



# DU'ANYAM

## Introduction



**Location: Indonesia**

**Industry: Wicker Craft**

**Founded in 2014**

**Image Credit to Du'Anyam**

Du'Anyam produces and distributes wicker crafts to empower women and improve maternal and newborn health in Indonesia. By providing alternative employment to subsistence agriculture, Du'Anyam improve financial capabilities of women of childbearing age to access health services and better nutrition.

## Social Problem

The high maternal, newborn and child mortality rate\* in rural Indonesia can be attributed to the lack of cash year-round to cover the costs of child-birth and the purchase of nutritious food. Such circumstances, coupled with heavy agricultural labour resulted in chronic energy deficiency among 45% of pregnant women in Nusa Tenggara Timur.

\*42 mothers die giving birth everyday

\*260 babies (under the age of one month) die everyday

\*1 in 3 children are chronically malnourished

## Social Intervention and Impact Created

Du'Anyam trains women to improve their weaving techniques which in turn, increases the payment they received for quality work. Additionally, Du'Anyam also partners with midwives to improve the accessibilities of child-birth services to pregnant women. To date, Du'Anyam is present in 16 villages, impacting more than 350 weavers with 40% increase in income.



## Business Model

Du'Anyam supplies 1500 products monthly to 12 resort partners in Bali as well as several inclusive businesses. The enterprise's core business lies in large volume order for hotel amenities (e.g. slippers). However, it also has plans to enter the retail market in the fashion and home decor section.

## Challenges Faced and Project Scope

Du'Anyam would like support in terms of branding and market research, especially with regards to market access and design preferences. This challenge coincides with Du'Anyam's expansion to the retail market.

## Useful Links and Resources

Company Website: [www.duanyam.com](http://www.duanyam.com)

Facebook: <http://www.facebook.com/duanyam>

Instagram: @duanyam

