KeBAL (short for Kedai Balitaku, “My Child’s Café”) is a healthy food cart business that turns the long-established street food tradition on its head. Using a franchise model, vendors selling meals designed by nutritionists, this initiative began as a pilot in 2009 and is now a growing independent business. Led by an Indonesian woman entrepreneur, the initiative includes two cooking centers, ten franchise vendors, and twenty directly-employed vendors, serving thousands of children each month in four districts in Jakarta. With additional social impact investment, the model has the potential to scale to cities throughout Asia.

### 1.1 KEY INTERVENTIONS

Kebal is a social enterprise motivated to serve the nutritional needs of children five years old and younger, as well as to provide employment to low-income families in Jakarta’s slums. The model is flexible enough to be applied in new contexts.

- **Provide improved nutrition.** Meals were designed by a nutritionist to provide key nutrients for growing children or young children.
- **Create job opportunities.** Jobs were created for low-income families in Jakarta’s slums. The model is tailored for different age groups.
- **Identify successful micro-franchise model.** The KeBAL food carts have been given to a self-sustaining, healthy, and equitable food model that has been able to realize significant growth and development.

### 1.2 INDIVIDUAL SUCCESS STORIES

KeBAL, a healthy food cart business, is operating under a micro-franchise model. Centralized cooking centers cut down on overhead costs, speed production, and control quality. Franchise centers and nearly 250 vendors take on the responsibility of selling the food. Venues are set up to promote the success of their business and improve their economic situation by increasing the distribution of healthy, tasty meals to people living in urban environments.

### 1.3 GOVERNANCE

KeBAL, now a legally registered company in Indonesia, is operated under an international partnership. KeBAL has developed a sustainable business model that has the potential to scale and expand in the future while still providing nutritious meals to children.

### CONCLUSION

KeBAL is an inspiring example of a small pilot project that has been able to realize significant growth and success. Its achievements are in large part due to its innovative, highly-tailored business model and its intelligent international partnerships. KeBAL’s challenge now, as an independent company, is to expand operations while staying true to its core social mission: providing healthy and safe food for young children in urban environments.
NUTRITION ON WHEELS
Fighting obesity and malnourishment through local entrepreneurship

JAKARTA, Indonesia

The brightly-colored carts play music and display food at a child's eye level.

The leading snack is a gelatin pop that uses real fruit instead of the commonly used artificial flavors.

SOURCES
1. Frinawati, Mercy Corps
2. Jennifer Dillan, Mercy Corps
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5. Greg Briggs, Mercy Corps
6. Tatiana Cardeal

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