



PROGRAM BINA LINGKUNGAN: MENGEMBANGKAN MASYARAKAT SECARA KEBERLANJUTAN

Community Development Program: A Sustainable Community Development



Bank Mandiri senantiasa menjaga komitmennya untuk tidak semata hanya mementingkan keuntungan perusahaan, tetapi juga mewujudkan kesejahteraan masyarakat dan lingkungan sekitar. Rangkaian program CSR Bank Mandiri bagi masyarakat sekitar telah diimplementasikan dalam bentuk *community development*.

Bank Mandiri continues to pertain its commitment to not solely concerned with the obtainment of profits, but beyond that is to attain better society welfare and a sound environmental performance. Bank Mandiri's CSR programs which targeting the surrounding communities have been implemented through community development programs.

Implementasi Kegiatan 2016

Rangkaian program CSR Bank Mandiri bagi masyarakat sekitar telah diimplementasikan dalam bentuk program *community development*, pembinaan kewirausahaan serta dukungan sarana umum yang mendukung peningkatan taraf hidup masyarakat di sekitar lingkungan operasional perusahaan.

Pada tahun 2016, Bank Mandiri telah mengadakan beberapa program dan kegiatan di bidang sosial kemasyarakatan, meliputi:

1. PROGRAM KEMANDIRIAN KOMUNITAS

Sebagai pilar pertama dari keseluruhan strategi CSR Bank Mandiri, pilar Komunitas Mandiri dijalankan melalui "Mandiri Bersama Mandiri" (MBM) yaitu program pengembangan dan pembinaan masyarakat agar berdaya secara ekonomi dengan memanfaatkan potensi dan kearifan lokal yang ada dengan pendekatan partisipatif. Program yang diselenggarakan sejak tahun 2010 bertujuan untuk mendorong kemajuan ekonomi di suatu kawasan dengan menjadikan masyarakat lokal di daerah tersebut bersinergi dan memiliki daya saing dalam menjalankan usaha bersama. Hingga tahun 2016, Bank Mandiri telah melaksanakan berbagai bentuk implementasi kegiatan untuk mewujudkan program MBM yang Keberlanjutan, antara lain:

a. MBM-Ogan Ilir, Sumatera Selatan

Merupakan program pelatihan bagi mitra binaan pengrajin songket yang telah mendapatkan fasilitas pinjaman modal kerja usaha kecil dari Bank Mandiri yang berlokasi di Desa Tanjung Pinang dan Desa Limbang Jaya, Kecamatan Tanjung Batu Kabupaten Ogan Ilir, Sumatera Selatan. Program pelatihan ini bertujuan untuk meningkatkan keterampilan para pengrajin songket dan limar.

b. MBM - Desa Karawang

Merupakan program penyediaan sarana dan

CSR Program Implementation 2016

A series of Bank Mandiri's CSR program conducted for the surrounding communities have been implemented through community development program, entrepreneurship training as well as provision of public facilities/infrastructures to help improve well being of the local communities surrounding the Company's operations.

In 2016, the Bank has organized several programs and social activities, including:

1. SELF-RELIANT COMMUNITY PROGRAM

As the first pillar of the overall CSR strategy of Bank Mandiri, the pillar of Mandiri Community (Komunitas Mandiri) is run through "Mandiri Bersama Mandiri" (MBM) program, as a community development and empowerment program that aims at creating a economically dependent society by maximizing both the existing potentials and the local wisdom through a participatory approach. The program has been organized since 2010, which aims to promote economic progress in one area by making local people in that particular area to work together and have a competitive advantage in doing a shared business. Up to 2016, Bank Mandiri has implemented various forms of implementations in order to achieve a sustainable MBM program, which among others include:

a. MBM - Ogan Ilir, South Sumatra

A training program for songket craftsmen partners who have obtained small business working capital loan from Bank Mandiri, located in Tanjung Pinang Village and Limbang Jaya Village, Tanjung Batu Subdistrict, Ogan Ilir District, in South Sumatra. The training program aims to improve the skills of songket and limar craftsmen.

b. MBM – Karawang Village

A program focusing on the provision of facilities



prasarana pendukung bagi komunitas berbasis klaster industri Jamur Merang yang berlokasi di Desa Balonggandu, Karawang. Selain itu, program pelatihan ini juga bertujuan untuk memberikan pelatihan kepada masyarakat terkait peningkatan kapasitas produksi, pelatihan manajemen, pelatihan olahan jamur merang dan pendampingan standarisasi produk.

c. MBM Pariwisata Keberlanjutan - Desa Mola, Wakatobi

Merupakan program pembinaan masyarakat suku Bajo yang berdomisili di Desa Mola, Kabupaten Wakatobi, Sulawesi Tenggara untuk berdaya secara ekonomi melalui sektor pariwisata. Keelokan alam dan keanekaragaman hayati bawah laut yang telah diakui dunia serta budaya suku Bajo sebagai pelaut handal merupakan potensi yang besar untuk pengembangan sektor pariwisata. Dilaksanakan sejak tahun 2014 kontribusi Bank mandiri dalam penyaluran bantuan sarana pariwisata, pembentukan dan pelatihan kelompok sadar wisata, hingga dukungan pemasaran pada Program MBM Wakatobi merupakan kontribusi Bank Mandiri dalam pengembangan 10 destinasi wisata unggulan di Indonesia.

d. MBM Pariwisata Keberlanjutan - Desa Bayan, Lombok Utara

Desa Bayan yang terletak di kaki Gunung Rinjani memiliki keindahan alam dan warisan budaya yang luhur. Terdapat berbagai situs sejarah dan warisan budaya masyarakat yang merupakan akulturasi budaya Hindu, Animisme dan Islam. Potensi ini dikembangkan dan diberdayakan melalui program MBM Pariwisata Keberlanjutan - Desa Bayan. Melalui program ini masyarakat Desa Bayan dilibatkan dalam pembentukan usaha pariwisata bersama dengan pendekatan partisipatif. Dilaksanakan sejak tahun 2014 dan berkolaborasi dengan British Council program ini diharapkan dapat melestarikan warisan budaya bangsa sekaligus menggerakkan roda ekonomi masyarakat.

2. PROGRAM KEMANDIRIAN EDUKASI DAN KEWIRAUSAHAAN

Sebagai pilar kedua, pilar Edukasi dan Kewirausahaan dijadikan dasar untuk menelurkan pemimpin-pemimpin muda yang mandiri dan memiliki daya saing tinggi dalam menghadapi segala tantangan persaingan global yang semakin ketat di generasi mendatang. Dalam merealisasikan pilar kedua ini, Bank Mandiri telah memiliki 2 program strategis, yang sebagai berikut :

and infrastructures to support the community-based industry cluster of Straw Mushroom, located in the Balonggandu Village, in Karawang. Besides, the training program also aims to provide training to the public with topics related to how to increase production capacity, management training, Straw Mushroom processing training, and product standardization mentoring.

c. MBM - Sustainable Tourism - Mola Village, Wakatobi

A community development program carried out for Bajo Tribe who lives in Mola village, Wakatobi, Southeast Sulawesi. The aim is to attain an economically empowered community through the tourism sector. By considering the Wakatobi's natural beauty alongside the underwater biodiversity that has a global recognition, as well as the famous Bajo's strong sailor, which all those possessing such great potentials contributable to the development of local tourism sector. The program has been implemented since 2014 and Bank Mandiri's contribution is shown through the distribution of tourism aid in the form of tourism facilities, establishment and training for travelers, as well as marketing supports given for the Wakatobi MBM program in support of the development of the top 10 leading tourist destinations in Indonesia.

d. MBM Sustainable Tourism - Bayan village, North Lombok

Bayan village located at the foot of Mount Rinjani has a natural beauty and rich/noble cultural heritage. There are various historical sites and cultural heritage which is made of cultural acculturation of Hinduism, Animism and Islam. This potential is developed and empowered through Sustainable Tourism MBM program at Bayan Village. Through this program, the people of Bayan Village is involved in the formation of a joint Bayan Village tourism business with a participatory approach. The program has been implemented since 2014 in collaboration with the British Council as a technical assistant. This program aims to support the preservation of cultural heritage, while at the same time can upwardly move the economy of the local society.

2. SELF-RELIANT EDUCATION AND ENTREPRENEURSHIP PROGRAM

As the second pillar, Independent Entrepreneurship and Education program is used as the basis to produce independent and highly competitive young leaders in facing the challenges of the tightening global competition of future generations. In realizing this second pillar, Bank Mandiri has set a strategic program, as follows: