



## PRESS RELEASE

### **Wahana Visi Indonesia and HSBC Initiate Pos PINTAR Project in Three Cities, Jakarta, Pontianak and Surabaya**

***For immediate release***

**Jakarta, March 1, 2015** - In line with their commitment to the nutrition and growth of Indonesia children, Wahana Visi Indonesia (WVI) and HSBC launch a project named Pos PINTAR, standing for Posyandu Pintar untuk Anak Sehat and Cerdas (Smart Posyandu for Healthy and Smart Child). This project is an initiative to strengthen Posyandu's service quality through the capacity building of its cadre to monitor the growth and providing nutrition counseling by means of mPosyandu, Indonesia's first digital application for Posyandu.

The launching is held on March 1st, 2016 at Wisma Antara, Central Jakarta, in commemoration of National Nutrition Day 2016. There also come a number of government officials from Health Ministry of Republic of Indonesia and the local governments of DKI Jakarta, Surabaya, and Pontianak.

"The government will always applaud any kind of efforts by the community that seek to empower themselves through the supports by all national components, for example, Pos PINTAR program by the partnership between HSBC and WVI that we witness today, which is an initiative that serves to increase health quality of Indonesian children with the help of technology. We hope that through such partnership between private companies, social foundations, and local governments, our goal to increase the health quality of Indonesia's infants can be achieved soon." said Doddy Izwardi, Community Health Director of Health Ministry of Republic of Indonesia when opening Pos PINTAR launching (1/3/16).

Meanwhile, HSBC as the project supporter expresses its delight in this collaboration with WVI as well as local government to implement a technology based health program. "In commemorating HSBC's 150th anniversary, HSBC commits to supporting improved and sustainable development, including that of Indonesia's human resources. Through Pos PINTAR project, we believe we can improve the quality of Indonesian children's nutrition," said Nuni Sutyoko, HSBC Head of Corporate Sustainability.

In the implementation, Pos PINTAR project targets 148 posyandus that spread over eight (8) villages in three (3) districts in three (3) cities, with over 10.000 targeted infants. Besides infants, this project also targets 4264 infants under two years to be counseled and 794 cadre members to be improved in capacity.



The pilot project of mPosyandu implementation has been conducted in 2013-2015 by WVI in Sikka (East Nusa Tenggara) and Cilincing (DKI Jakarta). "As a humanitarian organization that commits to providing best programs for children, we will never stop striving towards the inventions of technology based innovations. Support by HSBC and the local government in this Pos PINTAR project is believed to make a good and solid collaboration in order to increase the capacity of health cadres and improve Indonesian children's health condition," said Agnes Wulandari, WVI Chairwoman.

For Jakarta area, the partnership between HSBC and WVI in this Pos PINTAR project is implemented in Cilincing and Semper Barat villages, Cilincing District. In Surabaya, the implementation starts with Simolawang and Siwodadi villages, Simokerto District. While in Pontianak, it is implemented in Sungai Jawi Dalam, Sungai Jawi Luar, Sungai Beliang, dan Pal Lima, West Pontianak District. All kinds of efforts will be made for the improved condition of Indonesian children.

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#### **About Wahana Visi Indonesia (WVI)**

Wahana Visi Indonesia is a Christian humanitarian organization working to create lasting change in the lives of children, families and communities living in poverty. Wahana Visi Indonesia is dedicated to working with the world's most vulnerable people regardless of religion, race, ethnicity or gender. WVI is a partner of World Vision International in Indonesia. Currently, the organization is assisting 48 regions in Indonesia through area development programs.

#### **About HSBC Indonesia**

HSBC has operated in Indonesia since 1884 and now the Bank serves its customer through 38 branches in 6 major cities across Indonesia. Supported by more than 3,000 employees, today HSBC Indonesia has grown into Indonesia's leading international bank, offering services in Commercial Banking, Global Banking and Markets as well as Retail Banking and Wealth Management business.



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#### **HSBC's US\$150m community fund**

HSBC marks its 150th anniversary in 2015. As part of this, HSBC has made a US\$150m fund available to community projects over three years (2015-2017). More than 140 charities worldwide have been selected by HSBC's management team, based on votes from HSBC employees for charitable themes. The US\$150m fund is in addition to the US\$114m HSBC makes available to community investment programmes globally each year. Further details: [www.hsbc.com/150-community-fund](http://www.hsbc.com/150-community-fund)