**Describe your academic and career plans and any special interest (for example, undergraduate research, academic interests, leadership opportunities, etc.) that you are eager to pursue as an undergraduate at Indiana University. (200-400 words)**

The informal sector, which includes street vendors and MSMEs, make up the majority of the Indonesian economy. However, due to the lack of financial literacy, many of these businesses (including my childhood vendors) struggle to survive, especially during this pandemic. Seeing this, I aspire to empower MSMEs by helping them sustainably grow their business, starting with financial literacy.

Enrolling in the Kelley School of Business as a Finance or Economic Consulting major with a Financial Literacy minor would be a huge step in realizing my dream. By attending one of the most competitive undergraduate business programs, Kelley’s curriculum will help me develop my leadership skills, as well as equip me with fundamental knowledge of business.

Having said that, I look forward to putting into practice the skills and knowledge I'll learn in the classrooms to the real world by participating in the Global Business Immersion study abroad program. Through this program, I can gain hands-on experience by working on real-life challenges faced by small businesses in different parts of the globe. I then plan to apply the skills I've learnt through this experience, when helping MSMEs in my home country.

To get closer to my dream of building a social business, I plan to pursue a career in Financial Consulting after college. I am very interested in joining IU’s workshops, particularly the Consulting Workshop. I believe that this will evolve my economic and business problem-solving skills, as well as connect me to leading consulting firms that work on global economic challenges.

Adding to what I’ve touched on, IU also has strong communities, one of them being the Indonesian alumni network. I strongly believe that a widespread network will provide a strong support system that will help me build my dream social business.

Through the academic rigor and hands-on experience, together with the strong connections and communities that IU has to offer in Indonesia, the US and globally, I am confident that attending the Kelley School of Business would be the right step towards achieving my dreams professionally and as a person.

Hi Danendra!

I can really see your passion in finance through your writing here.

From what you’ve written, I’ve come to understand that you have plans to contribute in the MSMEs sector through financial literacy, and that you’ve recognized a few ways on how IU supports you to you achieve that.

I think that you could make this stronger by, describing your plans in more detailed. Are you planning to work in a firm that deals with MSMEs, or are you planning to start your own business (the social business)? If it is the social business, describe that. What is this social business you’re planning and referring to?

Focus on including these details first for now. All the best! ☺