



FINANCIAL EDUCATION WEEK 2019

March 4 - 9, 2019

Financial Literacy in Institutions
Gamifying a life skill

INDUSTRY PARTNER

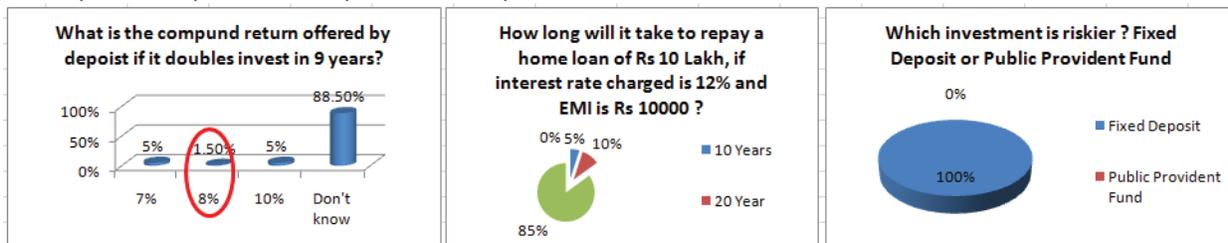


ESCORTS MUTUAL FUND

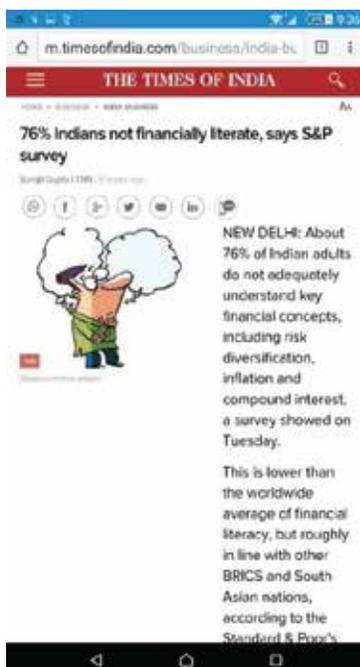
Financial Literacy Game

What is the current state of Financial Literacy Skills among Salaried professionals?

Participants Response to simple financial questions



Less than 2% of 8000 participants were able to answer to basic questions on Financial Literacy correctly. These participants are employed professionals and because of their poor Financial Literacy Skill, they were making number of mistake in managing their personal finance. The above fact is also supported by S & P



And it is this adult population that introduces 'money' to the future generation. It is not surprising that there are financial errors committed by people across the country.

Here are some pointers:

- The first relationship that we teach our kids with money is 'Spend'
 - The pocket money given to students is essentially for spending and they are never taught to save / invest / creating a platform or safety net

- The same habit extends beyond their initial ages and becomes a habit
- Helping them understanding finance at a young age would help them form a better relationship with money
- In turn, it would be a better economy
- Creating a favourable relationship with money by imparting Financial Education at an early age would lead a 'happy' life EVEN if it is not monetarily prosperous!

Why current Financial Literacy programs have limited impact?

Most financial literacy programs have limited impact, because participants are not able to visualize how inflation will impact after 10 years (or over a period of time) and experience how it is to live after working life or how their investments will turn out after 15 years. More over when it comes to real life decision making – behaviors play a major role in shaping the decision making process and it is proved that most of us succumb to emotions and end up taking wrong financial decisions.

In lecture based format or quizzes for which people prepare (for a specific event), participants get excited immediately after the program, but since they find it difficult to practice what was told in the lecture, they soon forget and the entire lesson is forgotten in less than week, and the exercise becomes a waste of time.

Give a man a fish and feed him for a day

Teach a man to fish and you feed him for a lifetime

Summary of the offering

How can we have impactful Financial Literacy Skill building program which participants will remember for life time and apply?



Is it possible to learn a car or ride a bicycle or swimming by reading books? Once we learnt to drive car, bike or swim do we forget it in our life time?



Money Management is a skill. It cannot be understood **just** by reading books.

We need to experience by doing. Most of us get this experience after making mistakes in real life. By the time we gain experience – It is too late

The new approach to imparting Financial Skill building among Students is through giving them the experience of handling money albeit virtually. Thus the idea behind the game – “Financial Literacy Game”

Objective

The game operates on the sole objective of helping young minds to understand the value of money in life – over a lifetime. The game through its simulation of real life situations helps the player understand how money needs to be treated and also gives a sense of satisfaction while imparting financial lessons.

Expected Outcome

Players of the game would understand the behavior of money and their relationship with the concept of finance. This would help them in treating finance and financial planning in a completely different light thereby imparting the basics of Financial Planning.

By virtue of having gamified the entire concept, this opens up the possibility of students to compete with each other (if required) and learn from each other.

Indicator of achievement

For the players:

The player would have done well and would be called successful if they are Net Surplus at the end of the game. However, it is also important to have enjoyed life by indulging through various facets of the game including spending to create memories!

For the institution:

It is a value addition that you would give your student in terms of equipping them with a life skill. By equipping the child with a key life skill like Financial Management, you would help them be more successful and it would also be a great selling point for your institution amongst the parents.

Activity

Details of the GAME/CONTEST

Duration: 3 weeks

Literacy Concepts Covered in GAME

1. Budgeting Skills
2. Financial Products – Loans, Insurance, Mutual Funds, Stocks, Government Bonds, Fixed Deposits, NPS
3. Risks in Investments
4. Managing Investments Risks
5. Income Tax
6. Online Financial Transactions

Features of the Game

1. 12 Rounds of Simulation which helps students understand what will happen in their real life in the next 15 years
2. Each round Students will receive Virtual Money – which students will have to use to manage their Discretionary Expenses, Non-Discretionary Expenses and also select Investment Products for their savings needs

3. The expenses and investment products are simulated based on what has happened in the last 15 years in real life and will vary every round accordingly
4. Each round the Income, Expenses, Performance of the financial products change in line with trends.
5. After 12 rounds the student having combination of Net-worth and balanced Lifestyle management is declared winner. The winner will be automatically selected by the system based on the way the students play the game.

The Simulation GAME, enables participants to

1. Gain Knowledge
2. Apply Skills immediately and see results
3. Build the right attitude and behaviors required to manage personal finance

Knowledge Partner

