

Portabed: Bio-Portabed: Organic farming for better future

Malang, IndonesiaMalang, Indonesia



Gusti Ngurah Ke...





Year Founded:
2013

Organization type:

for profit

Project Stage:

Start-Up

Budget:

\$10,000 - \$50,000

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Project Summary

Elevator Pitch

Concise Summary: Help us pitch this solution! Provide an explanation within 3-4 short sentences.

Bio-Portabed is an innovation that utilizes organic waste into plant nursery blocks (seedbeds) containing PGPR (Plant Growth Promoting Rhizobacteria) so that farmers can reduce the use of synthetic chemicals. Portabed initiate organic farming in Malang and help provide healthy food for the people.

WHAT IF - Inspiration: Write one sentence that describes a way that your project dares to ask, "WHAT IF?"

What if all of the people can get a healthy food and also can build their own simple organic farming in their house?

About Project

Problem: What problem is this project trying to address?

(1) Horticulture is a major agricultural commodities in Batu, Malang, East Java. Since the green revolution up to now, farmers in Batu still relies heavily on pesticides and synthetic fertilizers that can damage the land and leave residues on food. (2) Future trends in urban communities is the interest in organic food for health reasons. But organic food is difficult to obtain and its price is relatively expensive.

Solution: What is the proposed solution? Please be specific!

(1) Bio-Portabed initiating organic agriculture through innovative plant nursery. Seedlings planted in blocks which is made from organic agricultural waste. Block contains PGPR so as to reduce the use of synthetic chemical fertilizers. (2) Bio-Portabed makes a package of gardening in a simple box called iPlant-Box. This package contains blocks of compost, seeds, PGPR, simple farming equipment and gardening guide books. So that people can practice organic farming in their home. People can produce healthy organic food and can easily access it every day they want. (3) We have agricultural training agenda in the Darul Azhar Malang Orphanage. This activity aims to foster young people's interest in agriculture.

Awards

(1) Best 5th Project of Young Social Entrepreneur 2015 in Indonesia and (2) 3rd Winner Horticulture Idea Competition 2015 in Indonesia

Impact: How does it Work

Example: Walk us through a specific example(s) of how this solution makes a difference; include its primary activities.

(1) Bio-Portabed using agricultural waste materials. Organic waste is a major sanitation problems around agricultural land. (2) Bio-Portabed is portable and contains PGPR thus increasing plant growth and decrease dependence on chemical fertilizers. (3) Through the synergy between farmers, society and the younger generation, Bio-Portabed try to help provide healthy food and improving food accessibility.

Impact: What is the impact of the work to date? Also describe the projected future impact for the coming years.

(1) the younger generation will recognize the importance of agriculture for life. (2) Organic food in the community, especially in the Darul Azhar Orphanage is available and the community has implemented a system of organic farming. (3) In the future farmers will use "bio-portable" and start organic farming. People will more easily get organic food because they have been using iPlant-Box in their garden.

Spread Strategies: Moving forward, what are the main strategies for scaling impact?

(1) Segmenting - Geography segmentation: Regional Batu and Malang - Demographic Segmentation: Gapoktan (Farmers Group Association), Organization of Organic Market and Agricultural Industry. (2) Targetting: farmers particularly horticultural farmers who grow vegetables, fruits, and

floriculture like chrysanthemums. (3) Positioning: Bio-Portabed is a on-farm technology at low cost which can encourage farmers to implement the system GAP (Good Agricultural Practice) (4) Regeneration: Training and education

Sustainability

Financial Sustainability Plan: What is this solution's plan to ensure financial sustainability?

(1) R/C ratio: 1,88 (2) Break Event Point production: 419 portabed media (3) Break Event Point Income: Rp. 501799,- (4) Break Event Point price: Rp. 636,575,- (5) Capital comes from the team and funding from various parties (6) The results of product sales is capital for the procurement of goods and production facilities. (7) Additional income is obtained through cooperation with the organizers of the expo agricultural and horticultural.

Marketplace: Who else is addressing the problem outlined here? How does the proposed project differ from these approaches?

Another project moving in separate sections such as making organic fertilizer or organic pesticides. While Bio-Portabed want to incorporate all of it in a good business management include the provision of seeds to farmers and iPlant-Box for urban communities and provide agricultural education which is conducted on the younger generation in Darul Azhar Malang Orphanage.

Team

Founding Story

Starting from 2013 the idea to make a planting medium from organic waste arises from Ngurah and Indra. They joined in a team when the race authorship scientific paper in one of the colleges in Jember. The idea came during a discussion with other participants on the utilization of organic agriculture waste. In fact Indra and Ngurah are students of the Faculty of Agriculture. Every frequent field visits they often find heaps of organic waste from horticultural farmers activity on agricultural land along the road shoulder. It became the basis for them to immediately realize this idea. Until now Portabed has a big dream to continue working and moving not just for himself but for Indonesia.

Team

(1) Gusti Ngurah Ketut Budiarta as CEO Educational Background: Plant Protection Department, Agriculture Faculty, Brawijaya University Capability: Bacteriology, Mycology and Plant Pathology. (2) Ike Novitasari as Finance Educational Background: Land Resources Management Department, Agriculture Faculty, Brawijaya University Capability: PGPR (Plant Growth Promoting Rhizobacteria) and Soil Biology. (3) Andriani Anggi Sarastiti as Marketing Educational Background: Agribusiness Department, Agriculture Faculty, Brawijaya University Capability: Agriculture social and economy. (4) Naufal Abiyasa Pratama as RnD Educational Background: Plant Breeding Department, Agriculture Faculty, Brawijaya University Capability: Plant seed production and Breeding (5) Mahindra Dewi Nur Aisyah as Operational Educational Background: Plant Protection Department, Agriculture Faculty, Brawijaya University Capability: PGPR (Plant Growth Promoting Rhizobacteria) and horticulture pest management

File attachments:

 [unilever.compressed.pdf](#)

Background

Please confirm how you heard about the Unilever Awards:

I get the information from www.opportunitydesk.org

Please confirm your role in the initiative (eg Founder/co-Founder) and your organisational title:

Co-founder of Portabed

Which of the 8 UN Global Goals (Sustainable Development Goals) pre-selected for this competition does your solution relate most closely to? [select all that apply]

Zero Hunger, Responsible Consumption and Production.

Leadership and the Unilever Awards

Please provide examples of any previous entrepreneurial initiatives you have pioneered.

Previous project I've ever done is the manufacture of environmentally souvenirs made of acrylic called Filostik. The craft made of natural materials such as leaves, twigs and seeds kemudian formed into various types of necklaces, key chains and bracelets.

Beyond your existing team, who else are you working with to achieve your objectives, eg partners, advisors, mentors?

- (1) Plant Protection Department, Agriculture Faculty, Brawijaya University.
- (2) Student Research Centre of Agriculture Faculty, Brawijaya University.
- (3) Darul Azhar Orphanage.
- (4) Social Service of Malang, East Java.
- (5) Urban farming community "Malang Berkebun"

Source URL: <https://www.changemakers.com/globalgoals2015/entries/portabed>