



Program Brief

Bintang Muda: Investing in young women to transform their futures

OVERVIEW Bintang Muda is a unique partnership between CARE and the H&M Foundation, working to empower young women in poor communities to start up or expand their businesses.

EMPOWERING WOMEN, SUPPORTING COMMUNITIES

CARE's Bintang Muda project, based in Makassar in South Sulawesi, supports **young women entrepreneurs to develop or enhance their own micro businesses.**

Bintang Muda focuses on building women's **confidence** in making decisions that affect their business, teaching women participants **new skills** in business management and growth, and helping participants to **build networks** with other entrepreneurs. Since the Bintang Muda partnership started, **over 200 women have received training and**

coaching in business management, risk management, marketing and enterprise development, and a further 2000 women have received information and mentoring on financial literacy and business development.

The training and mentoring provided by CARE includes **practical information for participants** on how to make improvements to their current business to help them to stay competitive. Such improvements might include changes to product branding, packaging, engaging in online marketing, and working to ensure products are approved by and receive necessary certification and licenses from relevant authorities to make them eligible for wholesale.

CARE also provides training on **disaster preparedness**, to ensure the businesses are resilient to environmental and other shocks.

Indonesia is home to 65 million young people aged 16-24, and while the country is making positive economic gains, youth unemployment remains a major challenge.

Issues of poverty and injustice are at the root of unemployment issues, as well as the cultural dynamic which prevents women from fully participating in the workforce.

WHY EMPOWER WOMEN?

CARE knows that **women have the capacity to make a large impact in their communities** if they are empowered to be economically resilient and independent. However, many girls and young women in Indonesia lack self-confidence and training, and often rely on their male guardians, usually their fathers, older brothers or husbands, for approval of decisions that affect their lives.

The Bintang Muda partnership aims to overcome these issues by **building confidence and financial independence**. As a result, women are better able to take control of their finances, save, and support their families and their communities.



"Through Bintang Muda, I've learnt about financial management, and how to record my income and expenditure. The staff at CARE helped me to open a bank account, which means I can keep track of my savings easily. I am so grateful for the help and support I've received, and so proud of how my business has developed." - Ira, 27, a Bintang Muda participant whose business making and selling traditional biscuits has become successful that she now employs eight other women.



"Now that I have my own income, I am sure I will be able to educate my children. I have great hope that I will be able to help those who have had the same fate as me." - Yuliana, 27, who was married as a child and then trafficked to Malaysia with her young son to work on a plantation. After escaping, she returned to Makassar to rebuild her life, and credits the Bintang Muda program for giving her hope for the future.

A GLOBAL PARTNERSHIP FOR WOMEN

Around the world, **women and girls are disproportionately affected by poverty and discrimination**. As a result, they make up the majority of the world's poorest people.

In all regions of the world **women spend at least twice as much time as men on unpaid domestic work**. Women and girls are prevented from realizing their potential and dreams.

Over the course of this partnership CARE, with support of the H&M Foundation, will provide **more than 100,000 women in poor communities across the world** with access to tools, knowledge, skills training and seed capital to start up or to expand their businesses.

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