



Australian Government



DU'ANYAM
WEAVING GOODS



Du'Anyam – Weaving Goods

Narrowing the Gaps at the Periphery by Harnessing the Potential of Social and Creative Entrepreneurship

The Reason

Maternal & Child Health Issues



1 in 3
children chronically
malnourished

260
babies die before
reaching 1 month
EVERYDAY

42
mothers die
giving birth
EVERYDAY



The Problem 1:

Socioeconomic problems behind health issues



Lack of year-round cash

\$16.5

average woman's
monthly income



Lack of income options

45%

of pregnant women are
chronically malnourished



The Problem 2: Underdeveloped skills & resources



Existing traditional skills, but limited market access



Abundant natural resources that can be used sustainably



Large, growing national & global crafts market



The Solution



1 **Connect Existing Skills & Resources to the Market**

2 **Empower Women through Financial Security**

3 **Provide Platform to Introduce Further Impact**



The Approach

1

Teach women what marketable products to create

2

Provide upfront cash payment regularly for the women

3

Providing market access for the products



The Social Impact



17

Villages

450

Weavers

40%

↑ Women's
Income

55%

↑ Women's
Savings



The Products

Living



Style



The Design Collaboration



impromptu



The Customer Segments

Hotels



The Oberoi Group



BELMOND

Katamama
POTATO HEAD
Family

Corporates



BANK BRI

facebook



Retail Channels

ALUN ALUN
INDONESIA
Inspiring Innovations

ĀMAN
RESORTS

COTTONINK

Sarinah



The Customers

Marriott
HOTELS & RESORTS


BELMOND

facebook

 DBS

The Oberoi Group

Katamama

THE BALI
nusa dua - bali

50+ **3000+**

 Emttek

THE SAMARA
sanur - bali

Wholesale
Clients

Products
monthly

THE SANTA
umalas - bali

THE AMALA
seminyak - bali

 arumdauw

 JAL

 ANOMALI
COFFEE

The Sankara Resort
a peaceful living

CONTEMPO

 EO

 LIONS
INTERNATIONAL

SEMINYAK ICON

COTTONINK

The Impact Partners

SAMSUNG

Tanoto
Foundation

 **KALBE**

HOSHIZORA  FOUNDATION



The Eco-Socio Tourism: East & Central Flores



Scheduled & Private Trips

- **Unique travel experience**
 - Du'Anyam Weaving Workshop
 - Other community enterprises (wild honey, cashew, ikat weaving, sorghum)
 - Virgin beach & hot springs, Kelimutu tri-color craters

>70

guests

6

origin countries

>280m

spent in local
economy



The Team & Supporters



The Media Coverage



26 KOMPAS, MINGGU, 18 SEPTEMBER 2016

Ruang&Desain **Lini**

Anyaman Para Mama Melesat ke Panggung Mode

Du'Anyam yang bermula "anyaman ibu" lahir dari keinginan sekelompok anak muda untuk membantu memperbaiki perekonomian para perempuan usia produktif di Nusa Tenggara Timur. Melewatkan perempun di 8 desa di Larametika, Du'Anyam memilih mereka pelang mencari tambahan penghasilan lewat tradisi anyaman kulit atau lontar yang sudah dilakukannya turun temurun. Anyaman lontar diposisikan sebagai perwujudan waktu luang di sela kegiatan pertanian.

OLEH HARVA RUSUMA

K... yang telah mendominasi pasar anyaman. Lini adalah merek anyaman yang sedang naik daun di kalangan ibu-ibu muda. Mereka memilih anyaman sebagai hiasan rumah yang praktis, elegan, dan mudah dipelihara. Lini Anyam hadir dengan produk anyaman yang beragam, mulai dari tas, dompet, dan aksesoris rumah tangga. Produk-produk ini dibuat dengan menggunakan bahan-bahan alami yang ramah lingkungan.

Du'Anyam adalah merek anyaman yang lahir dari keinginan sekelompok anak muda untuk membantu memperbaiki perekonomian para perempuan usia produktif di Nusa Tenggara Timur. Melewatkan perempun di 8 desa di Larametika, Du'Anyam memilih mereka pelang mencari tambahan penghasilan lewat tradisi anyaman kulit atau lontar yang sudah dilakukannya turun temurun. Anyaman lontar diposisikan sebagai perwujudan waktu luang di sela kegiatan pertanian.

0.05 KICK ANDY DEWI-DEWI INSPIRATIF
JUMAT, 30 SEPTEMBER

The Government Support



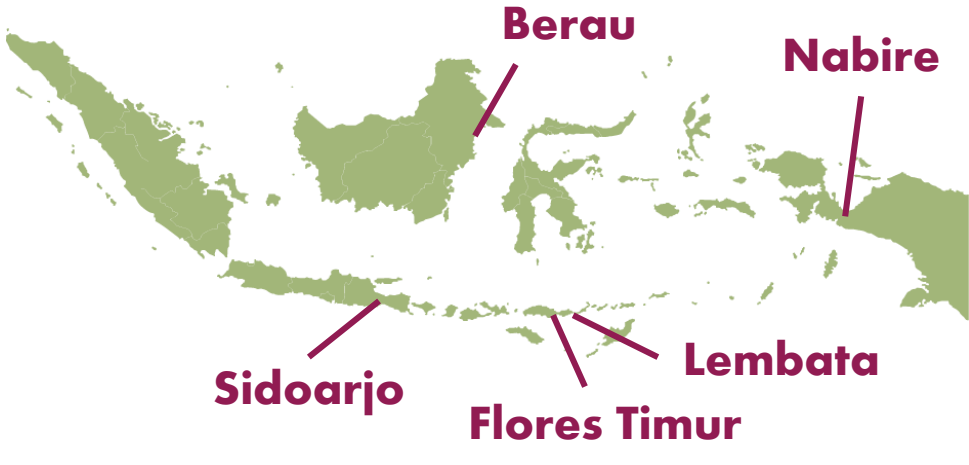
BE
KRAF



KEMENTERIAN
PEMBERDAYAAN PEREMPUAN DAN PERLINDUNGAN ANAK
REPUBLIK INDONESIA



The Program Areas



The Vision



By **2020**

Top supplier
for quality, ethical,
unique wicker crafts

2,000
women
empowered

↑30%
women's
income

Empower Women
Promote Local Culture
Improve Health



Empower Women, Promote Culture, Improve Health

