

## **Grow Millennial Generation Interests Become Successful Agrosociopreneurs**

**Day/Date** : Wednesday, 25 September 2019  
**Location** : Universitas Gadjah Mada (UGM) Yogyakarta  
**Event** : Jambore Petani Muda III 2019

PT Petrokimia Gresik (PG), a member holding of PT Pupuk Indonesia (persero) as the producer of fertilizer and chemical product for agroindustry solution, held a series of programs “**Jambore Petani Muda**” in twelve National University in Indonesia, one of the is Universitas Gadjah Mada (UGM) in Yogyakarta, Wednesday (25/9).

Jambore Petani Muda is a concrete effort of Petrokimia Gresik to grow the interests of millennial generation to the farmers. Besides supporting government effort to regenerate farmers, this program also want to regenerate young agriculture entrepreneur whose able to give social impact or agrosociopreneur in Indonesia.

In the event, Petrokimia Gresik accommodates millennial generation creative idea in agriculture sector which oriented in profit. Later, the best twelve best team from each National University (each of University is one team) will have a chance to present their idea directly in front of the jury.

Furthermore, the three best business ideas will get funding for business development and get special mentoring directly from company leaders in agriculture and agroindustry. That is President Director of PG, Rahmad Pribadi, CEO of Tanijoy, Muhammad Nanda Putra, and Agradaya CEO Anhdika Mahardika.

In the session of CEO Talk themed Agrosociopreneur for the Advance and Sustainability Indonesian Agriculture, Rahmad said that Petrokimia Gresik now is implementing business transformation to realize as company oriented in future agriculture and agroindustry, where the success of these two sectors, one of them, depends on the role of millennial generation.

Therefore Rahmad invited all students, especially at UGM and Yogyakarta, to play an active role in using land for farming activities, becoming a success agriculture entrepreneur, while supporting national food security and sovereignty.

"The agriculture sector if managed properly, correctly, and seriously will become a prospective field, there are even many agricultural commodities that can be exported, and will not be inferior to other fields," Rahmad said.

Rahmad further explained that farmer's regeneration is an important issue which needs to be considered by all parties. Based on data from the 2013 Agriculture Census, the number of farmers decreased by 20% from 79.5 million to 63.6 million, or down by 15.6 million farmers. This was further compounded by the condition that 61% of Indonesian farmers were more than 45 years old.

"Therefore, the involvement of millennial generation in supporting, developing and advancing the agricultural sector is urgently needed. Agriculture also needs a touch and breakthrough from millennial generation," said Rahmad.

The twelve National University that hosted Jambore Petani Muda Program are Universitas Gadjah Mada (UGM), Universitas Sumatera Utara (USU), Institut Pertanian Bogor (IPB),

Universitas Jenderal Soedirman (Unsoed), Universitas Brawijaya (UB), Universitas Padjadjaran (Unpad), Universitas Lampung (Unila), Universitas Sebelas Maret (UNS), Universitas Negeri Jember (UNEJ), Universitas Udayana, Universitas Hasanuddin (Unhas), and Universitas Lambung Mangkurat. This event was held during the roadshow in September 2019.

Jambore Petani Muda 2019 is the third year since it was first held in 2017. Rahmad hopes from this program Petrokimia Gresik contribute in regenerate strong and success young farmer who can increase the productivity of agriculture and inspire other millennials generation to pursue the agricultural sector.

"Petrokimia Gresik as the most complete fertilizer producer is currently doing business transformation by not just producing and marketing fertilizers, but it is aimed at providing solutions. Where the Jambore Petani Muda program is a solution to the agriculture and agroindustry sector, especially in regenerating farmers," concluded Rahmad.

PT Petrokimia Gresik

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