JALA Setara; An apps to trace and reach independent smallholders in Jambi province

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JALA Setara background

• JALA Setara means: Jaring Laba-laba/Spider web, means the tools to catch, to reach, to trace and to connect to the ISH
• JALA Setara is base on Android to reduce paper use for questionar. Using paper too much is not sustainable.
• JALA Setara is the tools to trace (collecting the data of smallholder, perform of the farmer, GPS location, status of the land)
• JALA Setara is the tools to reach (creating the intervention, relation, connecting and supporting)
• JALA Setara is the tools to perform the farmer (recording of activities of the farmer)
• JALA Setara can help to create the model of intervention to ISH (Legality, GAP, environment problem)
How JALA Setara inform the traceability?

- **Petani**
  - Profil petani
  - Activitas
  - Produksi
  - Lokasi/GPS
  - Peta
  - Luas
  - Status lahan

- **Sub Agen**
  - Profil Agen
  - Produksi (base on anggota petani)
  - Lokasi/Posisi kantor/rumah
  - Status agen

- **Agen**
  - Profil Agen
  - Produksi
  - Lokasi
  - Status Agen
  - kontrak

- **Suplier/DO**
  - Profil suplier
  - Produksi
  - Lokasi
  - Status Agen
  - kontrak

ISH and complicated chain production
JALA Setara have tested in ISH who send FFB to 4 mill of Asian Agri in Jambi Province

Since July-October 2016, JALA Setara have collect the data base of 17,452,85 Ha owned by ISH.

700 Ha data RSPO certified

JALA Setara tested in Asian Agri area in Jambi province.

Traceability is the way for:

- empowerment
- sustainability
- intervention
- relation: partnership (connecting)
- engagement
- monitoring
Traceability will help you to know, to reach, to help, to connect, to support, to strengthen and embrace your partner.

“Traceability is the way to sustainability”

Terima kasih