



FSM MARKETPLACE

EVENT REPORT

26TH BHAISAKH, 2082

Prepared By :



Prepared For



मुक्तिनाथ विकास बैंक
MUKTINATH BIKAS BANK

जनता बैंकमा होइन, बैंक जनतामा जानु पर्दछ

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Executive Summary

The FSM Marketplace is a key component Social Lab to foster financial literacy from a young age through hands-on practical approach, positive reinforcement to end corporal punishment, and develop responsibility among students in public schools located in semi-remote communities.

In Baisakh 26, 2081, we successfully conducted the FSM Marketplace with the generous support of Muktinath Bikas Bank Limited. This partnership enabled over 45 students from Shree Saraswati Basic School, Shikharpa- Godawari to experience a vibrant, school-led marketplace where they earned, saved, and spent FSM tokens they accumulated through classroom participation and behavioral achievements.

The initiative not only enhanced students' understanding of money, value, and trade but also introduced them to concepts such as budgeting, saving, interest, and the role of banks. Muktinath Bank's involvement was instrumental in making the event impactful, and their presence added credibility and motivation for the students.

Background

Financial literacy and corporal punishment are pressing issues in Nepal. Only 57.9% of the population is financially literate (NRB, 2022), and despite a national ban, 60% of educators still support corporal punishment. These challenges highlight gaps in both education and child development.

To address this, Social Lab developed the Financial Stimulation Model (FSM), an adaptable school-based tool that teaches financial literacy and encourages positive behavior. By collaborating with local governments, schools, and businesses, FSM equips students with essential life skills for a brighter future.

The FSM is designed to promote financial literacy among young learners by integrating token-based incentives within school systems. Through daily classroom engagement, students earn FSM tokens, which they can later use in a simulated marketplace. The FSM Marketplace is a monthly event where students bring goodies in exchange using their tokens, allowing them to apply real-life economic principles in a practical, child-friendly environment.



FSM Marketplace Details

Date: Baisakh 26, 2082

Location: Shikharpa, Godawari Municipality-04

Number of Students Involved: 45 students of class 4 to 6

Social Lab hosted a dedicated marketplace where students exchange their earned tokens with the different goodies available in the marketplace supported by Muktinath Bikas Bank.



Muktinath Bank's Role:

- Provided logistic and material support
- Shared basic financial knowledge with students
- Offered branded tokens and stationery
- Bank representatives visited the marketplace and interacted with students



Outcomes and Impact



Engagement: Over 45 students actively participated in FSM marketplace



Transactions: A total of 43 transactions were recorded at the school store



Bank Deposit: More than 30 students were observed saving in token bank



Financial Skills Gained:

- ✓ Understanding value exchange
- ✓ Rational Buying Behavior
- ✓ Basic saving and budgeting skills
- ✓ Experience with interest through token banking



Visual Stories



Ms. Simran Acharya from MBBL assisting students in checking the prices of items.



Teachers organizing the deposited tokens in the Token Bank.



Students engaged in lively discussions about prices, number of tokens, types of goodies, comparisons of earnings, and who earned the most this month.



Ms. Namrata Gautam from MBBL engaging with students in a discussion on financial literacy.

Visual Stories



Teachers of Shree Saraswoti Basic School manage the school store and token bank as students line up to exchange their tokens for goodies.



Yunisha Nagarkoti from Class 6 proudly showcasing the tokens she earned during the month of Bhaishakh.



Students eagerly waiting to deposit their tokens at the Token Bank.



Barsha Nagarkoti from Class 6 was awarded a special gift for being the highest earner of the month.

Observations & Visibility



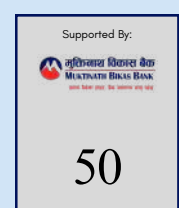
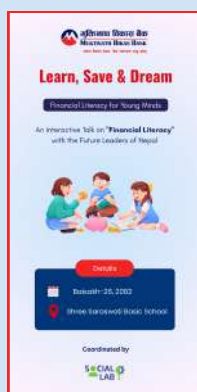
Feedback and Observation

- Teachers reported improved classroom behavior and increased motivation among students after the introduction of the FSM model.
- Students began to show financial responsibility after they started earning tokens.
- Several parents mentioned that their children discussed savings and budgeting at home.
- Due to the ongoing construction at School Ground, there were few challenges in management for teachers and learning for school in upcoming months.
- Due to the unprecedented strong winds and scorching sun, there were a few challenges in displaying the goodies.



Media and Visibility

- Photos and videos were captured throughout the event.
- Muktinath Bank's branding was prominently featured at the marketplace with banners and tokens.
- Instagram Stories, Facebook & Instagram Posts, and LinkedIn Updates to highlight and amplify the impact and collaboration.
- School social media pages shared posts appreciating the partnership
- Bank representatives shared insights with students, making the event more memorable.



(Here are a few samples of the social media posts and event banners.)

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Testimonials



Prabina Pyakhurel
FSM Focal Teacher

“The FSM Program has been very instrumental among the students of grades 3-5 in our school. Students who had poor performances and records previously have been working very nicely in the hopes of earning tokens. The significant changes in aspects like class participation, discipline, and hygiene have been seen. Students are also learning basic financial literacy like saving habits and purchasing behavior. The FSM has also worked to reduce corporal punishments. This is one of the innovative approaches that all educational institutions should practice, I say.”



Barsha Nagarkoti
Class 6
(Highest Earner of the Baisakh)

“No one believed I could become the highest earner in FSM. Sir, you saw it yourself; when you asked the class to guess who earned the most, everyone named other students. I used to be an average performer for a long time. But I kept improving, little by little, every month. In Baisakh, I finally became the top earner, and it made me so happy. I'm also doing well this month and feeling confident about next month.”



Aarosh Nagarkoti
Class 5

"I'm a new student at Saraswati School and recently joined here. I didn't know that earning more tokens was important. But now I do; just wait and see me at the next marketplace! I'm going to earn a lot more!"

Testimonials



Sanu Maya Lo
Principal

“Though just a few kilometers away from Kathmandu, the communities here remain economically modest. Students from the nearby village of Nallu walk around 1.5 hours daily to reach school. The majority of the students come from ethnic backgrounds. This innovative initiative has significantly boosted our confidence. More importantly, student attendance has improved, and they are now learning essential financial concepts. We've also noticed positive behavioral changes among the students. Financial burdens for purchasing stationery have been reduced, as the model allows students to earn by taking responsibility for their own work. I would like to express my gratitude to **MBBL** for their support, and we look forward to continuing this partnership.”



Yunisha Tamang
Class 4

This Month Marketplace has many nice goodies. But I bough pencil, toy and copy and saved 70 token in the bank. I learned that just like in real life, I should think before spending all my tokens!”



Way Forward and Acknowledgement



Way Forward

The FSM initiative has a proven track record of transforming public schools into vibrant learning environments. It has significantly improved financial literacy and student behavior from early ages, empowering communities to break the cycle of generational poverty. Building on this success, we plan to expand the FSM Marketplace to more public schools in the coming months. We look forward to continuing this meaningful partnership with Muktinath Bank and exploring opportunities for long-term collaboration through:

- Implementation of FSM in more public schools
- Co-designing financial literacy modules
- Training teachers in basic banking concepts
- Involving student visits to bank branches



Acknowledgement

We extend our heartfelt gratitude to Muktinath Bank Limited for believing in the vision of financially literate young minds through social innovation. Your support enabled us to bring real-world learning into the classroom in a fun and empowering way. Together, we are planting the seeds of a financially aware and responsible generation.





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