



Financial Education Programs

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Ibu Berbagi Bijak – Women Sharing Wisdom Indonesia

Why?

- In Indonesia MSMEs employ 97% of the labor force and contribute up to 60% of GDP.¹
- More than 80% of MSMEs have experienced steep decline in revenue due to the pandemic and are struggling to survive.²



Source: 1. Kiryanto (2014) 2. BCG-OJK Joint Research Oct 2020

What is it?

- A financial education campaign designed to help women entrepreneurs/housewives gain practical financial skills through digital material and offline workshops

Approach

- Workshops include influencers/bloggers and women entrepreneurs from MSMEs communities in Bandung, Yogyakarta and Central Java
- Combined offline and online (social) channels to maximize reach and appeal

Results

- Program has reached 662 women and 36,000 participants via online channels
- estimate that Ibu Berbagi Bijak has impacted approximately 300,000 lives in total via a mix of channels since 2017

Mujeres Super Emprendedoras- Women Super Entrepreneurs

Dominican Republic

Why?

- 60% of MSMEs led by women in the Dominican Republic have sales equal to or less than the minimum wage.¹
- Program aimed at improving the profitability of MSMEs, reducing the digital divide, and increasing financial inclusion.



https://www.do.undp.org/content/dominican_republic/es/home/blog/2019/mujeres-y-mipymes-verdadero-empoderamiento-economico.html

Source: 1. National Household Survey (2014)



What is it?

- Visa partnered with Government of Dominican Republic in 2021 to pilot financial education program for women entrepreneurs – including budgeting, digital marketing, management skills

Approach

- Visa provided tablets to the women of the pilot and leveraged the ENKO financial education platform, an innovative online training platform developed by Fundes (NGO)
- ENKO can be used offline and trainings completed in 20min or less

Results

- over 85% of participants completed the 25 lessons
- 100% reported improved business management skills after the pilot
- For phase 2, program will expand to reach an additional 150 women entrepreneurs and we are looking to extend the ENKO license to 5000 women entrepreneurs



Thank you!

For any questions please contact me at alstuart@visa.com

