



IPB University
— Bogor Indonesia —

Integration of SDGs in

- Institutional governance/strategic level
- SDGs in research
- SDGs in campus operations
- SDGs in curriculum development**
- SDGs in student engagement activities**
- SDGs into community activities**
- SDGs at a whole-institution level

Focus on

- Goal 1 - No poverty**
- Goal 2 - Zero hunger
- Goal 3 - Good health and wellbeing
- Goal 4 - Quality education**
- Goal 5 - Gender equality
- Goal 6 - Clean water and sanitation
- Goal 7 - Affordable and clean energy
- Goal 8 - Decent work and economic growth**
- Goal 9 - Industry, innovation and infrastructure
- Goal 10 - Reduced inequalities
- Goal 11 - Sustainable cities and communities
- Goal 12 - Responsible consumption and production**
- Goal 13 - Climate action
- Goal 14 - Life below water
- Goal 15 - Life on land
- Goal 16 - Peace, justice and strong institutions
- Goal 17 - Partnerships for the goals**

One Village One CEO (OVOC)

Summary (max 300 words)

IPB University has implemented the [One Village One CEO \(OVOC\)](#) program to encourage fresh graduate students to pursue agriculture and empower rural communities in Indonesia. This program aims to initiate farmer regeneration and improve the community's well-being. The OVOC program was initiated by the Directorate of Student Affairs and partnered with several companies in Indonesia.

Initiated in 2019, The OVOC program has been able to improve the welfare of the community. By introducing innovations to the farmers, the program has contributed to the increase in productivity and added value creation. It also has linked farmers with conventional and e-market and it has promoted product sales of the farmers. Sukanagalih Village, Cianjur Regency, West Java, is one of the villages where the OVOC was implemented. By participating in the program, villagers have become more productive and been able to utilise local resources to produce various added-value products, such as planting media, potteries made from coconut fiber and moss, organic fertilizers, various ornamental plants, and other processed foods from ginger, strawberries, shredded fish, and chips. These products have penetrated the export market to 11 countries, including Malaysia, Thailand, Vietnam, Myanmar, Singapore, South Korea, Taiwan, Japan, United Arab Emirates, Saudi Arabia, and Turkey.

Until 2021, the OVOC program has been implemented in 3 provinces, 22 regencies, and 119 villages. This program also integrates with the socio-preneur curriculum at IPB University. IPB has a series of socio-preneur programs, including CEO School, Start-Up School, Student Innovation Program, Young Agripreneur Camp, and Student Entrepreneurial Funding. About 1392 students have participated in this learning curriculum, and as many as 103 students, 10 expert teams, 51 innovations, and 17 practitioners have been involved in the OVOC program.

Benefits (3 points):

1. Improving the rural economy in 119 villages, 22 regencies, and 3 provinces through training, coaching, and market development involving multi-institutional cooperation (business, academics, and government).
2. Developing high-quality and sustainable products through training, facilities, and regional, national, and export market development is crucial.
3. Integrating socio-entrepreneurs curricula in agriculture for a better quality of education and community well-being.

Barriers or challenges (3 points):

Based on our experiences, the success of this program depends upon:

- Careful planning and committed management
- Constant learning and innovation
- Negotiations with partners
- A willingness to take on the challenges of developing markets to open up new opportunities for the rural community

Conclusions and recommendations (max 200 words)

This program has helped create jobs and increase economic growth in rural areas. It has also been able to encourage the younger generation to enter agriculture. We need to scale up the program on Java Island and in various parts of Indonesia. For better outcomes, we need to design the program carefully.



Fig 1. Rector of IPB University with the Governor of West Java Province inaugurates production facilities of OVOC in Village of Cikajang - Garut



Fig 2. Lecturer and student from IPB University deliver training on minimise pineapple eco-enzymes to minimize waste