

# UGM YouSure Wins 2020 ICSB Presidential Award

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UGM Youth Studies Center (YouSure) Faculty of Social and Political Sciences won the International Council for Small Business (ICSB) Presidential Award 2020.

YouSure achieved this award for its various positive activities to support the development of small and medium enterprises by organizing Soprema.

"Our gratitude to various parties who have helped and supported Soprema activities to realize the development of MSMEs in Indonesia," said Muhammad Najib Azca as Director of YouSure Fisipol UGM on Wednesday (19/8).

Soprema is a series of events for young sociopreneurs at the national level held by YouSure Fisipol UGM in collaboration with PT. Visitama Seventeen since 2016, it proposes to foster the spirit of sociopreneurship in Indonesia.

Hempri Suyatna, Managing Director of Soprema, also expressed his appreciation to ICSB and MarkPlus for the given awards.



"This award has become an encouragement and support for Soprema to keep encouraging young sociopreneurs to participate in the revival of the Indonesian economy, especially due to the economic crisis during the Covid-19 pandemic," said Hempri.

ICSB itself is a global non-profit organization that focuses on empowering the MSME sector. ICSB Indonesia has been active since 2015 under the Initiative of the Ministry of Cooperatives and SMEs together with the Chairman of MarkPlus, Inc., Hermawan Kartajaya.

In every organization of the Indonesian UKM Galang (GUKMI), ICSB grants awards as an appreciation for the performance of institutions that have made an excellent contribution to the development of businesses owned by small and medium entrepreneurs.

Hempri explained, since 2016, there has emerged the implementation of Soprema. Its implementation aims to facilitate social empowerment-based problem solving through competitions.

In the last four years, Soprema has held competition events with applicants from 31 provinces in Indonesia. Apart from competitions, Soprema also holds expos and seminars, which are held annually in Yogyakarta.

"With the motto Express Your Creative Passions, hopefully, Soprema will be able to channel and foster the spirit of youth sociopreneurship in Indonesia to create prosperity for Indonesia," Hempri explained.

Until 2019, Soprema successfully accepted 2,211 sociopreneur competition participants and supported in developing 360 of them, one of which is Tenoon. Tenon is a social enterprise formed based on a love for the cultural heritage of woven fabrics in Indonesia.

Not only striving to spread the love for woven fabrics through various innovations, Nicky Clara, the founder of Tenoon, has made Tenoon an inclusive creative platform by creating job opportunities for marginalized people and friends in the disabled community. "Even though Tenoon has only been working for three years, this Tenoon product from South Sulawesi has succeeded in attracting attention throughout Indonesia," added Hempri.

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