



Rumah Zakat and PT. Bank HSBC Indonesia Empower Villages in 7 Locations

Jakarta – June 12, 2017. In an attempt to empower Indonesian villages, Rumah Zakat and PT. Bank HSBC Indonesia have established Empowered Villages (Desa Berdaya) program in 7 locations, namely Pejaten Timur Jakarta Village, Mekarsari Bandung Village, Tamanan Yogyakarta Village, Margorejo Surabaya Village, Sidorejo Hilir Medan Village, Maccini Raya Makassar Village, and Banjar Serasan Pontianak Village.

Based on the poverty data from PPN/Bappenas Ministry, the poor in urban areas was amounted to 8.22 percent on September 2015, and dropped to 7.79 percent on March 2016. In addition, the poor in rural areas jumped from 14.09 percent on September 2015 to 14.11 percent on March 2016.

“The poverty level is declining, but the number of poor people is still relatively fluctuating for last four years. Focus is needed to consistently suppress poverty level and the number of poor people,” said **Rumah Zakat CEO, Nur Efendi.**

One of Rumah Zakat’s commitments to contribute in alleviating poverty in Indonesia is through Empowered Village program. “Empowered Village is a kind of comprehensive approach so that the community in a village could resolve problems as well as revamping access and services on education, health, economy, and environment,” said Mr. Efendi.

Rumah Zakat has established 800 Empowered Villages in 129 cities and regencies in Indonesia. “This year, we aim to empower 1.080 villages throughout the Archipelago. To that end, synergy and collaboration between relevant parties are needed to establish additional 280 Empowered Villages,” Mr. Efendi explained.

“Village community empowerment is one of the key factors to accelerate economic pace. We want to be part of Indonesia’s growth which possesses tremendous potential. Thus, sustainable community development synergy becomes the main agenda in our society program,” said **Nuni Sutyo, Head of Corporate Sustainability at PT Bank HSBC Indonesia.**

The cooperation between Rumah Zakat and PT Bank HSBC Indonesia was inaugurated in an iftar and Ramadhan donation to the poor event, on June 12, 2017. In this holy month, PT Bank HSBC Indonesia dedicated 3,270 Ramadhan program packages toward surrounding community around the company’s branches, scattered in 29 cities and regencies.

“We believe our synergy with PT Bank HSBC Indonesia will strategically contribute toward sustainable community development. By 2016, our service unit has provided 18 Sekolah Juara (lit. Champion Schools), 3 Mobil Juara (Champion Vehicles), 9 Klik Pratama RBG, 51 free ambulances, and 20 clinic vehicles,” Nur Efendi concluded.

---End---