



CODING CONTEST

NOMURA INDIA

INFORMATION TECHNOLOGY DIVISION

NOMURA
Connecting Markets East & West



INNOVATE

KakushIN

FinMan - Financial Literacy with Gamification for Students

Problem Statement

To develop an innovative web or mobile application that **leverages gamification** to enhance financial literacy among students supported by NGOs. The application will focus on teaching practical skills such as saving and expense tracking, managing chores, and goal-based investment recommendations. By incorporating game mechanics, the aim is to make learning about finance engaging and accessible, fostering a habit of financial responsibility from a young age.

Cases:

- Name: Aditi
 - Age: 22
 - Location: Pune, India
 - Background: Aditi recently graduated from college and has just started her first job as a junior software developer at a local tech company. She comes from a middle-class family, where financial literacy was not a primary focus during her upbringing. Aditi is excited about her new role but feels overwhelmed by the responsibilities of managing her finances independently for the first time.
- Name: Ravi
 - Age: 16
 - Location: Mumbai, India
 - Background: Ravi is a high school student living in Mumbai, supported by an NGO that provides educational resources and basic financial assistance to underprivileged youth. He is ambitious and dreams of becoming an engineer. However, his family struggles with financial instability, making it challenging for him to focus solely on his studies.
- Name: Neha
 - Age: 14
 - Location: Jaipur, India
 - Background: Neha is a 9th-grade student supported by an NGO focused on girls' education. Her parents are daily wage workers with no formal education. Neha is responsible for helping with household chores and often takes care of her younger siblings. She dreams of becoming a doctor.

Context:

Financial literacy is a critical life skill that is often lacking among young people, especially those supported by NGOs. These students face unique challenges in accessing quality financial education due to limited resources and guidance. As they transition into adulthood, understanding fundamental financial concepts such as saving, budgeting, and investing becomes essential for their economic independence and stability. By integrating gamification with financial education, the proposed application aims to create a sustainable impact on the financial well-being of students supported by NGOs. It will empower them with the knowledge and skills necessary to make informed financial decisions, ultimately contributing to their long-term economic resilience and independence.



Key Features:

1. Interactive Savings and Expense Tracker: A tool that allows students to record and monitor their expenses and savings in a user-friendly interface, encouraging regular use through gamified incentives.
2. Chore Management System: Integrates daily chores with financial rewards, teaching students the value of work and money management. Completion of chores can earn virtual currency or points that can be saved or invested within the app.
3. Goal-Based Investment Recommendations: Personalized suggestions for investment products based on individual goals, risk tolerance, and financial literacy levels. Gamified elements will help demystify investment concepts and motivate students to start early.