



# SUCCESS STORY

## NOVEL INTERNSHIP PROGRAM UPGRADES FIRMS' ICT USAGE AND FUTURE ICT CAPABILITIES, OFFERS LESSONS FOR FUTURE



*“IAP interns were exactly what my company needed. Even though we already had a strong IT team in place, our IAP students brought in fresh ideas that we were able to implement immediately, saving us money and improving the way which our company operates.”*

— Steven Palmer  
Founder, Surfer Girl

Firms in Indonesia are often slow to adopt Information and Communication Technology (ICT) that could strengthen their competitiveness, due to lack of understanding of the benefits and fear that it is too costly. At the same time, Indonesia's best universities are producing graduates with an advanced understanding of ICT, but little insight into how this knowledge can be translated into the business world.

SENADA and Cisco partnered to create a first-of-its-kind “Industry Attachment Program” (IAP) that brought firms and students together, educating both and putting firms on the path to improved operations through better usage of ICT. The program, carried out with the assistance of five universities that took steps to institutionalize the program so it can be sustained in the future, involved 100 students and 86 firms.

The students (all alumni of Cisco's Network Academy Program, a successful global program that provides university students with advanced training in networking) participated in an “IT bootcamp” and subsequent workshops to hone their conceptual IT knowledge and their ability to apply this to SME needs through diagnostic assessments and short- and long-term IT planning. Over a five-month period, they spent 77 days helping firms assess how to better use ICT, culminating in the development of an “ICT Road Map” that laid out how each firm could optimize its long-run utilization of ICT. A competition for the best road map – judged by SENADA, Cisco, and ICT practitioners – was held, with three winners awarded trips to Cisco headquarters in San Francisco in November.

61 students successfully completed the rigorous program, with several internships producing outstanding results. A furniture company was able to implement an electronic method for inventory tracking and cost calculation for a fraction of the normal cost; a garment company developed a tangible Disaster Recovery Plan; and several firms improved their human resources or created websites. Even though SENADA's support to the program is ending, at least three current IAP universities have committed to conducting a 2009-10 round of the program, and Cisco plans to expand the program not only in Indonesia, but in Malaysia, Cambodia and Singapore as well. 90 percent of all surveyed firms vowed to participate again in future rounds.

SENADA is a four-year, USAID-financed project whose goal is to increase Indonesia's economic growth and employment by improving the competitiveness of major, labor-intensive light manufacturing industries.