

Raksa Nugraha Indonesia Consumer Protection Award (ICPA) 2020
PETROKIMIA GRESIK GETS DIAMOND IN CONSUMER PROTECTION EVENT

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Petrokimia Gresik is an Agroindustry Solution company and member of the Pupuk Indonesia holding received the Raksa Nugraha Indonesia Consumer Protection Award (ICPA) 2020 Diamond rating or the highest level for the Private Entity Category, virtually by the National Consumer Protection Agency (NCPA), Monday (30/11).

Director Operation and Production of Petrokimia Gresik, Digna Jatningsih, appreciated this achievement. Where in 2019, the company was ready to become a market leader and dominant player in the agroindustry sector also received the same award as the Platinum rating, while this year he was at the Diamond level.

"This is the result of the Petrokimia Gresik Transformation Business Program as well as a form of outside recognition of Petrokimia Gresik's commitment to providing protection to consumers through quality products and services," said Digna.

He revealed that this award will motivate the company to provide service excellence better to consumers, and ensuring consumer rights will be fulfilled properly in accordance with existing regulations.

Digna explained that Petrokimia Gresik in carrying out consumer protection has implemented a number of Management Systems to guarantee the quality of products marketed to consumers. Among them are the Indonesian National Standard (SNI), the International Fertilizer Association (IFA) Protect & Sustain Product Stewardship, and others.

The next consumer protection, continued Digna, is distribution guarantee. Petrokimia Gresik has a network of warehouses, distributors, kiosks, and field staff throughout Indonesia. With this network, Petrokimia Gresik guarantees the availability of subsidized fertilizers according to the allocation, as well as the availability of non-subsidized fertilizers and other products according to the needs of farmers and agroindustry players.

Petrokimia Gresik also has a farmer education program as a form of commitment to consumer protection. This program consists of *demonstration plots* (demonstration plots) that directly prove the benefits of products on agricultural lands, socialization and method of product application, soil test car facilities that can inform soil conditions along with fertilization recommendations, and the Food Productivity Improvement Program.

"So we do not just produce and distribute products, but provide services and solutions for farmers or agroindustry players by providing comprehensive services or assistance, both from upstream and downstream agroindustry," she said.

The chairman of NCPA, Rizal E Halim said that this event was to increase the attention of business actors who are responsible for consumer protection, as well as promote public siding with consumer protection.

The assessment schemes from Raksa Nugraha are Leadership, Human Resources, Development Strategy, Customers/Consumers, and Production Processes. Petrokimia Gresik is considered to have been able to implement all aspects of consumer protection well, so it deserves a Diamond rating.

Meanwhile, the Deputy Assistant of Domestic Market of the Coordinating Ministry for Economic Affairs, Evita Manthovani explained that the Consumer Empowerment Index (CEI) is still behind other countries, where the Indonesian IKK in 2019 is 41.70 at the capable level or 3 on a scale of 5.

"The low CEI is still indicated by the presence of information asymmetry between consumers and business actors regarding the products being offered," he said.

In addition, consumer behaviour also does not reflect much of being a smart consumer regarding products, ways of use, product warranties, labels, quality standards or love for domestic products.

"The President of the Republic of Indonesia gave a direction that education and consumer protection must be a common concern. Therefore, through this award, it is hoped that the three pillars of consumer protection will be built, namely the role of the government, consumer empowerment and the level of compliance of business actors," he concluded.

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