




YDBA Overview



  Yayasan Dharma Bhakti Astra
  @ydba_astra



Jl. Gaya Motor 1 No. 10
Sunter II Jakarta Utara 14330

Astra International

PT Astra International Tbk was established in 1957 in Jakarta, Indonesia as a general trading company under the name Astra International Inc. Along with its business growth and expansion needs, the Company made its Initial Public Offering on the Indonesia Stock Exchange under the ticker code ASII in 1990, and changed its name to PT Astra International Tbk. The market capitalization of Astra as of the end of 2020 was Rp244 trillion.

To date, Astra Group has expanded its business into seven business segments:



Automotive



Agribusiness



Financial Services



Infrastructure and Logistics



Heavy Equipment, Mining, Construction, and Energy



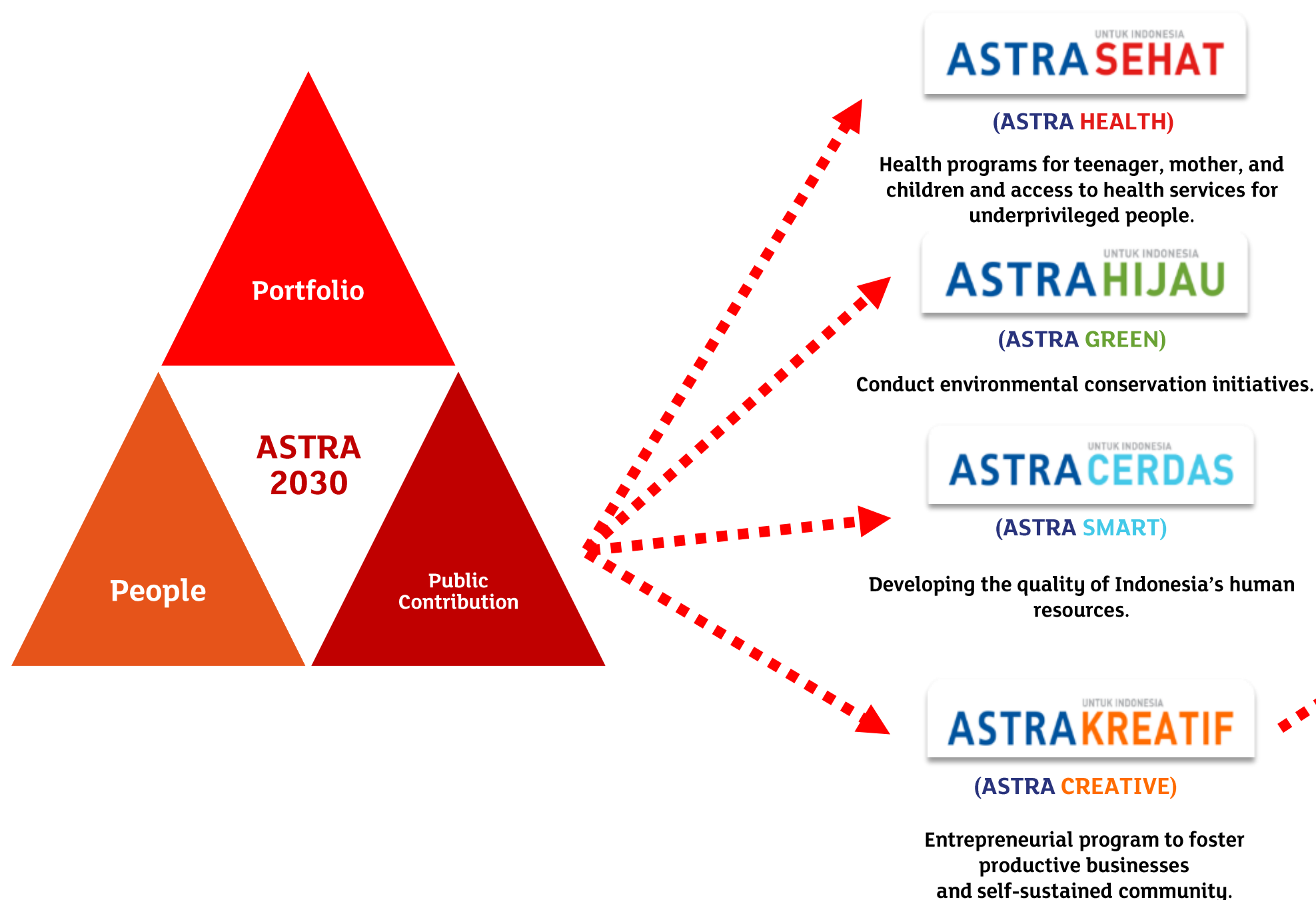
Information Technology



Property



Astra, Share with the Nation



The 9 Foundations of Astra



In implementing the Public Contribution Roadmap, Astra focuses on health, environment, education and entrepreneurship programs. These programs are carried out by Astra, its group companies and 9 foundations.

Four foundations are patronaged by Astra, i.e. *Yayasan Dharma Bhakti Astra (YDBA)*, *Yayasan Astra Bina Ilmu*, *Yayasan Amaliah Astra* and *Yayasan Pendidikan Astra Michael D. Ruslim*. The remaining foundations are patronaged by various Astra group companies.

SATU Indonesia Awards

SATU INDONESIA AWARDS

Since 2010, Astra annually gives appreciation to Indonesians, both individuals and groups who pioneered their idealism to share and generate benefits to the wider community in five areas consisting of **health, education, environment, entrepreneurship and technology.**



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Recipients of SATU Indonesia Awards at national levels (2010-2021)

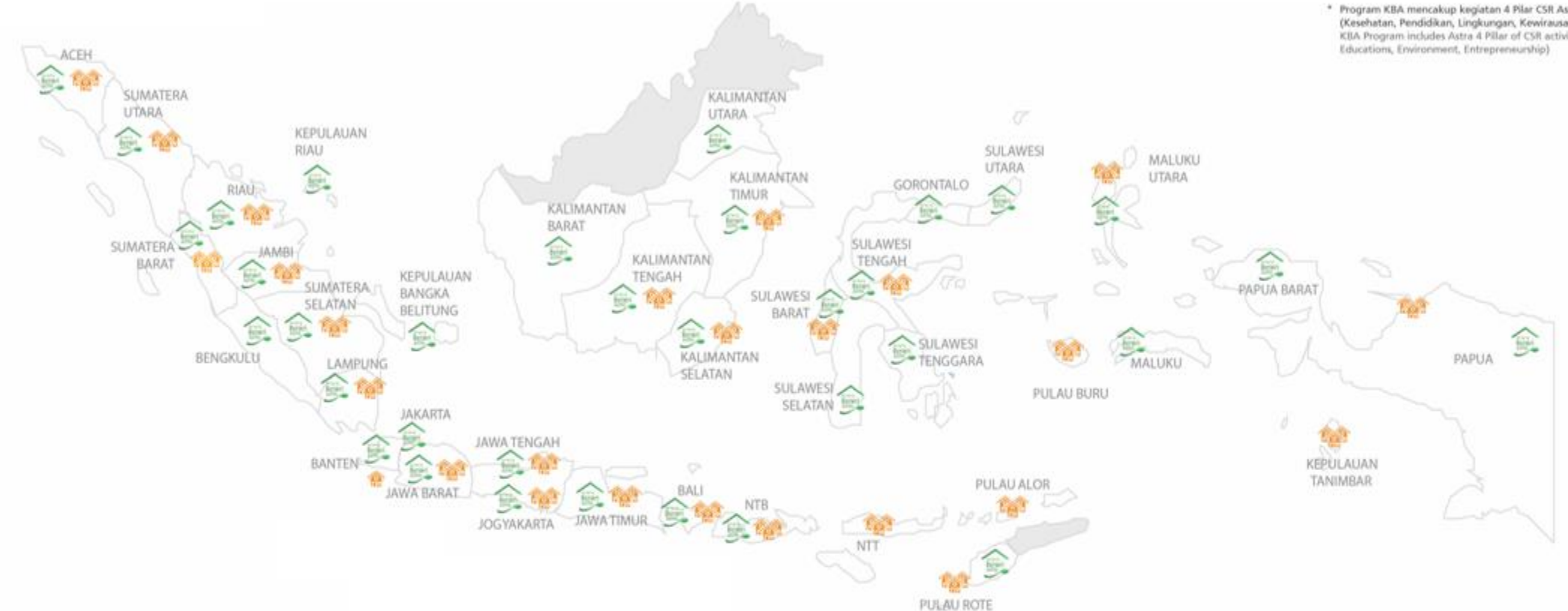


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Recipients of SATU Indonesia Awards at provincial levels (2010-2021)

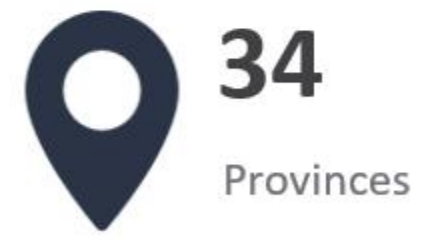


Kampung Berseri Astra



* Program KBA mencakup kegiatan 4 Pilar CSR Astra (Kesehatan, Pendidikan, Lingkungan, Kewirausahaan)
KBA Program includes Astra 4 Pillar of CSR activities (Health, Education, Environment, Entrepreneurship)

Kampung Berseri Astra (KBA) is a community development program that integrates the 4 pillars of Astra’s Sustainable Social Contribution program initiatives in one village community.



In addition to KBA, Astra has developed **Desa Sejahtera Astra (DSA)**, a fostered village program focusing on entrepreneurship development.

Purpose, Vision & Mission of YDBA

PURPOSE

To be a “trusted partner” for MSMEs in managing their business.

VISION

To be the best institution in nurturing and developing MSMEs in Indonesia.

MISSION

1. To nurture and develop MSMEs related to Astra Group business and other private companies.
2. To nurture MSMEs and empower the local economic ventures in the vicinity of Astra Group network as supporting business value chain.
3. To promote entrepreneurship and skills of the community members, in line with Astra Groups and other private companies competencies.



“When we create one job, we reduce one thug on the street.”

“Astra doesn't want to live in prosperity alone in the midst of its neighbors who are not prosperous.”

**-Founder of Astra,
William Soeryadjaya-**

YDBA MSME Development Ecosystem

“Giving The Fishing Rod, Not The Fish”

YDBA's FACILITY & INFRASTRUCTURE

METHOD

1. Training & Mentoring
2. Marketing Facilitation
3. Financing Facilitation
4. Self-Reliance Assessment
5. Leading Sector Program

DIGITAL ECOSYSTEM

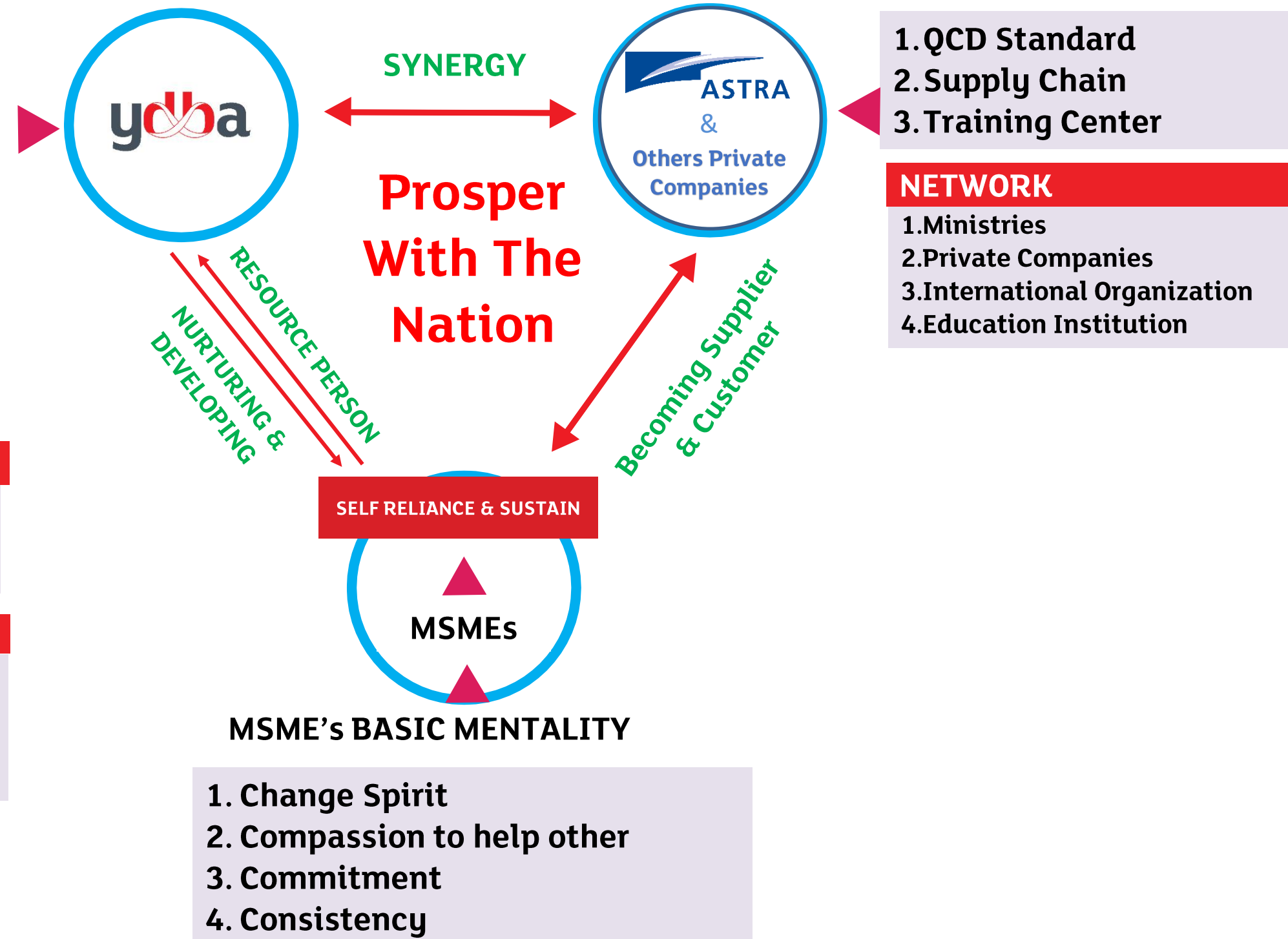
1. Website & E-Catalog
2. Educational Videos
3. Blog, News & Social Media
4. Integrated Progress Information System

INFRASTRUCTURE

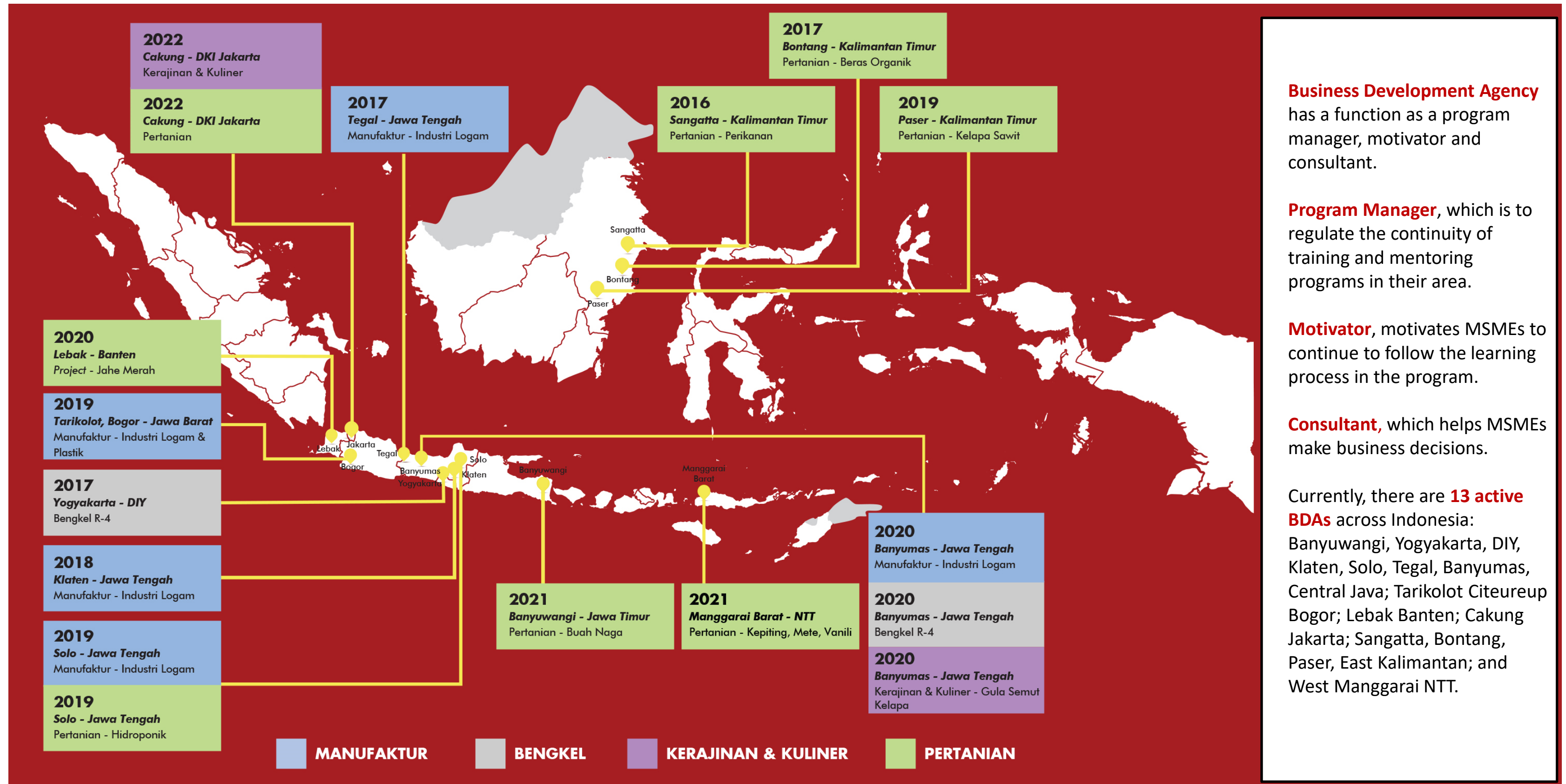
1. YDBA Gallery
2. Business Development Agencies

RESOURCE PERSON

1. ASTRA Executive (Speakers)
2. ASTRA Employee (Instructor)
3. ASTRA Retirees (Mentor)
4. Young Empowerer



Map of YDBA Business Development Agency (BDA)



Business Development Agency has a function as a program manager, motivator and consultant.

Program Manager, which is to regulate the continuity of training and mentoring programs in their area.

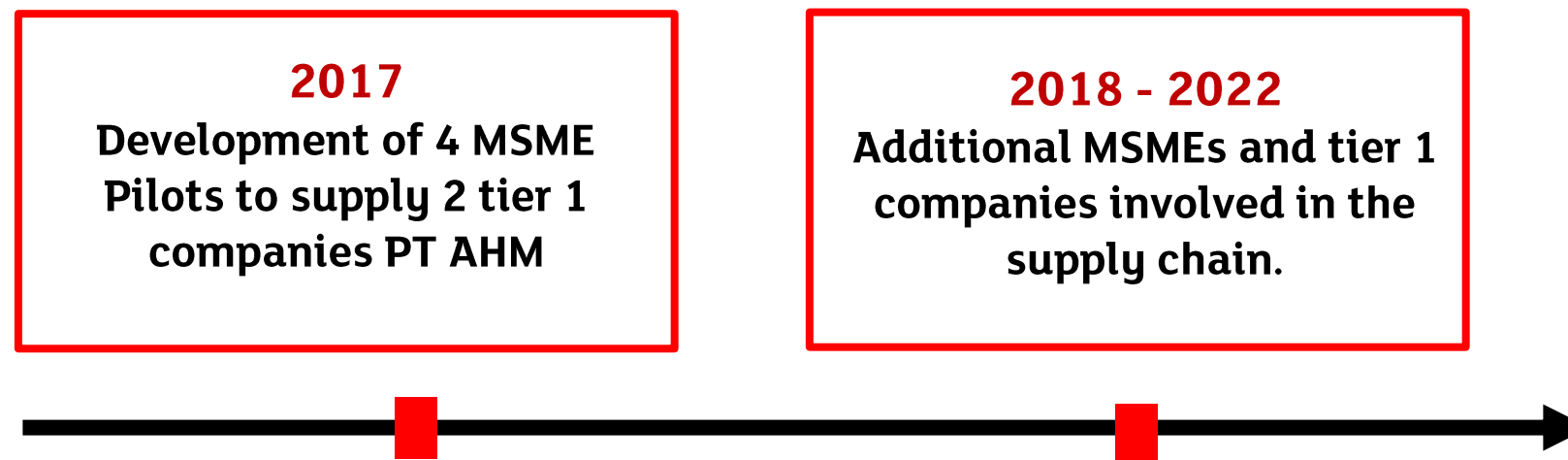
Motivator, motivates MSMEs to continue to follow the learning process in the program.

Consultant, which helps MSMEs make business decisions.

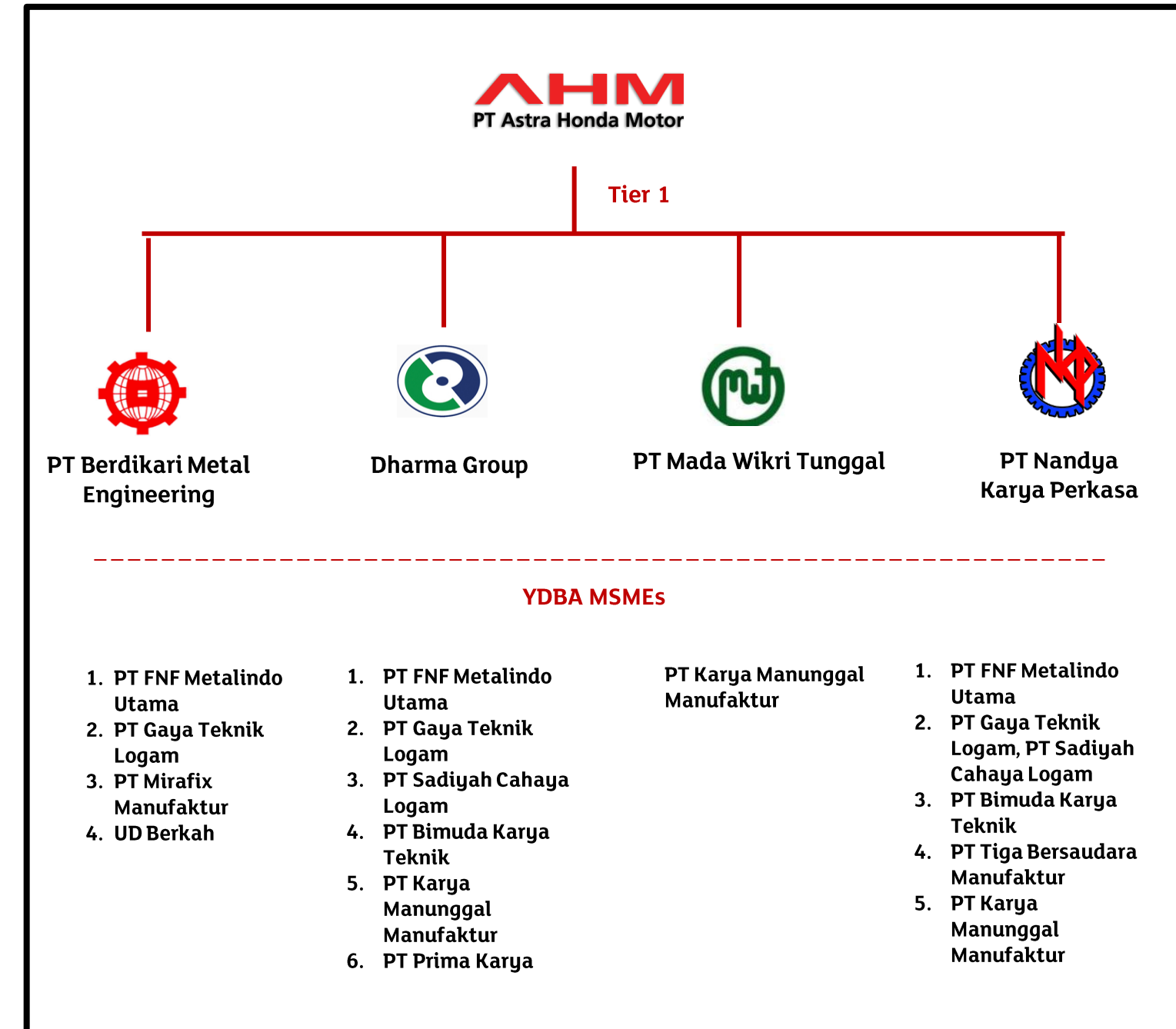
Currently, there are **13 active BDAs** across Indonesia: Banyuwangi, Yogyakarta, DIY, Klaten, Solo, Tegal, Banyumas, Central Java; Tarikolot Citeureup Bogor; Lebak Banten; Cakung Jakarta; Sangatta, Bontang, Paser, East Kalimantan; and West Manggarai NTT.

YDBA's Spirit of Innovation and Collaboration

Coaching MSME Manufacturing in Tegal Together with PT Astra Honda Motor & the Department of Industry, Transmigration and Manpower Tegal Regency



In addition to **product innovation in the form of automotive components** from MSMEs in Tegal, through the YDBA coaching program with AHM and the Department of Industry, Labor Transmigration Tegal Regency, MSMEs are able to generate a turnover of **Rp 51,674,074,571,- (involving 9 MSMEs by supplying products to 4 tier 1 companies PT Astra Honda Motor).**



YDBA's Spirit of Innovation and Collaboration

Development of Red Ginger Farmers in Lebak, Banten YDBA & PT Bintang Toedjoe Collaboration.

Banyumas Iron Pande Industry Development. YDBA collaboration with Ministry of cooperatives and SMEs and Indonesia Chef Association (ICA).

Coaching Loyang SMEs in Tarikolot, Bogor



Rating Standard	Before	After
Plant harvest age	Does not meet industry standards	Meets industry quality standards.
Levels of 6-Gingerol	0.4% (not yet meet industry standards)	0.7% (meets industry standards)
Productivity Per Hectare	8 tons/ha	11.7 tons/ha
Selling price	IDR 12,000/kg	IDR 15,000/kg

Rating Standard	Before	After
Material Standard	Old steel obtained from collectors.	Modern steel has a composition of materials that affect the quality of the knife.
Selling price	IDR 5,000 – IDR 7,000/item	IDR 100,000/item
Market segmentation	middleman	Have oftakers, including ICA and the MSME community.
MSME Competence	Working on knife products without having QCD standards.	Able to produce knives with QCD standards from customers.

Rating Standard	Before	After
MSME Competence	Have not applied the principles of 5R and QCD	Already implementing 5R, safety, and QCD.
Process Technology Innovation	Fully manual work	The work is assisted with a roller machine and special tools as pokayoke
Product Innovation	No innovation (only make baking trays of various sizes)	Innovate according to the trend of customer needs (heart pan, car pan, disassembly pan, etc.)
Market segmentation	Traditional market	Have an oftaker, namely a merchant in the marketplace.
Omzet UKM	4 million – 5 million per month	15 – 20 million per month

Notes :
With this program, the first harvest of 29 farmers resulted in an **increase turnover up to 320%** (previously IDR 78,650,000 to IDR 251,740,000) and certainly had an **impact on the economic life of the 99 family members in it.**

Notes :
Currently, knife products are also being marketed to the Association of Indonesian Catering Producers (APJI).

Notes :
Through oftakers that were met by YDBA, MSMEs were able to increase their turnover by up to **270%** and managed to enter the ASEAN market, including **Singapore, Malaysia, Vietnam, Thailand and the Philippines.**

On Going Collaboration



Collaboration :
Local Content Improvement



**PUSAT INVESTASI
PEMERINTAH**

Collaboration :
Organic Product

ydba

Yayasan Dharma Bhakti Astra
member of ASTRA



Thank You

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