

UGM Students Win Danone Young Social Entrepreneur Awards

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Students of UGM have won the *Danone Young Social Entrepreneur 2015* awards held from 18-19 August 2015 in Cyber Tower Jakarta. The team won first and second places after their proposals beat over 100 business proposals from various universities across Indonesia.

Developing Colourful Waistband

The Dreamdelion UGM team (Fitriani Kembar Puspitasari, Evaulia Nindya Kirana, Elsa Sabrina Maharani, Amanda Rachmaniar, and Hanif Isnanto) came first with their business ideas in developing traditional waistband (*stagen*) named as *Rainbow Stagen*. They empower the people of Sumberarum in Sleman regency that have made their business in waistband production.

"We and the people of Sumberarum are developing the potential of *stagen* making with a touch of innovation," said Fitriani on Thursday (27/9) on UGM campus.

This means adding colours to the waistbands. The colourful products are then developed into other products, such as brooch, wallet, bag, shirt, watches and shoes. "Hopefully, this breakthrough can improve the economic value of this traditional fabric and eventually improve the income of the local people," she said.

Helping Farmers with *Siramin* Apps

Another team from UGM, Ace Culture, consisting of Andreas Ghandi, Raditya Chandra, Kukuh Setyo, Resa Masela, and Rifka Auliya, developed a technology-based innovation that helps farmers in automated plant spraying.

Andreas said they developed the *Siramin* application to cultivate their crops, particularly in spraying and fertilising.

"Farmers work eight hours a day with a quarter of this time is devoted to do one spraying. The plants usually need two sprays," he said.

With the app, the farmers need only to use text messages and the app will automatically do the work. It can also notify them on timing as well as scheduled sprayings. "We have implemented this app to the people of Playen, Gunungkidul regency," he said.

The *Danone Young Social Entrepreneur 2015* event was joined by over 100 participants from across Indonesia. It aimed at encouraging social entrepreneurship among students with the mission of Empowering Youth to Empower People.

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