

Pupuk Indonesia Enhances Agricultural Productivity Through MAKMUR Safari

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In alignment with the Indonesian government's target to achieve food self-sufficiency within the next four to five years, PT Pupuk Indonesia (Persero) continues to demonstrate its commitment to fostering sustainable agricultural ecosystems. One of its strategic initiatives is the expansion of the MAKMUR program, with the latest effort being the MAKMUR Safari, focusing on rice cultivation in Cirebon, West Java.

This program aims to provide comprehensive agricultural assistance, encompassing technology, land mapping, balanced fertilization, and mobile soil testing services. Collaborative synergy is a key driver of its success. MAKMUR is a priority program of Pupuk Indonesia in partnership with the Ministry of State-Owned Enterprises (BUMN) to establish an integrated agricultural ecosystem and support the National Food Self-Sufficiency initiative.

Tri Wahyudi Saleh, Marketing Director of Pupuk Indonesia, stated, "We are bringing the MAKMUR initiative to the community, offering agronomic education and assistance, as well as introducing precision fertilization technology using drones for soil fertility mapping. The goal is to enable farmers to fertilize their crops with precision. Alhamdulillah, in this area, productivity has increased from 5 tons per hectare to 7 tons per hectare, across 61 hectares of farmland."

From January to October 2024, the MAKMUR program has empowered more than 152,802 farmers, covering 394,198 hectares of agricultural land nationwide. In West Java alone, the program has successfully implemented initiatives on 59,869 hectares, of which 45,425 hectares were dedicated to rice cultivation.

Through the MAKMUR Safari, Pupuk Indonesia offers a one-stop solution for farmers, including the adoption of PreciRice, a drone-based precision fertilization technology specifically for rice crops. This method provides several benefits, such as improving fertilization accuracy, enhancing plant nutrition, and reducing crop failure risks. Additional services include mobile soil testing, land mapping, and support from agronomists to boost productivity and farmers' incomes.

Furthermore, the program actively involves various agricultural stakeholders, including PT PLN Indonesia (for electricity network and power supply), Bank Indonesia (for electric pump assistance), Bulog (as a crop offtaker with a one-day service model), and agricultural organizations such as KTNA, HIMPO, and Perpadi.

West Java is an agricultural hub, and we are confident that, with collective effort, we can achieve food self-sufficiency by 2027, as directed by our President, Mr. Prabowo Subianto. This is a shared responsibility, and at Pupuk Indonesia, we are committed to ensuring sufficient fertilizer supply. As of November 2024, we have distributed 6.6 million tons of subsidized fertilizer. Let us work together to realize rice self-sufficiency, ensuring domestic needs are met for the prosperity of our society," Tri added.

Meanwhile, Zuryati Simbolon, Assistant Deputy for Food and Fertilizer at the Ministry of State-Owned Enterprises, who attended the MAKMUR Safari in Cirebon, expressed her optimism, stating, "Alhamdulillah, after three years of MAKMUR, we have collaborated with various BUMN stakeholders, including Bulog, which will serve as an offtaker. MAKMUR does not focus solely on rice but also includes commodities like corn, sugarcane, palm oil, and coffee. However, in 2025, we aim to prioritize rice. We hope the MAKMUR program can meet the nation's rice needs and achieve the food self-sufficiency goal outlined in President Prabowo Subianto's Asta Cita vision."