

**PETROKIMIA GRESIK SUPPORT THE RAISE OF MSME THROUGH
“MANGGA MADU/MUDA BUSINESS COMPETITION” (MMBC) 2022**

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Petrokimia Gresik keep supporting MSME to strengthen national economy post pandemic Covid-19, through **Mangga Madu/Muda Business Competition (MMBC) 2022**. This micro, small, and medium business empowerment program have entering final assessment by hybrid, Monday (20/6).

President Director of Petrokimia Gresik, Dwi Satriyo Annurogo conveyed that MSME have important strategic role as a pillar for the economy in Indonesia that can increase the growth of economy social base.

“Therefore, as a part of Pupuk Indonesia and SOE that having role as locomotive of Nation Development, one of Social and Environment Responsibility (SER) Program of Petrokimia Gresik is focusing on Financial and guarding MSME, including this MMBC program,”said Dwi Satriyo.

The MMBC that is held for the first time this year as well as to celebrate the corporate anniversary was targeting two segment participation. First, “Mitra Kebanggaan” (Mangga) or translated into Pride Business Partner, is destined for college student, and “Mangga Madu” is destined for the wife employee of Petrokimia Gresik.

Through this program, Petrokimia Gresik want to support youth to increase the professional entrepreneurship, as well as give access for modal and development for youth in developing their business.

“Run a business at young age need knowledge, creativity, and enough experience. Through this program, beside getting new experience, it is expected that can gain wider networking of participants to improve the business performance.” said Dwi Satriyo.

Meanwhile, Program of Mangga Madu, Petrokimia Greik want to optimizing a potency of women to become an entrepreneur, while it’s already known that women have a supremacy multitasking in doing two or more work at once.

“This is also an early preparation for retirement, especially for the wife who have own business. So that, it can increase the role of women as the pillar of economy in family,” said Dwi Satriyo.

At this final stage, each of Mangga Muda and Mangga Madu there will be 10 teams left that divided into two sub categories, namely creativesociopreneur and agrosociopreneur. Creativesociopreneur category is a competition for busines player majring in creative, such as fashion, food and beverage, furniture, automotive and photography. While agrosociopreneur focusing on agriculture, farm, animal husbandry, and fishery.

Some expert and busines player at some fields was attending the event as judges in each category. For agrosociopreneur category there are Budi Wahyu Soesilo (Finance and General Affair Director of Petrokimia Gresik), Prof. Dr. Christina Whidya Utami, M.M., CLC., CPM (Vice Rector of Ciputra University), Teuku Wisnu (Actor & Businessman), Jonathan Alden (Chef), and Hendy Setiono (Founder Baba Rafi Enterprise Holding Company).

At the other side, Judges for creativesociopreneur category were Panji Winanteya Ruky (Busines Transformation Director of Pupuk Indonesia), Prof. Wawan Dhewanto, S.T., M.Sc., Ph.D. (Lecture of Business School and Management ITB), Nurul Haromaini Ali (Chairman of National craft in Gresik Regency), Linda Anggrea (Chief Executive Officer Buttonsscarves), and Intan Avantie (Fashion Designer).

The Vice Rector of Ciputra University, Prof. Dr. Christina Whidya Utami as well ass jury conveyed that an entrepreneur is can be educated, and MMBC is one of media to create innovative entrepreneur.

“I am appreciating innovation of all finalist who make their business sustainable. Really inspiring,” said Prof. Christina.

The winner of each categories will get prize total IDR 75 million and fund total IDR 3 billion. Winner will be announced on July, 2, 2022 at event **Mangga Hybrid Expo** then will joining MSME incubation to be **Petrokimia Gresik School of Business and Management**.

Dwi Satriyo state that MMBC is an effort to strengthen business strategy of all “Mangga” (Pride Partner) of Petrokimia Gresik. Considering currently, all life sector including economy facing rapid change, start from globalization, industry 4.0 followed by disruption era, and Pandemic Covid-19.

“We hope this event can be booster of spirit for business player to keep growing. If the business is keep growing and developing, it is expected can absorb more work field. So that the impact can be felt by many parties,” closed Dwi.

Commitment of Petrokimia Gresik for MSME

As an information, Petrokimia Gresik have contributed in empowering and developing business through fund program for Micro, Small and Medium Enterprise since 1984. Where since 2021 those programs rename into Mangga (Pride Partner).

The target program of Mangga is a business player who don't have access in fund from bank at sector of trading, fertilizer and non-fertilizer, agriculture, farm, animal husbandry, fishery, industry and service. During 2021, Petrokimia Gresik have been supporting 326 MSME player who become Mangga, by giving modals, training and guarding. Total distributed Mangga on 2021 reach IDR 42,17 billion. This number is higher 11,5 percent comparing in 2020 as much as IDR 37,82 billion.

Due to those contribution, Petrokimia Gresik got award “Presidential Award 2022” from ICSB Indonesia which a non-profit organization and actively empowering MSME under initiated by “Kementerian Koperasi and MSME” along with MarkPlus, Inc., Hermawan Kertajaya. And also marked on “Most 17 Corporate Contribution for MSME in Indonesia” International Council for Small Business (ICSB) version.

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