



**THE UNITED REPUBLIC OF TANZANIA
BANK OF TANZANIA**



31st March 2026

**PUBLIC NOTICE
IMPLEMENTATION OF FINANCIAL LITERACY PROGRAMMES BY CERTIFIED
FINANCIAL EDUCATORS**

The Bank of Tanzania (BOT), as the Secretariat to the National Financial Inclusion Council and in collaboration with other financial sector regulators, launched the Curriculum for Certified Financial Educators in December 2023. The Certified Financial Educators (CFE) Programme was introduced to address the challenge of low financial literacy among offschooling populations.

The programme is implemented through a Memorandum of Understanding (MoU) between the Bank of Tanzania and Designated Academic Institutions with the objective to standardize, optimize, and synergise the delivery of financial education across the country by leveraging existing academic and training platforms.

Since commencement, more than 1,388 individuals have been certified and are actively delivering financial education to the public through various platform such as seminars, community engagements, and social media platforms. Preliminary results indicate encouraging improvements in financial behaviour, particularly increased access to and usage of savings and investment products and services.



Despite these achievements, concerns have emerged regarding the conduct of some Certified Financial Educators misinforming and misrepresenting the programme's objectives. The Bank therefore, reminds all Certified Financial Educators to observe the following requirements:

- i. To act with good practices in adherence to the objectives of the programme;
- ii. To deliver only the principles for which they were trained and certified;
- iii. To use proper naming and branding to avoid misrepresentation of their identity in the public facing;
- iv. To note that possession of a CFE certificate does not grant the status of a financial institution, employee of the Bank of Tanzania, broker, consultant, coach, or financial advisor; and
- v. To disclose any other professional qualifications, they may hold from recognized bodies, where applicable.

The Bank in collaboration with the designated academic institutions will not hesitate to take measure including withdrawing the certificate. Further, the Bank continues to value and appreciates the ongoing contribution of Certified Financial Educators in promoting financial literacy and calls for continued professionalism, integrity, and strict adherence to the programme's objectives.



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GOVERNOR

