

# SESI

## Subud Enterprise Services International

Before you start thinking about enterprises, the committee should set up a group of experts or a body of consultants – which Bapak has often described. This body should consist of those among you who have expertise in some field. It should combine expertise in whatever fields you have it in – business, trade, technical matters, production, industry, marketing. How many people will be on this consulting body or this group – which is usually called SES or Subud Enterprise Services – depends on what you need and how many people you have available. The purpose of this group of experts is to give guidance, help, and supervision to those who are going to do the enterprise.

For example, if a group wants to start an enterprise in the field of agriculture, then they should be advised, helped, and put on the right track by an expert in the field of agriculture. If they do an enterprise in another field, then again they should be guided and put on the right track by an expert in that field.

*82 SYD 2 Sydney, Australia May 11, 1982*

Subud Enterprise Services International (SESI) was re-established at the 2010 World Congress, and was given a mandate to "Review Bapak's advice and guidance regarding Subud enterprise and to summarize and embody a common understanding regarding the meaning, importance and role of Enterprise to Subud". The document was completed at the end of 2011; presented to the WSC, revised, approved and published. SESI then took this as guidance for the development of its strategy and work programs, and obtained WSC approval for its annual work plans and budgets.

The primary policy issues that evolved from the study were:

- To acknowledge that all Subud members were engaged in their own personal enterprises; that is, they were putting their talents into practice to care for their individual or family's needs no matter what work they did; whether they owned their own enterprise or worked for someone else. From this personal income the members contribute to Subud on an entirely voluntary basis.
- That Bapak advised us it would not be possible to fund all of our Association's needs from donations in this way -- for good Subud houses; helper travel; care for our members and so on, as well as to fund the outer activities of our Affiliates in their work in the world. This is because the task is too great for us to rely on each individual member acting alone. It requires a collective effort of us all. Just as it is recommended that we do latihan together so we need to find ways to work together to support our Association's needs as well.
- The way to establish enterprises designed to fund our Association's needs, as against supporting the personal and private enterprises of individual members, was to appreciate that those members who were experts in business needed to come together and, on top of the work they usually do, to act in concert to plan the establishment of enterprises, and that these enterprises are formed as limited liability companies of shareholders of the membership, with elected Boards and paid

management. The shareholding should not be dominated by just a few members, and the shareholders donated a percentage of profits or dividends to Subud.

- In this way we are acting free of our own individual needs, wants and self interest for the benefit of Subud as a whole. We are returning something to Subud. In this way, also, we can learn the true meaning of harmony in working collaboratively together.
- Within this context our Subud Committees' function was to motivate these experts to come together in order to establish these collective enterprises (as well as collective efforts to engage in creating Subud schools, homes for the elderly and hospitals/clinics etc.).
- The function of SESI was to support the establishment and work of these expert groups, primarily at International and National levels and to seek support funding until we had a World Bank or Financial Institution to assist with financing.

#### SUMMARY OF ACTIVITIES

- From these inputs, SESI established a strategy to set out to demonstrated this rejuvenation through initiating the formation of a business experts' group, headed by Ruslan Morris, to manage and finance the initial phases of several international enterprises in Kalimantan. It must be noted that the strategy employed was not to go out to the general membership for start-up funding but to fund the initial development of these enterprises through the "founding" experts' group. However once any enterprise was up and running then further shareholders would be brought in to expand the business and ensure that the original investors did not retain a majority ownership of the company. The first Kalimantan Enterprise is expected to start sending profits to Subud in 2014.
- SESI began work on a Phase 2 in 2013 designed to expand the Kalimantan enterprise development model to other business expert groups to be formed in other countries. To date the USA has committed itself to form such a group.
- To support this effort, SESI has been working to create data bases of business experts across all sectors and disciplines in Subud. The software has been produced by the "Intranet" team but population of the database has been constrained by a delay in receipt of promised funding, only recently resolved.
- SESI has worked closely with SES Representatives, notably in Australia, the UK and the USA. Recently SES

Representatives were appointed in Ecuador and Mexico, and the UK Representative moved to Spain and established an innovative Zonal SES Representation.

- Not a few members have approached SESI to support the development of their personal enterprises. These include artists and handicraft manufacturers seeking agents; members wishing to start schools or retirement communities, members looking for business partners, and members wishing to develop or expand existing, general businesses. SESI has responded to this in all cases by trying to put members together to support each other and by trying to get other Affiliates to support those enterprises in the arts, education and care arenas, but with only modest success. In general SESI seeks to develop more local, national and group support for individual members' enterprises though SES Representatives and through their web site, but would like to see the other Affiliates more active in social enterprise fields rather than in just humanitarian work.
- SESI proposed to SDIA that they jointly establish a Virtual Micro-Credit program but we were unable to establish the grass-roots mechanisms for identifying local NGO's with the credibility to manage the field-work.
- SESI has funded its work through donations from enterprises it has assisted and has received funds from the general WSA budget only in support of attending WSC meetings.

#### ISSUES & CONSTRAINTS

a. The Enterprise Model — SESI has taken as its model the advice and guidance that Bapak gave us in establishing, firstly, a World Bank and then building the S.Widjojo office building in Jakarta, as significant projects. However, SESI has always appreciated that it will take time to rebuild confidence and a structure to be able to turn again to the Subud enterprise model that Bapak proposed and demonstrated. It is for this reason that it has approached the issue more in the form of establishing smaller enterprises in an "incubation model" as in Kalimantan; enterprises started by a number of pioneer investors willing to convert to a larger enterprise pattern, notably to enlarge the shareholding base to expand the business as a formal Subud enterprise, at a later date. However it is to up national bodies to support this approach or to create enterprises with a larger, more national range of shareholders at the start. Either way SESI's function is to actively support such developments.

b. Incubation Model -- SESI also seeks, through this incubation model to bring those members with business experience and expertise together to help and support each other and, through this, to gain confidence so that they may form working groups to develop larger Subud enterprises in time. SESI sees this developing in several ways:

- The formation of some suitable form of Chamber of Commerce established and managed by the Subud business community.
- The provision of services to support the integration of business approaches to the development of better Subud Centers, through appropriately improved rental potentials ; advice on design and management of new or renovated Centers etc.
- The provision of services in support of both for-profit or non-profit social enterprise developments such as retirement communities, elder-care facilities and schools whether linked to Subud centers or as stand-alone facilities and linked to other Affiliate/Wing involvements for technical resources.
- To manage the database of members skills and expertise in all disciplines and to make these lists available in appropriate ways to national bodies, Centers and Affiliates.
- To establish SES representation at the Zonal level in support of Zonal Enterprise approaches and to encourage more National SES activities.

## 2014 PUEBLA CONGRESS

Resolutions: SESI has presented a proposed resolution to Congress in respect to establishing itself as a separate Affiliate under WSA supervision. In addition it requests a policy decision on whether to explore options towards establishing an new Financial Institution to support enterprise developments. SESI has produce a background paper and set aside time and space for two workshops on these issues should they be required to help guide Congress decisions.

Election of a new Board or Boards: Subject to policy directive, as above, SESI will need to appoint permanent working parties and a new Board or Boards at Congress.

Other SESI Activities at Congress: A display of about 30 members' enterprises; a workshop of Subud business owners and experts on the establishment of a form of Chamber of Commerce; a presentation to shareholders from the Kalimantan Gold Corporation; a workshop of Subud property developers and managers to establish an appropriate form of support to Subud Centers, to the development of Elder Care and Retirement Communities and Subud Schools.

SESI Board:

Rashad Pollard, Ruslan Morris, Stuart Cooke, Lewis Olds

Advisor:

Harris Madden.

Web Site: [subudenterprise.com](http://subudenterprise.com)

