



**INDONESIA
DEVELOPMENT
FORUM 2019**
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Bappenas

KNOWLEDGE
SECTOR INITIATIVE



Australian Government



CINDERELLA INDONESIA

PENJARA & PEMBERDAYAAN PEREMPUAN



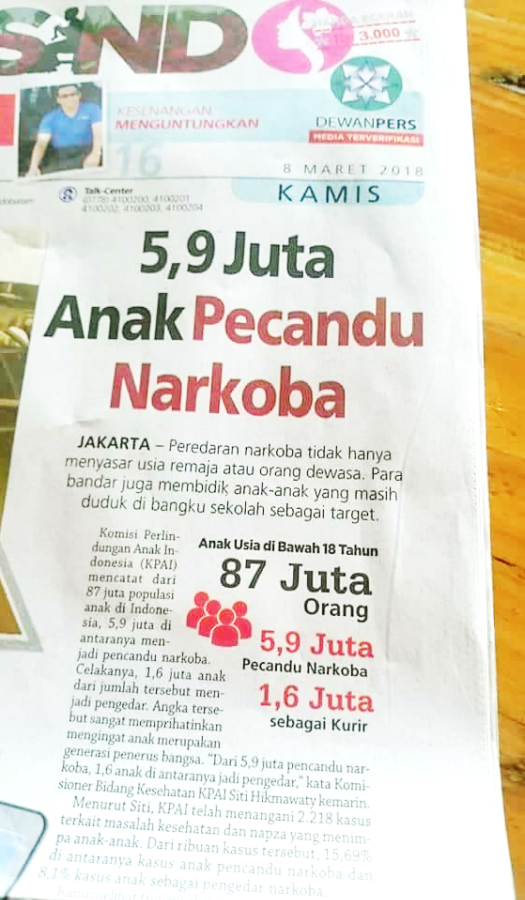
By: LUSIA EFRIANI KIROYAN
CEO "CINDERELLA INDONESIA FOUNDATION"

KARYA SEDERHANA

PENJARA UNTUK DUNIA

INOVASI MENARIK: PENJARA MENJADI PABRIK





“ INOVASI: PENJARA MENJADI PABRIK ”

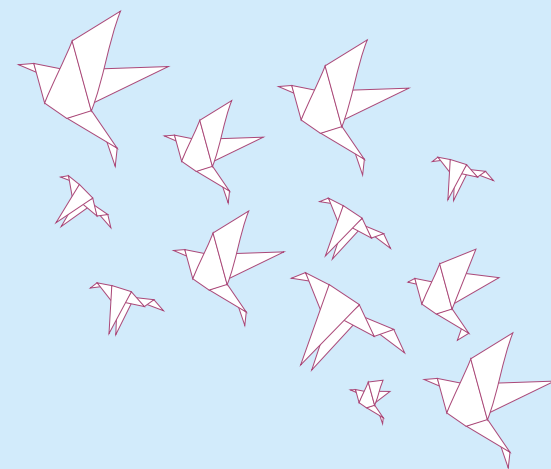
“PENJARA ADALAH
PABRIK POTENSIAL”

INDUSTRI KREATIF

KAPASITAS PRODUKSI:
1000 – 2000/TAHUN

JAM KERJA:
2-3 JAM/HARI

GAJI:
Rp. 10.000 – 12.000/BO
NEKA



BATIK GIRL

BONEKA PEMULIH ASA UNTUK DUNIA



detiknews



Photo: Lusya Kiroyan, pendiri dari CFIC Batik Girl (Foto: ABC News, Erwin Renaldi)

Batik Girl Sebarkan Boneka Batik ke 10 Ribu Anak

Australia Plus ABC - detikNews



Salah satu mimpi besar Batik Girl adalah membantu penyediaan lapangan kerja di Indonesia, khususnya bagi perempuan (Foto: Erwin Renaldi)

Melbourne -

TARGET

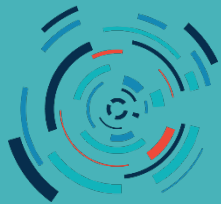
500 WBP

DI 5 PENJARA
DI INDONESIA

TARGET
PRODUKSI

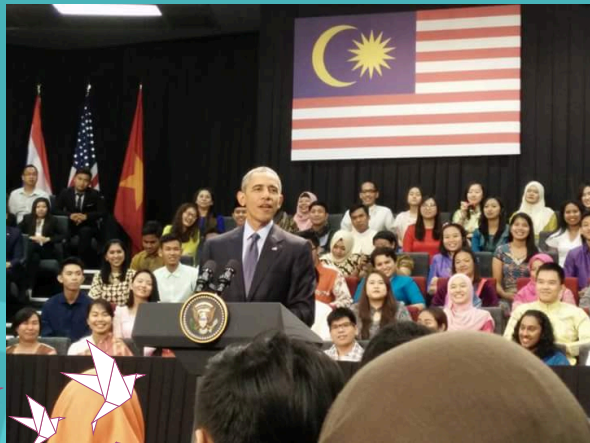
10.000

BATIK GIRL



HARAPAN "CINDERELLA INDONESIA"

PEMERINTAH INDONESIA BISA MENGAPRESIASI & MEMERIKAKAN DUKUNGAN KARYA ANAK BANGSA



konsulatasmndn

Duta Besar Amerika Bangga dengan Batik Girls

▶ Joseph Siap Bermitra di Bidang Perdagangan

BATAM, TRIBUN - Dalam merayakan kemitraan antar negara strategis Amerika Serikat dan Indonesia, Duta Besar Amerika Serikat, Joseph R Donovan Jr berkunjung ke pusat batik girls. Kedatangan Joseph disambut langsung istri Gubernur Kepri, Noorlizah Nurdin dan Pemilik Batik Girls, Lusia Efriani Kiroyan di Perumahan Duta Mas Batam Center.

"Saya bangga bisa berkunjung ke pusat Batik Girl ini, karena direktornya ibu Lusui merupakan alumni program belajar dari Amerika Serikat. Dan seperti yang baik Indonesia dan Amerika Serikat berkomitmen untuk bisa meningkatkan

lembaga sipil yang hidup dan memberdayakan wanita dan kelompok-kelompok sipil," kata Joseph kepada *Tribun*, Senin (9/7).

Ia melanjutkan melalui pertukaran masyarakat itu adalah cara Amerika dan Indonesia dalam mewujudkan hubungan kerjasama yang baik. Yang bertujuan dalam rangka mencapai potensi penuh kemitraan strategis antara Indonesia dan Amerika Serikat.

"Untuk komersil kami juga berkomitmen untuk bekerjasama dengan Indonesia meningkatkan perdagangan yang bebas, adil dan saling menguntungkan," tuturnya.

Kunjungan ini merupakan kunjungan per-



TRIBUN/ROMA

KUNJUNGAN DUBES - Duta Besar Amerika Serikat, Joseph R. Donovan Jr berkunjung ke pusat Batik Girls di Batam. Kedatangan Dubes disambut oleh istri Gubernur Kepri, Noorlizah Nurdin dan Pemilik Batik Girls, Lusia Efriani Kiroyan di Perumahan Duta Mas Batam Center, Senin (9/7).

• ke halaman 13



THE BRUNEI TIMES
Sunday
Old-world charm of Taman Fatahillah
An Indonesian Cinderella's success story

Overst-Ain Bandial
BANDAR SERI BEGAWAN

WHEN Lusia Efriani founded the 'Cinderella from Indonesia Centre' three years ago, she was emerging from one of the darkest periods in her life.

"I had gone through a divorce, and my ex-husband took everything our property and my children," recalled the Batam native.

Facing a precarious future and inspired by her own experience, Lusui devoted her energy to developing a programme to help single mothers set up their own small businesses. Her community activism was soon noticed by the US embassy in Jakarta, which sent her state-side to take part in the International Visitor Leadership Program (IVLP) in economic and community development.

"My experience in the US really changed me. So many people wanted to help me, and I learnt so many new ways I could develop my activism to have an even greater impact on my country," she said.

Thus, the Cinderella from Indonesia Centre was born - a three-storey learning centre and shelter devoted to teaching women skills to develop their own businesses and be financially independent.

"At first, we taught them to make small things like ice cream and biscuits that they could make and sell on their own," said the 34-year-old.

Many of the women lived on the street and had no one to care for their children, so Lusui set up a day-care centre on the building's second floor.

The Cinderella centre soon expanded to include support programmes for street children and people suffering from HIV/AIDS.

"Many of the women we helped had been in jail for drugs, and that's when I got the inspiration to work with women prisoners," Lusui said.

In 2012, she came up with the idea for 'Batik Girl' - a Barbie-like doll dressed in traditional Indonesian batik and alibab (headscarf) that would be handmade by female inmates from her hometown of Batam and the Indonesian capital, Jakarta.

The proceeds from doll sales would go towards charity as well as provide an income for the prisoners.

"Many prisons in Indonesia are overcrowded and they don't have activities for prisoners," said Lusui. "I wanted to do something that would teach them some skills so they could make a living once they leave jail."

As an alumnus of the IVLP programme, Lusui received a grant from the US State Department to train 100 female inmates to make 1,000 'Batik Girl' dolls.

The dolls received a positive response from consumers in Indonesia, so Lusui decided to take them on the road - through Indonesia, Singapore and eventually Brunei.

"We can't sell (them) in department stores. We have to rely on exhibitions to create awareness of the product and our social mission."

'Batik Girl' features in the 'Made in Indonesia' exhibition at the Mall Gadong, that worked as part of an initiative to promote Indonesian business in Brunei.

"People have been turning one by one asking about the dolls, as they are not your typical Barbie dolls, many of them were shocked to learn they were made by prisoners," Lusui said.

The social entrepreneur hopes to reach out to other community activists in Brunei to collaborate on a project that will benefit single mothers and female inmates in the Sultanate.

"I could teach them how to make the dolls here. They can even style them in traditional Brunei dress to reflect the women you see here every day."

Lusui added that her community activism turned her life around after a difficult time in her personal life.

"After I started my social mission, so many opportunities came to me. I felt like Cinderella, after going through one of the worst times in my life. That's how I came up with the name for the centre."

"I believe every woman can have her Cinderella story, whether she is a single mother or a prisoner. And I really want to reach out to people in Brunei so we can collaborate and spread this mission."

The Brunei Times





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To Reach: “CINDERELLA INDONESIA”



Cinderellaindonesia.com



Cinderella_From_Indonesia



Lusia Kiroyan (Cinderella Indonesia)



CFIC Batik Girl



Cinderellaindonesia.blogspot.com