

## SESI — REPORT TO THE WORLD CONGRESS 2014

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". This document was completed at the end of 2011; presented to the WSC, revised, approved and published. SESI 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 exhaustive 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 a voluntary basis.
- That Bapak advised it would not be possible to fund our Association's needs from donations alone — for good Subud houses; helper and committee 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. It could only be done through the funding made available from income-producing businesses, businesses which we would create as a collective effort, for that purpose. Just as it is recommended we do latihan together, this offers us a way to work together to support our Association's needs as well.
- The way to establish enterprises for the purpose of funding our Association's needs and purposes was to appreciate that those members who were experts in business would come together and, on top of the work they usually do or the private, personal businesses they might run, act in concert to create 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 would donate a percentage of profits or dividends to Subud.
- In this way we can act for the benefit of Subud as a whole, free of our own individual needs, wants and self-interest. In addition we can learn the true meaning of harmony by working collaboratively together.
- Within this context our Subud Committees' function, at every level, was to motivate these experts to come together to establish these collective enterprises. A similar mandate was given for committees 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

- a. SESI established a strategy to demonstrate a rejuvenation from these inputs. It initiated 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 to the general

membership for start-up funding but to fund the initial development of these enterprises through a "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.

- b. 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 SESI is aware of at least two other "incubation model" groups that are being formed, one elsewhere in Asia and the other in Europe, who expect to report positive results by 2016, and the USA has committed itself to form a National Enterprise working group at their recent 2014 national congress.
- c. To support this effort, SESI has been working to create databases of business experts across all sectors and disciplines in Subud. The software has been produced by the WSA's "Intranet" team but population of the database has been constrained by a delay in receipt of promised funding, only recently resolved.
- d. 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.
- e. 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 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.
- f. SESI proposed to SDIA that they jointly establish a Virtual Micro-Credit program but we were unable to establish the grass-roots mechanisms for indentifying local NGO's with the credibility to manage the field-work.
- g. 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

- h. **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 support the Subud enterprise model 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 up to national bodies to support this approach or to create enterprises with a larger, more national range of shareholders at the very start. Either way SESI's function is to actively support such developments.

- i. **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 a new Financial Institution to support enterprise developments. SESI has produced 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' businesses; 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)