

Press Release

Supporting Inclusive Economy, Bangun Bangsa Launches Empower Academy

Malang, 28th August 2024 – Bangun Bangsa, a sustainability initiative under Bentoel Group, launched the Empower Academy program on Wednesday (28/8) at the Malang Creative Center, Malang City, East Java. Empower Academy is an eight-month business incubation program designed to support individuals with disabilities and marginalized groups in Malang Raya to become entrepreneurs and achieve financial independence. This initiative aims to support the government in creating a more inclusive economy by expanding opportunities and providing broader access to all layers of society.

During the incubation period, 25 selected individuals and owners of Micro, Small, and Medium Enterprises (MSMEs) from the disabled community will receive intensive training and mentoring from practitioners and professionals to enhance their business skills and digital literacy. In addition, Empower Academy will provide specific guidance to participants in obtaining capital access from financial institutions as well as creating distribution channels for their products and services, both online and offline.

The Empower Academy initiative was carefully prepared through extensive surveys and mapping to obtain a comprehensive understanding of the condition of disabled MSMEs in Malang Raya, their needs, and the gaps and challenges they face. As a result, the program was designed meticulously to address these challenges and needs, ultimately providing long-term benefits to the participants.

Dian Widyanarti, Head of Corporate and Regulatory Affairs at Bentoel Group, stated:

“For several years, we have contributed to the development of the people’s economy through various MSME development programs across different regions in Indonesia. Today, through Empower Academy, we aim to create a broader and more inclusive impact. As a truly inclusive organization, we believe in the potential of people with disabilities when given equal opportunities and access.

“In line with one of the Sustainable Development Goals, no one left behind, Empower Academy is Bangun Bangsa’s commitment to empower and nurture the disabled community so they can become independent through expanded access and opportunities. We also invite stakeholders to collaborate in creating a more inclusive economy.”

END.



Bangun Bangsa is a sustainability initiative under Bentoel Group that focuses on three pillars of ESG (Environmental, Social, dan Governance). Through the Bangun Bangsa campaign, Bentoel Group aims to create a Better Tomorrow by inviting various stakeholders and the community to collaborate and create a broader positive impact.

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