

## Art News

### Bali Jagadhita Culture Week IV 2023

Bank Indonesia Bali Province again held Bali Jagadhita Culture Week, involving micro, small and medium enterprises. Taking place for 3 days at Living World Denpasar, this activity managed to attract public attention because of the series of events that were very diverse and useful.

#### 1. What is Bali Jagadhita?



Bali Jagadhita Culture Week is an MSME empowerment and development program in Bali, initiated by the Bank Indonesia Representative Office of Bali Province. Bali Jagadhita aims to increase the capacity of MSMEs, expand MSME access to domestic and global markets, increase the use of digitalization, and facilitate MSME financing by formal institutions. Head of Bank Indonesia Representative (KPwBI Bali) Trisno Nugroho also added that efforts to encourage MSMEs to penetrate the global market were carried out by connecting MSMEs with *export aggregators* and supporting the implementation of exhibitions both at home and abroad.

#### 1. Bali Jagadhita Culture Week IV

Bali Jagadhita Culture Week (BJCW) IV will last for 3 days on 15 – 17 September 2023 at Living World Denpasar. In the 4th year of BJCW, the theme "Amertha Buana Lestari Bhagya" which means Sustainable and Happy Nature Award The opening ceremony of BJCW

IV was attended by the Minister of Women's Empowerment and Child Protection of the Republic of Indonesia, Members of Commission XI of the House of Representatives, Deputy Governor of Bank Indonesia, Regional Secretary of Bali Province, Head of Bank Indonesia Representative of Bali Province, Representative of Regional Heads throughout Bali, representatives of vertical agencies, relevant Regional Apparatus Organizations, banks, and MSME actors. The implementation of BJCW IV is supported by 69 MSMEs, especially MSMEs that have supported the green economy. On this occasion, there are Bali and Nusa Tenggara coffee festivals as a form of GBWI support. In addition, there was also the signing of a memorandum of understanding between PHRI and 4 Tourism Villages as support for the progress of tourism villages while supporting tourism activities in Bali. The release of exports of MSMEs assisted by Bank Indonesia in Bali, West Nusa Tenggara and East Nusa Tenggara Provinces was also inaugurated at this activity.

### **1. Bali Jagadhita Culture Week IV 2023 Series of Events**



The series of BJCW activities in 2023 consist of MSME exhibitions, tourism talk shows, various competitions, fashion shows, and parades. Balinusra Coffee Festival is also present in the form of latte art workshops, coffee talk shows, and business matching. The implementation of BJCW IV also presents market operations in collaboration with Paiketan Perumda Pangan Bali as a concrete step of the National Movement to Control Food Inflation. On the first day, the Bali Adar Fashion Parade was held, a high school level Dance Cover competition and closed with a Music Concert performance from the Harmonia Band.

On the second day, there was a Tote Bag & T-shirt Coloring Competition at the elementary level, Tourism Talk Show, Balinese Dance Competition at the junior high level, University level Band Competition and closed with a Music Concert from KIS Band. On the

third day, which is the last day, the Cycle Creation Competition was held Ulang, Local Food Creation Competition, Bali Nusra Coffee Festival, Banking Fashion Show Competition and closed with a Music Concert from Vierrarale.

**Sumber :**

[https://redaksi9.com/read/11057/Bank-Indonesia-Gelar-Bali-Jagadhita-Culture-Week-2023\\_-Promosikan-UMKM-dan-Budaya-Bali](https://redaksi9.com/read/11057/Bank-Indonesia-Gelar-Bali-Jagadhita-Culture-Week-2023_-Promosikan-UMKM-dan-Budaya-Bali)

<https://www.kompas.id/baca/nusantara/2023/09/16/pengembangan-umkm-dukung-pemberdayaan-perempuan>

<https://www.balipuspanews.com/tingkatkan-kapasitas-umkm-bi-bali-gelar-bjcw-iv.html>