

#BUMNuntukKemajuanBangsa

RAISING MICRO SMALL AND MEDIUM ENTERPRISES (MSMES) WITH CAPITAL ASSISTANCE AND COMPREHENSIVE ASSISTANCE

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Petrokimia Gresik is Agroindustry Solutions company and holding member of Pupuk Indonesia commit to raise The Micro Small and Medium Enterprises through capital loans, and comprehensive assistance amid Covid-19 outbreak.

President Director of Petrokimia Gresik, Rahmad Pribadi explained that the presence of Peetrokimia Gresik as solution giver in agroindustry sector from upstream and downstream, the commitment was also implemented to advance the MSME in Indonesia.

First, Petrokimia Gresik was raising the MSMEs through capital loans. This year, Petrokimia Gresik allocated a budget of Rp41.8 billion to help the development of MSMEs during a pandemic.

Rahmad explained that this partnership fund has the largest portion in the Petrokimia Gresik Corporate Social Responsibility (CSR) budget each year. Even in 2020, the total will reach 80.1% of the CSR budget of Rp51.8 billion.

"This is a manifestation of Petrokimia Gresik's commitment to actively participate in improving the economy of the community through providing working capital and assistance MSMEs," said Rahmad.

Until Semester I of 2020, Petrokimia Gresik had distributed Rp9.79 billion to help MSMEs in various regions. The funds were channeled as working capital loans for 480 MSME players who are members of 89 fostered partners, both individuals/groups, in various sectors.

The partnership budget issued by Petrokimia Gresik is high every year. In 2018, Petrokimia Gresik had distributed Rp43.7 billion for 2,296 business players, then in 2019 Rp45.98 billion for 2,117 MSME players.

Meanwhile, if accumulated since 2016 until now, there had been 11,325 business players or MSMEs that we had assisted with a total budget of more than Rp188 billion, said Rahmad.

Second, In order to support government to raise the growth of national MSMEs, Petrokimia Gresik also provides business assistance, including help the MSMEs to have good quality products and Indonesian National Standards (SNI), as well as other training.

"This is become important to make our MSME partner product can be accepted in market widely," said him.

Third, Petrokimia Gresik also give an assistance in selling the product of MSMEs partner, including through a number of exhibition events and online marketing training, such as creating a website. This was done so that MSMEs can had a wider market, and be able to keep up with changes in the way market shopping in this all-digital era.

Nur Kholis, the owner of CV Batik Bangsawan Textile, one of Petrokimia Gresik's fostered partners appreciates the partnership program run by Petrokimia Gresik. He admitted that the

assistance provided by Petrokimia Gresik was different from the assistance provided by bank loans, both in terms of interest and business continuity.

"We are always involved in exhibition events. Through this exhibition, we can have a wider network. So that our sales turnover will increase," said Nur Kholis, who has a turnover of about half a billion rupiah each year.

Moreover, nowadays smartphones have become part of people's daily lives which can also be used to shop online. Unfortunately, not many MSME players have skills in online product marketing.

For that, Nur Kholis admitted that the material from the online marketing training provided by Petrokimia Gresik was very useful and helped him in building a batik buying and selling website.

"The product that we sold can be called traditional, but the way we sell it is modern," said Nur Kholis.

At last, Rahmad said that this assistance will continue at the next year. So that the presence of Petrokimia Gresik as SOE is expected able to advance the community economy by this program, that is MSMEs.

"Hopefully this assistance can support the advancement of MSMEs in Indonesia, especially during the Covid-19 outbreak. Because MSMEs are one of the drivers of economic progress in the country," Rahmad concluded.

PT Petrokimia Gresik

Yusuf Wibisono
Corporate Secretary

For further information contact:
Corporate Secretary: Yusuf Wibisono
Office: (031) 3981811
Ext 2218
Mobile: 0811 378 571
Email: wibisono@petrokimia-gresik.com
yusufwibie@gmail.com