

PRESS RELEASE

OJK AND IIPOJK LAUNCH HANDBOOK FOR FINANCIALLY SMART WOMEN TO INCREASE FINANCIAL LITERACY AMONG WOMEN

Jakarta, January 15, 2025. Indonesia Financial Services Authority (OJK) and Wives of OJK Employees Union (“IIPOJK”) launched the Handbook for Financially Smart Women to improve public literacy and inclusion, particularly among women.

The Handbook was launched by Chief Executive of Market Conduct Supervision, Education, and Consumer Protection of OJK Friderica Widayarsi Dewi and the Chairwoman of the IIPOJK Board of Advisors Ita Siregar during the Financial Education “Financially Smart Women, Prosperous Families” at OJK Office, Tuesday (14/1).

“The important role of women in improving financial literacy and inclusion, especially Mothers, can be seen in a Mother’s roles as the ‘ministry of finance’ and the ‘teacher’ of the family. Mothers, as the ‘ministry of finance’, manages the family’s finances and maintain the household finances stability. Mothers are the children’s first ‘teacher’, who teach them about good financial management and creating the golden generation of Indonesia. Moreover, women’s participation at the workforce is quite high, be it in the formal sector or the informal sector, including MSME businesswomen,” said Friderica.

The role of women is vital for financial literacy and inclusion improvement, she continued. Therefore, all stakeholders shall synergize, commit, and collaborate.

Chairwoman of the IIPOJK Board of Advisors Ita Siregar warmly welcomed the launching of the Handbook for Financially Smart Women.

“This handbook will be the practical guide for women, especially mothers, in managing their family’s finances and to teach children in not leading a consumptive lifestyle. Moreover, the book also provides understanding of each family’s members roles, including the mother, in being aware of various crimes in the financial services sector,” Ita said.

The Handbook for Financially Smart Women presented various essential financial education materials for women, such as creating budget, managing bills, savings planning, and investment. The book also provides tips in generating additional income for business development, family financial safety net, and other financial education topics.

Vice Chairwoman of IIPOJK Board of Advisors Arulita Mirza Adityaswara and members of IIPOJK Board of Advisors Irna Dian Rae, Rayi Inarno Djayadi, Indra Ogi Prastomiyono, Mona Agusman, Ani Hasan Fauzi, dan Diah Doni PJ, and 300 hundred IIPOJK members from all over Indonesia attended this launching.

Inauguration of IIPOJK management of the 2024-2026 tenure was also held during this event. Sari Bambang Mukti was appointed as the Head of IIPOJK. Financial planning education class by Certified Financial Planner Aidil Akbar Madjid was also held.

The education was a part of the National Movement of Financial Inclusion GENCARKAN, held in hybrid manner and was attended by 150 participants. Moreover, OJK, who is a part of Satgas PASTI continuously prevent frauds in the financial services sector, illegal financial activities, and online gambling. Satgas PASTI also launched Indonesia Anti Scam Centre (IASC) on November 22, 2024. IASC is a coordination forum for handling frauds in the financial services sector for quick and effective resolve.

OJK is committed to actively hold and engage financial literacy and inclusions, particularly for women. OJK also supports the Government's Asta Cita "Moving Onwards Towards Indonesia Emas 2045" and KSSK to drive the economy and promote financial services sector.

Download the Handbook for Financially Smart Women here:

<https://sikapiuangmu.ojk.go.id/FrontEnd/CMS/NewDetailMateri/573>

Acting Head of the Literacy, Financial Inclusion and Communication Department – M.
Ismail Riyadi;
Tel. (021) 29600000; E-mail: humas@ojk.go.id