easy access to venture capital loans. All culinary entrepreneurs from Ciketing Udik Village have already registered as a member of *Bogasari Mitra Card* with Silver category.

From the outset of economic empowerment activities, Indofood and Pos Daya have worked closely together to conduct assessment and selection of candidates, making sure that the participants were members of underprivileged families and have commitment to become entrepreneurs. To the data showed that there were 14 families who were in dire need of economic assistance. The participants also receive venture capital loans and loans to buy equipments and devices, and many food recipes.

The role of Pos Daya has been coordinating all above mentioned activities under the Village Partners program in the Ciketing Udik area. Pos Daya conducts coordination meetings with all cadres to monitor progress and achievement as well as evaluate results to be reported to Indofood.

Based on the initial concept and goals, Indofood's participation is to help people to become economically independent through a partnership model. It proved to be a great business model because it made the community to become self-reliant.

RESULTS

The number of beneficiaries by activities are:

1. A total of 31 students per year have been actively involved in Early Childhood Education (ECD);
2. IHP Services reached 225 children and 25 expectant mothers for regular check up;
3. Entrepreneurial activity has helped 14 poor families to earn more income by creating total revenue of about 150-200 million rupiahs per month.

Cadres of Pos Daya conducts monthly monitoring through house visits and data collection on nutritional status among children. Although the evaluation has not been done in more comprehensive method, the result of the observation of Pos Daya team did show an improvement. The results showed that under-nourished children could no longer be found in Ciketing Udik Village, good progress in practicing clean and healthy living behaviors, increased commercial activities among local community, and no more poor people in the village.

CHALLENGES AND LESSONS LEARNED

The challenge for this program in post-training stage is how to market the products. Pos Daya worked together with the village head and other community leaders to promote the products in Bekasi. Pos Daya has also been

participating in food bazaars in Bekasi and other cities to introduce their products and create new markets. To ensure repayment, Pos Daya prepared an agreement that requires opening up employment opportunities in their neighborhood, and profit sharing up to 10 percent each month for Pos Daya. This profit sharing is intended to finance other new entrepreneurs or to support other Pos Daya activities.

An important lesson learned was that leadership held a critical role. Community leaders must exist to ensure sustained program implementation even after the support from the company was over. Furthermore, the commitment and strong support from government officials at the village, district and city levels need to be mapped out since the beginning, so the partnership will ultimately contribute to be beneficial for the larger community in the region.

PLANS AND EXPECTATION

Both organizations hoped that Village Partners Program can be continued by improving the quality of activities such as product marketing and program replication in other regions.



Footnote

1. Refer to <http://tp-pkkpusat.org/>

References

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About this Case Study

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

This case study is based on the presentation of Deni Puspahadi, Senior Manager of CSR Indofood and Ane Puji Astuti, Chairman of Pos Daya Delima VII at the 28th session of the HBRI Partnership Forum. Dian Rosdiana preparing this study in consultation with the Indofood and Pos Daya Delima VII.

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