



# FSM MARKETPLACE

## EVENT REPORT

14 JESTHA, 2082

Prepared By :



Prepared For



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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 Jestha 14, 2082, we successfully conducted the FSM Marketplace with the generous support of Shine Resunga Development Bank. This partnership enabled over 29 students from Shree Balsudhar Basic School, Balsudhar - Dakchinkali 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. Shine Resunga Bank's support played a vital role in making the event impactful. The bank's direct involvement in teaching financial literacy to students was truly groundbreaking.



# 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:** Jestha 14, 2082

**Location:** Baasbari, Dakchinkali Municipality-04

**Number of Students Involved:** 29 students of class 3 to 7

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



## Shine Resunga Development Bank's Role:

- Provided logistic and material support
- Offered branded tokens and stationery
- Provided insightful suggestions and recommendations to enhance the model.





# Outcomes and Impact



**Engagement:** Over 28 students actively participated in FSM marketplace



**Transactions:** A total of 29 transactions were recorded at the school store



**Bank Deposit:** More than 23 students were observed saving in token bank



## Financial Skills Gained:

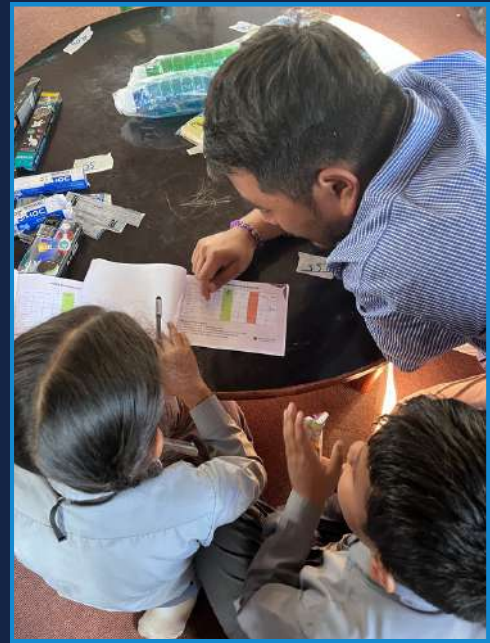
- ✓ Understanding value exchange
- ✓ Rational Buying Behavior
- ✓ Basic saving and budgeting skills
- ✓ Experience with interest through token banking



# Visual Stories



Students calculating their interest from the deposit last month, Bhaisakh.



Team Member from Social lab assisting student to fill their cheque book.



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



Students of Balsudhar showing their gratitude and thankfulness to the Shine Runga Bank for their support.



# Visual Stories



Student In dilemma to purchase goodies. Rational purchasing behavior in action.



Teachers busy organizing the school store and token bank.



Teacher waiting for students to deposit their tokens in the token bank.



Yay, I brought the geomatry box from the token I earned.



# 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 scorching sun, there were a few challenges in displaying the goodies.



## Media and Visibility

- Photos and videos were captured throughout the event.
- Shine Resunga Bank's 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



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

# Testimonials



**Sajina Sunuwar**  
**Class 2**

“I truly enjoy FSM very much; it has become one of my favorite times of the month. Today, I bought a painting color that I’m excited about. It’s such a beautiful color, and I can already imagine all the things I can create with it. I plan to paint trees, houses, and maybe even a serene landscape that captures the beauty of nature. Painting has always been a relaxing and creative outlet for me, and having this new color feels like I can make so much more art.

What makes it even more special is that I can share this painting color with my friends. I know they will love it as much as I do, and it will be so much fun to create art together. Sharing things with the people I care about brings me so much joy.”



**Simson Bashyal**  
**Class 5**

“I like FSM because I can buy copies, pencils, toy cars, and many more with my points. When FSM takes place I want to buy everything, the colored pencil, the sign pen, key rings, handkerchief, etc, but unfortunately, my points are not enough and I always have to return the items.

Last time I couldn’t even buy anything, But this time I am so happy I could buy myself a car, even though it’s a small car I am very happy and grateful. I hope I can buy more things in the future with my points. I will be a good boy and complete all the assignments so that I can gain more points.”



# Testimonials



**Raju Bhai Thapa**  
Principal

“First of all, heartfelt thanks to Shine Resunga Development Bank for this thoughtful support. FSM has truly been a game-changer for us. Over the past year, we’ve witnessed remarkable changes in our students—not just in terms of financial literacy like saving, depositing, and understanding interest, but also in how they actively engage and discuss these topics with one another. It’s fascinating to see!

FSM has given students a meaningful reason to come to school every day and has helped sustain their motivation. While the support from Social Lab concludes this month, we are exploring various ways to continue the program through alternative sources. Collaborations like these are not only innovative but also deeply impactful.”



**Pratikchya Bista**  
Highest Point Earner

“I'm happy because I did my homework regularly and came to school every day without missing any classes. I also took part in the ECAs. That's why I was able to collect points. I had deposited my tokens a month ago, and now I'm earning interest on them too.”



# 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 Shine Resunga 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 Shine Resunga Bank 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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