TRUBUS BINA SWADAYA
BINA SWADAYA (The Self Reliance): it’s a journey

1954 - 1974
Social – Economy Pancasila

1974 - 1998
Institutional Support of Social Development

1999 - now
Social Enterprise
SOCIAL ENTERPRISE (Bina Swadaya’s Way)

Social enterprise as a means to reach the sustainable development

Founder
Bambang Ismawan
VISION, Missions, and VALUES

Vision
Become a leading institution in social enterprise with its well-known reputation in empowering communities

Mission
Enhance the self reliance of the poor and marginalized communities through increase the capacity in human resource and institutions as well access to resources

To influence the community centre policies, particularly to those who are poor and marginalized.

To develop the partnership with multi-takeholders in providing products and services

Values
• Professionalism
• Autonomous
• Caring
• Participation
• Solidarity
• Non-discrimination
Agribusiness and retail

Micro Finance

Knowledge Management and Publication

Training, Capacity Building and Research

Convention and Services
Working with Multi-stakeholders

- Local and central Government
- Private Sector
- International Development Institution
- Universities
- Communities
- Philanthropy Indonesia

Indonesia Global Compact
Human Resource Management

<table>
<thead>
<tr>
<th></th>
<th>February</th>
<th>%</th>
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<tbody>
<tr>
<td>Fulltime</td>
<td>287</td>
<td>46%</td>
</tr>
<tr>
<td>Part time</td>
<td>334</td>
<td>54%</td>
</tr>
<tr>
<td>Total</td>
<td>621</td>
<td>100%</td>
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% Deccision Maker in Gender

- Male: 50%
- Female: 50%

StaFFS

- Male: 73%
- Female: 27%
The village is the "root" of a large tree named Indonesia
VILLAGE REVITALIZATION MOVEMENT

COMMUNITY DEVELOPMENT & ASSISTANCE
AGRIBUSINESS DEVELOPMENT
KNOWLEDGE MANAGEMENT
TRAINING FACILITIES
MICRO FINANCE
In Javanese word Trubus means bud, shoots, or grows
VISION

Trubus as the largest and the most comprehensive agricultural information service provider in Indonesia.

MISSION

Providing sufficient information for the sake of agricultural production increment in a wider sense.
Behavior change through different Channel

Books
Contest
Training
Tour
Consultation
Exhibition

MAGAZINE ++++
Bottom up process of content development

Reader letter

Farmer

Breeder

Researcher

Government

Journal
The role of Trubus in providing job creation

1. Hydroponic and aquaponic system
   a. family consumption (family food security)
   b. commercial
2. Virgin Coconut Oil (VCO)

- Many VCO producers, most of them are small entrepreneurs, have appeared in various regions in Indonesia
Campaign on Local Fruit Conservation

- It was held since 1989
- Until 2019 = 11 times

- Imported Fruit
- Local fruit = low price
- Local fruit in rural area
Goal

Improve the quality

Conserve the germplasm

Improve the economic level

Seed Certificate
Economic Sustainability & Challenge

The number of printed magazines sold has decreased due to:
- Change of consumer behavior
- Mostly Urban Reader
- Have direct reader in rural area
- Cooperate with agricultural extension workers

Future
TBS activity to respond pandemy

Webinar and Online Training
Thanks!