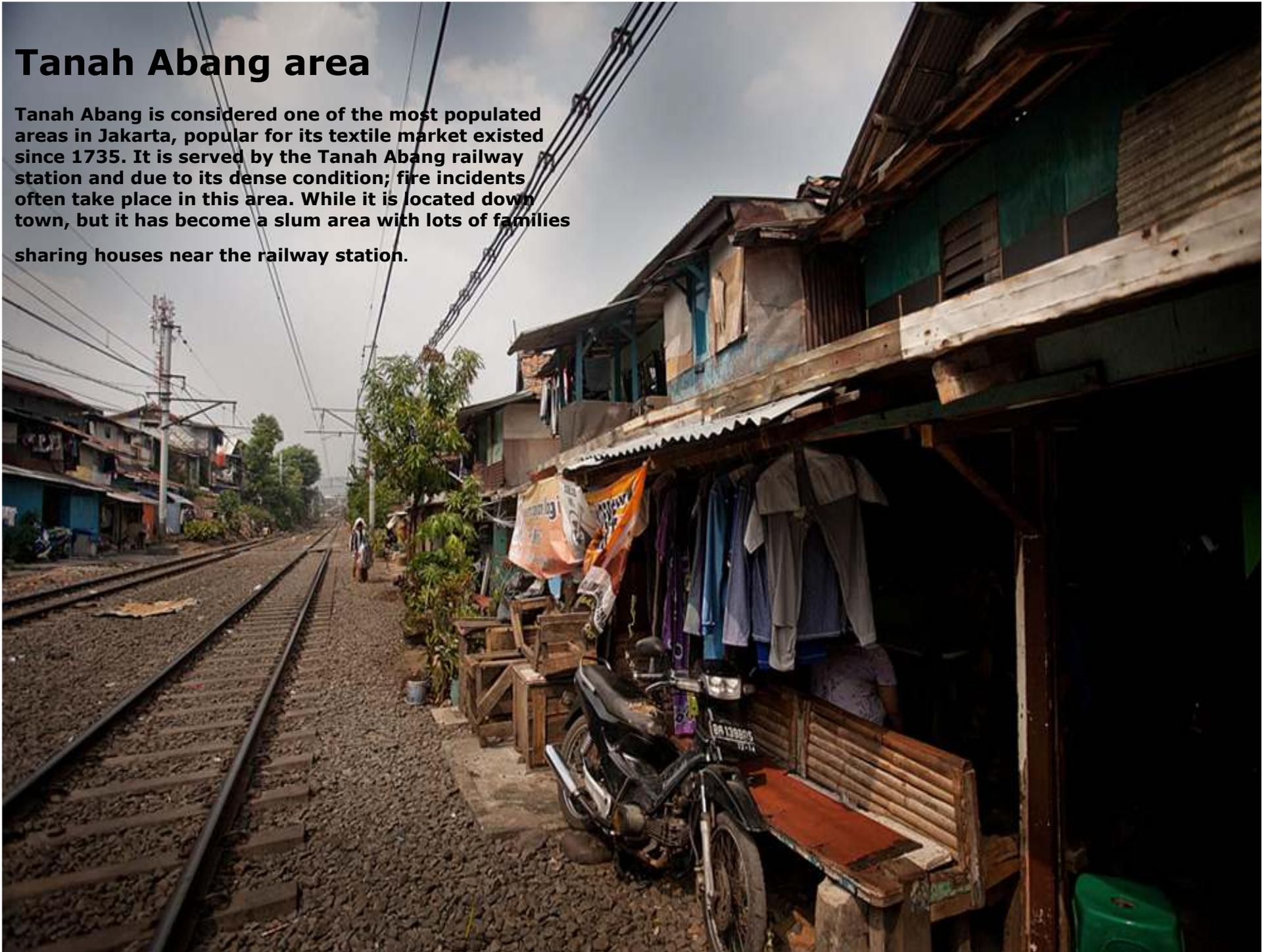




Sharing the Stories

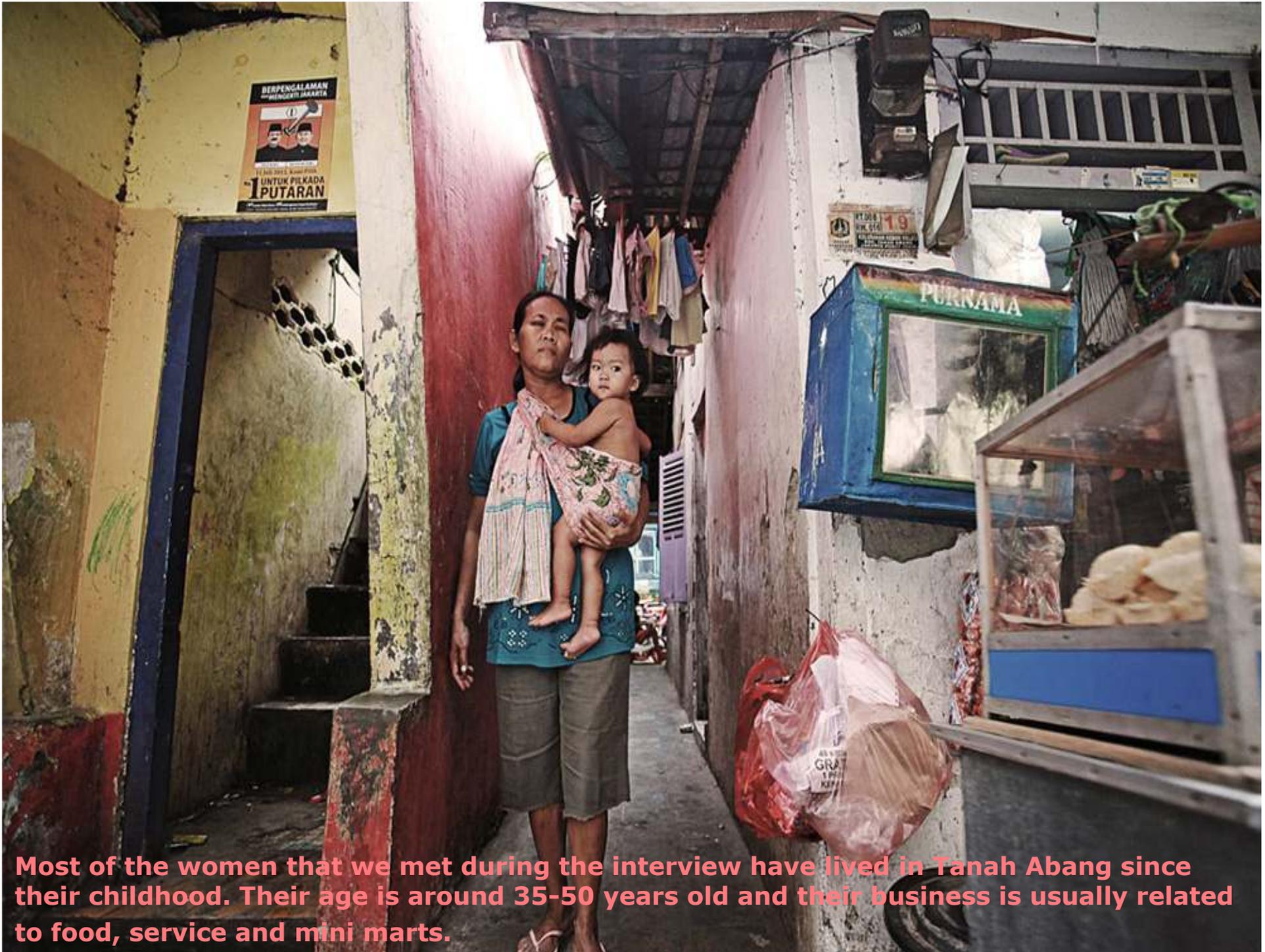
Tanah Abang area

Tanah Abang is considered one of the most populated areas in Jakarta, popular for its textile market existed since 1735. It is served by the Tanah Abang railway station and due to its dense condition; fire incidents often take place in this area. While it is located downtown, but it has become a slum area with lots of families sharing houses near the railway station.





Working closely with Yayasan Cinta Anak Bangsa (YCAB) – a not for profit organization that focuses on providing microloans to women in slum areas – we help the organization to deliver our MoneyMinded training to their clients. To date, YCAB has more 5,000 clients in various slum and urban areas across Jakarta. As a pilot project in 2012, we have committed to train at least 150 of YCAB clients in areas near our office.



Most of the women that we met during the interview have lived in Tanah Abang since their childhood. Their age is around 35-50 years old and their business is usually related to food, service and mini marts.



All of them live near an active power plant, something that these women are used to and not afraid of. Considered as un-bankable due to the nature of their living conditions, surprisingly, some of these women make more than AUD 900 per month. However, all of them claim it very difficult to save money, even as little as AUD 10 per month.

Below are some examples of their stories...

Note: Ibu is literally translated as "mother" and is used in speech much like the English words "ma'am" and "lady"



Story of Ibu Sunarmi



A proud owner of a hair salon, a juice stall and prepaid phone credit supplier

It was all yellow when we entered the house of salon, owned by Ibu Sunarmi. When we entered, she was sitting down at one of her make-up chairs and offered us a warm welcome in her humble tidings. During the interview, she sometimes played with her hair and occasionally looked out at the door for a possible customer.

Unlike most of the women we met near the electrical substation location where we organized our MoneyMinded program, Ibu Sunarmi had already been acquainted with ANZ. For the past seven years, she has been one of ANZ's instalment card holders together with her husband. She claimed that she has a good credit with ANZ and so far has never been late in paying her debts.

Compared to majority of her neighbours, Ibu Sunarmi's house/hair salon was considered very clean and organized. A newly-bought plasma TV, - evident in the plastic cover that still lingered on the TV-, a refrigerator and two make-up chairs with a washing basin for her customers decorated the whole yellow room. Photos of her youngest daughter also cramped the wall. Soft-spoken and full of pride, Ibu Sunarmi shared her story with us.

Q: When did you start lending from YCAB?

A: I have started lending almost two years ago with YCAB. Before I started with them, I only had my salon to count on. But after I lent from YCAB, I could begin setting up a juice stall in front of my house. The margin for the juice stall is actually quite high, as people often pass by my house.

Q: How much did you lend from YCAB?

A: It's about IDR 3 million (equal to AUD 303) for 20 weeks, but usually I can pay it off by week 17. I always try to be careful with my debts.

Q: How would you classify yourself in terms of managing your finances?

A: I think that I still need to improve myself in managing my money. I have some savings for my children, but obviously it's not enough. My oldest daughter has just turned 16 years old and she will need quite a lot of financing for her college funds.

Q: What is the biggest obstacle that you face when managing your finances?

A: My biggest obstacle is the fact that our spending is often higher than our income and it has been a struggle for us for quite a while.



Story of Ibu Selvie and Ibu Tati

A seller of traditional Indonesian breakfast and a seller of dried food

Ibu Selvie and Ibu Tati are siblings. When we first met them, they apologized for not dressing appropriately for the photo shoot. They are the second generation of their family who live there and now, three of their children are also residing at the poverty-stricken dwellings.

Smiling and giggling, they explained about how they ended up selling food.

During the interview, a train passed by every five minutes. "I started selling food ever since my husband lost his permanent job a few years ago.

Some days, he worked at a construction site and sometimes he became an ojek driver (motor taxi), so he didn't have a regular income. To help with the family's expenses, I needed to step up. And fortunately, we (I and Tati) have a mother who had taught us cooking since we were kids.

Now, I cook and sell food to a mall nearby and also to my neighbours. A lot of office workers also buy my food. We usually start selling as early as 6 am and by 9 am, all of the food is finished," Ibu Selvie explained.

"At night, we usually set up a food stall near the railway path and some of the men in the neighbourhood would come and buy instant noodles and hot coffee. It's sort of a meeting place for people here. The train would pass by from time to time, but I guess it's what makes it interesting here. Nobody seems bothered anymore," she adds, laughing.

"With YCAB, a friend introduced me to them and at that time, I wanted to add more varieties to the food that I was selling. The YCAB field officer helped me by suggesting more food items to include in my cooking and also supported me with additional lending. Now, I have expanded my business and during the Ramadhan (the fasting month of the Moslems), I also sell sweet dessert and snacks to add more income."

"Currently, we lend about IDR 2.5 million (AUD 260) for 20 weeks. We want to increase our lending, but we need to make sure that we can afford to pay it back. I also have a small in the suburb that I rent out, but the condition of the home has continued to worsen, so I need to gather more money for its renovation," Ibu Tati explained.

"I have two kids and while we have maintained to keep our expenses low, we are still struggling to make ends meet. My aspiration is to put my kids to university and I know that it seems impossible now, but I am willing to work hard to make it happen. Perhaps, ANZ can help me to make my dreams come true," Ibu Tati ended the interview with a smile.



Story of Ibu Atikah

A food seller

At first glance, Ibu Atikah looks like a teenager, young face and very petite, in fact, she is already 25 years old and has one child aged 5 ½ years old. She started her food business four years ago, "At that time, my child was only one year old and I wanted to spend more time with him. As a result, I resigned from my job as shop assistant at the kebaya small shop and started my own business".

Ibu Atikah admitted that her income has increased significantly by doing this food business, "I can earn profit IDR 300.000 (AUD 30) per day which equals to IDR 9 million per month. My goal is to double my income so I will be able to open another business for my unemployed husband in other area. By having loan from YCAB, I am very confident that my goal will come true soon".

Furthermore, Ibu Atikah explained that she does not have any savings in the bank, but she has a saving with the YCAB's treasury which can be used for Ramadhan celebration. "I am still afraid to open an account in bank because it has too many regulations. I hope by attending the Money Minded session from ANZ, I will be bale to understand more on banking system".

Ibu Atikah also mentioned that she spends her income on motorcycle loan. "I use my motorcycle to go to the market or sometimes my husband uses it to give a ride to neighbourhood and he usually gives certain rate for the ride," said Ibu Atikah with enthusiasm

In terms of managing her money, Ibu Atikah is quite smart. She always allocates her money based on the priority. "I always list down my spending as well as my income, as a result I am able to return my loan on time."



Story of Ibu Maimunah

A reseller of women's apparels and accessories and a caterer

Right next to Ibu Sunarmi's salon, we met Ibu Maimunah or Ibu Mai who had already dressed up fashionably for the interview and photo session. Ibu Mai looks very young and fresh for her age. She started her business since her first son was still in 4th grade and now, her first son is already in high school. "Doing business is always my passion and one of my hobbies is shopping for clothes and accessories. I am very fortunate that I have a lot of friends in different part of Indonesia such as in Kalimantan and Sulawesi. Combining my hobby and passion, I am able to send more than 2 dozens for each item such as dress, tops, shoes or bags to those places".

Ibu Mai has been an active member of YCAB micro finance since two years ago, and she is now having two different types of loan, IDR 3 million/week and IDR 3 million/month. By having this financial injection, Ibu Mai is able to buy and resell more stuff. Ibu Mai, who has a big dream to send her two sons to university, admitted that she is still struggling to prioritize her needs and wants and save up her own money. "I have a saving account in the bank, it is around IDR 3 million (AUD 300). But, being a clothes or accessories seller sometimes I could not stop myself for not buying my own commodities."

Besides selling clothes and accessories, Ibu Mai is also a caterer. On Ramadhan (the fasting month for Moslems) month which will start soon, Ibu Mai has booked by one of the national televisions to provide breakfasting meal boxes for its television staffs. "I will provide 60 meal boxes per day for the whole month, it will definitely add up my savings at the bank as well as an extra money to celebrate Ramadhan", said Ibu Mai proudly.

Our Money Minded Facilitators



Lisa Mufrisno



Ferry Jauhari



Lusiana Darmawan