



Developing the Next Generation of Economic Citizens Through Schoolbank Champs : An Empirical Study

KEYWORDS

SchoolBank Champs, Indian Bank Association (IBA), Child & Youth Finance International (CYFI), Financial Inclusion, Financial literacy, Global Money Week(GMW), Economic Citizenship Education(ECE),

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ABSTRACT *SchoolBank Champs is an exciting national level program launched by Indian Bank Association (IBA) and supported by Child & Youth Finance International. The program aims to promote social and financial education for children and youth. Access to financial services through a bank account is a crucial first step in helping children and youth become economically active society members and promoting financial inclusion.*

With this vision of building the next generation of economic citizens in India, IBA plans to launch the SchoolBank Champs program to provide financial education and access to financial products to school children in India. The program is to educate and empower children to use personal savings and social entrepreneurship as a means to fulfil their dreams – "Paise Bachao, Sapne Sajao" SchoolBank Champs involves a balance of social education and financial education for children. By financial education we mean teaching children to save, to keep financial records and to design projects for income generation.

INTRODUCTION

SchoolBank Champs program was officially launched in the month of March 2015 at the Global Money Week and targets to reach 1,20,00,000 students through 1,20,000 bank branches across the country.

As a part of the program every bank branch will partner with one school in its vicinity. They will work together to

- 1) Open bank accounts for children and
- 2) Deliver a specially designed program curriculum.

The curriculum covers various themes like

1. Savings,
2. Entrepreneurship,
3. Safety,
4. Cleanliness,
5. Budgeting,
6. Rights,
7. Friendship and
8. Life goals.

Empowered with a bank account and the knowledge of savings, finance and enterprise, the students can truly be the Economic Citizens of our country. To get more information about School Bank Champs program please visit at www.schoolbankchamps.com.

Banks are to partner with a school in their near vicinity for the launch of the program in the school premises. School should nominate one teacher who will work with Bank Branch Head for the delivery of the course. The teacher nomination form is to be filled and handed over to Bank. The teachers will be provided with training on course content and how to deliver it to the students.

METHODOLOGY

The study is an empirical study. Secondary data from

books, brochures, websites, electronic media, print media were referred and utilised

INDIAN SCENARIO

Indian Banks' Association (IBA), the self-regulatory body of banks in the country, has drawn up a plan for banks to catch their customers young. In association with Child & Youth Finance International (CYFI), IBA has launched an initiative whereby every bank branch in the country will adopt a school in its vicinity to open accounts and impart financial education. This move aims to transform school students into future economic citizens, the association said in a statement. IBA was formed in 1946 to promote and develop sound and progressive banking principles, practices and conventions and to contribute to the developments of creative banking in India. It has 131 ordinary and 58 associate members.

GLOBAL PERSPECTIVE

Child and Youth Finance International (CYFI) is a global multi-stakeholder network promoting economic citizenship for children and youth. CYFI leads the world's largest movement dedicated to enhancing the financial and entrepreneurial capabilities of children and youth. Launched in April 2012, the Child and Youth Finance Movement has already spread to 125 countries with partners and collaborators having reached more than 36 million children and youth.

CYFI works globally with governments, international institutions, NGOs and the private sector to ensure access to high quality financial services, financial education programs and entrepreneurship support for children and youth. The Movement has gained support from various international organizations and regulatory bodies including the United Nations, OECD, G20 and the European Commission. Every year in March, the CYFI celebrates Global Money Week, a worldwide celebration to empower the next generation to

become confident, responsible and skilled economic citizens.

DEVELOPING THE NEXT GENERATION OF ECONOMIC CITIZENS

THE OBJECTIVE OF THE PROGRAM - SCHOOLBANK

To develop the next generation of economic citizens Increase financial inclusion through a school adoption program - Each bank branch will adopt a school in its vicinity to open bank accounts and offer transaction support Impart Economic Citizenship Education (ECE) through the schools - Schoolteachers are trained to teach the Economic Citizenship Curriculum in each school SchoolBank model delivers three basic services Banking partners to provide child-friendly savings accounts. Provision of account collaterals such as passbooks, ATM cards, cheque books, magnetic cards NGO partners and Ministry of Education to provide economic citizenship education through innovative delivery methods. Generating financial awareness in children and their communities Banking partners and schools to provide withdrawal and deposit facilities, transfer of cash between accounts, balance inquiry and interest accrual. Technology or Telco companies to provide enabling technology solutions to improve transaction support

MAIN STAKEHOLDERS

SchoolBank is a multistakeholder approach, including at least three types of stakeholders Banking association and Bank partners Each of the bank branches to adopt one school each in the branch's vicinity Develop and issue a child-friendly savings product Provide bank accounts and on-going banking services to children of the adopted schools School network and Ministry of Education Teachers to impart financial literacy to children through innovative delivery methods Facilitate banking service delivery within the school premises Ministry of Education to support scale up and integrate financial education in the curriculum CYFI and Aflatoun and/or local Financial education partner Develop child-friendly financial literacy content in vernacular languages Train teachers and bank staff in imparting financial literacy and access to children Conduct marketing and awareness generation activities Potential additional stakeholders include the Central Bank and/or Ministry of Finance (sponsor), technology or Telco companies (provider of prepaid or mobile functionalities)

HOW THE SCHOOLBANK APPROACH WORKS

It links financial inclusion and financial education – optimally preparing the children for their future It is a structured approach which makes it easier to: Scale up Ensure consistency in quality Create sustainable impact (continued provision of financial services to children) Using the school adoption program (where each bank branch adopts at least one school in its vicinity) dramatically increases the reach of the program, even in rural areas Dependent on the operating model chosen, it can be much easier for children in rural areas to become financially included as they do not need to visit a bank branch to deposit and withdraw money

We can link technological solutions to the project to increase the impact, through partnerships with technological and Telco companies

ROUGH TIMELINE FOR LAUNCHING A SCHOOLBANK PROJECT – 4 STEPS

Project set-up

Set up working group and decide on roles and responsibilities Decide on goals, operational model, etc Secure fund-

ing Start organizing logistics

Training

Train the teachers to teach ECE during the school year Impart trainings through cascade model to reach scale fast

Launch

Launch the SchoolBank pilot during Global Money Week Large bank account initiation in the schools Large communication effort to raise awareness of the project

Roll out

Teachers teach the ECE curriculum throughout the year Banks support banking transactions, respective Child & Youth Banking principles Teacher (and Banker) Financial Education Training Certification Process to maintain quality and interest

THE FIRST STEP IS TO DEVELOP A LOCAL SCHOOLBANK By answering questions on 7 dimensions

When should the program be launched? What are the metrics/KPIs that must be tracked and met?

Is the Regulatory norm conducive to launch products for Children and Youth?

What products/services can be made available for children and youth?

What is the value proposition for each involved stakeholder?

What should be right operating model for ease of implementation and sustainability?

What technology innovations should be considered for the program?

Who will be responsible for the day-to-day management and launch of pilot?

ECONOMIC CITIZENSHIP EDUCATION - 'CASCADED APPROACH'

A 'cascaded approach' will be required to rapidly build capability for delivering Economic Citizenship Education The teachers impart the ECE curriculum through the schools Each trainer to train teachers/ branch reps, potentially in multiple batches Local trainers are trained by Master trainers to train the teachers on the curriculum The best trainers of Aflatoun and its partner organizations are deployed

GLOBAL MONEY WEEK

Global Money Week is the largest global celebration and awareness campaign for economic empowerment of children and youth

Reasons to Celebrate GMW 2015

Help improving the lives and opportunities of children and youth within your community and worldwide.

Support promoting the importance of Economic Citizenship Education (ECE), financial literacy and inclusion for youth.

Connect with partners, colleagues and friends. Share your organizational activities and initiatives with others in your country and globally.

Give back to your community, providing support –

strengthen values through Corporate Social Responsibility.

Win a Global Money Week Award! CYFI awards the country which contributes greatly to the cause during Global Money Week.

Be a part of the Global Movement and take action to reshape the financial landscape.

CONCLUSION

Over the last few years, the Reserve Bank of India too has undertaken a financial literacy drive, whereby it disseminates information regarding its functioning as well as general banking concepts to various target groups, including school- and college-going children, women, rural and urban poor. In fact, the RBI has brought out eight comic books, including Raju and the Money Tree and Money Kumar and the Monetary Policy, for school children as part of its financial literacy programme. In this study we came to understand that, children and youth are the pillars of our country. By empowering them, financially and socially will generate a huge turnaround and developments in our economy.

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