Reference Letter to the Jalin Matra Innovation

To Whom It May Concern,

It is a great pleasure for me to recommend “Program Jalan Lain Menuju Mandiri dan Sejahtera (Jalin Matra)” or as “Another Path to be More Independent and Self-Sufficient Family” (English) a contestant for United Nations Public Service Awards (UNPSA). This innovation is an outstanding effort to alleviate poverty, especially for the female-headed household (“poverty with woman face”) in Indonesia.

The East Java Government has initiated this innovation in 2014, and it has reached out around 150,000 poor women by giving them assistance and financial supports to improve their livelihood, especially in providing income generating assets.

My organization, The Jawa Pos Institute of Pro Otonomi (JPIP in www.jpip.or.id), sees Jalin Matra as an excellent effort for family poverty alleviation by focusing the program on women because they know their real poverty situation. With women as the leading actor in alleviating in their own poverty, women are more responsible and reliable, especially when they’re thinking of their children and their families in general.

JPIP representative had an experience to attend the UNPSA in Seoul, South Korea 2015, and we have been working closely with the East Java Government in many innovation programs.

Since 2001, JPIP always supports innovation in regional area by supporting the decentralization governance, and collecting and evaluating innovations at regional government level innovations in order to find best practices in governance and public service. Locating in the capital of East Java, JPIP is supported by the biggest newspaper
network in Indonesia, Jawa Pos Group. If you need some more information about JPIP, you may check our website in www.jpip.or.id or ayoinklusif.jpip.or.id.

Looking at how Jalin Matra has benefitted women in East Java, this would give an additional value to this big event. If you have further questions or inquiries, please let me know (roy@jpip.or.id/roy.jpip@gmail.com) or in mobile +628123071112.

Yours Duly,

Rohman Budijanto
Executive Director of JPIP
No : 2163 /UN10/DN/2018
Subject : The Reference of "Jalin Matra" Feminization Poverty Alleviation Program (FPAP) in East Java Province in Joining the United Nations Public Service Award (UNPSA)

To
The Committee of the United Nations Public Service Award (UNPSA)
2 UN Plaza, New York, NY 10017

The Government of East Java Province has a high commitment and consistency in designing and implementing regional development to reduce poverty, encourage equity, and reduce gaps in a measured way. The implementation of the program is to provide protection exclusively to households at the most vulnerable welfare level/below the poverty line (pro poor) which the governor calls the "wong cilik" ("underprivileged").

Brawijaya University (UB) through Research and Community Service Institution (LPPM) since 2014-2018 has been providing assistance to the Program of "Jalin Matra" Feminization Poverty Alleviation Program (FPAP) in East Java Province, starting from the preparation of academic studies, planning, implementation, to the control and monitoring and evaluation. The program targeted female-headed households (FHH) at the lowest 10% of welfare level in East Java.

Based on the previous experience and factual results of both output and impact, Jalin Matra Program of East Java Province is a breakthrough program having high innovation value with several points of excellence as follows:

1. Feminization Of Poverty Alleviation Program (FPAP) targets a very specific target: households at the lowest level of welfare, by name by address by character, and have the status of female-headed households (FHH) with multidimensional problems (economic, social, psychological, and cultural) so that the level of accuracy of the target is very measurable and able to minimize multi-interpretation in determining the target.

2. The FPAP is not only designed to provide charity but also provide services and rewards to each FHH to decide, plan, realize and develop assistance independently as the idea that those who are able to find and resolve the poverty solution are poor households themselves.

3. In providing supporting services to the target, the Government of East Java Province prepares prime assistance through the concept of mothercare. The concept and implementation of mothercare assistance broke the previous administrative and meachanistic assistance program. Mothercare has multiple roles to be a mother,
interactive partner, excellent service provider to each targeted FHH. Mothercare enhances women's access and opportunities in each village to take an active role in welfare development.

4. Information technology and database control program of “by name”, “by address”, “E-Money implementation”, and “publication” are provided at www.mothercarejatim.id.

Based on the program that has been running from 2014 to 2018, the benefits of the program are remarkable, among others:

1. Program succeeded in providing guaranteed target accuracy through database screening, measurable criteria setting, and participatory community discussion process.
2. The program succeeded in showing that very poor households especially with FHH status are able to interact, design, and have the confidence to execute business planning.
3. In the process of implementing the program especially in the realization of business needs, the program runs very effectively and presses the potential for reducing the rights received by FHH, because FHH independently plans their individual needs in detail. The growing sense of belonging from the beginning has made FHH's responsibility in realizing and doing business very well.
4. Based on the results of the evaluation by the Provincial Bapemas, the Mentoring Implementation Team, or by the third Parties, it shows that the output and impact of the program is very significant, among others, from the aspect of the growth of FHH business, income increase, motivation, and others.
5. From the measurement of FPAP's poverty rate the program resulted in poverty reduction in East Java, improved Gender Development Index, and FHH welfare level mobilization.
6. The FPA program has been widely replicated by other Regency Governments until its Village Governments.

Brawijaya University appreciates the FPA Program to be UNPSA Nomination in 2017. Moreover, Brawijaya University is very proud that the FPA program is renominated in 2018 by the Government of the Republic of Indonesia to participate in UNPSA 2018. In relation to that Brawijaya University strongly supports and references “Jalin Matra” Feminization Poverty Alleviation Program (FPAP) in East Java Province to be nominated in the United Nations Public Service Award (UNPSA) in 2018.

Thank you for your consideration,

Rector of Brawijaya University,

Prof. Dr. Ir. MOHAMMAD BISRI, MS
NIP. 195811261986091001

cc : Governor of East Java