

UGM - Communications Ministry Host Ignite The Nation 2019

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Digital industry potential in Indonesia is huge with around 93,4 million internet users and 71 million smartphone users. The e-commerce volume in the country is predicted to reach as high as US\$ 130 billion with a growth rate of 50% each year.

Another supporting factor to a country is entrepreneurs. To respond to this issue, in February 2019, President Joko Widodo declared the vision to make Indonesia as *The Digital Energy of Asia*. Afterwards, Communications and Information Ministry initiated the *National Movement on 1,000 Digital Startups* to generate quality startups that can give positive impacts and address problems in the country.

The movement is an initial step to creating the future of Indonesia's digital economy. The 1,000 startups it establishes will transform the country into a developed one with the young people becoming the driving force.

The movement's strategy is giving mentoring which is done intensively and systematically. There were 10 cities with strong infrastructure and digital foundations that were selected, which included

Yogyakarta.

The first step of the movement, *Ignition* or a seminar, was done on Saturday (10/8) in Grha Sabha Pramana UGM to instill the spirit of entrepreneurship. UGM through the Innovative Academy hosted the project in collaboration with the Ministry.

The *Ignite The Nation* seminar was aimed at building awareness of the potential and driving the spirit of the young people. Speakers of the seminar came from agriculture, education, health, tourism, logistics, and smart energy experts.

Rector of UGM, Prof. Ir. Panut Mulyono, M.Eng., D.Eng., welcomed the 1,650 participants. He supported the movement, adding that the seminar was a form of UGM commitment so that the young people were driven to create. "UGM's support to the movement can encourage the local young people to help resolve the country's problems," he said.

Panut appreciated the ministry and other stakeholders for the initiative. "This movement is a real act to implement the values of Pancasila that will lead the country to prosper," he said.

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