

8 DECENT WORK AND
ECONOMIC GROWTH



SDG 8

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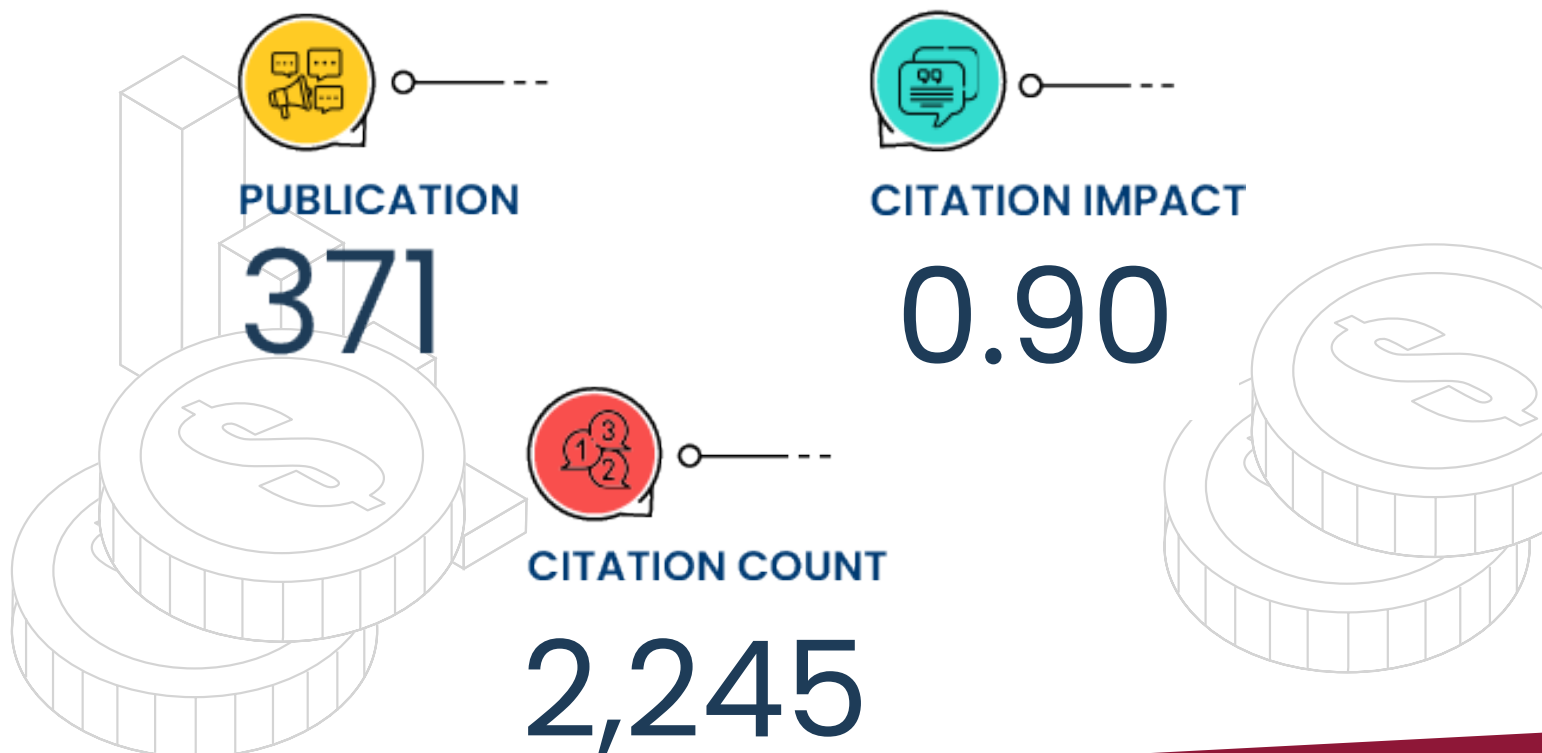
SDG 8

DECENT WORK AND
ECONOMIC GROWTH

Universitas Padjadjaran implements Sustainable Development Goal number 8, namely “Decent Work and Economic Growth,” with various initiatives that support inclusive and sustainable economic growth and promote decent work for all.

Unpad actively encourages entrepreneurship through various programs such as business incubators, business competitions, and entrepreneurship workshops. These programs provide opportunities for students to develop business ideas, get funding, and start their own businesses. Thus, Unpad supports the creation of new jobs and local economic growth.

RESEARCH BY NUMBER (2019–2023)





429 students participate in entrepreneurship training

UNPAD'S INDEPENDENT ENTREPRENEURSHIP PROGRAM SUCCESSFULLY INVITES 429 STUDENTS FROM ALL OVER INDONESIA

Universitas Padjadjaran is one of the hosts for the implementation of the Independent Entrepreneurship program of the Indonesian Ministry of Education, Culture, Research and Technology. A total of 429 students from 65 universities in Indonesia participated in the Unpad Independent Entrepreneurship program. Director of the Unpad Business Incubation Center/Oorange Rivani, M.M., DBA, explained that the Unpad Independent Entrepreneurship program was held to improve entrepreneurial competence among participants and increase the number of business actors at the national level. At Unpad itself, the Independent Entrepreneurship program is facilitated by 43 field supervisors and seven reviewer teams, and program funding comes from the Ministry of Education, Culture, Research and Technology and LPDP.

The achievements of the Unpad Independent Entrepreneurship program are an increase in the entrepreneurial competence of participants by 75 per cent and the achievement of conversion of 20 credits by 90 per cent at the original university. The conversion was carried out considering that this program is one of the implementations of the Independent Learning-Independent Campus policy. The Unpad Independent Entrepreneurship program itself is designed to be implemented for one semester. There are three stages of learning in the form of a business incubator program provided. First, pre-immersion of four credits. At this stage, students will receive material with the subject "Entrepreneurship Solving in Complex". The second stage is the immersion of 10 credits; the material provided is "Innovation and Development of Communication Design and Public Speaking Business Literacy". Third, post-immersion of six credits with the subject "Adaptation, Cooperation, and Collaboration of Financial Literacy and Information Technology Literacy".

COMMUNITY OUTREACH:

HELP MSMEs WITH
DIGITALIZATION OF
PAYMENTS AND FINANCIAL
REPORTS KEUANGAN



Unpad Pangandaran carried out outreach activities regarding the digitization of payments through the Quick Response Code Indonesian Standard (QRIS) to Micro, Small, and Medium Enterprises (MSMEs) in Cintaratu Village, Pangandaran Regency, on Tuesday, November 14, 2023.

The team consisting of 11 PSDKU Unpad Pangandaran students assessed that QRIS has become a trend in today's business world. They also saw the need to introduce this concept to MSMEs around the campus so that they can make better use of technology in managing their businesses. This activity lasted for approximately 2 months, namely from November to December 2023, starting with the planning stage to implementation.

Unpad students educated MSMEs about the importance of adopting technology, especially QRIS, to increase competitiveness and reach a wider market. By integrating QRIS, MSMEs can offer a more modern shopping experience and make transactions easier for consumers and students around the campus. In addition to conducting counselling, students also recorded MSME interest in QRIS and succeeded in inviting 11 MSME actors in Cintaratu Village to adopt this technology. This initiative is expected to help local MSMEs grow and develop, as well as create an inclusive and sustainable business ecosystem.

DISCOVER THE NEW WAY TO PAY





EDUCATING MSMEs IN MEKARSARI VILLAGE ON THE IMPORTANCE OF FINANCIAL RECORDING

Mekarsari Village in Sukasari District, Sumedang Regency, has less than optimal economic potential due to the lack of knowledge about business management. Universitas Padjadjaran students who implemented the KKNM program in the village tried to improve the understanding of MSME actors about business management. This village is known for its typical products, such as giribig (bamboo mats) and mayit cakes (traditional cakes). Although giribig production has decreased due to the conversion to tarpaulin, this product is still made to order and even marketed to Cianjur. Mekarsari Village residents also have various jobs, such as garment tailors, livestock breeders, and labourers. Other villagers are included as business owners on a micro, small, and medium scale (MSMEs). The MSME sector, which is spread across Mekarsari Village, also tends to be diverse. One of them is a culinary business such as mayit cakes, chicken noodles, coconut ice, and fruits. Furthermore, the garment sector includes producers of vests and koko shirts.

The team found that many MSME actors in Mekarsari Village have not implemented financial records according to accounting standards. Based on interviews with

business actors who have been operating for dozens of years, many do not record expenses and income systematically, so profits are only known if there is a remaining budget. Some business managers also use a very simple recording system, which is often based on estimates. Proper financial recording is very important because it helps business owners know the level of profit and business development and facilitates planning to increase sales and minimize costs.

Training in Mekarsari Village was held for around fifty residents on how to prepare daily transactions, profit and loss reports, and financial position reports. The training began with a case study of a convection service business, followed by a guide to preparing reports according to accounting standards. Due to limitations in the use of technology, training was carried out manually with paper. However, the team also provided a module for digital bookkeeping using the BukuWarung Application, demonstrating the practical benefits of the application. The purpose of the training is to provide knowledge and form good and correct financial recording habits, both manually and digitally.