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## Improving the Performance of the Indonesian Beekeeping Center — from a Cost Center to a Profit Center

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### Abstract

The Indonesian Beekeeping center, Perhutani, Ministry of Forestry of Indonesia, was established with the aim to foster rural development. It has the responsibility to introduce the beekeeping skill to the rural people, to improve the beekeeper skills, to take the bees and to advance bee product research.

From the beginning until now, it is about 15 years, 2 phases of the process can be distinguished.

Firstly, the Beekeeping Center as a cost center activity. For about 13 years it worked with the following results: training and extension provided for about 5.000 people, 3 sub centers created, introduction of a beekeeping technology, etc. The problem is that its activity usually could not match the need of people. It can be known from the trained people that it is only a small number of them who keep the bees.

Secondly, the beekeeping center as a profit center. This has been practiced for about 2 years taking the direction into the business sphere. The beekeeping center promotes the bees and takes the beekeepers production, then it processes the raw material to become the commercial product. The good prospect of the product is the drinking honey which can absorb the honey from the field.

The immediate conclusion is that the benefit orientation of the beekeeping center can improve its performance.

The key factor in profit center is how to create a new kind of product that meets the people's needs and still remains within the financial track. It is not easy to change into a different direction, but it must be maintained or it will be forgotten by people.

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