



**To SES National Representatives**

**cc WSA, Zonal Representatives; Committee and Kedjiwaan Counselors; National Chairs**

**Subject: Update on SESI activities**

This memo includes an up-date on current activities at SESI and a summary of what's happened at SESI since the 2010 World Congress and the June/July 2011 WSC meeting in Rungan Sari. We will be sending you more updates as we progress with the hope that this process will lead to a closer working relationship between SESI and National SES bodies.

Since the new SESI was appointed at the World Congress we spent a significant amount of time producing the summary of Bapak's advice and guidance concerning enterprise that was requested by Congress. We felt we could not fully understand what our role at SESI should be until this document had been compiled, and approved by the WSA. This took over a year to accomplish. It was no easy task to review well over two hundred talks by Bapak and review inputs from all World Congresses on the subject, and then condense the results into a coherent summary. The final report can be found on our web site at: [www.subudenterprise.com](http://www.subudenterprise.com). It includes 9 pages of summaries and analysis with insights on how to start an enterprise and avoiding failure, all referenced to the talks. A 26-page appendix includes the referenced excerpts, each linked to the complete talk at [www.subudlibrary.net](http://www.subudlibrary.net).

Below is a summary:

1. If Subud is to grow and find its right place in the world we need to show the proof of the working of the latihan in the world, for all to see. To accomplish this, we need to create significant social and humanitarian projects supported by business enterprises.
2. We need to make sure, also, that our Association has a flow of sustainable funding from a share of enterprise profits. In this way our Association will become self-supporting and self-sufficient in meeting its obligations to its membership — to ensure members have access to the latihan; for adequate Subud Houses; for regular gatherings, meetings and congresses that the whole membership can afford to attend, and for helper travel, and so on.
3. We cannot accomplish these aims adequately if we each act independently of one another. If Subud is to grow and prosper we need to pool the technical expertise and financial resources available within our Association and, through finding ways of working collaboratively together, develop significant projects.
4. Our Affiliate and Wing organizations have been created to facilitate this process within their respective fields. The SES field is enterprise development.

*The report underscores the vision that Bapak gave us concerning the establishment of these larger enterprises and projects:*

5. Bapak gave us a model, first through creating a Subud Bank (in 1971) and then to motivate us to establish substantial Subud businesses and afterwards the S.Widjojo Centre in the late 1970s and then International Centers (represented by Anugraha), and later the important task to develop Central Kalimantan, and so on. At the same time Bapak constantly asked us, where were the substantial schools, hospitals and homes for the aged that he urged us to develop?
6. Clearly these projects were a different model from the personal enterprises that may be created by one or more Subud members as their own businesses. While it is understood that we certainly want to support the enterprises (whether for-profit or non-profit) that individual members

establish, we also need to focus our efforts through harnessing the combined talents, skills and financial resources available within our Association, in a collaborative way so that we could undertake more, and larger projects.

7. Bapak stressed that because starting substantial social and humanitarian projects and enterprises is so fundamental to the development of Subud in the world, such activities need to be motivated and encouraged by our Subud Committees on all levels.
8. Bapak stressed that these larger scale activities that are supported through investments or donations from the membership at large need to be overseen by competent, independent supervisory bodies to make sure they meet the goals that are established for them. At the same time, the enterprises themselves would be operated and managed independently of our Association itself.
9. The report notes that we were not able to institutionalize and sustain this vision that Bapak had given us for many reasons.
10. It further stipulates that we can acknowledge that our Association, on all levels, continues to suffer from quite severe financial constraints.

SESI's response has been to consider how we might practically go about rejuvenating the vision that Bapak gave us.

1. We have rededicated ourselves to the original tasks established for SESI — to assist WSA, our Wings and Affiliates, and our Committees on all levels, to consider how they may be able to bring together teams of experts to establish these significant Subud Enterprises from the pool of willing talent available to them, whether for-profit or non-profit, and to help establish the supervisory function to oversee them.
2. Our role at SESI is to support this process but not do it or manage it ourselves. What we can do and are doing is to help Committees, whether WSA or National Committees to understand their role and how it is that motivating the establishment of these kinds of enterprises and social needs to become an essential part of the activities of our Association and its various Committees and membership on all levels.
3. We note that it is not the intention that our Association, itself, creates and owns Subud Enterprises. Our Association's role is to understand the importance and need for them, and to actively work to bring together those members with talent and skills to plan and execute their establishment. Once established, the business enterprise will be owned by its shareholders who appoint their own Board to manage it. In the non-profit sector "ownership" would rest with appropriate Boards.

To date:

1. We are well aware that it is not realistic to expect new international or national enterprises to spring up all over the world over night. We appreciate that doubts and uncertainties remain. We respect this. We appreciate that each country will develop its own strategies and purposes for SES. Our role is to support whatever those strategies might be. We do, however, expect that some countries will commit themselves to establish some form of National Enterprises, with the aim of bringing the membership that has real business expertise together into a forum that would seek ways to improve their national financing and prospects for funding more significant social and humanitarian work through establishing profitable enterprises. Such a forum would lead to the establishment of a working group that would produce a feasibility study and business plan that, once approved through the help of national SES bodies and/or SESI, could be implemented.
2. SESI has helped create a working group in Indonesia that is developing a feasibility study aimed at creating an independent, Subud-owned business in the financial field. We expect it will, initially, support enterprise developments in Kalimantan. Later we hope it will expand worldwide. We are tentatively calling this business FinCo. FinCo is designed to support the development of further enterprises and, through a share of its profits, to support the work of SESI as well. Essentially we see SESI as pioneering the concept of our Committees and Affiliates/ Wings, on all levels, working to establish such enterprises to support their respective financial needs. This approach has been approved by the WSC and WSA. If the feasibility study demonstrates it's a viable enterprise, an initial group of investors will be asked to form a working group to implement it. We

expect that the WSA and SESI will help form a Supervisory/ Oversight Board for this enterprise in consultation with its shareholders. Later still we hope to work with WSA to support the development of more international enterprises that will further support the financing needs of our international Association.

3. We will continue to provide support to the personal enterprises of Subud members through our liaison with SES National Representatives and through the SESI web site. We will work to further develop our web site, including the addition of databases of Subud experts willing to offer their expertise to Subud Enterprises or the enterprises of Subud members; a forum for blogs and discussions; a place where enterprises can promote themselves or seek help and support, not technical or financial. We hope National SES representatives will help us populate this web site and make it useful to national enterprises in their countries through providing liaison between the web site and their national enterprises. In the future we may be able to help individual countries to offer the SESI web site in other languages. Right now we can add links through the SESI web site to national SES sites.
4. We have established Sinar Investors' Association (SIA) in Indonesia to act as a conduit between Kalimantan Gold Corporation (KGC) and its Subud shareholders and to help us mutually explore the issue of oversight and support to our large-scale collective efforts in Kalimantan.
5. We have established a Web Services Shop in Jakarta, with WSA, that provides low-cost web services and is also working to develop the WSA database of the membership and national committees with their contribution/fundraising programs.

We, at SESI, are very much open to suggestions and proposals as regards how we can better support SES national bodies' needs; and how we can better function as SES International.

We intend to expand the SESI Board and are particularly interested in any members with financing/ banking expertise and someone to help us manage and develop our web site.

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