



LOMBOK, INDONESIA

Masyhur

Dedication Defined

A facilitator tirelessly helps entrepreneurs grow

When he participated in the Training of Facilitators for the Academy in Jakarta in 2016, 32-year-old Masyhur was already involved with Sentra UKM, the local Integrated Business Service Center, a program under the Ministry of Cooperatives and Small Businesses that provides integrated non-financial services for micro, small, and medium enterprises and helps them conduct more effective marketing, increase productivity, and improve access to finance.

Masyhur was instrumental in establishing six Kampung UKM Digital or SME Digital Villages for industries such as salted eggs, art markets, woven textiles, pearls, bamboo, and coconut shells. The SME Digital Village is a learning center growing out of a partnership between Telkom, Indonesia's largest telecommunications company, and the Ministry of Cooperatives and Small Businesses. It is a one-stop-shop for small businesses that enables a large number of artisan and producing communities in these industries to get online information, market their products, and further connect the villages digitally so they can grow their business even more.

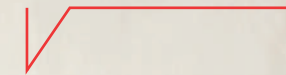
"I am amazed that leading global companies, such as Google, HP Life, Microsoft, PayPal, and P&G are willing to share their knowledge through the Academy," Masyhur says when talking about the course contributors on the learning platform. He is excited that entrepreneurs that come to the SME Digital Villages are able to learn directly from the global companies' expertise contained in the Academy courses.

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After becoming a facilitator, Masyhur started working intensively with 12 individuals, mostly small business owners in the food industry. The mentoring sessions at the SME Digital Village cover a variety of topics based on the needs of the participants and the variety of topics available through the Academy.

Masyhur has conducted subsequent training sessions on the Academy for small and medium enterprises (SME) and non-SME participants. “The latest batch consisted of seven mostly university students starting their small businesses from the SME Digital Village I worked with,” says Masyhur. Compared to earlier trainings, this one focused more on facilitating how to access the Academy rather than on specific course content, due to the poor internet connection. “Most participants requested training at their own SMEs, because sharing one poor internet connection with more people is nearly impossible,” he notes with concern.

Having covered different courses and topics, Masyhur thinks quite highly of the finance technology course, which he finds quite useful for the entrepreneurs, “...mainly on the topic of modernized payment systems.” In another training, marketing through social media was quite a popular subject because most participants were active users



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of social media platforms. His student participants enjoy exploring the Academy to see what courses are applicable to them. According to Masyhur, “they like it so much that they have been trained twice within the span of one month.”

When Masyhur taught his first training class, he used the same training curriculum and method he had been taught in the Training of Facilitators program. However, for the second class he taught, he adapted the training to the needs of those participants and emphasized discussions on how their businesses can grow using the courses on the platform.

He recalls that people became quite curious about the Academy when reading the booklet that helps users understand how to join Academy courses. Masyhur says that while this is exciting, the curiosity creates a new challenge, noting, “I realize that we need to acquire more computers to help people take courses online. On the other hand, despite Telkom providing free bandwidth for the SME Digital Village, it is not nearly enough when shared with more users, so much so that some students were even willing to use their own personal modem and share it with others who tethered a connection.”

Masyhur has a few training programs lined up for small business owners and young entrepreneurs within the next year. Aside from the two main groups he trained, Masyhur has actively introduced the Academy to others, such as a group of representatives of a women’s farming group in East Lombok. “This is a group with around 90 members and after learning about the Academy, many can’t wait to log on,” he explains.

His commitment and dedication to training his community about the Academy is invaluable. “One day, I hope to say that members of the local government agency that handles the small business in the area are among participants in my training,” he notes.



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