

MR.D.I.Y. Indonesia and BISA Ruang Nuswantara (BIRU) Collaborate to Launch an Industry-Standard Teaching Factory

Bandung, 26 August 2025 – As a tangible effort to strengthen competitiveness and enhance the skills of the young generations, social enterprise **PT BISA Ruang Nuswantara (BIRU)**, together with Indonesia's largest home improvement retailer, **PT Daya Intiguna Yasa Tbk (MR.D.I.Y. Indonesia)**, launched a Teaching Factory program that integrates classroom learning with real industrial experience at **SMKN 1 Katapang, Bandung Regency, West Java**. This initiative is rooted in the vision of *Indonesia Emas 2045*, preparing young people to become agents of change and future leaders. Such a strategic role can only be realized through comprehensive support from multiple stakeholders, particularly by ensuring access to quality education that sharpens potential and strengthens competitiveness.

The *Teaching Factory* program includes training on Computer Numerical Control (CNC) machines, teacher capacity building, and continuous support from BIRU and MR.D.I.Y. Indonesia. Its flagship product will be the *Alugoro* hammer (copper), a simple yet vital tool for the construction, mining, and manufacturing sectors. This product will be produced through a collaborative process that applies circular economic principles, utilizing recycled materials to create added value while reducing environmental impact. The program is designed to provide students with first-hand industry experience while also enabling them to obtain official certification.

Kanya Stira Sjahrir, Chief Executive Officer of BIRU, stated, "Together with MR.D.I.Y. Indonesia, BIRU reaffirms its vision of empowering the younger generation to be future-ready, globally competitive, and capable of contributing to long-term growth. This Teaching Factory serves as a blueprint for industry–education collaboration that creates skills, products, and tangible opportunities. By equipping students and teachers with competencies aligned with industry needs, we are preparing them for today's jobs while laying the foundation for tomorrow's workforce. We believe this model can be scaled nationally to drive more inclusive, sustainable growth with broad impact."

The collaboration between BIRU and MR.D.I.Y. Indonesia also reflects their shared commitment to the Sustainable Development Goals (SDGs), particularly SDG 8: *Decent Work and Economic Growth* and SDG 4: *Quality Education*, as well as to circular economy principles increasingly adopted by global industries. More than just training, the Teaching Factory program integrates vocational learning with three months of hands-on industry experience, strengthening students' skills and enhancing teachers' capacity to remain relevant in a rapidly evolving labor market.

Edwin Cheah, President Director of MR.D.I.Y. Indonesia, said, "MR.D.I.Y. Indonesia is committed to growing together with the Indonesian people in a sustainable way. We believe that developing Indonesia's young generation is a shared responsibility. Our collaboration with BIRU is a clear demonstration of MR.D.I.Y. Indonesia's commitment to nation-building through our role and capabilities. This inaugural partnership is also part of our flagship program, MR.D.I.Y. Untuk Indonesia. We hope this initiative will be well received by SMKN 1 Katapang, Bandung Regency, and help strengthen the competitiveness of competent and inclusive vocational graduates, while improving job readiness, fostering local innovation, and supporting sustainable economic growth."

Dr. Edy Purwanto, M.M., Head of Vocational High School Development Division (PSMK), West Java Provincial Education Office, who attended the launch ceremony, stated, "We welcome the initiative of BIRU and MR.D.I.Y. Indonesia in presenting a Teaching Factory at SMKN 1 Katapang. This program is a concrete step toward equipping the younger generation with relevant skills early on, while also serving as a model for other schools to strengthen collaboration between education and industry. With support like this, we are optimistic that vocational graduates will be better prepared to compete and contribute to both regional and national development."

SMKN 1 Katapang was selected to implement the Teaching Factory model because of its strong commitment to vocational education, openness to industry collaboration, and readiness to equip students with relevant skills while driving inclusive local growth. **Hendra Hermansah, S.Pd., M.M., Acting Principal of SMKN 1 Katapang**, said, “We are proud that SMKN 1 Katapang has been trusted to be a pioneer. This proves that schools in regional areas can also become centers of innovation for vocational education nationwide. We hope the success of this program will inspire other schools to collaborate with industry and create more opportunities for the younger generation across Indonesia.”

This collaboration not only provides a new learning space but also paves the way for young people to dream bigger and go further. BIRU and MR.D.I.Y. Indonesia believe that every positive initiative in vocational education is a form of support for the nation’s future.

--- --- ---

About BIRU #bisatumbuhbersama

A social enterprise that connects vocational education with industry to address skill gaps and create meaningful career pathways. BIRU aims to reduce unemployment in Indonesia through programs such as the Virtual Vocational School (vocational training, teaching factory, and community empowerment) and Future Hub (alumni community, talent hub, and scholarships). Since its founding, BIRU has reached 3,129 students, partnered with 47 schools, and built the capacity of 84 teachers across Indonesia. These initiatives are tangible action from BIRU in reducing youth unemployment.

About MR.D.I.Y.

MR.D.I.Y. is the largest home improvement retailer in Southeast Asia, with over 5,000 stores across Asia, Europe, and Africa, including in Malaysia, Thailand, Indonesia, Singapore, Brunei, the Philippines, Cambodia, Vietnam, India, Turkey, Spain, Poland, and South Africa. MR.D.I.Y. is committed to making a positive impact for customers by offering easy and convenient shopping experiences across its widespread network. All MR.D.I.Y. stores are directly managed by the company in collaboration with mall operators and property owners. Each store offers around 18,000 types of products across 10 main categories, including household items, furniture, electrical products, stationery & sports, tools, jewelry & cosmetics, as well as complementary categories such as toys, car accessories, mobile & computer accessories, and gifts. The company consistently places customers as its top priority by running an innovative and flexible business that provides a wide range of quality products at affordable prices — aligned with its motto: “**ALWAYS LOW PRICES**”.

For more information, please visit:

Website:www.mrdiy.com/id/

FB:www.facebook.com/mrdiyID

IG: [@mrdiy.indonesia](https://www.instagram.com/mrdiy.indonesia)

YT: MR DIY Indonesia

Media contact:

PT Bisa Ruang Nuswantara

Faqih Aulia Akbar

Partnership and Impact Manager

faqih.auliaakbar@ruangnuswantara.com

MR.D.I.Y. Indonesia

Riska Ananda

Corporate Communications

riska.ananda@mrdiy.com