



THE MOST SIGNIFICANT
CHANGE STORIES OF

POWERUP

WOMEN SHAPING THEIR FUTURE
WITH TECHNOLOGY



OXFAM

COMMUNICATION TRANSPARENCY HAS HELPED TO REDUCE MY HUSBAND'S CONTROL OVER MY REPRODUCTIVE RIGHTS



Interviewer	PKBI
Resource Person	Amanah
Sex	F
Level of Involvement	Indirect Beneficiary
Village	Desa Menemeng, Pringgarata, Lombok Tengah

I am a 45-year-old woman with three children, all girls. After we moved to Lombok, my husband suddenly wished for more children, with a strong preference for boys. This was a wish that really caused me a lot of stress and to which I complied because I believed that obeying my husband was my devotion to him as his wife.

In Lombok, my husband set up a kiosk attached to the house, and had me watch the kiosk while still raising the children. Fortunately, my eldest daughter took part in village activities and would share with me information she acquired. I also was able to confide in her about my husband's strong demands to have a male child.

Some time ago, an awareness raising activity was held to introduce 26 signs of risk women experience during pregnancy and home deliveries. This activity was held at the sub-village head, which was right across my house, but I could not participate as I had to care for my children and the kiosk. I was, however, still able to listen to the presentation and the

discussion. I was suddenly stunned when the midwife said, "There is a high risk in pregnancy among women over 35 years of age". This made me nervous and scared. It further made me hesitant as to whether I should obey my husband's wish by potentially putting my life at risk.

At this point, I had not had my period and thought I may have gotten pregnant. Out of worry, I tried to find out about the risks from my daughters and learned about pregnancy issues in the *Maternal and Child Health Handbook* from other women from the Posyandu¹ who stopped at my kiosk to buy groceries. Three months later, I was still without a period and both my husband and I were certain that I was pregnant. One of my daughters suggested that I go to the *Puskesmas* (health clinic) for an exam.

The examination showed that I was not pregnant but was experiencing menstrual problems. I broke down in front of the midwife. I felt devastated and very scared. "God, I surrender to you. You shall decide if this is the

1 Pos Pelayanan Terpadu: Community-Based Integrated Health Post



end of my marriage,” I said to myself, knowing how my husband would respond. My daughter tried to calm me down and told me, “You have to tell father about the result of the examination when you have calmed down. Don’t worry, I will be always by your side.”

I eventually told him what happened but he did not say a word. This made me scared and nervous. I resigned myself to what would happen next. A couple of days later, I spoke to my husband over the phone and told him about what the midwife said during the examination and about the risks of pregnancy at my age. I told him that the stress of having to give him a male offspring was probably what led to my menstrual problems and that at my age

the chances of getting pregnant was slim and risky. It then occurred to me that my husband may have thought me very disrespectful for conveying my thoughts over the phone, especially concerning such a topic.

But my husband surprised me, as he called asking how I was doing, “A friend of mine said that menstrual problems are dangerous for women. You should see a doctor. Don’t worry too much about having to get pregnant to have a boy in our family.” I was stunned and for a moment could not say anything, but later felt indescribable joy and relief. I got my period a couple of days later. It was a life-changing moment for me. Since then, we are always open with each other about reproductive health issues.

ERADICATING THE CULTURE OF PATRIARCHY MEANS ENSURING AN INCREASE IN HOUSEHOLD INCOME

Interviewer

Saipuddin Zuhri/KONSEPSI

Resource Person

Hairun Badrun, Village Administrative Official

Sex

Male

Level of Involvement

Direct Beneficiary

Village

Desa Lendang Nangka Utara, Masbagik, Lombok Timur





While participating in a social activity about the Power Up program, I thought it would really be great if the program could contribute directly to village development through the implementation of development projects and women's empowerment, such as catering activities. I believe it is possible to use the same approaches used by the Conditional Cash Transfer Program (PKH)¹ and Advocacy for Indonesian Migrant Workers Institute (ADBMI)² in terms of implementing economic-related programs. After participating in the Power Up program, I understand the importance of division of roles in the household to meet the household needs and ensure the family's future, including children's education.

I now understand that if I get sick or become jobless, my wife can become the breadwinner. There have also been positive cultural changes in the community, for example in the past three years there have been no reported cases of domestic violence and only one case of child marriage. People no longer label women who have to work until late at night or those who have to migrate to Malaysia or Saudi Arabia to earn a living. Changes have also taken place in the village government policies, including the fact that approximately 30% of women now participate in the village deliberation meeting for the development of Village Government Workplan (RKP³). During each and every deliberation meeting, the head of the village and the Village

1 *Program Keluarga Harapan*: Conditional Cash Transfer Program

2 *Advokasi Buruh Migran Indonesia*: Advocacy for Indonesian Migrant Workers Institute

3 *Rencana Kerja Pemerintah Desa*: Village Government Workplan

Consultative Body (BPD⁴) always give opportunities to women to convey their aspirations. Two women have also become members of the Team for the Development of the Village Government Workplan. As a result of this involvement and struggle, the rights and needs of women, especially concerning the health sector, have been accommodated with the allocation of around Rp 800 million in the Village Budget (APBDes⁵). The funds are for ambulance use, village clinics, management of stunting and reproductive health.

In my opinion, the most significant changes that I have observed are changes in cultural (adat) norms. For instance, decision making is no longer male dominated, as women participate in meetings in the sub-villages. This change was made possible following a gender training attended by the husbands of women who were involved in the Women's Caucus as well as Village Government members.

Additionally, before the Power Up program was implemented, the culture of patriarchy was deeply embedded in society. Psychological violence and labelling of women were common practices. Women were also passive recipients of men's decision making in each and every *adat* or religious ceremony because it was considered not appropriate for women to express their opinions. Now things have become more encouraging, there is a better division of roles and responsibilities within the households and labeling women/girls and preference of boys over girls is disappearing.

4 *Badan Permusyawaratan Desa*: Village Consultative Body

5 *Anggaran Pendapatan dan Belanja Desa*: Village Budget and Expenditure

REBRANDING A CAUCUS THAT EMBRACES ALL

Interviewer

Yuni (Oxfam), Rina (PKBI)

Resource Persons/Sex

Hidayati/F, Endang Srinurmayani/F, Siti Maryam/F
Agus Astryani/F

Level of Involvement

Direct Beneficiaries

Village

Desa Sintung, Pringgarata, Lombok Tengah





At the end of December 2018 there was a change in village leadership. At that time, the activities of the women's caucus continued, but communication and coordination with the village government was not what it used to be. The caucus seemed to separate itself from village activities, and activities happened outside of the village without coordination with the village. Having raised this concern, and worried that the village would not progress, we met with the village facilitator, provided by Power Up, and shared information on the progress of the women's caucus in hopes of getting direction regarding the restructuring of the board. The village facilitator left the decision in our hands but pledged her commitment to us, whatever decision we made.

In November 2019, we held a meeting and invited the new head of the village and a number of wives of village officials. At this meeting, a new chairperson of the caucus was appointed and a sensitization training on ICT for health by Power Up was held. Around 25 people from the caucus were present. After the new chairperson was elected, the caucus and the village administration began to synergize, although the village administration did not allocate any funds for the caucus. The caucus, however, worked hand in hand with the PKK¹, and together we were able to support and strengthen each other.

The PKK and the caucus still work together and share roles. The PKK has a fixed source of funds and proposes

activities, while the caucus ensures that the activities proposed meet the needs of women and helps to organize and mobilize community members to participate in the agreed activities. Additionally, the PKK and the caucus meet with key stakeholders regularly, such as cadres, teenagers, nurses and village midwives, and village officials. These meetings serve as forums for information sharing as well as for providing inputs and suggestions which are to be responded to directly by those concerned, such as issues related to village development.

In almost all village activities, people no longer care whether the participants are members of the caucus, PKK, cadres, youth groups or village administration officials. Everyone mingles. The level of participation of women in sub-village meetings has also started to increase; at least five women always participate in sub-

village meetings, and this is something that never happened in the past. Women also go to the *Posyandu*² more often. In addition, the women here are finally more technology literate. After ICT training women seem to be happier since the WiFi connection was provided by the village, allowing them to utilize Facebook, and they also ask about other applications. Changes have also taken place in regard to issues concerning pregnant women; now those living in distant sub-villages can make a call to village midwives when they do not understand the information provided by 26 Daya Kelin. Additional information is shared via WhatsApp groups, which also helps to eliminate some of the transportation concerns experienced by pregnant women. Many women are alone in the household because their husbands work as migrant workers overseas and often do not have anyone to take them to health centres to have their pregnancies monitored. Progress has been observed in an increased rate of visits to the village polyclinic.

Many of the first-time and young pregnant women have begun actively asking questions to village midwives, helping to increase reliance on health practitioners and not just on traditional methods. The most significant change, in our opinion, is that now the caucus and the village are in cohesion. The village is increasingly lively because women, men and teenagers have their own activities. In addition, technology has now made information sharing on all activities in the village very accessible, especially since WiFi is provided for free.

1 Pemberdayaan Kesejahteraan Keluarga (Family Welfare Empowerment)

2 Pusat Pelayanan Terpadu (Community-Based Integrated Health Service Post, a post providing basic healthcare services particularly for children under five and the elderly)

TECHNOLOGY BRINGS POSITIVE CHANGE

Interviewer

Resource Person

Sex

Level of Involvement

Village

Koslata

Susilowati, Women Caucus member

F

Direct Beneficiary

Desa Jatisela, Gunung Sari, Lombok Barat



I believe that women should not be seen as objects, but rather as subjects of development in their villages. That's the belief embedded in my mind since I joined the Power Up program activities. I realize that I have to be the driving force for other women in the village and I use technology to make that happen. The technology developed by the Power Up project and introduced through one of the project partners, Koslata, has made it easier for me and other women's caucus members to voice our aspirations and gain knowledge using technological gadgets.

To improve my knowledge about planning and budgeting, I watched

the *Duren Bangdes* educational video on development planning and implementation developed by Power Up. I learnt a lot from the video, such as the importance of women's participation, as well as the flow in village planning and budgeting processes. Using the knowledge gained, I started browsing the internet for additional information. I then shared the information in the caucus WhatsApp group and the Jatisela caucus Facebook account.

The most significant change for me during my engagement in this project has been my increased confidence. I can express my opinions and aspirations in public. In the past I never

actively participated in activities in my village. I am no longer just a housewife, I am also the sub-village activist in the Family Welfare Program (PKK). I also actively run a 'Friday Blessings' event in my housing complex by distributing food to street sweepers, the elderly and poor people. My position as the chair of the Caucus has earned me the community's trust to become the head of the Waste Bank in my village.

Yesterday, the chairperson of the PKK and I were present in the stipulation of the Government Work Plan and I participated in ensuring that the women's empowerment programs are included in the Village Budget 2020. I am able to continue overseeing the

programs to ensure realization of our proposed recommendations. The changes that have happened to the caucus members and me are a result of the mentoring, knowledge enhancement and capacity building done by Koslata. The process started when the caucus was formed, followed by training on gender equality, ICT, and many other subjects. I have had real experience in budgeting during a caucus workshop for the preparation of the aspiration program. During the workshop, we discussed in depth the Village Government Workplan and were taught how to calculate the percentage of the budget allocation for women and vulnerable groups.



THANKS TO THE WOMEN'S CAUCUS I LEARNED HOW TO USE A MICROPHONE AND HOW TO SPEAK IN PUBLIC



Interviewer	Rina/PKBIDate
Resource Person	Suryaningsih, Women's Caucus
Sex	F
Level of Involvement	Direct Beneficiary
Village	Desa Bagu, Pringgarata, Lombok Tengah

My name is Suryaningsih. I am a housewife who, just like any other housewife, spends most of my time taking care of the house and my and family. I first learned about the Power Up project from my female friends who served as *Posyandu*¹ cadres. I then became a member of the women's caucus and was invited to participate in the Power Up ICT training in the Tanjung Village Office hall. I became more knowledgeable about Power Up and have often participated in their activities.

I have experienced and felt many changes since then. I now have the courage to voice the rights of women and participate in village development planning. In the past, I would just come and observe the planning meeting silently, but now I speak out and express my opinions in meetings held at the village or sub-village levels. This is also true for other women, as approximately 40% of women now participate in village meetings. I also feel that there has been change at the level of village administration; they have become more open and accepting

of women's improved capacities in the village.

Technology has helped me on various fronts. For instance, if I am not invited to a village meeting, I can submit my complaints and suggestions with the use of technology, something I am becoming better at utilizing. I now have a better understanding about the importance of public health, such pregnancy risks. Additionally, the use of social media (WhatsApp and Facebook) to share information about development planning and health improvement led to increased enthusiasm among women to participate in neighbourhood and village activities as well as join existing women's groups.

I feel that my most memorable change has been my improved knowledge and self confidence. Both of these improvements have enabled me to get involved in village activities such as the village deliberation forum, sub-village deliberation forum, and Village Development Planning Deliberation Meeting. In the past, I had

¹ *Pusat Pelayanan Terpadu* (Community-Based Integrated Health Service Post, a post providing basic healthcare services particularly for children under five and the elderly)



never received invitations from the village office and had never received information on village development planning. Now I have the courage to propose suggestions regarding village planning and was incredibly pleased when a proposal was accommodated by the village government.

Looking back at the processes of change that I have felt and experienced, I saw myself growing from being a housewife to becoming *Posyandu* cadre and to now also having the opportunity to become a member of the women's caucus. Through the women's caucus my knowledge and confidence has grown. I went from someone who never spoke in public to speaking at the Power Up ICT

sensitization activity. Although I had to practice the night before on how to hold a microphone and talk, I now make announcements for *Posyandu* activities on behalf of the sub-village.

My active involvement in the women's caucus activities and in the *Posyandu* programs has made me better known by the community and village administration. The village government has subsequently begun to recognize my capacities and abilities to speak out and propose programs needed by women in the village. All of these have earned me the opportunities to participate in a range of meetings, and I was also trusted to become a member of the village facilitator team for stunting extension services.

CREATING AN INCLUSIVE MOVEMENT FOR MATERNAL AND CHILD HEALTH

Interviewer

Koslata

Resource Person

Resource Person: Ibu Dewi (Midwife), Influencer

Sex

F

Level of Involvement

Direct Beneficiary

Village

Telotok, Dusun Prawira, Desa Sokong, Tanjung, Lombok Utara



I first learned about Power Up when I was involved in the preparation of a document to be entitled “26 Signs of Risks in Pregnancy and Childbirth”. This was to be developed into technology-based materials. Our team worked together with health workers and representatives of the Health Office to develop the project. It was new and interesting for me because it involved communication, information and education media using voiced-based technology. The project was very helpful in increasing awareness, specifically for pregnant women, as well as women and family members, on maternal and child health with a focus on pregnancy planning and childbirth.

The most significant change for me and other midwives is that recently there have been no cases of women giving birth at home; everyone now gives birth at healthcare facilities. This has been possible as a result of the active roles of the health workers, or *Posyandu* cadres, in disseminating information about risk signs during pregnancy and childbirth. Now even cadres also take part in accompanying expecting women to regular examinations and providing referrals when necessary. In addition, we have also seen many changes related to health workers which have contributed to the absence of home births.

To have achieved such success, a number of initiatives took place. For instance, each village allocated a budget for maternity classes, enabling us to reach out to more pregnant women. The village administration has been more open and welcoming of midwives, allowing us to plan and coordinate the maternity classes to ensure equal standards and quality of the classes. The maternity classes are run on three consecutive days

and provide both information and materials regarding various pregnancy related topics, including risks, labour preparation, techniques for pushing during labour, etc. On the third day, husbands are required to attend the class so that they also receive information and can be better prepared for the labour.

Additionally, the use of technology to disseminate maternal and child health information has also played a significant role. Our village midwives have also been involved in technology-based training on “26 Signs of Risks in Pregnancy and Childbirth”. The midwives later train other *Posyandu* cadres in their respective villages, which has led to more extensive information dissemination and outreach. Midwives and health workers in maternal and child health have also come together and created a WhatsApp group that includes pregnant women, cadres, midwives, and nutrition officers as participants. In addition to serving as a forum for information sharing, communication has also encouraged pregnant women in the group to start identifying their pregnancy issues and seek consultation and support through the WhatsApp group chat. At the *Puskesmas* (health clinic), midwives have also embraced utilizing mobile phones and video calls to provide consultation services.

Use of technology and virtual consultation and information sharing, as well as the maternity classes, all aim to assist women with childbirth and improve the referral process. It has also created better working relationships between and among health workers and midwives, providing a better all-around experience for pregnant women.



SUCCESS IS NOT THE END OF THE STRUGGLE

Interviewer

KONSEPSI

Resource Person

Sulastri Muliani, Women Caucus member

Sex

F

Level of Involvement

Direct Beneficiary

Village

Desa Danger, Masbagik, Lombok Timur



Gender-sensitive development planning? I never thought I could be involved in such a thing, until one day the village secretary told me about the women's caucus in Danger village. It sparked my interest to learn more about the caucus and to respond to the invitation to participate in the Village Development Planning Training held by the Perwada caucus.

The training opened my mind to the idea that "planning is not the government's business alone. It is everybody's business that even women can participate." I later became familiar with government-related documents and the process of their formulation such as the Village Medium-Term Development Plan, Village Government Work Plan and the Village Budget and Expenditure.

After the training I joined the women's caucus core team and helped to develop an aspiration program and action plan. It was not as easy as I thought. The aspirations of the women's caucus are beyond words; the struggle to meet the aspirations is one of blood, sweat and tears and one that enables you to vocalize your concerns

and make your voice heard. It is not only about arguing for your position but also the readiness to adjust based on the interests of the different parties.

Perwada Women's Caucus started the process to have their members part of the team for the Development of the Village Government Workplan in 2019. From the three members of the Women's Caucus' Board of Executives, I was selected to become the member of the team for the development of the Village Government Workplan for 2019 as the women's representative.

Having a representative in the team did not necessarily mean that the aspirations of women would be easily accommodated in the village development programs. I faced many challenges being the only female in the team and interacting with influential leaders in a male-dominated space. The Village Government, Village Consultative Body and Head of the Village were all male. There were difficult moments, especially regarding budget allocations and prioritization of activities. Many times I had to take a deep breath and keep pushing forward despite the frustrations.

Although I was the only female in the Formulation Team, I was not working alone. The women's caucus team's work was really what created the successes, including a number of influential leaders who are now supporting women's aspirations.

The most memorable moment for me was when the Village Government Work Plan 2019 was finally issued. Physical programs that dominated the workplans in the previous years started to be balanced with empowerment programs. Some of the aspirations that were accommodated in the Village Government Workplan 2019 include, but are not limited to, allocation of Rp 4 million for reproductive health training; Rp 7 million for data collection for the blood bank; Rp 150,000 incentive (raised from Rp 50,000) for cadres; and budget allocation increase for supplementary feeding from Rp 75,000 to Rp 100,000. The most valuable impact that I experienced as part of this process was during the training on Awareness Raising for Women on Reproductive Health. Participant behaviours changed once they were made aware of practices that led to risk of cervical cancer, as well as child marriage and the importance of nutrition for children under five.

The success in having women's aspirations in the Village Government Workplan 2019 did not come easy. What made it work has been the

continued and consistent commitment of the women's caucus in facing all challenges. The Village Government Workplan 2020 also accommodates some of these aspirations, including budget allocation for health (reproductive health, stunting management and supplementary feeding – a total Rp 210 million); empowerment and training for catering services – Rp 7 million; means and facilities of the village clinic (Polindes) – Rp 10 million, incentive for cadres – Rp 150,000; and so on.

The extensive experience and opportunities in working directly with issues concerning village development have further developed our excitement and confidence as a result of the growing trust of the village government with the women's caucus. The head of the village now believes in the important role that women play in village development. In fact, he has become very proactive in discussing women's aspirations and the importance for establishing programs to meet these aspirations. These desires have now been expressed not only during face-to-face meetings but also through SMS, WhatsApp and/or telephone communication.

Despite all of this success, we never tire to remind the women's caucus that these successes do not represent the end of our struggle. We have to keep on struggling!

FROM DARKNESS TO LIGHT: THERE IS ALWAYS A SILVER LINING ON EVERY CLOUD

Interviewer	Koslata
Resource Person	Budiawan, Head of Village
Sex	M
Level of Involvement	Direct Beneficiary
Village	Desa Tanjung, Tanjung, Lombok Utara



In early 2018, the Power Up team from Koslata paid a visit to Tanjung village office to introduce their project plans and activities. As the head of the village, I couldn't agree more with the project, especially the implementation of women's empowerment, as I believe that it is very important for village development. After attending Power Up project activities, the village administrative officials and I have increasingly strengthened our knowledge about the role of women. It is very encouraging to see how the women's caucus was established in this village. The women have become knowledgeable in village development planning and have organized small discussions in each village involving other women.

Information sharing has increasingly gone well with the use of WhatsApp. A number of WhatsApp groups have served as a means of sharing information concerning women's caucus' activities with the village government to women groups such as Posyandu, Village PKK¹, and Sub-village PKK. Other changes that I have observed include increased communication and coordination between women and the village government. The level of participation of women in village deliberation meetings² has increased drastically by more than 30 percent, which is a very significant change compared to how it used to be. Over time, women have had more courage to express their aspirations and recommendations both directly to the village government as

well as indirectly through the village government's Facebook page. Women are no longer hesitant or lacking in self-confidence.

From my observation, the change in the pattern of village development planning, alongside women's ability to express their wishes to be invited to participate in the village development planning meetings, is most significant.

As the village head, I rely on the heads of sub-villages to connect with villagers to tap into their aspirations and in the implementation of development. Now that the women's caucus has been established, I have a strategic partner in the planning and implementation of village development. The involvement of members of women's caucus in the development of the Village Mid-Term Development Plan³ as well as the Village Government Workplan⁴ has really facilitated the identification and accommodation of the needs of women and other groups in the village, especially the health sector. The brave voices of the women during the Village Development Plan Deliberation Meeting has helped us, the village government, to better understand women and children's issues. The Village Government can respond more effectively to the issues raised through the village development programs.

Women in my village have expressed their wishes to rewrite the letters of R.A. Kartini, a prominent female Indonesian hero. The title is fitting: "From Darkness to Light".

1 *Pemberdayaan Kesejahteraan Keluarga*: Family Welfare Guidance Program

2 *Musrenbangdes (Musyawarah Rencana Pembangunan Desa)*: Village Development Plan Deliberation Meeting



COLOURING THE JOURNEY OF KOSLATA



Interviewer	Mustofa
Resource Person	Rohani
Sex	F
Level of Involvement	Partner/Koslata

I know Koslata because I used to frequently work as a minute taker for Power Up activities. The first time I encountered Koslata, I thought of them as a very masculine team. They only had three female employees. The female staff's names all start with "H": Habibah the finance officer, and Hariatun and Hanani, both village facilitators. But Koslata is now no longer largely a male dominated organization since Power Up opened in West Lombok. Many women have joined the organization to work as village facilitators, including myself. I joined Koslata as a village facilitator in March 2019.

For me it was the beginning of significant changes in Koslata. The involvement of more women created opportunities for gender mainstreaming in Koslata, starting with the presence of a Gender Focal Point. The role of this Gender Focal Point was not an instant process; it took a long time as it required awareness raising regarding the importance and purpose of this role within the organization. In my opinion, it is the shared awareness that has been the most important as well as the effect it has had on Koslata's online space. Women's perspectives are now being included in the forms of articles

on our website and through social media posts.

A few days after I was trusted as the Gender Focal Point of the organization, I learned about a research scholarship offered by the SAPDA Jogja Foundation. I applied for it in my capacity as Koslata's Gender Focal Point. I was one of 24 applicants from thousands who had applied to have received the scholarship for a workshop and to receive support to conduct research. My research topic was integrated with the implementation of the Power Up project, namely *Participation of Women with Disabilities in Village Development Planning*. I have a hope that the results of my study will be useful for both Koslata and SABDA in relation to women with disabilities.

In addition to the above changes, another shift occurred when there was a staffing change. Haziq, a male staff member, resigned as the Information and Communication Technology Officer. This was a job usually held by men. Haziq resigned before the end of the project, and I was appointed to replace him. I thought it quite interesting that the opportunity was entrusted to me. I, personally, saw that Koslata has the courage to provide a space for women

in technology, in what has historically been a male dominated role. This opportunity has further allowed me to continue learning ICT.

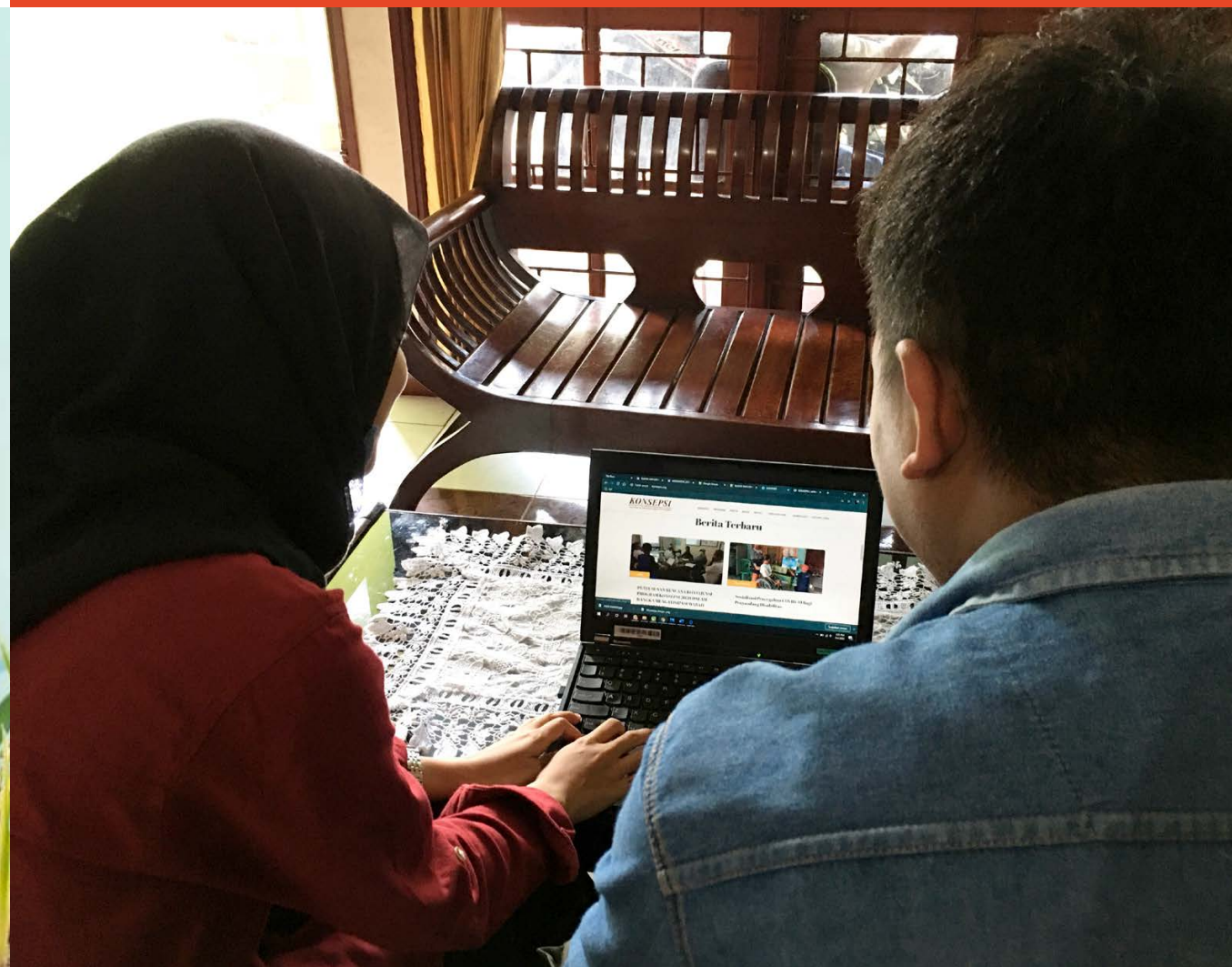
For me, personally, it is not about what my role is in the organization that makes it significant. Instead, it is significant that a previously male-dominated organization has created opportunities and given women chances to learn. This most significant change is the success

of gender mainstreaming in Koslata: equal opportunities can be provided to increase human resource capacity in various fields, regardless of gender. The existence of a Gender Focal Point has also become part of Koslata's foundation and will help in their future rebranding to tackle wider issues such as the environment, migrant workers, and gender mainstreaming. I am certain that gender mainstreaming values will always colour Koslata's journey as the organization moves into the future.



IF ONLY DINOSAURS HAD KNOWN ICT...

Interviewer	Gator Sulistoni
Resource Person	Moh. Taquidin
Sex	M
Level of Involvement	Koslata



Good relationships and reach are the most valuable organizational assets. They are not free, nor are they established instantly. Although everyone is blessed with seeds of potential, only a few are capable of watering and caring for them. The presence of Power Up, along with its concept of utilizing Information and Communication Technology (ICT) has been like a watering can that faithfully waters the seeds of growth of KONSEPSI. ICT was not an area of strength, nor a focus at KONSEPSI, however the existence of the ICT staff mandated by the Power Up project created change and enabled the development of a wider audience.

KONSEPSI was not a known entity; even Google, which is dubbed as “the know-it-all”, did not have any entries about KONSEPSI. I still remember three years ago when I entered the key word “KONSEPSI” in the search box. Google offered thousands of pages containing the word “conception” instead. This has, however, changed. Now when you Google KONSEPSI, it appears within the first page. Our webpage is now on the world wide web. KONSEPSI’s page ranking has also improved due to regular postings.

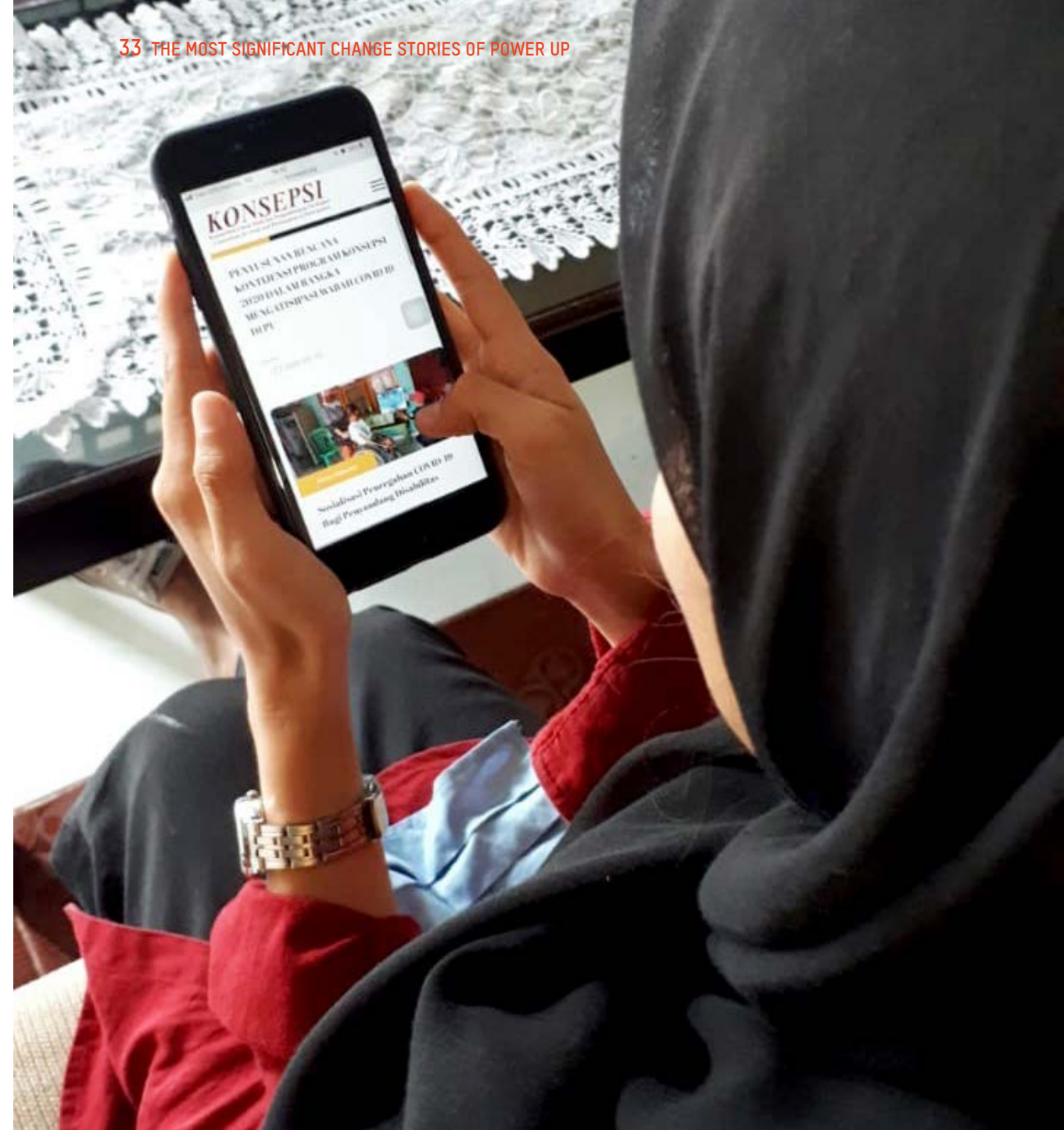
We had never systematically pursued page ranking using search engine optimization (SEO) techniques but thanks to Power Up’s ICT officer, this all changed. It started with improving the website, then Facebook, Instagram, Youtube and one by one new ideas were being shared and brought to life. The ICT Officer was single handedly managing all ICT initiatives, but , now the Power Up ICT officer is accompanied by five other

staff members, which has become the Media Team. This newly developed team designs and manages information dissemination. At present, the Media Team is learning to develop the Open Journal System, an online journal for public access. We also plan to build an online library for community education.

The development of ICT tools, such as the website and our social media pages, has attracted donors and led to new donor collaborations. In fact, one of the donors was already quite familiar with and interested in cooperating with KONSEPSI as a partner before they actually established contact due to the website. One of the international donors who evaluates and ranks the capacity of its NGO partner capacities annually has provided us with positive appreciation of the significant increase in capacity ranking of KONSEPSI, which has been influenced by ICT development.

Through a number of digital platforms, KONSEPSI has unintentionally also created a rebranding and repositioned itself amongst key stakeholders. For example, when KONSEPSI introduced the concept of a digital Community Satisfaction Survey (CSS) to the Local Development Planning Body (*Bappeda*) of Lombok Timur, our idea was immediately welcomed. The Local Development Planning Body has entrusted KONSEPSI with the implementation of digital CSS for the improvement of health services in 34 *Puskesmas* in Lombok Timur.

Through ICT, KONSEPSI has built increasingly better and broader relationships with our beneficiary communities, NGO partners,



governments and international donors. At present, our greatest desire is to utilize ICT to support our organization’s public accountability platform by sharing accountability reports online. We believe that accountable organizations will last long.

The world keeps changing. If we only rely on the old ways to build good relationships and trust, we might likely become dinosaurs, who felt powerful but eventually came to extinction due to the changing times. If only dinosaurs had known ICT...