***Describe your academic and career plans and any special interest (for example, undergraduate research, academic interests, leadership opportunities, etc.) that you are eager to pursue as an undergraduate at Indiana University. Also, if you encountered any unusual circumstances, challenges, or obstacles in pursuit of your education, share those experiences and how you overcame them. (200-400 words)***

Witnessing the amount of the waste generated in the hospitality industry, I came to realize the expansive waste problem that will soon blow out of proportion if not addressed correctly. Growing up in Indonesia, I am exposed to the lack of sustainability awareness which leads to this problem. To address these issues, I founded Bumi Bersih, an eco-NGO, where I recycled soap together with underprivileged communities and made eco-enzymes, a multipurpose cleaner made of organic waste, in an effort to reduce waste. This experience has solidified my goal to become an eco-entrepreneur. By majoring in Entrepreneurship and Corporate Innovation and minoring in Environmental and Sustainability Studies, I plan to create a waste management venture to reduce adverse effects of waste on human health and the environment.

IU’s Urban Problems and Solutions course will enable me to develop feasible and effective solutions for waste management. I envision creating waste management systems to support the recycle, re-use, collection and disposal of waste in big cities by adopting the urban metabolism approach where waste is considered as a resource and reintegrated in the urban flow. Furthermore, the Idea Validation & Business Model Development course will teach me how to crowdfund, launch a growth-oriented venture and create feasible business models, bringing me closer to my eco-entrepreneur goal.

As an aspiring Hoosier, I look forward to immersing myself as an intern for the Zero Waste program at the Office of Sustainability; I hope to bring a unique perspective and creative problem solving to find sustainable solutions for the wastes on campus. Additionally, I aim to join the Collegiate Entrepreneurs' Organization in hopes of connecting and collaborating with those who share the same entrepreneurial drive as I do.

Furthermore, Dr. Kris Klueg from the Biology department has previously emphasized the importance of the Rainwater Harvesting (RWH) system. Having previously implemented and conducted research on RWH systems, I hope to work closely with Dr. Klueg and start a student organization focused on developing RWH systems to foster a culture of self-sustainability and make the entire campus more environmentally friendly.

Studying at Kelley gives me a plethora of opportunities that could shape me into a well-balanced eco-entrepreneur. With the goal of implementing environmental sustainability into business and empowering local communities, I am confident that a Kelley experience would sculpt my skills, knowledge, and character and be my stepping stone toward creating a more environmentally friendly, and sustainable world.