



Founded in November 2014, Du'Anyam (“Mother’s Weaving” in the local Flores language) produces and sells wicker crafts sourced from women artisans in East Flores in the province of East Nusa Tenggara, Indonesia. It has also expanded its reach to the province of South Kalimantan. Du'Anyam gives entrepreneurial training to women weavers and opens distribution channels for wicker craft products. This significantly improves their financial capacities and overall well-being. Their families are also given better access to health care and education. Du'Anyam has worked with over 1,400 women across 54 rural villages in Indonesia.

B2B transactions account for 90% of the business. Du'Anyam products are used as corporate souvenirs, home decor, or as part of hotel amenities. Their main customers include some of the biggest domestic companies, such as Indonesia Power and Bank Indonesia. In 2022, they launched four woven products (baskets and a placemat) with IKEA Indonesia.

### Impact Background

Named after the Portuguese “Copa de Flores” or “Cape of Flowers”, the Island of Flores boasts of its volcanic mountain ranges that form complex valleys and knife-edged ridges<sup>1</sup>. This landscape dramatically contributes to preserving the Florinese culture, a mixture of ancient traditions and outside influences. Pre-colonial rituals are still being practiced during harvest, marriage, and funerals. These are accompanied by shrines, megaliths, and stone altars that further preserve traditional stories.

<sup>1</sup> Flores island, Indonesia; History, Ethnic and Languages ([floresxotictours.id](http://floresxotictours.id))

### IMPACT OVERVIEW

Empowerment of women artisans in rural Indonesia through sustainable income generation that also encourages the preservation of weaving tradition and promotes peatland preservation

No. of beneficiaries	1,400 women
Average income increase	+40%

### COMMUNITY

	<b>Country</b>	Indonesia
	<b>Municipalities</b>	East Flores, South Kalimantan
	<b>Communities</b>	Lamaholot

Despite the richness of its culture and landscape, Flores is not spared from the vicious cycle of poverty. The province of East Nusa Tenggara alone records 27.4% of the population living below the poverty line<sup>2</sup>, almost triple Indonesia's national poverty rate<sup>3</sup>. Maternal and infant mortality rates have been one of the highest in the country. Chronic malnutrition has also been prevalent due to a lack of healthcare facilities. The situation is worse in the district of East Flores, where agriculture is the most prominent source of living. Families rely mainly on subsistence agriculture as a food source, making their food supply vulnerable to adverse weather conditions and pests.

The Lamaholot people (approximately 200,000 members) are one of the native inhabitants of the Eastern part of Flores, along with the other tribes Adonara, Bugis, and Bajo. They have a distinct system of ritual leadership and practice many cultural rituals, especially during marriage and harvest season. They speak the Lamaholot language in different dialects<sup>4</sup>. The people are known for their weaving technique *Sobe*, passed on to generations of ethnic Lamaholot communities. Weaving traditions trace back to the pre-colonial era. However, this has become progressively less popular among the younger Florinese since it has not historically generated income.



### Impact Delivery

Du'Anyam brings a holistic approach to improving the lives of the women in East Flores by tapping a skill that has already been embedded in their culture- wicker weaving using palmyra leaves. By providing a market for weavers to sell their crafts, Du'Anyam provides women with an additional and more regular source of income. This addresses the seasonality and vulnerability challenges of subsistence agriculture. Du'Anyam matches the design with market demand, provides raw materials and direct pick-up of products, and makes immediate payments. The artisan skills are enhanced by entrepreneurial mentorships such as financial training, digital literacy, materials selection, and quality control. Women weavers are paid by the piece. For every basket and placemat sold, 25% is paid to the women weavers. For other products like bags and wallets where only intermediate parts are made in the villages, 15% is paid to the weavers. For all products sold to IKEA, 40% goes to the weavers. Non-IKEA orders have a lower percentage of payment to the weavers since Du'Anyam must bear shipping fees, which are costly because of East Flores' remote location. IKEA manages its own logistics. Overall, women weavers reported a 40% increase in household income which they used to improve their health and the well-being of their families. The enhanced income combined with the training has given

women a new sense of empowerment. This has resulted in improved self-confidence and increased belief in their abilities to make their own decisions and become leaders in the communities.

To further promote the preservation of the weaving culture, Du'Anyam has partnered with 2 schools in East Flores to conduct extra-curricular weaving classes for high schoolers. This way, the youth are encouraged to appreciate weaving and follow in their mother's footsteps.

For the past 8 years, Du'Anyam has partnered with over 1,400 women across 54 rural villages. While 71% of the artisans, or 1,000 women, are in East Flores, Du'Anyam has also expanded its work in the province of South Kalimantan. The Kalimantan weavers use *purun*, a plant that grows widely on peatlands, as their primary raw material. In 2020, Du'Anyam collaborated with the Indonesian Peatland Restoration Agency to conserve South Kalimantan's peatlands. Peatlands support biodiversity, play an essential role in flood reduction, and act as natural carbon

<sup>2</sup> [Indonesia's Provinces with Most Poverty Population \(indonesiaexpat.id\)](https://indonesiaexpat.id)

<sup>3</sup> [Indonesia: Poverty | Asian Development Bank \(adb.org\)](https://www.adb.org)

<sup>4</sup> ["Paying in Words, Buying the Harvest." Reflection on Forms of Exchange in Eastern Indonesia \(eastern Flores, West Lamaholot, Indonesia\) \(openedition.org\)](https://www.openedition.org)

trappers<sup>5</sup>. By developing a market for products made from purun, communities in South Kalimantan now have a financial incentive to preserve peatlands where the purun grows.

#### Outcome

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<i>Improvement of livelihood and overall well-being</i>	<ul style="list-style-type: none"><li>▪ Increases the income of women weavers by 40% and increases financial savings by 30%, giving them opportunities to improve the health, education, and well-being of their families</li><li>▪ Improves self-confidence among women weavers and strengthens their capacities as leaders and decision-makers</li></ul>
<i>Culture preservation</i>	<ul style="list-style-type: none"><li>▪ Promotes the value of wicker craft not only as functional items but as products that carry century-old traditions and unique weaver skills</li><li>▪ Sustains the culture of weaving by introducing it to the younger generation for them to appreciate and perpetuate</li></ul>
<i>Environmental preservation</i>	<ul style="list-style-type: none"><li>▪ Incentivizes the preservation of peatlands by widening the market of <i>purun</i>-based products</li><li>▪ Ensures protection of the area where the palmyra trees grow through regular maintenance and replanting, strict prohibition of premature harvesting and illegal felling, and application of compost fertilizers</li></ul>

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<sup>5</sup> [Peatland factsheet.pdf \(ceh.ac.uk\)](#)