

PRESS RELEASE**OJK COLLABORATES WITH KOWANI AS FINANCIAL LITERACY AMBASSADORS**

Jakarta, July 2, 2025. Indonesia Financial Services Authority (OJK) continues to improve public financial literacy to Women and Housewives as a priority financial education program target in the 2021-2025 Indonesia Financial Literacy National Strategy (SNLKI).

To support this measure, OJK held Training of Trainers (ToT) Indonesia Financial Literacy Ambassador Drivers OJK PEDULI in collaboration with Indonesian Women's Congress (KOWANI). The training was held in hybrid manner at OJK Office, Jakarta, Wednesday.

Chief Executive of Market Conduct Supervision, Education, and Consumer Protection of OJK Friderica Widyasari Dewi stated that a mother's presence is a determining factor in accelerating the financial literacy level in the household, which contributes to realizing a prosperous future.

"Ladies of KOWANI, you are agents of change and agents of development, a driver to transform things in our community of whom we hope will educate and inform the public on financial services," said Friderica.

Furthermore, Friderica said the Training of Trainers aims to provide the essential life skill of finances for mothers or women of Indonesia.

"This topic (in the training) should be disseminated to all Indonesian children, therefore ladies, you will become trainers, a seed of kindness who will instill your knowledge to your children and to yourself," said Friderica.

Chairwoman of KOWANI Nanny Hadi Tjahjanto, leaders of KOWANI, and Indonesia Mutual Funds and Investment Actors Association (APRDI) attended the training.

Nanny extended her appreciation to OJK for organizing financial education for KOWANI members to initiate them as Financial Literacy Ambassadors, an extending hand of OJK in increasing Indonesia financial literacy and inclusion.

"Becoming a financial literacy agent is a form of concrete and strategic community service amid the global economy and domestic challenges. Women shall be the frontline who preserves the household economy stability, prevent financial crisis, and cultivates frugal responsible living and future plannings," Nanny stated.

She viewed that in addition to enhancing oneself, the training manifests as one's service to the society as the knowledge equips and inspires the public on financial insights.

The ToT was held in hybrid manner, reaching 1,100 participating KOWANI members in all Indonesia, where 100 participants attended on site and 1,000 participants attended online.

The training also explored several topics such as Introduction to OJK, Illegal Online Loans and Investment Awareness, Personal and Household Financial Management, and introduction to financial products and services: Mutual Funds.

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