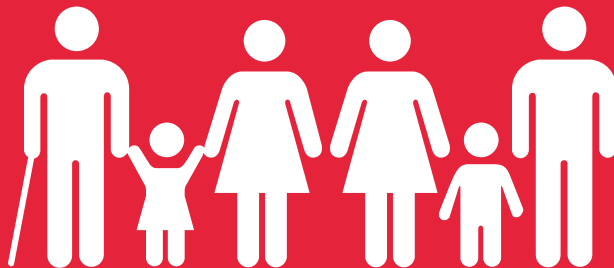




**1** NO  
POVERTY





# SHAPING THE FUTURE THROUGH INNOVATION AND COMMUNITY EMPOWERMENT

In today's rapidly shifting economic, UNAIR has emerged in **training and development to engage in the revitalisation of the creative economy sector.**

Driving this transformative journey, Sandiaga Uno, Indonesia's Minister of Tourism and Creative Economy initiates the '3S' method, which focuses on **Up-Skilling, Re-Skilling, and New-Skilling**

As our community development programmes, we are making tangible impacts on the community with practical digital marketing skills training. Their community service programs provide hands-on experience for **local and small businesses to transform traditional marketing into digital one.**

As part of our students' study, they help the university to initiate the community development programmes. For example, the Vocational Studies of Information System hosted the bridging digital literacy by **introducing the online portal to the communities living in rural areas and do not have any technological knowledge.**

The international success of Micro, Small, and Medium Enterprises (MSMEs) in Tuban stands as an example to the importance of collaboration with local authorities. This partnership is a way of guiding economic expansion from local communities to global markets. It suit our vision to be **a strategic collaborator in Indonesia towards economic prosperity.**

## 24,457

Number of low income students receiving financial aid



## 2.5

Million

Total of Financial Assitance to the Local Community through Community Outreach

DIGITAL MARKETING  
DIGITAL MARKETING  
DIGITAL MARKETING  
DIGITAL MARKETING



# NURTURING ENTREPRENEURSHIP AND LOCAL INNOVATION

As an economic catalyst, we initiate **training focusing on upskilling the locals**. In doing that, we find out the village resources to create business opportunities and optimise the communities ability to be entrepreneurs. Last year, we hosted special training in a small village called Kare emphasising how to promote local-made products by creating creative packaging design and digital marketing for reaching wider customers.

Furthermore, we also collaborate with NGOs. the Faculty of Vocational Studies collaboration with LAZISMU Sidoarjo to **enhance practical skills and economic upliftment for the community**. It includes the creation of job opportunities and the growth of MSMEs, which directly elevate their living standards.

UNAIR demonstrates how universities can drive social and economic development by **applying academic expertise to community challenges**. With programs that foster local skills and economic growth, UNAIR actively contributes to societal progress.



## RESEARCH IN NUMBERS (2018-2022)



Publication

148



Citation Impact

1.11



Citation Count

1,070

