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.\(^2\)

**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.

**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

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**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.

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¹ Source: 1. National Household Survey (2014)

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Mujeres Super Emprendedoras- Women Super Entrepreneurs
Dominican Republic

Thank you!

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