How to build fundamental pillars of long-term relationships between business and community.

R
cente statistics show an increasing trend of foreign direct investment (FDI) in Indonesia. After slightly dropping in 2014, the FDI reached $5.68 billion in 2015. However, it only increased by 10% to $6.61 billion in 2016. This indicates that foreign investors are cautious in investing in Indonesia due to political instability and economic uncertainties. In this context, it is essential for businesses to build strong and lasting relationships with local communities.

For example, Indonesia’s TTS district, which is located in the NTT region, has been implementing a program to train household beneficiaries in growing crops and raising chickens. The program, known as the Rural Transformation and Nutrition Improvement Program (RANTAI), has been successful in improving the lives of households in the area.

According to Taldar, the program has reached 4,000 vulnerable households since the start of the project. The Food Consumption Score (FCS) of the participating households has improved by 82% in the second phase in 2013, with 2,400 in the second phase and the remaining 1,601 in the first phase. This indicates that the program has been successful in improving the nutritional status of the households.

Taldar also shared that the program has reached 6,400 vulnerable households since the start of the project. The FCS of the participating households has improved by 85% in the second phase in 2013, with 2,400 in the second phase and the remaining 1,601 in the first phase. This indicates that the program has been successful in improving the nutritional status of the households.

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In conclusion, managing partnerships with communities should start from trusting communities as a “subject” in our conversation, not as an “object.” Trusting the community should be empowered and trusted to take part in the program. In addition, businesses and communities should be protected from legal issues, permitting from police offices in the area.

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