

TPL and Government Synergy: Supporting Village Creative Economy Through Financial Literacy

PT Toba Pulp Lestari, Tbk (TPL) participated in the Financial Literacy and Financing Access Workshop for Village Creative Economy Actors, organized by the Ministry of Tourism and Creative Economy/The Tourism and Creative Economy Agency of the Republic of Indonesia. The two-day event took place on December 10–11, 2024, at Khas Parapat Hotel, Simalungun Regency, North Sumatra.

The event was attended by Deputy Minister of Creative Economy Irene Umar, Director of Culinary, Craft, Design, and Fashion, Yuke Sri Rahayu, TPL Director Jandres Silalahi, and Head of the Toba Regency Department of Culture and Tourism, Rusti Hutapea.

In her speech, Irene emphasized the importance of this workshop in empowering creative economy actors in villages. This Financial Literacy Workshop is one of the Quick Wins designed to support the Central Government's 100-day program to eradicate poverty.

"Through this initiative, creative economy actors in villages can gain a better understanding of financial management for their businesses and access financing to develop their entrepreneurship," Irene explained.

As part of its contribution, TPL facilitated the participation of ulos weavers who use natural dyes, a group that has been receiving coaching and mentoring. Since 2022, TPL has been appointed by the Ministry of Tourism and Creative Economy as a foster parent for ulos weavers, aligning with the company's commitment to preserving local cultural heritage.

Jandres expressed his appreciation for the synergy between the government, the community, and the company in preserving local culture. "We take pride in actively participating in the preservation of ulos, especially by supporting weavers who use natural dyes. This contribution is part of our efforts to safeguard Batak cultural heritage while also fostering the sustainability of the creative economy in Toba Regency," he stated.

This event highlights the importance of cross-sector collaboration in enhancing the potential of the village creative economy. With local cultural preservation as a key focus, support such as that provided by TPL serves as a concrete step toward creating sustainable prosperity for rural communities.