Field Trip
GSMA mWomen Working Group

6-7 June 2012
Jakarta, Indonesia

Forum Perempuan Bekasi
(Bekasi Women's Community)

Description

- ❑ **Member** : 3500 members from various professionals and background.
- ❑ **Objective** : To empower women , to minimize the gender gap in politics education and access to information and services.
- ❑ **Field Visit** : Conduct FGD (for Info Wanita Service)

Indosat + **Nokia**

Bundling Package

Package Hebat Keluarga

- **Unlimited Time Call** to other 4 members from 00.00 – 17.00 and
- **Info Wanita Service** from Nokia Life Tools for 12 month



Description

- A social enterprise that empowers the poor using mobile phone technology.
- Recruited and trained over **10,000** low income entrepreneurs in Indonesia, of **which 85% are women**, to **sell prepaid airtime, electricity and other value added services**

Partnership Between Ruma Pulsa and Indosat

Indosat has partnered with Ruma Pulsa to enable entrepreneurs within the network to become sales agents for Indosat products

PROFILE BUSSINESS PARTNER WHO JOIN WITH RUMA



RU Name
Lia Susilowati

Location
Kampung Duri, Kelurahan Semanan, Kecamatan Kalideres RT 01/01, West Jakarta

Primary Business
Entrepreneur (RUMA's Prepaid Airtime Seller). Start on April 2012

Three months after joining RUMA, she could make about 10 transactions of prepaid airtime for each day, and her profit reach Rp. 10.000 – Rp. 20.000 per day. With this amount of profit, she has a desire to build her own electronic / prepaid airtime kiosk in her house.

PROFILE BUSSINESS PARTNER WHO JOIN WITH RUMA



RU Name
Halimah

Location
Desa Pagedangan Tanggerang

Primary Business
Entrepreneur (RUMA's Prepaid Airtime Seller). Start 2009

Ibu Halimah own a kiosk selling groceries (food ,drink coffee). She also sell electronic airtime voucher by using her own mobile with transaction Rp.50.000 – Rp.100.000 per day in her kiosk. This airtime business provides additional income to her and she said more customers come visit her kiosk.

THANK YOU