The IDEA Association is an Indonesian civil society organization founded in 1995 to promote public policies that respect economic, social, and cultural rights through development planning and budget advocacy. While Indonesia has made significant progress in opening up democratic processes in the last decade, many marginalized or vulnerable communities have been left behind. IDEA gives a voice to these communities by empowering them to secure their rights through educational programs and advocacy training on national, regional, and local government budget policy.

IDEA Helps Produce Documentary Panjangka Tan Kena Sirna

In September 2004 IDEA began an initiative to institutionalize the participation of underrepresented groups in local budgeting processes. As Indonesia was just emerging from several years of turbulent democratic transition, civil society organizations in the country were relatively weak, and community groups were disorganized and had little influence over government policies. IDEA attributed these deficiencies not just to a lack of technical and organizational capacity but also to a general lack of confidence on the part of the various community groups in their ability to effect change.

IDEA worked to empower several women's groups in the Special Region of Yogyakarta to advocate for greater budget allocations for healthcare in their district, and then brought their experiences to life through a series of documentary films. One of the films was called Panjangka Tan Kena Sirna (PTKS), or “Hope Never Dies.” PTKS is the story of a dozen women from the rural village of Karangasem, Seloharjo, Pundong who worked to revitalize their village's Posyandu, or community-based health and service center.

All the participants were members of Ngudi Mulyo – meaning "pursuing the wealth" – a Karangasem community based organization that was founded especially for women and with the assistance of IDEA. Most of the women of Ngudi Mulyo worked in rice fields to earn additional income for their families and had little or no access to formal educational or economic opportunities. Many were skeptical that they could have an impact on the services offered in Karangasem. With a nudge from IDEA, the women of Ngudi Mulyo took it upon themselves to improve living conditions in their village through applied budget work and advocacy.

The Posyandu in Karangasem was severely dilapidated and failed to offer satisfactory services. The lack of sufficiently funded children's feeding programs was especially disruptive to the community. To remedy the problem, IDEA trained Ngudi Mulyo to conduct budget
The IBP Partnership Initiative is a collaborative effort that seeks to enhance the impact of civil society budget work in selected countries of Africa, Asia, and Latin America. The initiative strives to contribute to the development of sustainable institutions; to increase public access to timely, reliable, and useful information; to enhance the effective participation of civil society in policy and budget processes; and to establish a platform of good practices on which future generations of civil society can build.