

THE JAKARTA STUDENT COMPANY FAIR (27-28 June 2009)



Launching of the competition – pictured from second of left back row are Martiono Hadianto of PT Newmont Pacific Nusantara, Marzuki Darusman of PJI, David Hutagalung of GE, and Robert Gardiner of PJI.

Prestasi Junior Indonesia recently staged the annual Jakarta Student Company Fair and Competition at Plaza Semanggi.

Over two days each student company 'set up shop' and attempted to sell their products to the patrons of the shopping mall. This is one of the most popular malls in Jakarta and, combined with a Jakarta City Anniversary promotion, there was a lot of opportunity for companies to make a profit.

Teams of volunteers from General Electric and Prudential Insurance assessed each of the companies by visiting booths and speaking with students. They scored the companies according to their performances.



Above: Ant Student Company from SMKN 8 Jakarta



Above: Stupedia Student Company from SMAN 82 Jakarta



Pictured above from left are the Business Plan Presentation juries: Ibu Bounty Mega Ovary of Lazuardi Junior High School, Eko Suhartanto of Prasetiya Mulya Business School and Gede Manggala of GE.



Above: Volunteers are assessing a Student Company's performance.

Winners were announced on Sunday evening at a closing ceremony. The winning teams are listed below:

- SC with Highest Profit recorded during the two day event: **SMKN 14 Jakarta**
- Favorite Student Company: **SLB Santi Rama**
- The Most Active Student Company: **SMKN 6 Jakarta**
- The Best Student Company, Champion: **SMKN 26 Jakarta**
- First Runner Up: **SMKN 8 Jakarta**
- Second Runner Up: **SMKN 14 Jakarta**



Representatives of the winning student companies with their Prudential 'Mentors' and PJI staff

This event would not have been possible without the generous support of our sponsors and the time given to assessing student companies by the volunteers from General Electric and Prudential. On behalf of the students involved in the event we wish to thank the following supporters:

- PT Freeport Indonesia
- PT Prudential Life Assurance
- PT Newmont Pacific Nusantara
- Mei Lin Foundation
- Mazaars
- Ciputra Foundation

PJI Success Story



Above: Iqbal is pictured in the middle of the group holding the trophy.

Muhammad Iqbal Saefudinn is an 11th grade student attending State Vocational School 26 (SMKN 26) in Rawamangan, Jakarta. This is a technical school and, although co-educational, has a large majority of boys in its student population. It is regarded as having a 'good' standard of education relative to the majority of state funded schools. Many of the students attending the school come from lower socio-economic backgrounds – Iqbal is one of these. In Indonesia, high school education is not yet free and students are required to pay tuition fees. However many of the students (and their

families) do not have the means to do so and, although SMKN 26 does its best to overlook non-payment, many students are unable to continue. Iqbal was one of the individuals who had great difficulty making these payments. This was an ongoing issue throughout his schooling but as he became older Iqbal faced the threat of having to leave school and find work. This was an extremely disappointing prospect as Iqbal was a very intelligent boy and if he could continue at school and then university he could certainly find good employment which would provide him with an income to support his family.

Iqbal became involved in the JA Student Company at the school however he possessed a very quiet disposition (a disadvantage in a majority boys technical school) and the tasks assigned him predominantly involved an area of expertise enabling him to apply his knowledge of information technology. In fact, Iqbal was a very confident user of IT and used the Auto CAD technique to teach others about architecture.

By late 2008 Iqbal's father had passed away and his mother had to resort to collecting used plastic bottles and selling them – in Indonesia this activity is known as 'scavenging'. It was becoming very difficult for Iqbal to remain at school because the family did not have the means to support his education. Through the Prestasi Junior Indonesia network Iqbal heard about the JA TITAN Business Simulation competition to be held at the Bina Nusantara University International Campus in Jakarta. This educational institution was about as far removed from SMKN 26 as it was possible to get. Facilities were 'cutting edge' reflecting the wealthy background of the fee paying students attending the school. Iqbal was confident that he had the ability to win the competition and take home the Rp 3,000,000 (USD300) first prize. This is a lot of money for an impoverished family and certainly enough to keep Iqbal at school until he finished twelfth grade. So Iqbal asked a friend to accompany him (as the competition required teams of two people) and registered. The students from SMKN 26 were then competing against other young people from more prestigious institutions – private schools with very good educational facilities. Iqbal and his colleague passed through the first round on the first day of the competition without difficulty and eventually, on the second afternoon, they found themselves in the final with another six teams. We are all very sure that Iqbal was extremely nervous as this was the very first time he had found himself in a position to win a large amount of

money by using his intellect. At the close of the final round there was a period of time in which judges scrutinized the results before announcing that Iqbal and his friend had won the competition. Later that evening Iqbal collected the trophy and prize money and he was able to go home and present his success to his mother.

Iqbal is still at high school about to begin his final year. He has been able to pay outstanding fees thanks to his prize money and his future at school is secure. After the competition he had a personal audience with the Principal who congratulated him on his achievement. Iqbal will still be eligible for the next annual competition to be held in March 2010. We are all sure he will register.