



COMPANY PROFILE

Ethically made natural
fiber products from
Timor Island



RAMAHIJA
FOR HUMAN, EARTH & US

2021



Cultural Sustainability

Pass on the weaving tradition to the youths through education and engagement in production



RAMAHIJA

FOR HUMAN, EARTH & US

PILLARS OF
SUSTAINABILITY



Fair Trade

Empower the economy of women weavers by purchasing their products at a decent price



Environmental Conservation

Utilize natural fibers as sustainable alternative materials to plastic

Interested in our products? Want to get to know us better?
Please don't hesitate to contact us!

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Introduction



Timor Island

Timor is an island at the southern end of Maritime Southeast Asia, in the north of Timor Sea. The island is divided between the sovereign states of East Timor on the eastern part and Indonesia on the western part.

The island offers **cultural richness** and **great potential** of human and natural resources. Unfortunately, due to the **lack of cultural awareness**, it doesn't get enough appreciation.

Ramahija exists to **realize the full potential** of Timor Island by engaging with the women weavers from various villages and tribes in Timor Island to create various **natural fiber products** and promote them to a wider audience.



Explored Villages

Our journey started from Sadi village, a village located in Belu Regency, East Nusa Tenggara. It is one of the most remote villages in Indonesia because it directly borders with neighbouring country, Timor Leste. Sadi village has historical records of the the Kemak tribe, one of the tribes that settles in Belu Regency.

In addition to Sadi village, we also explored Bauho village. The majority of villagers in both villages are classified as impoverished family and the main source of livelihood for the villagers is farming.

The Tradition of Weaving

Weaving has become a tradition done by women in Timor Island. They weave using natural fibers from certain trees commonly found in Timor Island, namely Lontar palm tree (*Borassus flabellifer Linn*), Gebang palm tree (*Corypha Utan*) and Pandanus tree (*Pandanus Tectorius*).

Their wicker products thus far were only used to support their daily activities. In fact, they were reluctant to pass on the weaving tradition to the youths, seeing that it didn't have economic value. If the cycle doesn't continue, this tradition would eventually go extinct.

The Lives of Women Weavers

Most women in Timor Island are still financially dependent on their husbands. Aside from taking care of their children, they mainly assist their husbands' daily activities, such as farming and raising livestock. In their spare time, they usually weave various wicker products using natural fibers.

The average income of women in Sadi village is lower than those in Bauho village. The average income of a woman in Sadi village is around IDR 800.000, which is obtained from weaving and selling crops. Meanwhile, the average income of a woman in Bauho village is around IDR 1.100.000, which is obtained from selling rice grain, crops and handicrafts, such as woven fabric.



The First Encounter

The first woman weaver we met was Yohana Kai Bui, or often called Mama Yohana or Mama Ana. She is one of the weavers from Kemak tribe who experts in weaving, especially using Lontar palm leaves.

She was delighted to know that there were people who actually appreciate her handwork and want to buy her products. As of now, Mama Yohana is assigned as master weaver and along with other three master weavers, she teaches other weavers in the weaving group training to hone their skills.

We are glad to know that the locals, including the women weavers we met in Timor island were very welcoming. We are really motivated by their initiative to contribute to our cause.

Current Updates

At the moment, we are currently developing a system to manage our business activities. Standard of Procedures (SOPs) are really essential to maintain our product quality and ensure that we provide great customer service.

With the help of Village-Owned Enterprises (BUMDes or *Badan Usaha Milik Desa*), we form weaving group training center to educate and teach the weavers and young generation.



Folklore

Our logo consists of two main elements, namely a palm tree in the center and human fingerprint that surrounds it. The logo represents harmonious coexistence between human and nature.

The inspiration came from the palm trees, specifically Lontar Palm tree (*Borassus flabellifer Linn*) and Gebang Palm tree (*Corypha Utan*), that are often called as "Trees of Life" by the locals in Timor Island.

These two types of palm tree are known to be highly beneficial for the locals, because most parts of these trees can be utilized and it has become their source of life.

Nira or the juice of Lontar palm tree is the water obtained from extracting the fruit, which can be cooked into liquid sugar, brown sugar and palm sugar. *Nira* can also be fermented into local wine, which is commonly called *tuak* or *arak*. The young fruit can be eaten directly or made into a fresh drink. Additionally, the half-aged fruit can be used as alternative food for livestock.

The leaves of the trees can be used as raw materials to make various kinds of wicker products or house roofs, while the trunks can be used to build walls or fences for houses and animal cages.

Sustainable

DEVELOPMENT GOALS



For Human, Earth and Us

Ramahija takes an active role in women empowerment, preservation of weaving tradition and environmental conservation by applying Sustainable Development Goals (SDGs) in the business activities.

We have always believed Ramahija can and should have positive impacts on the society and environment. It is our vision that together we will lead a sustainable lifestyle, where we can start to realize and appreciate local cultural values and consider the environmental impacts.

Sustainable

IMPACT REPORT 2021

It hasn't been a year since Ramahija was established. However, we've made some significant progress on the Sustainable Development Goals we contribute to.



Ramahija holds a weaving group training center for women weavers to improve their skills. 37 weavers above 21 years old are currently participating, consisting of 12 weavers from Sadi village and 25 weavers from Bauho village.



15 out of 37 weavers were selected from weaving group training center to partner with Ramahija based on their work qualities that are in accordance with our standards. These 15 weavers consist of 7 weavers from Sadi village and 8 weavers from Bauho village.



In the past 3 months, the average economic development of women weavers who engaged with us has increased by 44%. The average income of weavers from Sadi village has increased by 52%. Meanwhile in Bauho village, the number has increased by 37%.

Our Partners

Women weavers, suppliers, children and everyone in Timor Island who engaged with us directly or indirectly in our business activities are those who we treat as family members of Ramahija.

We prioritize fair trading practices by purchasing ethically-sourced products directly from the weavers at a decent price. We hope to empower their economy so that they can stand on their own feet and support their family.

We also educate the youths to weave to show our responsibilities towards the preservation of weaving tradition. The natural fibers used as materials to craft the wicker products are provided for the weavers directly from our suppliers. We ensure to select the best quality of natural fibers to produce the best wicker products.





Field Coordinator



Felix Nai Buti

The Master Weavers



Yohana Kai Bui



Sisilia Buisoro



Yasinta Bikan



Selestina Bui Mali

Our Products

We've always believed in crafting the best wicker products made with great attention to detail and delicate craftsmanship. It is our goal for all the women weavers in Timor Island who engage with us to be well-trained in weaving to maintain the high quality standards.



Ramahija offers a range of exceptional products that can be used for many purposes, such as tray, basket, vase and many more. We use the best quality of natural fibers as sustainable materials to craft various wicker products.





Matching Your Home to Your Lifestyle.

Embrace various styles, such as Bohemian, Mediterranean, Scandinavian, Japandi and Tropical style in your home using our traditional products that can be suited to your preferences.

Product Development

We don't limit ourselves to one product category. Therefore, we want to express our creativity by combining the cultural values with the current sustainability trends and develop other product categories, such as fashion accessories, hampers, hotel amenities, and souvenirs.

We also accept product customization according to your needs.





Contact Us

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