



DJARUM foundation

Bakti Pada Negeri

Kudus at the Heart of our National Vision



Djarum's hometown since 1951



Birthplace of Kretek cigarettes



Religious pilgrimage site and symbol of interfaith tolerance



Population: 874,632

GDP per capita: \$8,926 / annum (1.8x national avg.)

Djarum Foundation: From Kudus, For Indonesia

Dedicated to helping Indonesia become a well-rounded superpower through 5 holistic pillars, with deep roots in Kudus, Central Java



Social Initiative

Since 1951



Sports Initiative

Since 1969



Environment Initiative

Since 1979



Education Initiative

Since 1984



Cultural Initiative

Since 1992



Kudus, Central Java

Notable achievements include...

- **11,000+ women & children** supported through stunting prevention, helping reduce prevalence from 18% to 8%
- Helped Kudus manage waste and expand green spaces, enabling it to win the **national Adipura award** for consecutive years
- **34,000+ vocational high school graduates** trained and placed in leading industries, earning 2.5x average national salary
- **11 Olympic medals** won by Djarum Foundation trained athletes

Main philanthropic vehicle supporting Djarum ecosystem of companies



& more

Business units in diverse industries include consumer goods, finance, e-commerce, telecommunications, and hospitality

Actively shares learnings through key philanthropy and business associations



Social Initiative

Improving Well-Being in our Local Community



Social Initiative



Humanitarian aid

- Empowering & improving quality of orphanages
- Rehabilitating unliveable houses
- Free medical services for our community
- National disaster relief
- Blood Donation

Mitigation

- Mitigating stunting in early childhood
- Provision of clean water
- Provision of medical equipment to hospitals
- Fire prevention training

Highlights



439,000+

COVID-19 vaccinations provided to residents from Kudus, Semarang & Rembang



82,000+

Recipients of free medical services in Central & East Java



20,000+

Residents provided with clean water



5,299

Pregnant mothers received routine monitoring during the First 1,000 Days



1,500+

Orphans received benefits from our program



Sport Initiative

Advancing Sports Glory to Strengthen Unity and Peace



Philosophy

Sports Initiative



Badminton Athlete Development

- Comprehensive scholarships including training, equipment, nutrition, and boarding
- Tournament preparation and access

Competition Ecosystem

- Support regular badminton championships

Grassroots Engagement

- Teacher training and local tournaments
- Focused on girls' soccer, athletics and archery

Impacts



11

Olympic Gold Medals for Indonesia to date



5,000+

Athletes that enrolled since 1969



21

All England Championship title won by our Athletes



37

Athletes included in the 2023 Indonesian National Team



27,000

Primary school girls and equivalent participation in women's soccer



Environment Initiative

Catalyzing Climate Action through Tree Planting, Conservation, and Youth Empowerment



Environment Initiative



Djarum Trees For Life

- Plant nursery
- Planting rain trees along major road networks and expressways
- Planting mangrove along *Pantai Utara Jawa* and Bali

Conservation Efforts in Mt. Muria and Patiayam Hills

Organic Waste

Siap Sadar Lingkungan (#Siapdarling)

Impacts



2,300,000+

Seedlings planted since 1979



1,099,768

Mangrove planted along *Pantai Utara* coast in Central, & East Java dan Bali



173,200

Rain trees along 3.130 KM of major road networks



149,031

Trees planted in Mt. Muria dan Patiayam Hills, Central Java



39,600

Trees dan flowering plants planted in major temple areas in Central Java, Yogyakarta and Jambi



Education Initiative

Providing Quality Education for Decent Work



Education Initiative



Early and Basic Education

- Educator training and whole-school improvement focused on holistic wellbeing and future skills

Vocational Education

- Producing work-ready graduates for priority jobs in high-earning fields

Djarum Scholarship Plus

- Equipping future leaders through scholarships plus soft skills and networking opportunities

Impacts



13,921

Djarum Beasiswa Plus
alumni since 1984



34,833

Vocational High School
graduates since 2011



15,655

Student beneficiaries
from preschool and
equivalent since 2017



18,845

Student beneficiaries from
Primary school and
equivalent since 2013



31,905

Student beneficiaries from
Secondary school and
equivalent since 2020



Culture Initiative

Fostering Economic Growth through Performing Arts



Culture Initiative



indonesiakaya.com

- Indonesian arts and culture information portal

Galeri Indonesia Kaya (GIK)

- Public space for cultural edutainment showcasing new digital technology

Taman Indonesia Kaya (TIK)

- Open space for new and veteran artists alike to showcase their talents

Impacts



2,000+

Artists supported through capacity building and employment opportunities



1,000,000+

Visitors to GIK



5,000+

Number of activities that have been supported since 1992



1,500,000+

Average number of monthly visitors to indonesiakaya.com



300

Cultural events held in TIK since 2017



Agenda Budaya Agustus 2023

Sahabat IK, acara-acara budaya di Agustus ini berepatan dengan perayaan kemerdekaan negeri Kita Indonesia. Ruel kamu yang terbaik untuk memukuti, reservasi acara dibuka setiap Senin di www.indonesiakaya.com secara gratis (bentuk terbatas)



MISSION

**Advancing
the nation to become
a well-rounded
world citizen**





THANK YOU

DJARUM foundation
Bakti Pada Negeri