



PROBLEM STATEMENT

Youth unemployment in Indonesia remains a major challenge to economic growth. Issues of access, poverty, and injustice are at the root of this problem, as well as the pervasive cultural dynamic which discriminates against women. The burden placed on girls and young women to perform domestic and childrearing tasks excludes them from employment, with the result that most unemployed young people in Indonesia are female. Young women are the ones who would benefit the most from opportunities to set up their own enterprises, however, they lack access to information, connections, knowledge and resources to support this.

OUR SOLUTION

CARE's Bintang Muda project empowers women entrepreneurs across Indonesia through providing the knowledge, skills, and resources they need to develop their business. Bintang Muda focuses on building women's confidence in making decisions that affect their business, teaching women participants new skills in business management and growth, and helping participants to build networks with other entrepreneurs. The training and mentoring includes practical information for participants on how to make improvements to their current business as well as disaster preparedness.

IMPACT

Since the Bintang Muda partnership started, over 200 women have received training and coaching in business management, risk management, and marketing. A further 2000 women have received information and mentoring on financial literacy and business development. All of the 40 women selected for an intensive program of support reported increased incomes and improvements to their products, with most reporting that they had developed new products, as well.

LOOKING FORWARD

Bintang Muda's goal is to provide more than 100,000 women in poor communities across the world with access to tools, knowledge, skills training and seed capital to start up or expand their business. Bintang Muda plans to develop an open source app for Women Entrepreneurs, which will provide them with ideas, checklists, tools, and information to help them improve their businesses.

