

# UPNVJ Supports Strengthening of the MSME Ecosystem through Technical Guidance for Prospective MSME Mentors in Depok City

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**UPNVJ Public Relations** – As one of the partners of the Depok City Government (Pemkot), the National Development University “Veteran” Jakarta through the Institute for Research and Community Service (LPPM) supports the strategic efforts of the Depok City Government in organizing the Technical Guidance (Bimtek) activities for Prospective MSME Companions.

The technical guidance, which took place at Wisma Hijau, Depok, was held for two days from July 28 to 29, 2025.

This activity is a follow-up to the recruitment process for prospective MSME mentors, which previously also involved UPNVJ. Both the Depok City Government and UPNVJ organized this activity to equip participants with the knowledge and practical skills to effectively and sustainably mentor MSMEs.

The event was officially opened by the Head of the Depok City Cooperatives and Micro Enterprises Office, Drs. Mohamad Thamrin, S.Sos., MM. In his remarks, he emphasized that MSME facilitators play a central role as the vanguard in empowering the local economy. He also emphasized that facilitators with competence and integrity will be strategic partners for the government in realizing independent, adaptive, and competitive MSMEs in the digital era and global markets.



During the event, UPNVJ actively participated by providing resource persons, including lecturers from the Faculty of Economics and Business (FEB) and several other partner institutions. The speakers presented a variety of practical materials tailored to the needs and challenges faced by MSMEs.

The first topic presented was preparing simple financial reports, with the goal of improving participants' capacity to help MSMEs record and manage their finances in an organized, accountable, and structured manner. Participants also received training on entrepreneurial vision, mission, and mindset, as well as essential *coaching* techniques for supporting entrepreneurs holistically.

To address the challenges of digitalization, the training also covers digital *marketing* strategies relevant to MSMEs. This material teaches participants how to utilize social media and various other digital platforms to expand the market reach of local products. Furthermore, participants are equipped with the skills to develop a *Business Model Canvas* (BMC) and a *business plan* as a foundation for developing a systematic and sustainability-oriented business strategy.



Other important aspects of the training include product, consumer, and competitor analysis, as well as an understanding of the importance of business ethics in marketing MSME products. With this knowledge, prospective mentors are expected to be able to support MSMEs not only technically but also in building highly competitive businesses while upholding ethical principles.

This activity was enthusiastically received by all participants, who actively participated in discussions and practical sessions. The collaboration between the Depok City Government and UPNVJ in implementing this technical guidance demonstrates the synergy between academia and local government in creating a resilient, innovative, and inclusive MSME ecosystem.

Through active involvement in this activity, UPNVJ reaffirms its contribution in implementing the Tri Dharma of Higher Education, especially in the aspect of community service, while strengthening the role of higher education in supporting knowledge-based regional development.

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