

# Community Empowerment Program

Set in **Desa Ngaduman, Salatiga**, this 5-day program lets participants stay with host families and experience rural life. Through **farming, coffee production, and small-scale entrepreneurship**, students gain practical insights while supporting the local economy. Focused on **SDG 8 (Decent Work & Economic Growth)** and **SDG 12 (Responsible Consumption & Production)**, the program uses design thinking to develop sustainable solutions and lead digital literacy sessions to help local businesses grow through social media and e-commerce.

## **“From soil to solution : Empowering Communities through Agriculture, Coffee Production, and Village Economy”**

### **Program Objectives:**

1. Experience rural life firsthand through homestays and daily village routines.
2. Understand the full coffee value chain, from harvesting to branding and marketing.
3. Explore the village through a Live-In Race, designed as a fun, team-based cultural and systems challenge.
4. Contribute to community development by joining a clean-up and beautification initiative with local youth.
5. Empower local entrepreneurs by co-leading digital literacy sessions on social media and online selling.
6. Design and present community-based solutions through a design thinking approach aligned with SDG 8 & 12.

