

## Shell LiveWIRE

### Business Start-Up Awards (BSA) 2010 Winner



#### Nur Kartika Indah M. – Nata de Cassava



Emerging from field work experience in Bantul, Yasti found an abundant amount of tapioca wastewater discharged by surrounding industries that has been polluting the environment. Yasti and her team were then challenged to utilise the waste by reprocessing it, to then re-use it as raw materials for Nata de Cassava, a sweet beverage which have now become close competitor to Nata de Coco (which is made from coconut juice). Yasti believes that Nata de Cassava will be able to compete with Nata de Coco due to more adhesive fiber and more easily obtained raw materials which are much cheaper.