



SDG 08

Decent Work and Economic Growth

8 DECENT WORK AND
ECONOMIC GROWTH



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Strengthening Graduate Employability: Unpad's Competency Certification Program Supports Decent Work Opportunities

Universitas Padjadjaran, through its Professional Certification Institute (Lembaga Sertifikasi Profesi/LSP Unpad), continues to promote the creation of decent work opportunities by strengthening the employability and professional readiness of its students. In collaboration with the Office Administration Professional Certification Institute (LSP Administrasi Perkantoran Nusantara / LSP AP-N), Unpad organized the Office Administration Management Competency Test on March 8–9, 2024, at the Jatinangor Campus. The program was attended by 400 participants, consisting of 320 Unpad students and 80 students from the Institute of Public Administration (IPDN).

According to Dr. Syariful Mubarak, S.P., M.Sc., Ph.D., Head of LSP Unpad, the activity began with a technical guidance session (Bimbingan Teknis) on March 7, 2024, to prepare participants for the assessment process. The competency test evaluated participants based on knowledge, skills, and attitude, through written and practical demonstrations. Supported by a grant, the certification program was conducted free of charge for students, ensuring accessibility and inclusivity in professional capacity building.

Through this initiative, Universitas Padjadjaran equips students with recognized professional certification to enhance their competitiveness in the job market, particularly in the field of office administration. The program aligns with Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth, by enabling young professionals to access quality employment opportunities, promoting skill-based education, and fostering a work-ready generation capable of contributing to sustainable economic development.





Empowering Local Entrepreneurs: Unpad and Alfamart Foster Inclusive Economic Growth through UMKM Incubation Program

Universitas Padjadjaran, in collaboration with Alfamart, continues to strengthen its contribution to inclusive and sustainable economic development through the UMKM (Micro, Small, and Medium Enterprises) Incubation Program, launched on February 26, 2024. The program aims to empower 25 partner UMKM by helping them scale up their businesses through a structured two-month incubation and mentoring process facilitated by Unpad's business incubation center.

This initiative focuses on enhancing business management skills, digital marketing capabilities, and financial literacy for small entrepreneurs to improve their market competitiveness and sustainability. By integrating academic expertise with corporate support, the program bridges the gap between higher education and community-based economic empowerment, ensuring that participants can increase their business performance by 15–20% within the incubation period.

Through this partnership, Universitas Padjadjaran plays an active role in advancing Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth, by promoting entrepreneurship, supporting small business resilience, and fostering innovation-driven growth. The Unpad–Alfamart collaboration represents a concrete step in driving local economic progress and creating a more inclusive economy that benefits both communities and future generations.

Strengthening Microenterprise Growth: Unpad and the Ministry of Finance Empower Ultra Micro Entrepreneurs through Training and Mentorship

Universitas Padjadjaran, through the Faculty of Agricultural Industrial Technology (FTIP), continues to play a vital role in fostering inclusive economic growth by collaborating with the Government Investment Center (Pusat Investasi Pemerintah – PIP) of the Ministry of Finance of the Republic of Indonesia. Together, they implemented the “Training of Trainers (ToT) Account Officer 2024” program, held on July 25, 2024, in Bandung. The program forms part of PIP’s initiative to amplify mentoring methods and strengthen the capacity of Ultra Micro (UMi) business actors across Indonesia.

Now in its third year, the program involves eight universities — including Universitas Padjadjaran, Universitas Syiah Kuala, Universitas Negeri Sebelas Maret, Universitas Hindu Indonesia, Universitas Brawijaya, Institut Teknologi Sepuluh Nopember, Politeknik Pertanian Payakumbuh, and Universitas Sam Ratulangi. The training consists of three phases: capacity building for university mentors, ToT sessions for account officers from partner cooperatives, and marketing enhancement through the establishment of Kedai UMi (UMi Business Hubs) in each region. According to Dr. Ir. Sarifah Nurhanah, M.App.Sc., Dean of FTIP Unpad, the program builds on Unpad’s long-standing experience in mentoring UMi entrepreneurs since 2020 — resulting in improved entrepreneurial mindsets, better product quality, and income growth between 15–300%.

This initiative reflects Unpad’s commitment to supporting Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth by empowering small-scale entrepreneurs through structured training, research-based mentorship, and market access expansion. By collaborating with PIP and partners such as PNM, Pegadaian, and local cooperatives, Unpad contributes to strengthening Indonesia’s local economy, fostering innovation in the microenterprise sector, and advancing inclusive and sustainable economic development.



Empowering Local Entrepreneurs: Unpad's PSDKU Strengthens Pangandaran's UMKM through Pentahelix Collaboration



Universitas Padjadjaran, through its Off-Campus Study Program (PSDKU), plays an active role in promoting local economic growth and entrepreneurship development in Pangandaran Regency. In collaboration with the Indonesian Young Entrepreneurs Association (HIPMI) Pangandaran Branch, Unpad participated in the program “HIPMI Next Level! Pangandaran: SMEs One-on-One Mentoring by PUM Senior Expert Netherlands”, officially launched on January 31, 2024, at Pangandaran Creative Space. This initiative focuses on strengthening the capacity and competitiveness of micro, small, and medium enterprises (UMKM) through personalized mentoring and international collaboration.

The program, which involves 11 local UMKM, was supported by PUM Senior Experts Netherlands, a Dutch NGO providing professional mentorship for developing countries. Representing Unpad, Muhammad Rifqi Ismiraj, M.Sc., from PSDKU's Animal Husbandry Study Program, explained that this collaboration embodies the pentahelix model, involving academia, business, community, government, and media. Participants received tailored consultation sessions with PUM expert Leendert Noordermeer, former General Manager at Christian Dior Netherlands. The mentoring process included comprehensive business diagnostics, SWOT analysis, and the development of strategic recommendations to help UMKM enhance their operations, financial management, and market positioning.

The program concluded on February 6, 2024, with the signing of a Letter of Intent (LoI) between HIPMI Pangandaran, the Pangandaran Cooperative and MSME Office (Dinas KUMKM), PSDKU Unpad, BNI's Rumah BUMN Pangandaran, and the Pangandaran Journalists Association (PWI). The agreement outlined five collaborative initiatives: conducting research on the local UMKM sector, sharing data and insights, organizing training and workshops, facilitating market access through exhibitions and bazaars, and supporting funding through grants and sponsorships.

This partnership exemplifies Unpad's commitment to Sustainable Development Goal (SDG) 8: Decent Work and Economic Growth, by promoting innovation, entrepreneurship, and sustainable business growth at the regional level. Through this multi-stakeholder collaboration, Unpad contributes to empowering local entrepreneurs, fostering inclusive economic progress, and creating resilient community-based enterprises in Pangandaran.