

- Local Economic Development Through Industrial Cluster Approach in Several Commodities in South Sulawesi Province, bekerjasama dengan Japan International Cooperation Agency (JICA) dan Koei Research Institute (KRI) Japan, tahun 2009 – 2011.
- Program Perbaikan Pelayanan Terpadu Satu Pintu - KINERJA, bekerjasama dengan The Asia Foundation dan USAID, November 2011–Desember 2013.
- Review Kebijakan Pertanian di Jawa Timur, bagian dari Program AIPD Rural, kerjasama dengan The Asia Foundation, September 2012–Juli 2013.
- Program Sosial Penunjang Operasi (PSPD) dan Pengembangan Masyarakat di Sumenep kerjasama dengan Santos (Madura Offshore) Pty Ltd, tahun 2011 – 2012.

- SWITCH Asia Program – PROSPECT Indonesia - Promoting Sustainable Consumption and Production Eco Friendly Rattan Products Indonesia (Aceh, Central Kalimantan, Central Sulawesi and Java), funded by European Union, in partnership with SNV Netherlands Development Organization and Innovationszentrum Lichtenfels e.V. Germany, January 2013 – January 2017.
- SRAP (Programs Resettlement Action Plan) in Majalengka and Cirebon cooperation with PT.ERM and PT.LMS, 2014- 2015
- SWITCH Asia Program – SCOPE Indonesia - Scaling Sustainable Consumption and Production in the Soybean Processing Industry in Indonesia (Jabodetabek, Bandung, Sumedang, Gunung Kidul and Kulon Progo) implemented by Mercy Coprs Scotland and Indonesia (lead) and PUPUK Bandung (partners) funded by European Union, March 2012 – December 2015.
- Development of SMEs Competitiveness in Palu city (Cocoa and Rattan Industry), Tegal regency (Engine Components) and Samosir regency (Coffee) in cooperation with the Japan International Cooperation Agency (JICA) and Koei Research Institute (KRI) Japan, 2013–2015.
- Corporate Social Responsibility Program, Local Economic Development in Pasirwangi and Samarang Sub District, Garut Regency, West Java Province, cooperation with Chevron Geothermal Indonesia, Ltd, 2008 until now (long term program).
- Corporate Social Responsibility Program focus on Local Economic Development in four subdistricts in vicinity area of coal minings in East Kutai District, East Kalimantan Province, cooperation with PT. Kaltim Prima Coal, Tbk., 2008 until now (long term program).
- Introducing Market Development Indonesia (IMDI) on Cassava Commodity in Trenggalek and Sampang regency (East Java province) and in North Central Timor regency (East Nusa Tenggara province), collaboration with SNV and Swisscontact in AIPD-Rural, AusAid Program in 2013.
- Sector Selection For PROMISE IMPACT Project in West Java – Analysis Study of Need and Supply of TPT Industry in West Java Province 2012, cooperation with ILO, September 2012 – 2013.
- Intensification and Improvement of Patchouli Production in Mentawai Island, cooperation with FAO, August 2012 – 2013.
- Vocational Training Center Survey in Palangkaraya, cooperation with Foundation of Noble Work (Yayasan Usaha Mulia), August 2012.
- Value Chain Development – Within the Context of Livelihoods Recovery Program in Mentawai Island cooperation with ILO, FAO and UNDP, 2012.
- Local Economic Development through Industrial Cluster Approach in Several Commodities in South Sulawesi Province, cooperation with JICA (Japan International Cooperation Agency) in 2009 – 2011.
- One Stop Service Development Program - KINERJA, in cooperation with The Asia Foundation and USAID, November 2011–December 2013.
- Agriculture Regulatory Review in East Java, part of AIPD-Rural, in cooperation with The Asia Foundation and AusAID, September 2012 – July 2013.
- Social Program to Support Operation and Community Development in Sumenep, in cooperation with Santos (Madura Offshore) Pty. Ltd, 2011 – 2012.

## Kantor / Offices:

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# Mitra Dalam Peningkatan Daya Saing

## 11. Mitra / Partner



# Mitra Dalam Peningkatan Daya Saing

# Partner In Competitiveness Development

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Soft Launching Olsabara Store for SMEs in Sangatta, East Kalimantan.

Demoplot Rattan Cultivation in Palu, Central Sulawesi.

Small Medium Industry Development through Service Delivery Platform (SMIDEP) Training with JICA.

National Dialogues for Eco Friendly Rattan Policy Strengthening in Jakarta.

## Latar Belakang / Background

PUPUK (*Perkumpulan Untuk Peningkatan Usaha Kecil*) organisasi nirlaba yang independen, berawal dari inisiasi program Peningkatan Industri Kecil (PIK) - KADIN Jawa Barat, dan prakarsa tiga kelompok profesional yaitu Pengusaha, Akademisi dan Aktivistis Ekonomi yang dimulai tahun 1979 bekerjasama dengan lembaga dari Jerman yaitu Friedrich-Naumann-Stiftung (FNSSt). Pada tahun 1988 dideklarasikan secara independen dengan tujuan memperluas ruang lingkup wilayah dan capaian ekonomi yang lebih komprehensif dan dilembagakan menjadi PUPUK, dengan badan hukum PERKUMPULAN.

The Association for Advancement of Small Business PUPUK (*Independent and Non For Profit Organization*) was begun with the initiation program of Small Industries Advancement (PIK) - West Java Chamber of Commerce (KADIN Jawa Barat), and the initiatives of three professional groups of Entrepreneurs, Academics, and Economic Activist began in 1979 in cooperation with a German institution, Friedrich-Naumann-Stiftung (FNSSt). In 1988 declared independently with the goal to expanding the region scope of economic and more comprehensive achievements and institutionalized into PUPUK, and was legalized as an ASSOCIATION.

## Visi/Vision

Visi - menyalurkan aspirasi dan memperkuat keberadaan Usaha Kecil, sehingga melahirkan wirausaha-wirausaha yang independen dan tangguh menghadapi persaingan ekonomi.

Vision - To channel aspiration and to strengthen small business existence which will generate independent and tough entrepreneurs in encountering economic competition.

## Misi/Missions

MISI – Melaksanakan program-program penguatan Usaha Kecil dengan basis potensi yang dimiliki oleh Usaha Kecil dan kebutuhan Usaha Kecil dengan memanfaatkan berbagai sumberdaya yang dimiliki Indonesia, melalui pendekatan di tingkat mikro, meso dan makro.

1. Pendekatan Tingkat Mikro; PUPUK melakukan kegiatan yang langsung dengan Usaha Kecil melalui berbagai kegiatan di lapangan dalam bentuk layanan pengembangan bisnis, seperti pelatihan teknis, manajemen, asistensi, konsultasi, layanan informasi, dan aktivitas lain sesuai dengan kebutuhan Usaha Kecil dan kemampuan PUPUK.
2. Pendekatan Tingkat Meso; PUPUK berupaya untuk mendukung terciptanya infrastruktur dan sistem pendukung yang kondusif bagi pengembangan Usaha Kecil. PUPUK bersama-sama dengan lembaga lain, menciptakan wadah aspirasi dan koordinasi yang intensif oleh perorangan maupun lembaga pengembang Usaha Kecil sehingga berkembang program-program yang bersifat kemitraan baik secara vertikal maupun horizontal.
3. Pendekatan Tingkat Makro; PUPUK berupaya untuk memberikan kontribusi terhadap upaya penyempurnaan kebijakan pemerintah baik itu di tingkat regional maupun nasional agar tercipta iklim usaha yang kondusif bagi perkembangan Usaha Kecil. Kontribusi PUPUK diwujudkan dalam bentuk studi / penelitian dan dialog kebijakan yang mengajak seluruh stakeholder, serta kegiatan advokasi, seminar maupun kampanye baik ke lembaga eksekutif maupun lembaga legislatif.

MISSION - To conduct small business empowerment programs based on small business potentials and needs by using resources available in Indonesia, through approaches in micro, mezzo and macro levels.

1. Micro Level : PUPUK directly works together with the small business in business advancement service field activities, such as technical training, management training, various assistance, consultation, information service, and other activities related to the small business needs and PUPUK resources.
2. Mezzo Level : PUPUK attempts to support the establishment of infrastructure and supporting systems which are conducive for the development of the small business. Together with other institutions PUPUK creates a vehicle for aspiration and intensive coordination by both individuals and small business development institutions, so that partnership programs are created and developed both vertically and horizontally.
3. Macro Level : PUPUK attempts to contribute to efforts to perfect government policies in regional and national level, to create conducive business climate for the development of small business. PUPUK's contribution is materialized in the form of studies and policy dialogue which involve all stakeholders, as well as other advocacy activities, seminars and campaigns to both executive and legislative bodies.

## Jasa Layanan /services

Jasa layanan dan kompetensi PUPUK meliputi antara lain :

1. Pengembangan Rantai Nilai.
2. Pengembangan Kluster Industri.
3. Implementasi Corporate Social Responsibility (CSR).
4. Pengembangan Ekonomi Lokal/ Regional.
5. Pendekatan One Village One Product (OVOP).
6. Pengembangan Pelayanan Satu Pintu Bidang Perijinan Usaha.
7. Implementasi Model Bisnis Inklusif.
8. Analisis/Review Regulasi

There are several services and competences of PUPUK i.e.:

1. Value Chain Development.
2. Industrial Cluster Development.
3. Corporate Social Responsibility (CSR) Implementations.
4. Local/ Regional Economic Development.
5. One Village One Product (OVOP) Approach.
6. One Stop Service Development for Business License.
7. Inclusive Business Model Implementation
8. Regulatory Review/Analysis.

## Aspek Legal & Laporan Keuangan/ Legal Aspects & Financial Reports

1. PUPUK berbadan hukum Perkumpulan berdasarkan Keputusan Menteri Kehakiman Republik Indonesia No.C2-765.HT01.03.TH88.
2. Laporan Keuangan PUPUK tahun 2012 telah diaudit oleh Kantor Akuntan Publik AF Rachman & Soetjipto WS.

1. PUPUK declare lawful in the Charter of Association by Justice Minister of Indonesia Republic on Registration Number C2-765.HT01.03.TH88.
2. PUPUK 2012 Financial Report has been audited by Registered Public Accountant, AF Rachman & Soetjipto WS.

## Organisasi & Manajemen / Management & Organization

### Anggota / Members

### Dewan Pengurus / Executive Board

Ketua / Chairman  
Departemen / Department  
Sekertaris Jendral / Secretary General

### Kantor / Office

PUPUK Bandung	PUPUK Surabaya	PUPUK Yogya	PUPUK Makasar	PUPUK Tegal
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## Program / Programs

- Program SWITCH-Asia - PROSPECT Indonesia - Promoting Eco Friendly Rattan Products Indonesia, didanai oleh European Union, bekerjasama dengan SNV Netherlands Development Organization dan Innovationszentrum Lichtenfels e.V. Germany, Januari 2013 – Januari 2017.
- Program SRAP (Supplemental Resettlement Action Plan) di Majalengka dan Cirebon bekerjasama dengan PT.ERM dan PT.LMS tahun 2014-2015
- Program SWITCH-Asia- SCOPE Indonesia- Scaling Sustainable Consumption and Production in the Soybean Processing Industry in Indonesia (Jabodetabek, Bandung, Sumedang, Gunung Kidul dan Kulon Progo) dilaksanakan oleh Mercy Coprs dan PUPUK Bandung dengan support dari European Union, Maret 2012 – Desember 2015.
- Pengembangan Daya Saing UKM di Kota Palu (Kakao dan Industri Rotan), Kab. Tegal (Komponen Mesin) dan Kab. Samosir (Kopi) kerjasama dengan Japan International Cooperation Agency (JICA) dan Koei Research Institute (KRI) Japan, tahun 2013 – 2015.
- Program Penguatan Daya Saing Ekonomi Daerah (Local Economic Development) di Kecamatan Samarang dan Kecamatan Pasirwangi, Kabupaten Garut. Bekerjasama dengan Program CSR Chevron Geothermal Indonesia, Ltd, tahun 2008 – sekarang.
- Program Penguatan Daya Saing Ekonomi Daerah (Local Economic Development) di empat kecamatan Ring-1, Kabupaten Kutai Timur, Provinsi Kalimantan Timur. Bekerjasama dengan Program CSR PT. Kaltim Prima Coal, Tbk., tahun 2008 – sekarang.
- Introducing Market Development Indonesia (IMDI) pada Komoditi Singkong di Kab. Trenggalek, kab. Sampang (Jawa Timur) dan Kab. Timor Tengah Utara (NTT) kerjasama dengan SNV dan Swisscontact dalam Program AIPD-Rural Ausaid tahun 2013.
- Sector Selection For PROMISE IMPACT Project in West Java – Analysis Study of Need and Supply of TPT Industry in West Java Province 2012, bekerjasama dengan ILO, September 2012 – sekarang.
- Intensification and Improvement of Patchouli Production in Mentawai, bekerjasama dengan FAO, September 2012 – 2013.
- Vocational Training Center Survey in Palangkaraya, bekerjasama dengan Yayasan Usaha Mulia (YUM), Agustus 2012.
- Value Chain Development – dalam konteks Livelihoods Recovery Program di Kepulauan Mentawai kerjasama dengan ILO, FAO dan UNDP, 2012.