

8 DECENT WORK AND ECONOMIC GROWTH



EMPOWERING LOCAL COMMUNITIES:

UNAIR's Blueprint for Sustainable Business Growth

Airlangga Community Development Hub

The Airlangga Community Development Hub (ACDH) with the Faculty of Veterinary Medicine (FKH) UNAIR and Faculty of Economics and Business (FEB), is diligently exploring the economic capabilities of the Raas Island in Sumenep, Madura, East Java. A comprehensive survey conducted by the FEB and FKH teams highlighted some significant challenges on Raas Island: inconsistent 24-hour electricity and a knowledge gap among breeders in livestock management.

Strengthen MSMEs

To strengthen Micro, Small, and Medium Enterprises (MSMEs) in Surabaya, the FEB UNAIR and together with PT Pegadaian has championed MSMEs mentoring initiatives. Pioneered by the Center for Entrepreneurship and Industrial Relations FEB UNAIR, this program aim to develop PT Pegadaian clients and representative of WEBS UNAIR students. The essence of this initiative is a deep emphasis on strategic marketing for MSMEs, an effort directed at improving community welfare.

UNAIR Goes to the Village

The Islamic Economics Student Association has unveiled Ekis Goes to the Village (EGD), a community service endeavour. Attended by Islamic Economics students from UNAIR, EGD 2022 underscores the theme, "Optimising Natural and Human Resources in Mangirejo Hamlet". The focus remains on critical domains including health, education, environment, and economics, with the main aim of strengthening social entrepreneurship and environmental awareness. UNAIR's unyielding efforts emphasise its vision to integrate business growth with community empowerment, shaping a sustainable future for all stakeholders.



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ECOTOURISM DEVELOPMENT:

Catalysing Community Economic Growth

Cowindo Dairy Cattle Tourism

In a recent endeavour, the Faculty of Veterinary Medicine (FKH) UNAIR held a community outreach at Cowindo Dairy Cattle Tourism, Sendang District of Tulungagung Regency. Despite Cowindo's potential, which relies on strong cattle breeding and abundant cow's milk yields, the tourist destination is grappling with product stagnation due to limited innovation. The workshop, attended by 25 farmers and local entrepreneurs, aimed to incorporate value-added strategic into Cowindo's offering.

Crafting Digital Marketing Paradigm

UNAIR recognizing the profound impact of digitalisation on commerce, the Statistics Study Program of the Faculty of Science and Technology (FST) UNAIR, embarked on a mission in Tropodo Village, Waru District. The initiative, themed "Crafting Digital Marketing Paradigm for Kembang Telang MSMEs Products", sought to elevate the village's iconic ecotourism offerings on both domestic and global platforms, leveraging cutting-edge digital marketing tools.

Labuhan Village

Post the COVID-19 hiatus, UNAIR reengaged with its community outreach, this time in Labuhan Village, Madura Regency. Collaborating with the locals, the focus pivoted towards nurturing mangrove ecotourism. The main goal was to empower the community to innovate and craft unique, trend-setting MSMEs products that would encapsulate the village's distinct identity.

