

# “Partnership for Micro and Small Enterprises (MSEs) Resilience PROGRAMMING”

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**OXFAM**

# OUTLINE

- GETTING STARTED
- PROJECT AREA
- IMPLEMENTATION STRATEGY
- LESSON LEARNT
- WAY FORWARD

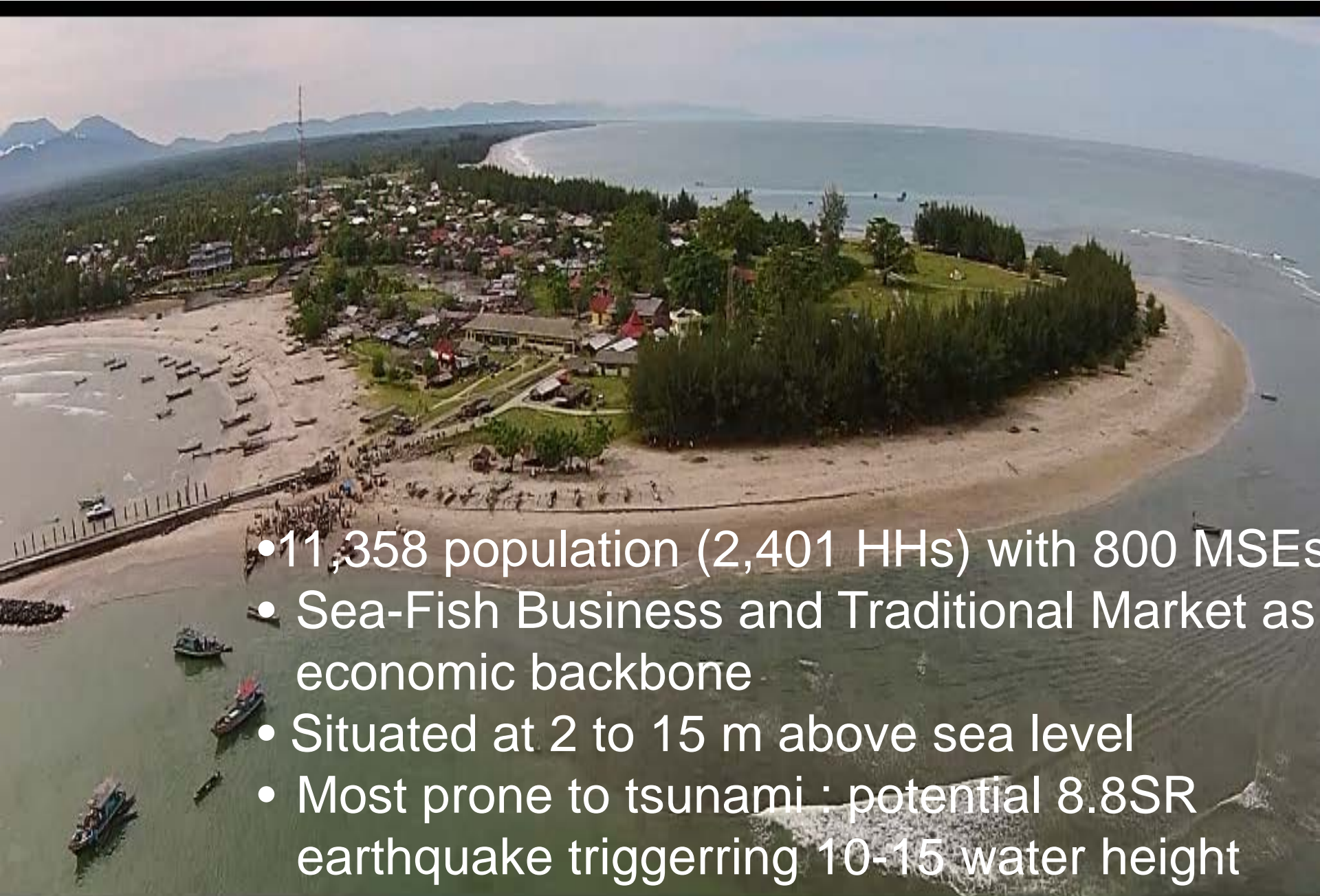


# GETTING STARTED



- End 2014: National Workshop to design a pilot project with NDMA, Ministry of cooperatives, Ministry of Trades, DRP, CSOs, Local Gov representative
- BCP Concept is analyzed and adapted
- Area for pilot selected: Agam district and Magelang District

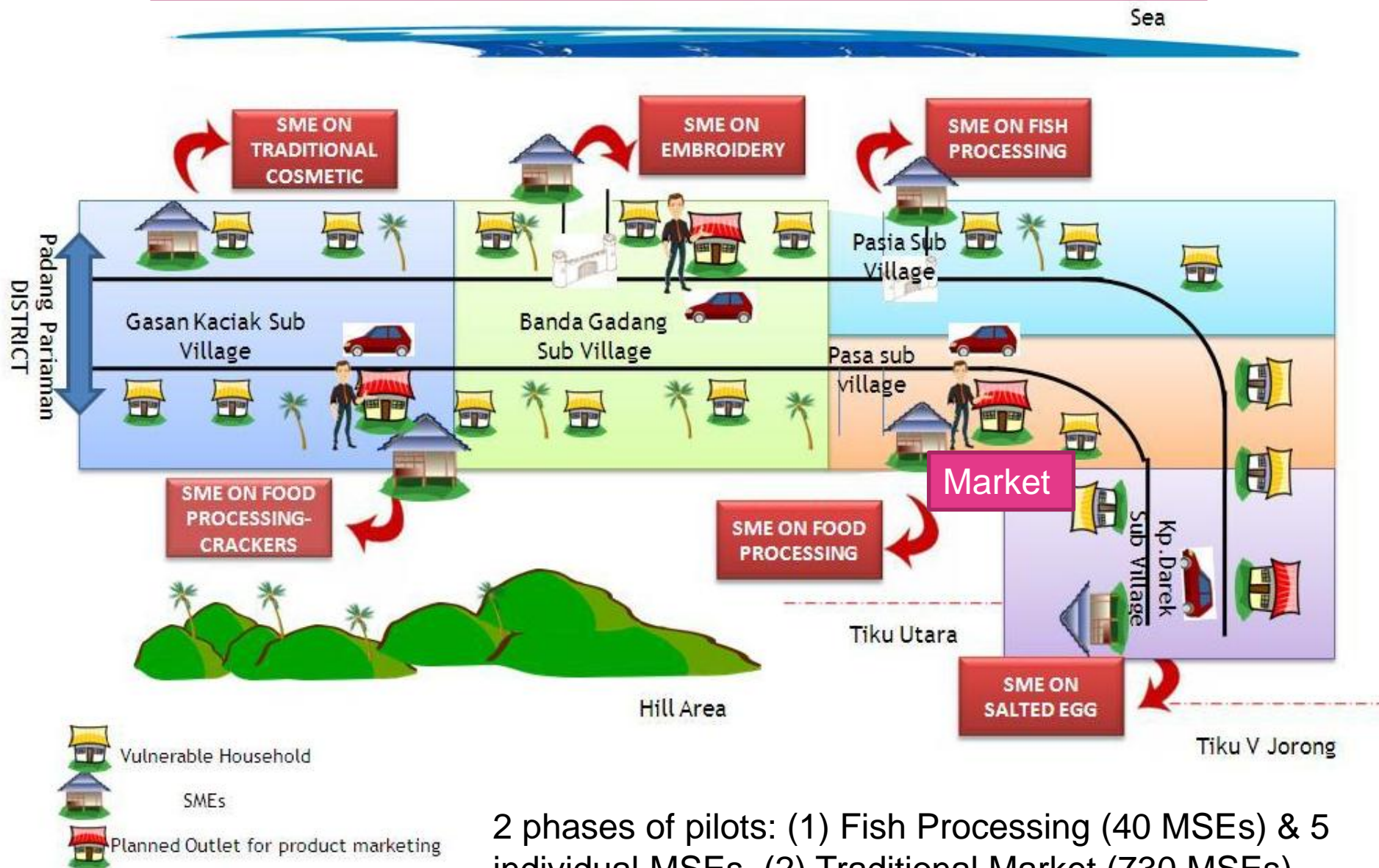
# AREA OF PILOT: TIKU VILLAGE



- 11,358 population (2,401 HHs) with 800 MSEs
- Sea-Fish Business and Traditional Market as economic backbone
- Situated at 2 to 15 m above sea level
- Most prone to tsunami : potential 8.8SR earthquake triggering 10-15 water height



# MAP OF MSEs at TIKUSELATAN VILLAGE

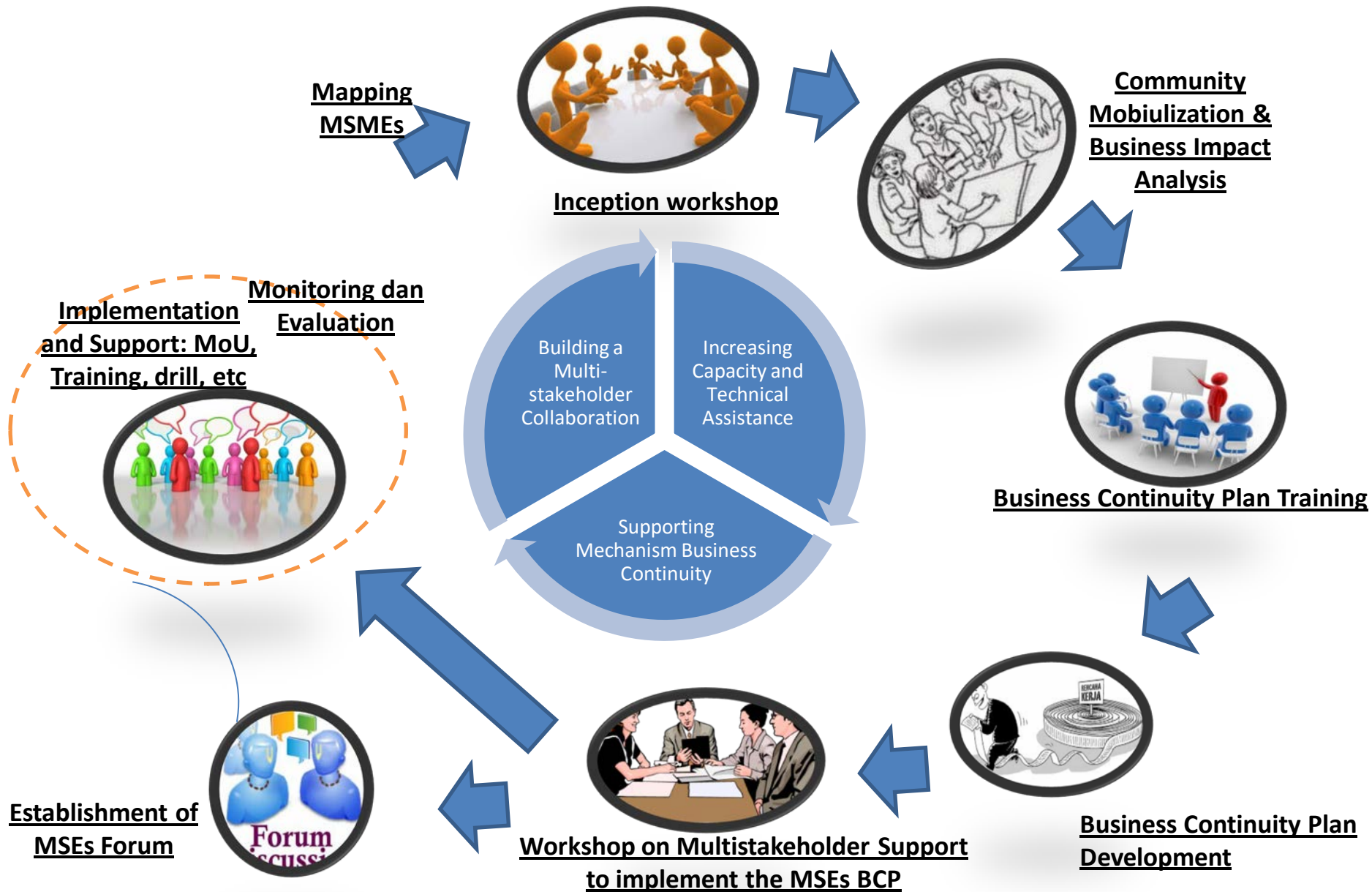


2 phases of pilots: (1) Fish Processing (40 MSEs) & 5 individual MSEs, (2) Traditional Market (730 MSEs)

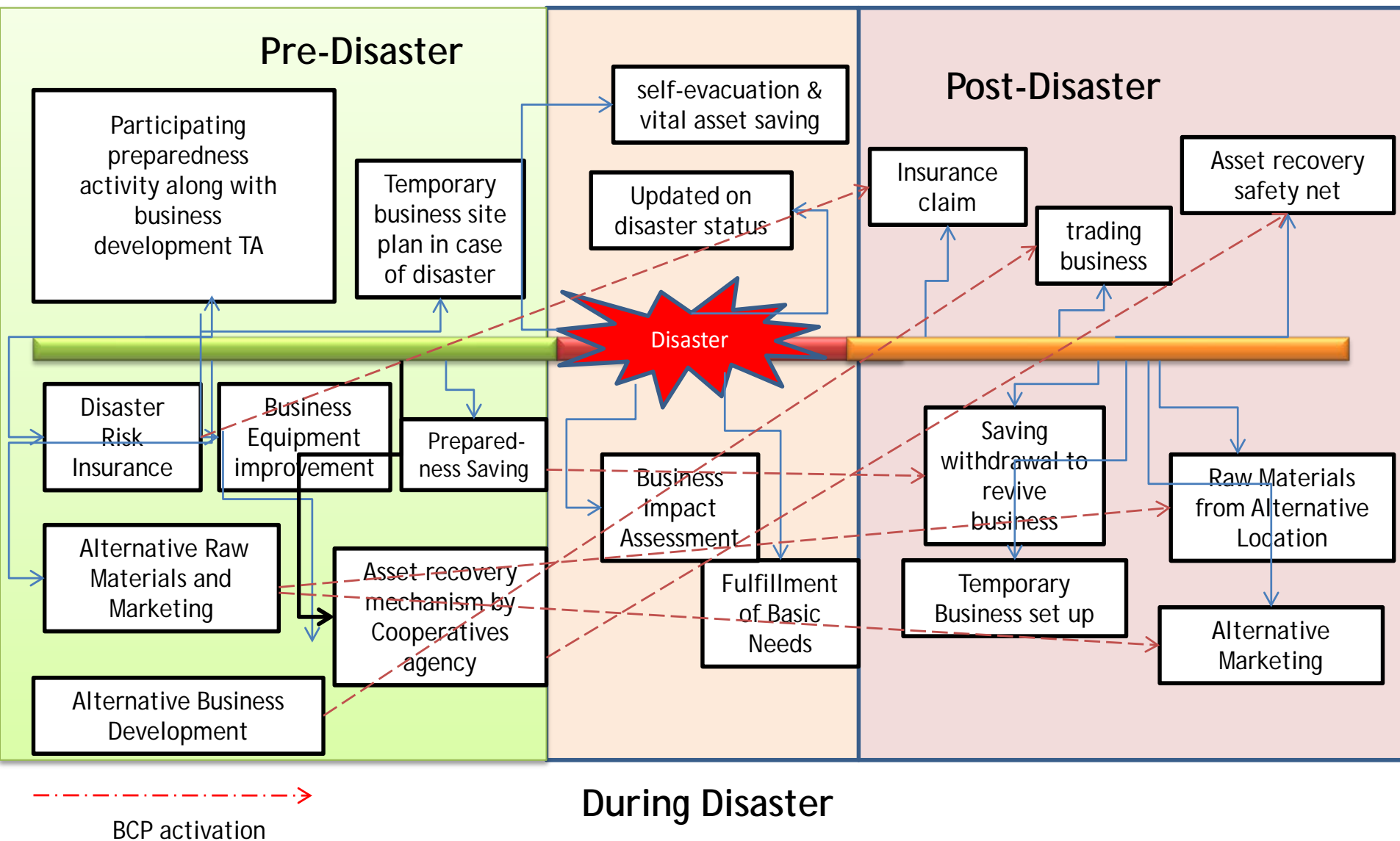
# IMPLEMENTATION STRATEGI

- Blending between Business Development and DRM
- Integrating to existing DRM programming (district and village) and Cooperative Agency programming
- Disaster Management Agency as the owner for the whole process to nurture Public Private People Partnership mechanism
- Different types of BCP formulation to include most MSEs in the village:
  - ➔ Individual MSE BCP (6 MSEs),
  - ➔ Commodity MSEs BCP (40 MSEs of Fish processing)
  - ➔ Cluster MSEs BCP (10 MSEs clusters: vegetable, fish trader, restaurants, banks, workshops, grocery, coconut oil, etc.)
  - ➔ Area-BCP (800 MSEs)
- Overseen and reported to national stakeholders coordinated by NDMA

# Workflow of MSEs BCM

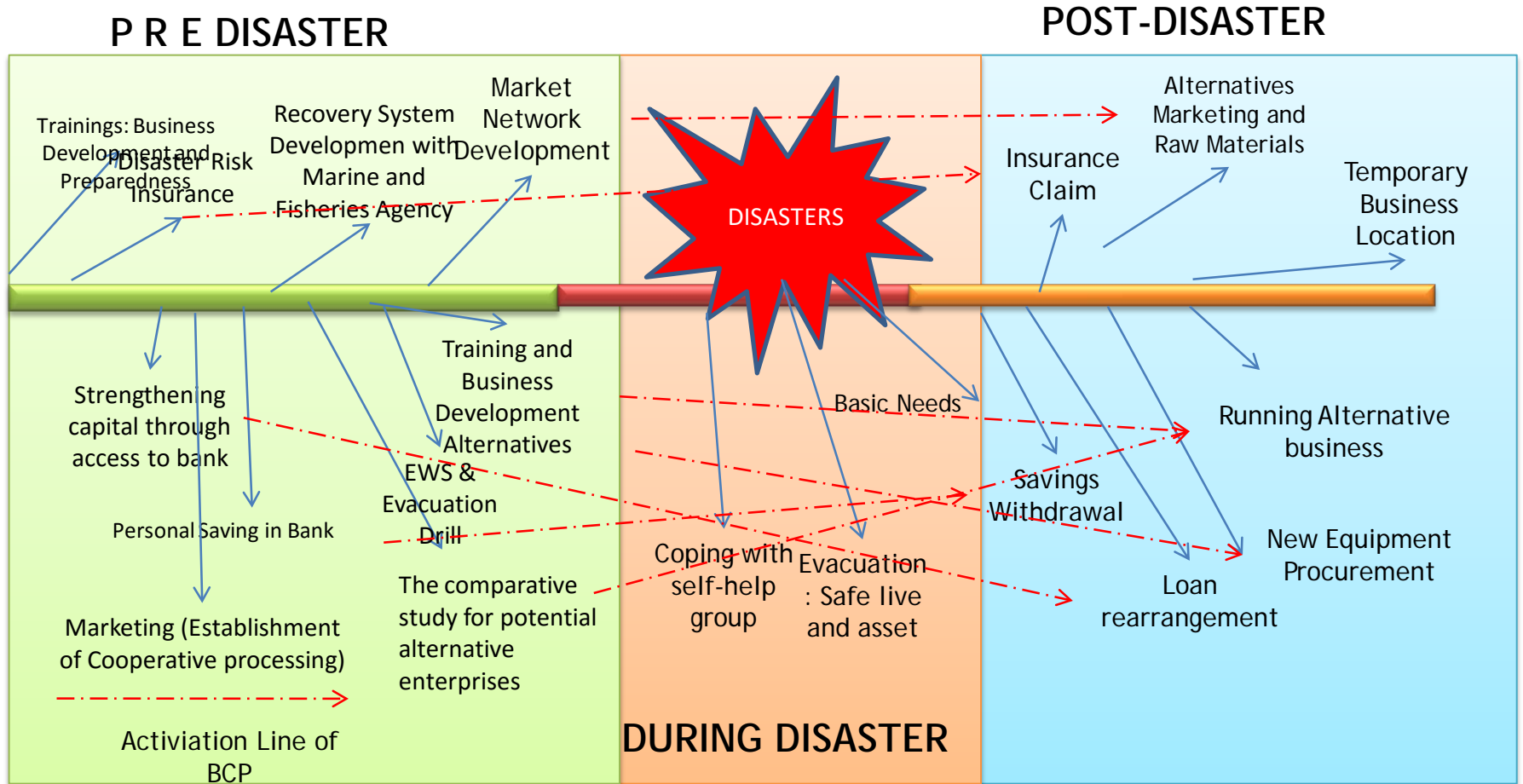


# INDIVIDUAL BUSINESS CONTINUITY PLAN: an MSE of Fish Crispy Producer





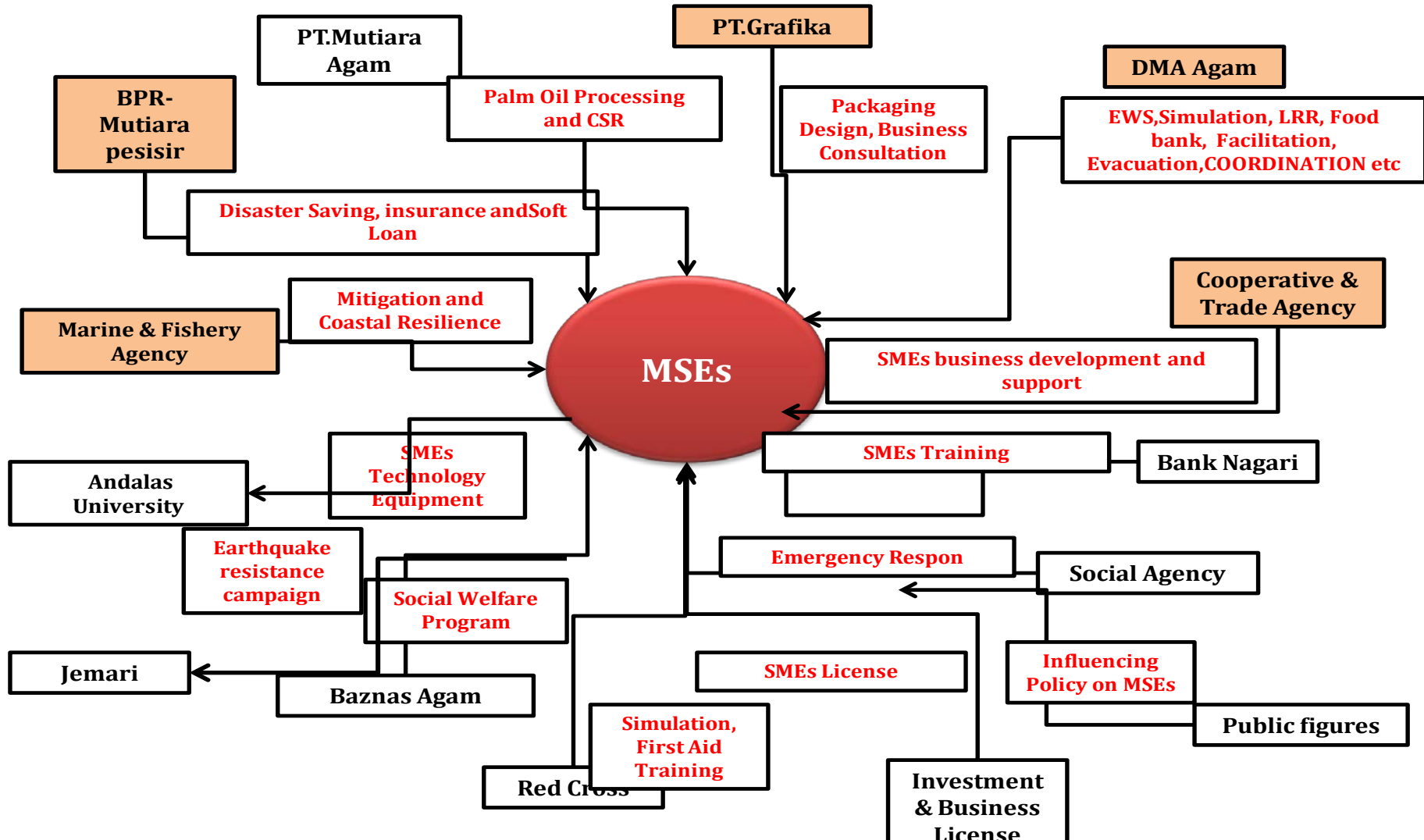
# COMMODITY -BUSINESS CONTINUITY PLAN (C-BCP) : FISH PROCESSING (40 MSEs)



**Recovery Time : 1-3 MONTH Rather than 1 year**

# MULTISTAKHOLDER SUPPORT FOR BCP IMPLEMENTATION

"Public Privat People Partnership (P4)" to support MSEs Resilience



## PT. GRAFIKA JAYA SUMBAR



**MOU SIGNING**



**Business Consultation**

1. **BUSINESS CONSULTATION**
2. **PRODUCT DEVELOPMENT, PACKAGING & NATIONAL MARKET ACCESS**

## MUTIARA PESISIR (LOCAL BANK)



**MOU SIGNING**



**TRAINING FACILITATION**

1. **BOOK-KEEPING TRAINING**
2. **PICK UP SAVINGS SERVICE**
3. **DISASTER RISK INSURANCE**
4. **LOAN OPPORTUNITIES**

# DRM component



- Inclusive Evacuation drill by DMA, Social Affairs, Red Cross, Health Agency, Bank Nagari, etc.

- Disaster Awareness raising by DMA, Jemari Sakato, Red cross, Social Agency, Police, Military, Local Figure



# RESULT

## NATIONAL LEVEL

- A national working group established to promote MSMEs Resilience: policy framework, guidance, resource center and sharing center, resource mobilization, networking, and programming

## PROJECT LEVEL

- Shifting paradigm from profit oriented to business profit and continuity among targeted MSEs with clear BCP before, during, and after disaster
- Transformative Process: : An MSE Businesswoman is confident to mainstream DRR component in the programme of SMEs forum
- Clear action for stakeholders to support business development integrated with DRM practices as part of BCP implementation
- Adoption of MSEs resilience programming into district annual programming

# LESSON LEARN

- BCP is applicable to MSEs
- BCM strategy should include business development and risk and crisis management component
- Disaster Management Agency is the owner of the MSEs resilience programming for DRM aspect while the Cooperatives and Trade Agency for business development aspect;
- Public Private People Partnership (P4) mechanism to support BCM will be effective if:
  - ➔ Duty bearers act as facilitator
  - ➔ Shared-value mechanism is maximized
- Sustainability of the MSEs Resilience programming can happen: (1) ownership remains at duty bearers, (2) Successful model of BCM at field level, and (3) Influential mechanism of Public Private People Partnership (P4) for programming and policy advocacy



# WAY FORWARD

- Producing a Zero Draft of MSMEs Resilience Manual/Guidance
- Encouraging for establishment of Resource Center for MSMEs Resilience Programming
- Promotion of MSMEs Resilience programming at National and ASEAN level DRR day in Manado – North Sulawesi
- Promotion for Regional Platform Development for MSEs Resilience

