



Mandate Spotlight: 056 PERSEPSI Indonesia

Web-Based Market Outreach for Women-led MSMEs in Central Java

Location: Indonesia

Beneficiaries: Association for Economic and Social Study and Development (PERSEPSI) & Selected PERSEPSI MSME Members

Consultant: MDF Asia Training and Consultancy

Start: May 2021

End: June 2022

CTIF Contribution:
CAD \$282,025

Context

PERSEPSI is a non-governmental organization based in Klaten, Central Java, that aims to improve sustainable and inclusive economic development in the communities in which it works. PERSEPSI has worked with over 1000 women-led micro and small enterprises (MSMEs) in agriculture, processed food, handicrafts, and services.

PERSEPSI recognizes the importance of improving digital literacy to keep women-led MSMEs afloat, especially amidst the global COVID-19 pandemic. PERSEPSI's data from member MSMEs under its mentorship show that most members have lost 30% to 70% of their pre-pandemic revenues, most prominently among those in the handicraft/souvenir businesses. For female micro-entrepreneurs in Central Java who only have physical stores, many of whom have low digital literacy and digital marketing skills, the social distancing measures put in place during the COVID-19 pandemic have meant a complete loss of revenues as they were unable to create an online presence.

Brief Description of the Mandate

Through this mandate, the Association for Economic and Social Study and Development (PERSEPSI) built their capacity to provide technical assistance to female entrepreneurs in Central Java. The focal point of these efforts was women's entrepreneurship, creating and managing an online business, digital marketing, and environmentally sustainable business practices. In parallel, PERSEPSI increased its capacity to support its members in Central Java to increase their businesses, promote women's economic empowerment, and enable greater market access for MSMEs through digital platforms while building its long-term sustainability through the development of business and strategic plans.

Selected Key Findings and Recommendations

- **Support to the Development of PERSEPSI's Strategic Plan:** The consultant developed an improved vision and mandate to convert PERSEPSI from an NGO into a social enterprise. A draft strategic plan, eventually approved by PERSEPSI's Board, was developed to facilitate the transition to a social enterprise, including plans to generate income and become less dependent on donor funding. Ultimately contributing to the long-term sustainability of PERSEPSI while at the same time ensuring they continue their contributions to the social development of the community they have been supporting.
- **PERSEPSI Business Plan:** The support in developing its business plans is an essential component to enhancing the capacity of PERSEPSI as a social enterprise and becomes less dependent on outside sources of funding. During the process, 3 potential businesses were identified: (1) the development of PERSEPSI's training center; (2) the development of green wood products; and (3) the development of Arana traditional cloth using non-toxic dyes. This will contribute to the sustainability of PERSEPSI. The consultant provided training and online support to finalize 3 business plans for PERSEPSI.
- **Train-the-Trainer Program Developed:** The TOT program was designed for PERSEPSI Lead trainers and its members, specifically women-led MSMEs in Central Java, focused on the following areas: (i) women's entrepreneurship; (ii) creating and managing an online business; (iii) digital marketing; and (iv) environmentally sustainable business practices. Each of the training modules was accompanied by a facilitator's guide, a pre-and post-test, worksheets, handouts, and PowerPoint Slides to assist PERSEPSI trainers with the future delivery of each module. 19 PERSEPSI trainers, the majority of which are women,

participated in the offline as well as the online TOT. As a result of the TOT program, PERSEPSI trainers have improved knowledge and skills using the training tools developed by MDF, but more importantly, have reported an increased ability to deliver interactive and more effective training through their participation in the TOT sessions and learning from MDFs Lead Trainers. Overall, 575 PERSEPSI members received training, both offline and online, on the 4 modules. As a means to improve the knowledge and skills of the 19 PERSEPSI trainers, they were involved in the delivery of the training of the micro and small entrepreneurs.

- **Making business more Environmentally Sustainable:** One of the four modules of the TOT program focused on Environmentally Sustainable Business Practices, where participants learned the impact of businesses on the environment, trends in environmentally friendly businesses, and how to make businesses more environmentally friendly. The result of the TOT sessions was participants gained insights into how to process and produce their products in an environmentally sustainable way.

Environment & Climate Change

One of the 4 training modules developed under this mandate was Environmentally Sustainable Business Practices. Within this module, participants learned about the impact of business on the environment, trends in environmentally friendly businesses, and strategies to make businesses more environmentally friendly. Through this capacity building, participants were made aware of the consequences of processing/producing their products using materials that can damage their surrounding environments. They also discussed ways to process/produce products with more environmentally friendly materials.

Gender and Social Inclusion

The beneficiaries of this mandate were all women, most of whom are running micro-businesses with limited knowledge of running a business and access to resources. Through their participation in this mandate, women entrepreneurs reported learning new knowledge and skills to run their businesses confidently. This mandate also helped address some of the cultural and social norms preventing women from pursuing and/or developing a business since their commonplace was in the home to tend to household chores. Each module's integration of gender equality helped address many of the challenges these women faced and gave them the needed confidence to start a business.

Follow-up Support

CTIF's consultant, MDF Asia, has asked PERSEPSI trainers to continue providing support regularly and ongoing coaching to their members on using digital marketing through Instagram, WhatsApp Business, and BuKuKas, to ensure participants are continuing to use the online stores for their business effectively.

Testimonials



Figure 1: Maryanti from Wonorejo, who runs a small business selling red organic rice, telang and rosella flowers.

“The training was very good and useful, not only getting new skills but also widening my horizon, getting new network and useful information”, says Maryanti from Wonorejo village of the Regency of Klaten who runs a small business selling red organic rice, telang flower, and rosella flower. The telang and rosella flowers are planted and processed organically into herbal drinks which has gained popularity in recent years.”

- Maryanti from Wonorejo Village
