

MAKE A DIFFERENCE

DESTINATION:



Destination: GOOD

The AirAsia Foundation team talks shop about the people they meet and the ideas they come across as they travel the Asean region on their unique mission: to meet social entrepreneurs and explore ways to support their growth. airasiafoundation.com

Rural Economies, Revitalised



What's a 'social enterprise'?

A business that tackles social challenges and improves communities or the environment using profits from the sale of goods and services

AirAsia Foundation is an ASEAN accredited civil society organisation.



Contact Us!



Yap Mun Ching, Executive Director of AirAsia Foundation, is always on the lookout for exciting new social enterprises. Write in to foundation@airasia.com

Word Up!

Yap Mun Ching shares the rewards of working off the grid.



As an urbanite born and bred, I am useless in a rural setting. I hate creepy crawlies and have only recently started having plants in my apartment.

But in the course of evaluating applications, I find myself often in one village or another.

There was the night when I barely slept amidst the din of snorts and grunts from the livestock below. Another time, I sat under an umbrella indoors the whole evening after a lizard fell from the beams and missed my head by inches.

Uncomfortable though these moments were, they were compensated by the most memorable experiences.

Over time, I came to appreciate the break these trips gave me from the everyday. I learned to be thankful that there remain those who answer to the call of the land and grow the food that all of us are fortunate to be able to put on our tables.

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Are you a city dweller who yearns for the quiet simplicity of rural life? You are not alone as an increasing number of Asean professionals are bucking the rural-urban migration trend by moving back to their villages. In the process, they are also creating new opportunities.

One such individual is Singgih Kartono, an Indonesian designer who returned to his hometown of Temanggung in Central Java and started his Creative Movement for Village Revitalisation to reconceptualise the village economy.

The realisation of his vision is Pasar Papringan ([Instagram](https://www.instagram.com/pasarpapringan) pasarpapringan), a fortnightly food and crafts market in the hamlet of Ngadiprono.

What makes this market unique is its circular economy approach to the curation of wares, engagement of residents and waste management. More than a

shopping experience, market-goers become part of a movement to revive local culinary traditions, rediscover the joys of fresh produce and experience rural life through homestays.

After just over a year, the market involves almost all 110 households in Ngadiprono, raising household incomes by between 30 and 50 per cent.

Unsurprisingly, Pasar Papringan attracts thousands of visitors from around Indonesia and has inspired similar markets from Sumatra to Sulawesi. With 76,000 villages across Indonesia, replication of this model has real potential of changing the landscape of community-based tourism.

So, if you have a dream of home, you are in good company. Follow your dream, and you may find yourself breathing new life into old communities.

No Pain, No Grain

When four KL-ites first volunteered in a remote Sarawak village, none of them foresaw that they would one day run a business that connects the folks of the Lawas highlands and the Malaysian capital. Langit Collective does that and more. Not only have they brought us heirloom rice, Langit now offers a travel experience that lets you exchange city life for fresh air and breathtaking views. langit.com.my.



1. Pasar Papringan (Image: Novem Lawalata)
2. Working off-grid is par for the course at the AirAsia Foundation.
3. Travellers can now get their hands dirty with Langit Collective.