

KEHATI  
INDONESIAN BIODIVERSITY  
CONSERVATION TRUST FUND

# PROMOTE NATURAL DYE PLANTS TO PRESERVE TRADITIONAL WOVEN AND EMPOWERING WOMAN COMMUNITY IN SUSTAINABLE LIVELIHOOD DEVELOPMENT

Presented by Puspa Dewi Liman, Program Director of TFCA Kalimantan, YAYASAN KEHATI  
at Asia Pacific regional workshop on Trans-boundary Biodiversity conservation,  
Pontianak West Kalimantan, 7 March 2018

# TFCA KALIMANTAN (TROPICAL FOREST CONSERVATION ACT FOR KALIMANTAN)

Debt swap program between GOI and USG; with TNC and WWF as swap partner, and Yayasan KEHATI as program administrator

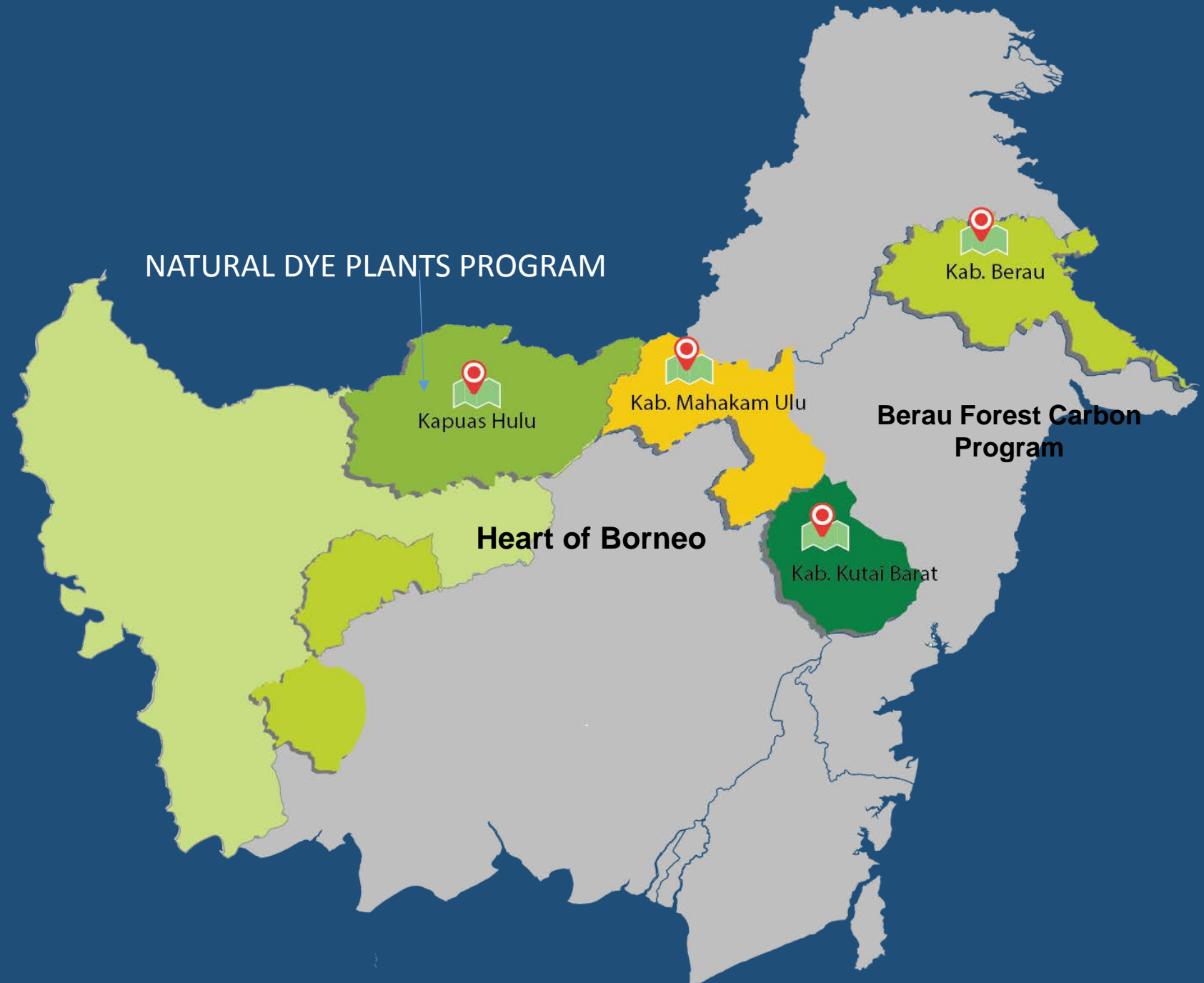
## **OBJECTIVES:**

1. Protecting biodiversity; rare and endangered species and ecosystem (including wildlife corridors and essential ecosystem);
2. Enhancing benefits to forest-dependent communities from sustainable natural resources;
3. Support emissions reductions at the target district level; and
4. Contribute to the cross fertilization of ideas and sharing of program experiences

**TFCA KALIMANTAN  
PRIORITY SITES/  
TARGET DISTRICTS:**

1. Kabupaten Kapuas Hulu
2. Kab. Kutai Barat  
(East Kalimantan)
3. Kab. Berau (East  
Kalimantan)
4. Kab Mahakam Ulu  
(East Kalimantan)

**To support Heart of Borneo and  
Berau Forest Carbon Program**



## PROMOTE NATURAL DYE PLANTS TO PRESERVE TRADITIONAL WOVEN AND EMPOWERING WOMAN COMMUNITY IN SUSTAINABLE LIVELIHOOD DEVELOPMENT

TFCA Kalimantan working with **ASPPUK** (Association on supporting small scale woman enterprises) to:

1. Promote natural dye plants for traditional Ikat woven development
2. Preserve and transmit traditional woven techniques
3. Strengthen community economic livelihood



## ACTIVITIES AND RESULTS





# Natural dye plants identification and rediscovery







Daun Engkerbai Laut = Warna merah kecoklatan



Daun Rengat Padi = Warna biru



Daun Mengkudu = Warna kuning



Daun Rengat Akar = Warna biru



# TRAINING ON NATURAL DYE EXTRACTION AND APPLICATION

How to produce the color...



Involving more than 120 member



Air drying the newly dyed threads



# TRAINING FOR QUALITY PRODUCTION

1. Standardized products
2. Diversification of woven & dye products  
(powder and paste)
3. Support organizational management





- promote the local group into the small scale woman enterprise network
- Improving markets access and creating demand
- Integrate into village development plan



Micro entrepreneurs which has standardized production



# PROMOTION AND EXHIBITION

ASPPUK on New York fashion week  
parade (2017)



Diversification of products





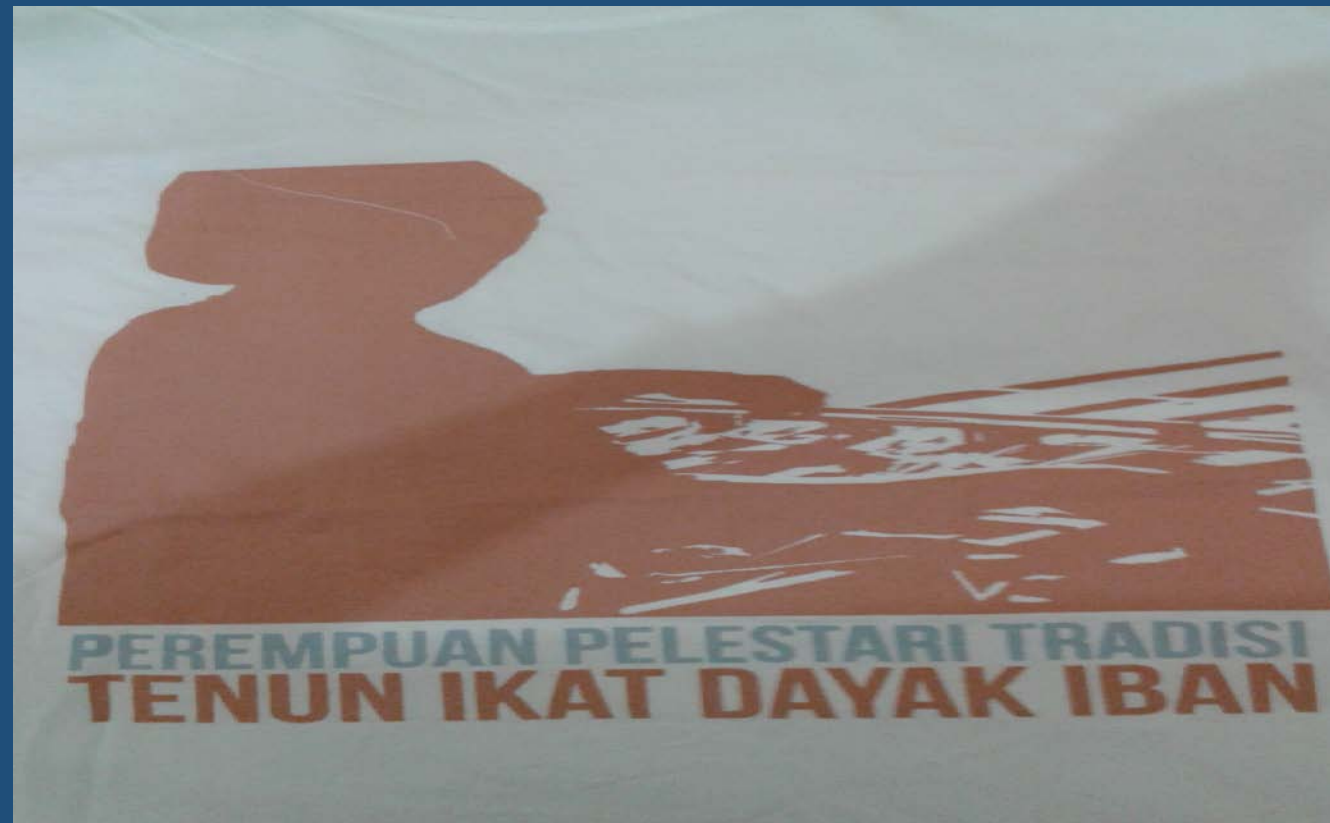
## Group Products sales by ASPPUK in 2016-2017

various woven	selling/month	frequency	basic prices	Total (Rp)
scarf	50	12	100.000	60.000.000
Pashmina	10	12	700.000	84.000.000
weaving	5	12	1.200.000	72.000.000
				216.000.000
Woven products	Selling/month	frequency	Basic price	Total (Rp)
bracelet	20	12	20.000	4.800.000
ornaments	10	12	50.000	6.000.000
mats	5	12	200.000	12.000.000
Sumber: Mitra ASPPUK dan 5 KUB				22.800.000



# CHALLENGES

1. ADVOCACY FOR LOCAL AUTHORITIES & RELATED AGENCIES SUPPORT (industry, trade, micro financing)
2. TECHNICAL ASSISTANCE TO IMPROVE WOVEN QUALITY AND ORGANIZATIONAL MANAGEMENT
3. MARKET AND DEMAND INTERVENTION
4. INVOLVEMENT IN MORE EXHIBITION AND SELLING NETWORK



TERIMA KASIH

