

Advances in Community Services Research

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Financial Literacy and Capital Access Training for Women Microentrepreneurs



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ABSTRACT	
Keywords: financial literacy; access to capital; women; micro-entrepreneurs; community service	Purpose: This Community Service Activity (PKM) aims to improve women micro-entrepreneurs' understanding of financial literacy and business financial management, and to expand their access to formal capital. The program is designed to strengthen participants' capacity to manage business finances effectively and utilize various safe and legal sources of capital.
Conflict of Interest Statement: The author(s) declares that the research was conducted in the absence of any commercial or financial relationships that could be construed as a potential conflict of interest.	Research Design and Methodology: The PKM program was implemented using a socialization, education, and practical training approach through presentations, discussions, question-and-answer sessions, and demonstrations of simple bookkeeping. Participants were also introduced to financial technology, such as digital wallets, and strategies for obtaining financing from formal financial institutions. The program targeted 15-25 women micro-entrepreneurs from the PKK group in Padanglampe Village.
Copyright © 2026 The Author(s). All rights reserved.	Findings and Discussion: This activity successfully increased participants' understanding of the importance of structured business financial management and the use of financial technology to support business operations. Participants gained insight into formal sources of capital and understood the risks of informal loans. They also showed enthusiasm for applying simple bookkeeping and learning strategies to secure capital from formal financial institutions.
	Implications: This program makes an essential contribution to promoting women's economic independence in rural areas and strengthening community financial literacy. It is hoped that this activity will become a sustainable model that can be replicated in other target areas while also supporting the long-term capacity-building of women's MSMEs.

Introduction

In Indonesia, MSMEs have dominated the economy due to their large numbers and significant contribution to the economies of several countries, including Indonesia (Aminullah et al., 2024). Globally, MSMEs also contribute to job creation, poverty alleviation, and economic equality in various regions (Dian et al., 2025). The existence and growth of micro, small, and medium enterprises are influenced by multiple internal and external factors, such as managerial capacity, access to information, and institutional support (Bere et al., 2022). To run their businesses effectively, entrepreneurs must plan, implement, and supervise financial management across their operations. MSME entrepreneurs are required to make effective, efficient decisions to maximize profits (Farina &

Opti, 2023). Therefore, a good understanding of financial management or financial literacy is an important requirement for business actors (Nurjanah et al. 2022). In the context of Padanglampe Village, Pangkep Regency, the Community Service Team's observations indicate a lack of knowledge about financial literacy and access to capital information, especially among women micro-business actors. The direct benefits of this training activity are expected to include increased digital financial management skills and easier access to safer capital, thereby increasing operational efficiency and business profitability. Increased digital financial literacy is also expected to change people's mindsets, build a culture of accountability and financial discipline, and reduce dependence on risky informal loans. More broadly, strengthening a culture of openness, transparency, and ethical financial management is believed to build confidence and encourage women to play an active role in local economic development and sustainable business development, with a target of 20-25 women micro-entrepreneurs, an increase in understanding of up to 100 percent, at least 80 percent able to operate digital financial recording applications, and at least 50 percent able to apply for legal and documented access to capital through videos and posters of activities.

Various recent studies reinforce the urgency of training interventions for women entrepreneurs, particularly in improving financial literacy and access to capital. Sari (2019) found that women MSME entrepreneurs have low financial literacy, with knowledge, attitude, and behavior scores below 60 percent. This finding is supported by Sailendra et al. (2020), who revealed that most micro-business owners still lack an understanding of financial management, making it difficult for them to access formal capital. The effectiveness of training interventions is evident in the research by Tasman & Maulana (2020), which proves that financial literacy workshops can improve understanding of financial management, pricing, and digital marketing. Mutakim & Retnowati (2018) emphasized that comprehensive learning encompassing cognitive, affective, and practical aspects is crucial for building micro-entrepreneurs' capacity. Apart from financial literacy, other studies highlight significant barriers in accessing capital. Anggraeni & Arisa (2022) found that collateral requirements are a significant obstacle for women MSMEs in obtaining formal credit. Meanwhile, Wibawa et al. (2023) show that training in entrepreneurial mindset and digital literacy can transform women's business practices by leveraging social media and digital financial applications. Competency-based training approaches have proven effective, as demonstrated by Hidayah & Musamma (2024), who successfully increased participants' post-test scores from 77.5 to 90.5 through a digital marketing literacy module. Research by Yusmanianti et al. (2024) and Mursalini et al. (2025) reinforces the evidence that training interventions can increase financial understanding from 45 percent to 80 percent. Furthermore, Risdayanti et al. (2024) emphasize that improved financial literacy directly affects the ease of access to formal financial products, making training programs an important strategy for empowering women microentrepreneurs. Although previous studies have confirmed the importance of financial literacy and access to capital for women microentrepreneurs, several empirical and theoretical gaps remain.

Empirically, most previous studies have focused on measuring financial literacy levels or testing the effectiveness of a particular form of training. However, few have linked these findings to the social, cultural, and geographical contexts of women microentrepreneurs in rural areas. Studies such as those conducted by Ria Yunita Sari et al. and S. Sailendra et al. emphasize low financial literacy and poor financial management skills, but do not describe how these conditions interact with limited access to information, lack of mentoring, and limited formal financial ecosystems in villages. Thus, there is a gap between the understanding of financial literacy as individual knowledge and the structural conditions that affect women's ability to obtain capital. Theoretically, there is still room for improvement in integrating digital financial literacy, business management skills, and access to formal financing. Previous studies show that training can improve participants' comprehension scores. However, little research has evaluated the effectiveness of integrated interventions that include financial literacy, digital literacy, and capital application assistance within a single program series. In addition, most studies assess the short-term effects of training, so it is not yet clear how this knowledge is applied sustainably in daily business practices. Another gap is the lack of research examining the role of social and cultural values in the effectiveness of training, even though these factors significantly influence financial management practices at the household and microenterprise levels. Therefore, research is needed that not only measures knowledge gains but also evaluates how

training interventions can drive behavioral change in financial practices and, in real terms, improve access to capital.

The novelty of this research lies in its integrated intervention approach, which not only focuses on improving basic financial literacy but also combines digital financial literacy, assistance in accessing formal capital, and strengthening social values related to transparency and accountability in microbusiness management. Unlike previous studies that tended to assess training only partially or in the short term, this study offers a sustainable training model that combines education, hands-on practice with digital applications, and procedural guidance for applying for financing. This integration is expected to address empirical gaps in access to information, limited assistance, and cultural barriers experienced by women micro-entrepreneurs in Padanglampe Village. This study aims to analyze the effectiveness of training in improving financial understanding and skills, strengthening participants' ability to access legal and safe capital, and encouraging more sustainable financial behavior. In addition, this study seeks to measure the extent to which integrating digital financial literacy and mentoring can improve business management practices and encourage economic independence among women micro-entrepreneurs in rural areas.

Literature Review

Financial Literacy

Financial literacy is an individual's ability to understand, manage, and make appropriate financial decisions based on their financial knowledge, skills, and beliefs. This concept involves understanding how individuals plan, control, and evaluate financial decisions in the context of both short- and long-term needs. Anshika et al. (2021) emphasize that financial literacy is not only about the ability to calculate or read financial information, but also about the extent to which a person can apply this information to make wise financial decisions. In a broader context, Susan (2020) explains that financial literacy is an important foundation for individuals and businesses in achieving economic stability, as financial knowledge enhances a person's ability to manage income, organize expenses, anticipate risks, and plan for the future more effectively. This is reinforced by Abdallah et al. (2024), who show that financial literacy plays a strategic role in strengthening responsible financial behavior, including the ability to avoid high-risk decisions and unproductive debt tendencies.

In recent developments, financial literacy is no longer understood as merely knowledge of financial record-keeping or planning. However, it has evolved to encompass the ability to adapt to changes in the digital financial system. Mishra & Sahoo (2025) show that sustainable financial literacy includes an understanding of modern financial technology, including digital transactions, financial record-keeping applications, and electronic payment systems. This digital transformation not only adds a new dimension to financial literacy but also requires individuals to be sensitive to digital security, data privacy, and online transaction risks. Widyastuti et al. (2024) found that digital financial literacy is an important factor in increasing financial inclusion, as the ability to understand and manage digital transactions can expand access to formal financial products. As part of comprehensive financial capabilities, digital financial literacy also encourages individuals to be more accurate in tracking their finances, more disciplined in managing their budgets, and more efficient in choosing financial services according to their needs. Fauzi et al. (2020) clarify that improving financial understanding through education and experience with financial technology can result in significant behavioral changes, especially by enhancing a person's ability to assess risks and plan finances rationally. Thus, financial literacy in the digital era involves integrating analytical, technical, and behavioral skills to navigate the complexities of the modern economic system.

Specifically in the context of small and micro businesses, financial literacy is a key foundation for sustainable business management. Kurniasari et al. (2025) show that strong financial literacy encourages business owners to understand cash flow, maintain accurate records, and adopt appropriate financial strategies, including working capital management and cost control. Financial literacy not only includes technical skills, but also cognitive abilities in formulating data-based decisions, affective abilities in maintaining a disciplined financial attitude, and reflective abilities in evaluating past financial mistakes or failures. On the other hand, financial literacy is also closely related to a person's ability to recognize financial opportunities, understand financial instruments,

and detect potential fraud or unsafe financial practices that could threaten the sustainability of their economic well-being. Abdallah et al. (2024) emphasize that financial literacy can increase financial resilience because financially literate individuals can plan for emergencies, anticipate future needs, and avoid unproductive consumption. In addition, financial knowledge helps individuals make rational decisions regarding financing, risk management, and asset enhancement strategies. Overall, financial literacy is a multidimensional ability that benefits individuals and serves as an important driver of economic competitiveness for society at large.

Access to Capital

Access to capital is the ability of individuals or business actors to obtain the necessary funds to run, develop, and maintain the continuity of a business activity. This concept not only covers the physical availability of capital but also affordability, ease of procedures, and the suitability of financing needs to the financial instruments offered by formal and informal institutions. Henry et al. (2022) explain that access to capital is influenced by institutional structures and policies that regulate the relationship between capital providers and recipients, thereby creating administrative barriers, regulatory constraints, and social biases that narrow business actors' opportunities to obtain financing. In the context of microenterprises with limited assets, managerial capabilities, and minimal collateral, access to capital is a crucial factor, as it serves as the primary resource for operational funding, raw material purchases, technology investments, and business expansion. Brixiová et al. (2020) emphasize that capital constraints have been shown to limit small businesses' ability to increase productivity, adopt new technologies, and create jobs. Therefore, access to capital is not only the ability to obtain loans, but also an indicator of economic independence and a business's capacity to compete in an increasingly dynamic economic environment. When entrepreneurs have good access to capital, they can make more strategic investment decisions, plan targeted business expansion, and create long-term financial stability that supports business sustainability.

Although access to capital is fundamental, many entrepreneurs in developing countries face structural barriers that make it difficult for them to obtain adequate financing. One of the most significant barriers is the high collateral requirements, poor financial track records, and a lack of formal documentation that micro and informal entrepreneurs are often unable to provide. Simba et al. (2025) show that these barriers become even more complex for women entrepreneurs, who often experience gender bias and lack the social networks that can support access to formal financial institutions. The level of financial inclusion in informal business groups means that they lack the knowledge and institutional relationships necessary to access formal financial products such as working capital loans, investment financing, or business loans. In addition to administrative barriers, the bureaucracy involved in the financing application process often makes micro-entrepreneurs reluctant or unconfident to approach financial institutions. Soumaré (2022) argues that credit guarantee schemes are an effective solution to reduce financial institutions' risk and expand access to financing for small businesses. However, the effectiveness of these schemes still depends heavily on entrepreneurs' understanding of financing mechanisms, awareness of credit risk, and level of trust in credit providers. Under these conditions, access to capital becomes a multidimensional issue that encompasses interrelated social, economic, and institutional factors that determine business owners' opportunities to obtain adequate financial support.

The development of financial technology has created a new landscape for access to capital, especially for micro businesses that formal financial institutions previously underserved due to geographical, administrative, and social limitations. Kurniasari et al. (2025) explain that financing sources do not only come from banks or cooperatives, but also from digital-based financial platforms such as peer-to-peer lending, crowdfunding, and application-based loans, which offer faster processes, simpler requirements, and more inclusive access for micro-businesses. This transformation creates significant opportunities, as business owners can obtain capital without meeting high collateral requirements or providing complex administrative documents. However, these opportunities also come with challenges, including data security risks, varying interest rates, and the potential misuse of digital financial services by irresponsible parties. Aripin & Zuhriyah (2025) found that entrepreneurs, especially women, who understand the characteristics of modern financing sources tend to be more

selective and able to choose instruments that suit their needs and business risk profiles. This shows that access to modern capital is not only a matter of capital availability but also of business actors' interpretive ability to assess the risks and benefits of various financing sources. In addition, understanding loan requirements, administrative costs, repayment mechanisms, and the feasibility of fund use is important for strengthening sustainable access to capital.

Micro Business Operators

Micro entrepreneurs are individuals or groups who run small-scale economic activities with limited capital, simple organizational structures, and production and distribution processes that are usually local. They are an integral part of the MSME sector, which plays a significant role in providing employment, strengthening the grassroots economy, and promoting regional economic resilience. Suminah et al. (2022) emphasize that microentrepreneurs often operate with minimal resources, so their success is primarily determined by their ability to adapt and efficiently utilize their limited capital. In the context of gender, Jiménez-Zarco et al. (2021) emphasize that women micro-entrepreneurs have unique characteristics, often relying on social networks and communities for moral and economic support, which directly affects the competitiveness of their businesses. The presence of micro-entrepreneurs is significant in developing regions, as they drive informal economic activities that contribute significantly to community income. Lee et al. (2025) found in their study of Indonesian culinary micro-enterprises that micro-entrepreneurs exhibit strong resilience despite economic pressures, as they rely on local skills and creativity to maintain their businesses. Micro-entrepreneurs also often run their businesses independently without modern management tools, making dependence on local knowledge, personal experience, and social capital important factors in business continuity. This shows that micro-entrepreneurs are not merely small economic entities, but important actors in the social structure that supports regional economic sustainability.

In the modern economy, micro entrepreneurs face more complex challenges, such as market competition, changing consumer preferences, and increasingly stringent demands for digitalization. Mickiewicz & Nguyen (2025) found that demographic factors, managerial skills, and access to supportive business networks strongly influence micro-entrepreneurs' productivity. For women micro-entrepreneurs in particular, limited access to market information and organizational support often hinders the expansion of their businesses. Anggadini et al. (2023) state that micro-entrepreneurs in ASEAN countries need institutional support, mentoring, and adequate market access in order to survive in an increasingly competitive environment. In many cases, micro-entrepreneurs also operate in the informal sector, so they lack a structured business administration system, accurate financial records, and effective business planning. These conditions make micro-entrepreneurs vulnerable to economic shocks and make it difficult for them to access formal assistance, such as capital and training. Kadiyono & Fathoni Cahyono (2023) emphasize that the performance of women micro-entrepreneurs can improve significantly if they have access to technical and managerial training. Meanwhile, Made et al. (2023) show that micro-entrepreneurs in Bali survived even during the pandemic by adapting their operational strategies and leveraging community networks.

In addition to structural and operational challenges, micro-entrepreneurs also face the demands of rapid digital transformation. These changes are not only related to the use of technology in marketing but also in financial management, product distribution, and consumer relations. Suminah et al. (2022) emphasize that digital literacy is one of the key skills micro-entrepreneurs need to increase their competitiveness. Jiménez-Zarco et al. (2021) also show that women micro-entrepreneurs tend to be more effective when they can optimize their digital social networks to expand their markets and strengthen their business identities. Technology is not only a marketing tool but also a bridge for micro-entrepreneurs to access information on market demand, raw material prices, and business collaboration opportunities. Lee et al. (2025) provide evidence that micro culinary entrepreneurs who adopt digital technologies can sustain their businesses despite significant changes in the informal sector. Furthermore, in the context of economic recovery, Anggadini et al. (2023) demonstrate that digitization can accelerate business recovery and expansion by improving operational efficiency and increasing product visibility. The study by Made et al. (2023) also shows

that micro-businesses that can combine local innovation and technology are more resilient to economic crises.

Research Design and Methodology

The method used to implement this community program was to present material on financial literacy and access to capital for micro-entrepreneurs in Padanglampe Village, starting with a foundation, an introduction to digital financial literacy, and guidance on accessing capital, especially for micro-entrepreneurs.

The method used in this community service activity is a lecture method, which involves presenting material related to the PkM theme, introducing digital finance literacy applications, and presenting financing access technology that is easily accessible to partners, followed by a discussion, sharing, and a question-and-answer session. The program agreed upon with partners is carried out using the following methods:

1. Providing materials through presentations related to financial literacy and access to capital for micro-businesses
2. Introducing partners to various types of digital finance applications that can increase their literacy.
3. Providing assistance and consulting services related to Community Service (PkM)

Under the program agreed with the partner, a plan is needed that includes implementing activities and evaluating the Community Service Program (PkM). The plan for the implementation of activities and program evaluation is as follows:

1. Activity Implementation Plan (Months 1-2)
 - a. Preparation for the activities to be carried out includes:
 - 1) Socialization to partners, namely the PKK Padeci of Padanglampe Village, Pangkep Regency, through village officials, in this case, the Secretary of Padanglampe Village.
 - 2) Appoint one partner as the field coordinator to facilitate communication during the activity.
 - 3) A meeting with PkM partners, namely one of the partner group members, to discuss the training program schedule and obtain approval from the activity implementation team.
 - 4) Conducting program socialization to partners who will participate in the targeted activities 15-25
 - 5) Preparation of PkM materials;
2. Training provision: (Months 3-4)
 - 1) Assistance and training where the implementation team (chairperson and members) will act as facilitators in carrying out activities developed together with partners. With an introduction to materials related to financial literacy and access to capital for women microentrepreneurs in Padanglampe Village.
 - 2) The assistance and practices offered by the training implementation team to partners for consideration. Once approved, the following activities will proceed.
 - 3) Activity Evaluation: After completing the training activities from the entire program series, participants will be invited to discuss/share and ask questions.
3. Partner participation (Months 5-6) in the overall implementation of the program is expected to enable all partners to consistently and maximally implement the training results, which can provide benefits and personal development for the partners.

Findings and Discussion

Implementing Team Structure

The structure of the Community Service Program (PkM) committee for the assisted village in this activity consists of an implementation team of two (2) people. The following is the structure for the implementation of this service activity:

Table 1. Implementation Team Structure

	Implementing Team	Position	Field of Expertise	Tasks in Community Service Activities
1	Muhammad Abduh, SE.,M.Ak.,Ak.,CA	Chairman	Accounting	Training, Counseling, and Report Writing
2	Hukma Ratu Purnama, SE., M.Si	Member	Economics	Training, Counseling, and Report Writing

Type of Activity, Time, and Place of Activity

This Community Service (PkM) activity in the assisted village was carried out in collaboration with the PKK group of Ma'rang Subdistrict, Padanglampe Village, Pangkep Regency, as the primary partner in the empowerment program for women micro-entrepreneurs. This activity took place on Tuesday, October 16, 2025, from 10:00 a.m. to 12:00 p.m. WITA, with the active participation of PKK members who have been the driving force behind various social and economic activities in the village. The entire series of activities was held at the Padanglampe Village Office Hall, the center of community activities, which was chosen as a strategic location to ensure easy access for all participants. The timing and location were carefully planned to ensure the event ran smoothly and provided an optimal space for interaction between the organizing team and participants. This event is an important part of efforts to increase the capacity of the community, especially women micro-entrepreneurs, to strengthen financial literacy and access capital in a safer, more sustainable manner.

Target Community Participants

Participants in the Community Service Program (PkM) for assisted villages are a group of women from the PKK (Family Welfare Movement) in Padanglampe Village, Pangkep Regency.

Review of Achievements

The results of this activity showed that the financial literacy and access to capital training for women micro-entrepreneurs in Padanglampe Village successfully improved participants' understanding of the basics of business financial management, the importance of financial record-keeping, and strategies for accessing capital. Participants showed great enthusiasm during the discussion and financial record-keeping simulation sessions and provided positive feedback on the relevance of the material to their business needs. After the training, around 80% of participants reported being more confident in managing their business finances and began implementing simple record-keeping. In addition, participants also received information about various financing schemes available, both from formal financial institutions and government programs.

This activity also strengthened the network among micro-business actors and facilitated collaboration with relevant parties for future business development. The evaluation results showed an increase in participants' knowledge and skills, as well as a commitment to continue developing their businesses independently and sustainably.

Benefits of Community Service Activities for partners and the community (outcome)

Activities like this provide positive benefits for partners. The benefits that can be felt directly by partners include:

- a. Women's Economic Empowerment: This activity empowers PKK mothers as micro-entrepreneurs by improving their financial management skills and access to capital. This promotes sustainable economic independence for women.

- b. Micro Business Capacity Building: The community gains improved skills in financial record-keeping and business planning, which leads to more effective and efficient business management and increased business productivity.
- c. Facilitating Access to Capital: Through training and mentoring, partners gain knowledge on how to access various appropriate sources of capital, thereby increasing their chances of obtaining funds for business development.
- d. Strengthening Social and Economic Networks: The formation of community-based business groups strengthens social and economic networks among members, enabling collaboration, mutual support, and shared learning in microenterprise development.
- e. Improved Family and Community Welfare: With the success of micro-enterprises, the income of partner families has increased, which has contributed to improved economic and social welfare in the broader community of Padanglampe Village.

Documentation of Community Service Activities



Figure 1. The Community Service Team is conducting a sharing session and discussion with participants.



Figure 2. Photo session with partners

Activity Evaluation

The community service program, “Financial Literacy and Capital Access Training for Women Microentrepreneurs in Padanglampe Village,” successfully improved PKK women's ability to manage microbusiness finances more systematically and introduced various alternative sources of capital. Training participants were able to apply simple financial record-keeping. They began to confidently apply for capital from both formal and informal financial institutions, thereby enabling their businesses to grow and become more competitive. The benefits of this activity were immediately felt in the economic empowerment of women, the strengthening of community business networks, and the improvement of family welfare in the village. Despite obstacles such as limited access to technology and limited training time, the participants were enthusiastic, and the positive impact was evident. Recommendations for improvement include continuing regular mentoring and strengthening cooperation with financial institutions to facilitate access to capital for micro-businesses.

Problems and Obstacles

Limited access to technology and supporting facilities, such as uneven internet coverage in Padanglampe Village, is a significant obstacle to the implementation of training, especially when the material relates to the use of digital financial applications. In addition, the limited training time means that some important topics cannot be discussed in depth, leading to suboptimal material absorption among some participants. Furthermore, there are obstacles related to participants' varying initial understanding of financial literacy, which requires a more intensive approach and support so that all participants can follow the training properly. Lack of experience with formal financial institutions also causes mistrust and confusion at the outset of the capital application process. Social and cultural barriers to women's roles in business can sometimes make it challenging to encourage active participation and the courage to innovate.

Conclusion

This research and community service (PkM) activity provides a comprehensive understanding of the financial literacy and access to capital of women microentrepreneurs in Padanglampe Village. In general, this activity shows that microentrepreneurs, especially PKK women, have a strong need for improved financial management skills and information about legal and secure sources of financing. The interventions, through training, hands-on practice, and in-depth discussions, built participants' awareness of the importance of financial record-keeping and the use of financial technology, as well as the financing alternatives available in their environment. This activity also showed changes in participants' attitudes and confidence in managing their businesses, as well as the formation of a community network that serves as a forum for local economic collaboration.

In terms of scientific contribution, this research is original because it integrates financial literacy, digital literacy, and access to capital to empower women micro-entrepreneurs in rural areas. Practically and managerially, this activity has important implications for the development of MSME empowerment programs, particularly that integrated and sustainable training can strengthen the economic resilience of families and village communities. Better financial knowledge encourages participants to make more rational business decisions, while increased understanding of capital expands their growth opportunities. For village officials and financial institutions, these findings indicate the need for needs-based assistance strategies that involve digital technology as a key supporting instrument.

However, this research and PkM activity have several limitations. The limited time frame, variations in participants' technological capabilities, and the uneven distribution of digital facilities in villages limit the depth of the intervention. In addition, the research's scope, which focused on only one village, means the findings should be generalized with caution. Given these limitations, future research should expand the study area, extend the mentoring period, and use longitudinal evaluation methods to measure changes in financial behavior more comprehensively. Future research could also explore the role of families, community leaders, and village institutions as moderators in the success of empowering women microentrepreneurs. Thus, similar programs can be designed to be more

effective, inclusive, and sustainable in addressing the economic challenges faced by women in various regions.

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