

ONE YEAR OF 'MANGGA', PETROKIMIA GRESIK TARGETS ELEMENTARY SCHOOL STUDENTS AROUND THE COMPANY

Number : 72/SP/PG/IX/2022
Day / Date : Sunday, September 25, 2022

One year into the implementation of the Petrokimia Gresik Mangga (Mitra Kebanggaan) program, the Agro-industrial Solutions company has targeted many generations, ranging from millennial business actors to women. Recently, Mangga also targeted elementary school-level students through entrepreneurship training at SD Negeri 44 Gresik.

President Director of Petrokimia Gresik, Dwi Satriyo Annurogo on Friday (23/9) said that the Mangga program seeks to instill an entrepreneurial spirit from an early age. Where as many as 153 elementary school students have been motivated to become entrepreneurs from an early age.

"We provide an understanding of the importance of funding and saving management as the first step in financial management for children, as well as having capital in entrepreneurship," said Dwi Satriyo.

This activity is part of the company's approach to building an entrepreneurial spirit that is not only given to adults but also to children as the next generation of the nation to grow their business spirit in this sophisticated and modern era.

Petrokimia Gresik is committed to continuing to encourage the community's economy. The Mangga Corporate Social Responsibility (CSR) program is expected to be the development ways of Indonesia's economic growth after the Covid-19 pandemic. In line with the tagline of the Mangga's first anniversary, which is "One Year Mangga, Grows Faster".

"Petrokimia Gresik through the Mangga program grows the entrepreneurial spirit through access to capital and coaching to develop its business," he said.

Mangga itself was presented by Petrokimia Gresik in September 2021. This program continues the contribution of Petrokimia Gresik in empowering and developing the community's economy since 1984 through the Micro and Small Business Funding (PUMK) program.

The Mangga program generally targets two sectors, namely, agrosociopreneur and creativesociopreneur. This program was born by Petrokimia Gresik in the national economy and needed a growth boost due to the pandemic.

Through this program, Petrokimia Gresik has helped more than 650 partners spread across East Java, Central Java, D.I Yogyakarta, and surrounding areas, with revolving fund distribution reaching Rp 50 billion.

Until now, Petrokimia Gresik has run eight Mangga programs, namely Mangga Gadung (Pedagang Unggul), Mangga Makmur (Majukan Usaha Rakyat), Mangga Golek (Go Organik Level Ketiga), Mangga Muda (Generasi Muda), Mangga Madu (Mama Dikasih Usaha).

Next, Mangga Platinum Global (Mangga that can carry out export activities), Mangga Platinum Modern (Mangga that can manage finances and business in a modern way), and Mangga Digital (Mangga that transacts contents through e-commerce or online).

"Through the Mangga program, we spread the spirit that business can be done by everyone. Entrepreneur for everyone" concluded Dwi Satriyo.

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