3\_Bintang Muda [Indonesia]

**Problem Statement**

Youth unemployment in Indonesia remains a major challenge to economic growth. Issues of access, poverty, and injustice are at the root of the country’s unemployment, as well as the pervasive, cultural dynamic which discriminates against women. The burden placed on girls and young women to perform domestic and childrearing tasks while being less empowered than men and boys to take decisions about their

lives, means that most unemployed young people in Indonesia are female. Young women are the ones who benefit the most from opportunities to set up their own enterprises; however, they lack access to information, connections, knowledge and resources to support this. Furthermore, female youth in the country are sometimes vulnerable to trafficking and violence.

**Our Solution**

CARE's Bintang Muda project Bintang Muda empowers women entrepreneurs across Indonesia through providing the knowledge, skills, access to information, networks, and resources they need to develop their business. 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. The training and mentoring includes practical information for participants on how to make improvements to their current business to help them to stay competitive, as well as disaster preparedness, to ensure that businesses are resilient to environmental or other shocks.

**Progress**

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. 40 women were selected for an intensive program of support, and all reported increased incomes and improvements to their products, and most reported that they had developed new products as a result of the project.

**Looking Forward**

Bintang Muda’s goal is to 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 expand their business. Bintang Muda will develop an open source App for Women Entrepreneurs which will provide them with ideas, checklists, tools, resources, templates and information to help them improve their businesses.