



SDG 01

No Poverty

1 NO POVERTY



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Implementation of The Smart Indonesia Card (KIP) Program for College at UNPAD

Universitas Padjadjaran continues to strengthen its commitment to supporting education for students from underprivileged families, in alignment with SDG 1: No Poverty. Through the Kulawargi Mahasiswa Bidikmisi (Kabim) Unpad, the Directorate of Student and Alumni Affairs held an event titled “KIPTalks for Recipients of the Indonesia Smart College Card (KIP-K) 2024”. The event aimed to provide information and guidance for new KIP-K recipients to help them understand their rights, obligations, and available support during their studies. The event was attended by representatives from the Ministry of Education’s Puslapdik, Unpad KIP-K mentors, and several student awardees. In her remarks, Ofiar Murwanti, Secretary of the Directorate of Student and Alumni Affairs, emphasized Unpad’s commitment to continuously assisting KIP-K students throughout their academic journey to promote equal access to quality education and social inclusion.

Unpad consistently works to improve the quality of support for KIP-K students by evaluating challenges in the program’s implementation. The KIP-K program is a government priority that provides opportunities for high-achieving students from low-income families to access higher education and build a better future. KIP-K serves as a means to break the cycle of poverty by empowering students to develop their skills, pursue better careers, and achieve financial independence after graduation. Through this initiative, Unpad contributes to poverty reduction, inclusive growth, and human capital development, ensuring that financial limitations do not hinder access to higher education. With proper guidance and understanding, KIP-K is not merely a form of assistance but a symbol of hope for a brighter and more equitable future.



Students received scholarships from the National Zakat Collection Agency Program

A total of 83 students received the 2024 Smart Scholarship from the Unpad Zakat Collection Unit (UPZ) Baznas, in support of **SDG 1: No Poverty**.

The symbolic handover took place at Taman Bale Rumawat Unpad. The scholarships were funded by zakat contributions from the Unpad community. The program provides financial assistance for living expenses, allowances, and tuition fees (UKT) for one semester. Priority is given to students recommended by their study program, faculty, or the university, particularly those from underprivileged families. Students may also apply independently by submitting the required documents.

The selection process included several stages, such as administrative screening, interviews, and focus group discussions before the final announcement of recipients.

Applicants must be active Unpad students, Muslim, have a minimum GPA of 3.00, come from low-income families (proven by an official certificate), and commit to becoming UPZ volunteers. This scholarship program not only reduces **economic inequality** but also contributes to **poverty alleviation** through access to higher education. It aligns with Unpad's commitment to promoting **inclusive and equitable education** as a pathway to social mobility. Dr. Hazbini expressed hope that this initiative will help underprivileged students continue their education while fostering a stronger culture of giving and social responsibility, ultimately supporting efforts to **break the cycle of poverty** within the academic community.



Conducting Marketplace Training as a Means to Develop Local MSMEs



The Community Service Program (KKN) Team 60 from Universitas Padjadjaran conducted a marketplace training program in Mekarsari Village. The initiative was based on the identification of Mekarsari's strong economic potential, particularly through its growing number of micro, small, and medium enterprises (MSMEs). Although some local entrepreneurs had begun utilizing marketplaces as marketing platforms, many remained unaware of the significant benefits of digital commerce due to limited access to information. To address this issue, the students organized a training session focusing on the creation and management of accounts on Shopee and GrabFood, which was attended by MSME participants from various hamlets in the village.

The training covered four main topics: the use of marketplaces, social media as a marketing tool, digital and marketplace security, and strategies for product development to attract consumers. Pre- and post-training assessments showed notable improvement in participants' understanding and practical application of marketplace platforms. Local entrepreneurs also began utilizing social media channels, such as WhatsApp Business and Instagram, to promote their products. This initiative successfully enhanced the community's digital literacy and confidence in online marketing, contributing to SDG 1: No Poverty by empowering rural MSMEs to expand market reach, increase income opportunities, and strengthen local economic resilience.

Developing a Tourism Magazine for Lebakmuncang Village, Ciwidey, Bandung Regency



The Community Service Program (KKN) Team 74 from Universitas Padjadjaran developed a tourism magazine highlighting the cultural and natural attractions of Lebakmuncang Village, Ciwidey, Bandung Regency. The team's effort to create a culture-based tourism database for the village. The project aimed to enhance accessibility and information for potential visitors through a digital publication integrating the 5A's in tourism Attraction, Activity, Accessibility, Accommodation, and Amenity. This magazine represents one of the tangible outputs of KKN 74, complementing the team's work on updating and digitizing existing tourism data. The team also applied modern digital technologies to collect, store, and manage information about the village's cultural tourism potential, making it more accessible to both domestic and international visitors.

Active community involvement has played a crucial role in developing Lebakmuncang's creative agrotourism. Through participatory programs, the village has strengthened the connection between tourists and residents, fostering an atmosphere of hospitality and cultural appreciation. As a recognized "Desa Pemajuan Budaya" (Cultural Advancement Village) under the decree of the Ministry of Education, Culture, Research, and Technology, Lebakmuncang has demonstrated the success of integrating cultural heritage with digital innovation. The KKN team also initiated a community-wide video competition to raise public awareness of local tourism potential. These initiatives align with Unpad's broader mission of empowering rural communities, promoting sustainable tourism, and supporting SDG 1: No Poverty by enhancing local livelihoods through culture-based and technology-driven economic development.

Connectivity as the Key to Accelerating Rural Development

The acceleration of rural development cannot be separated from regional development and connectivity. The relationship between rural and urban areas should be mutually beneficial. Sustainable rural development cannot be driven by a single policy intervention; rather, it must be integrated with other development policies. Infrastructure development in a particular region does not automatically lead to **economic growth, as it must be accompanied by other supporting factors** such as the establishment of service centers or development hubs, as well as the advancement of human capital.

5. Dampak Konektivitas

- **Terciptanya koneksitas atau keterhubungan antar wilayah (desa-kota) diperlukan untuk membuka ruang-ruang baru untuk menyatukan suatu zona/wilayah tertentu dan juga membuka isolasi desa dan meningkatkan mobilitas .**
- **Contoh : Pembangunan jalan lingkar Timur kuningan membuka zona baru , melancarkan perjalanan dan membuka peluang usaha.**

