

Weaving Hopes for the Future

Economic Development Program

Nurul and Siti have inspired the women in her neighborhood to be economically empowered and independent through PRIMA.

Siti Nurul Hidayati was deeply anxious when her husband lost his job. This circumstance encouraged her to think outside the box, finding an alternative to make ends meet. Similarly, a woman from Karangtoto Village, Tuban, Siti Wedok Lestari, can only rely on her husband's income to meet her family's needs.



However, the situation changed after they both participated in the crochet training, part of the PRIMA (Perempuan Indonesia Merajut or Crochet Courses for Community), initiated by ExxonMobil Cepu Limited (EMCL) and SKK Migas. The goal is to encourage women to be more economically empowered and independent. EMCL is partnering with Sri Sasanti Indonesia Foundation (YSSI) to implement the program.

Thanks to their hard work and active participation in PRIMA courses, they are now experts in crocheting. In addition to the training, PRIMA also provides market access to buyers. YSSI facilitates cooperation with companies that can purchase crochet products from program participants.

"Using raw materials from Yogyakarta, our craft products are all handmade. So, for us, being able to produce even only one product a day is already an achievement," said Nurul. Along with her group of women in Bojonegoro, they persisted in being motivated and worked hard, which finally paid off. They received an order of 600 crochet products from a company in Yogyakarta. "At the beginning, we were not sure we could achieve the expected target. But, thanks to the hard work and persistence of all members, we proved we could accept a large quantity order," she said proudly.

Siti added that from that order and direct sales, her group in Tuban can reap profits up to 23,5 million rupiahs within a month. "This program really supports our financial condition. Our needs can be fulfilled," said Siti.

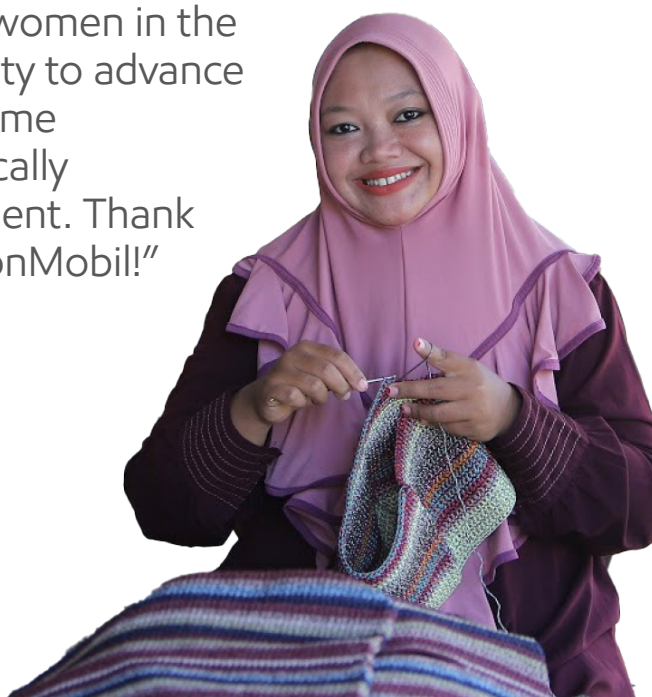
Proving this opportunity, they invited the women around to join PRIMA. "Currently, more than 200 women join this crocheting group. Thank God we are growing. Thank you EMCL, SKK Migas and YSSI," said Nurul. Currently, Nurul and Siti act as trainers and quality controllers of their crochet products.

Since 2018, the PRIMA program has facilitated more than 500 women in Bojonegoro and Tuban regencies in crochet handicrafts. These crochet craft makers have also managed to obtain market resellers. So far, 26,000 crochet panels have been produced, generating a total income of approximately 693 million rupiahs. More than that, from direct sales, the women in these two districts can also earn a revenue of more than 100 million rupiahs.




PRIMA program also equips its participants with self-motivation, communication, and many other interpersonal skills. Thus, the members are not only developing technical skills but also cognitive and social intelligence.

Through the diligence and tenacity of the group members, in 2021, EMCL won Indonesia Sustainable Development Award (ISDA) award for its contribution to achieving Economic and Financial Empowerment for Women in the Platinum category.

"This program has enabled women in the community to advance and become economically independent. Thank you, ExxonMobil!"



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