

EK PRAYAAS



Shaurya Kabra

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The boy on a mission!



Shaurya a 16-year-old young boy who is well beyond his years in maturity, worldview and outlook in life. He carries his responsibility effortlessly and this tells a different story about him. Shaurya Kabra is not one to take the easy route to achievement. Nor the much trodden part. Within him beats a heart of gold, and one that bleeds for his lesser privileged compatriots. Displaying remarkable clarity of matters societal, environmental and economic, he has launched – at his tender age – two wonderful initiatives. Ventures that aspire to empower the not-so-fortunate with the basics of financial literacy and thus help them maximise their own resources and also share his passion of fintech with his peers.

He's passionate about some of the things that 16-year-olds hanker after. Basketball and singing, to name two. But then, unlike the typical teenager, he's also captivated by the intricacies of the business and financial world. It's no coincidence that he is a wizard with numbers. And so, at an age when the teenager of today is occupied with obsessive devices, Shaurya set his mind on his mission and launched two initiatives: "SimplyFintech" and "Ek Prayaas". Through both, an attempt to radiate his own financial knowledge and tap on knowledge of the experts in the field for the benefit of others.

"SimplyFintech" is a platform that introduces and educates young individuals about Fintech; demystifying for them that complex world, through sessions delivered by Fintech experts. Shaurya's vision for "Ek Prayaas" is to improve financial literacy amongst India's rural masses. Through financial literacy offerings, the platform aims to raise financial awareness and empower underprivileged rural populations. Shaurya Kabra is a man on a mission. For now, a man in a boy's avatar. But the passion in his eyes and the fire in his belly gives a glimpse into what is to come, and maybe not too distantly into the future... Plans to launch is own Fintech start-up.

Harish and Geeta learn How to Save



One day, Harish and Geeta went on an exciting adventure deep into the woods. Soon enough, they found themselves in a big fix. The trail that they had created to safely return to their gingerbread home, had been destroyed by some mischievous squirrels!



They began to panic since they didn't have much food. All they had were 100 chocolates each. Harish said, "Geeta, we have to consume our laddu wisely, or else we will begin to starve."

Harish, being the smart one, created a budget for his laddus. It was very simple- it would depend on the weather condition of each day. He drew a table, it looked something like this!

DAY	WEATHER	LADDU
Day 1	Decent weather conditions	10 Laddu
Day 2	Harsh weather condition	15 Laddu
Day 3	Great weather conditions	5 Laddu
Day 4	Harsh weather conditions	15 Laddu
Day 5	Decent weather conditions	10 Laddu
Day 6	Great weather conditions	5 Laddu
Day 7	Decent/Harsh weather conditions	12/13 Laddu
Day 8	Harsh weather conditions	15 Laddu
Day 9	Great weather conditions	5 Laddu
Day 10	Decent/Harsh weather conditions	12/13 Laddu



With the help of this table, Harish calculated that he would need between 103 and 105 laddus to get through the winter. Since he had only 100 laddus, he would need to find ways to reduce the amount of food that he ate in the day.

Harish said to Geeta, “Let’s not travel when the weather is harsh. That way, I will be less hungry because I will conserve my energy and I can save my laddus for the next day. If the weather is good, we can walk to our gingerbread home and I will eat some more laddus!” He created a new table to make better and more accurate calculations!



DAY	WEATHER	LADDU
Day 1	Decent weather conditions	11 Laddu
Day 2	Harsh weather condition	12 Laddu
Day 3	Great weather conditions	6 Laddu
Day 4	Harsh weather conditions	12 Laddu
Day 5	Decent weather conditions	11 Laddu
Day 6	Great weather conditions	6 Laddu
Day 7	Decent/Harsh weather conditions	11/12 Laddu
Day 8	Harsh weather conditions	11 Laddu
Day 9	Great weather conditions	6 Laddu
Day 10	Decent/Harsh weather conditions	11/12 Laddu

With the help of this table he calculated that he would need between 99 and 101 laddus to get through the winter. So, if he could follow this chart correctly the average of the laddus he requires to get through the 10 days of winter will be $(101+99)/2$ which is exactly 100 laddus, the same amount that he has.



Geeta, on the other hand did not distribute the eating of her laddus appropriately. She followed a very different pattern that led her to not having any food left on day 10. The pattern that she followed did not take into account the weather, nor the amount of days she would take to reach their gingerbread house and the amount of chocolates she had for the journey.

This made Geeta very sad.

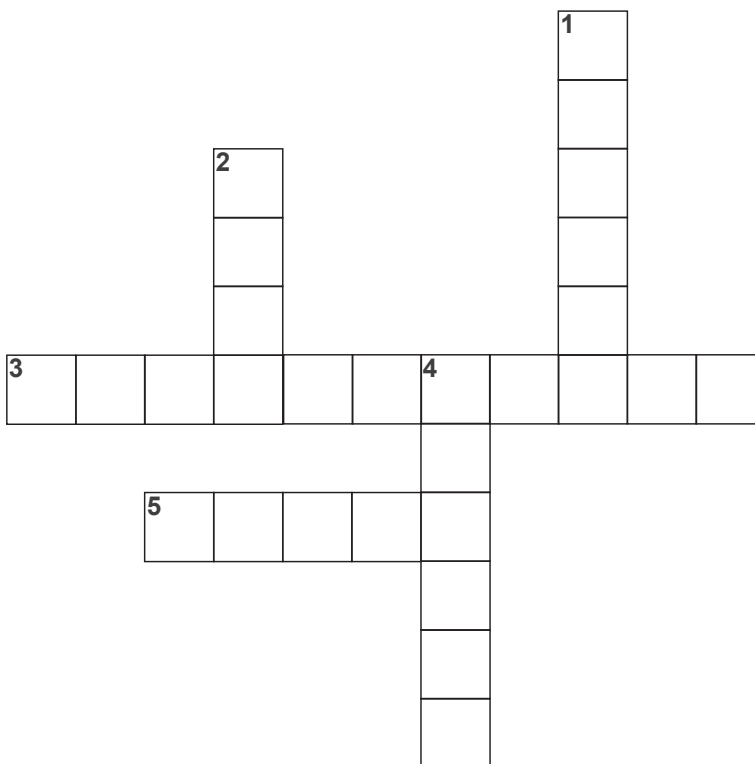
DAY	WEATHER	LADDU
Day 1	Decent weather conditions	11 Laddu
Day 2	Harsh weather condition	12 Laddu
Day 3	Great weather conditions	11 Laddu
Day 4	Harsh weather conditions	10 Laddu
Day 5	Decent weather conditions	12 Laddu
Day 6	Great weather conditions	10 Laddu
Day 7	Decent/Harsh weather conditions	13 Laddu
Day 8	Harsh weather conditions	11 Laddu
Day 9	Great weather conditions	10 Laddu
Day 10	Decent/Harsh weather conditions	0 Laddu Left



Harish was able to save the laddus he had and distribute eating them appropriately but Geeta was not able to do the same. Therefore, she did not have any food left for day 10. The primary idea of saving is allocating a budget for the amount of laddus or money you can spend in one day and cross referencing that with the total amount of laddus or money you have.

Geeta looked at Harish in amazement, she was so impressed with his smart calculations. She exclaimed, “Oh Harish! Please do teach me how to save chocolates just the way you did! And now, let’s quickly go back home, I miss my warm and cosy bed!” They walked together towards their gingerbread home, hand in hand.

Complete the crossword puzzle below



Across

3. Harish _____ the laddus for each day

5. Harish _____ the laddus for the end

Down

1. Geeta ate the laddus without creating a _____

2. Geeta _____ the laddus by the end by eating too much

4. Harish created a _____ for the eating of laddus

Magic of Compounding



Once upon a time, there was a young boy named Jay who lived in the countryside with his family. Their problem, like every poor family's problem was getting food on the table. Enough food for all of them. Their belongings were few, but the one thing they took pride in was their family cow, their one prized possession.



One day, Jay was out grazing his cow on the field when he saw a strange figure in the distance. As it came closer, he realised that it was a person. The person wore a brown hooded cape and carried a long stick, his hand was in his pocket clutching something but Jay couldn't guess what it was.

"Who are you?", Jay questioned. The mysterious man introduced himself as a magician. He did not mention his name, only that he carried magical beans that would grow to enormous heights and touch the skies. In awe of this, Jay asked to see the beans. He got his hand out of his pocket and opened his fist. There were 5 of these so-called magical beans. Jay was so intrigued, he decided that he had to have them. So, without a thought he asked the man to name his price.

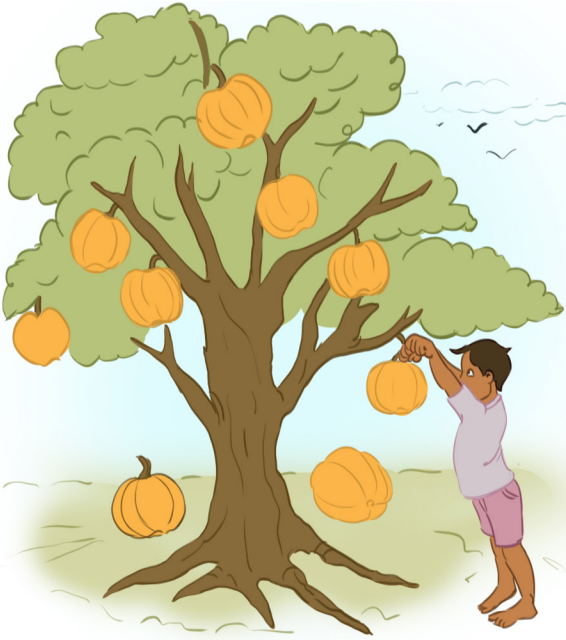
"I demand your cow in return for my magic beans!", said the magician. Jay was taken a back for a moment and was unsure of what to do. After all, the cow was so dear to his whole family. Still, he was determined to obtain the beans, so he decided to trade the cow for the beans.





He rushed back home and planted the beans into the soil. He watered them well and then went to bed, praying for a miracle! The next day, he woke up at sunrise and went outside to check on the beans. He couldn't believe his eyes! The mysterious man he met the previous day was truly a magician! In front of him he saw a tree, 5 feet tall already with numerous colourful fruits growing all across it.

Jay quickly plucked all the fruits from the tree and went to the market to sell them. They were so large and very juicy, he managed to make a great deal of money!



With the money he earned from selling the fruits, he bought fertilizer and applied that to the soil upon returning home. He did not visit the tree till the next morning and to his surprise the number of fruits that were on the tree had doubled along

with the size. He plucked the fruits once again, sold them, bought more fertilizer and repeated the same process again. The next morning the size had increased to 4x the size on day 1. He kept repeating this process, it grew to 8 times, then 16 times, then 32 times. The size kept increasing exponentially. Finally his tree was large enough to supply him with enough fruits to sustain him for the rest of his life. The idea behind Compounding is the reinvestment

of your earnings, which in this case was the fruits from the trees to buy fertilizer to increase the size of the tree.

Compounding is an extremely efficient process and since the returns are exponential



(get squared every time) the final return on the investment is extremely large.

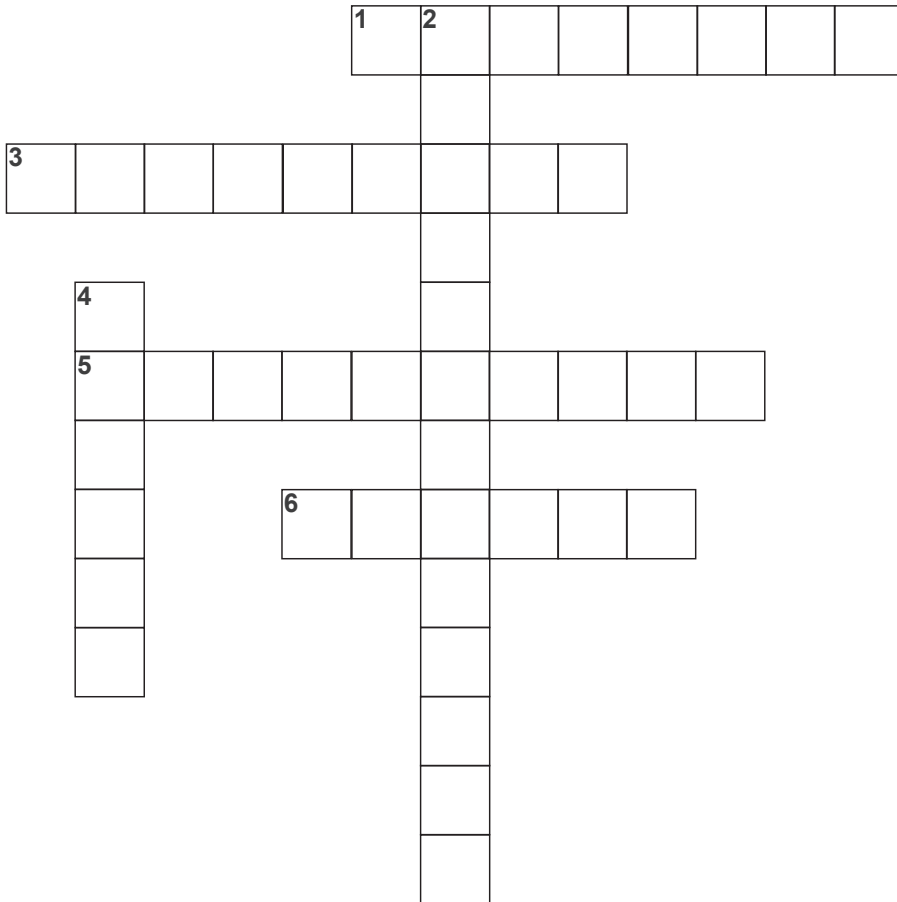
Although it is extremely unlikely, let us say that 100% return on our investment is achieved every day and the initial investment is 1000:

DAY	INVESTMENT	RETURN + INVESTMENT
1	1000	2000
2	2000	4000
3	4000	8000
4	16000	32000
5	64000	128000
6	256000	512000

By the 6th day your investment increases 512 times the original value. Compounding follows the logic that whatever money you earn is put back or reinvested into the investment, making the principal (initial investment amount) more than what the initial investment amount was allowing you to gain greater returns.

Complete the crossword puzzle below

Name: _____



Down

2. The beans grew _____

4. Jay _____ the cow for beans

Across

1. A Synonym for putting back money

3. The initial amount you invested

5. Jay _____ the money he earned

6. The _____ on the investment is very large

Bank Services



Bholu was a vegetable seller. Whatever he earned during the day, he deposited half of it in the bank. He only knew that money could be deposited in the bank and withdrawn when needed. One day the vegetable seller met his friend Hariya there. Bholu asked Hariya for what purpose did you come here?

Hariya told him that all his money sank in the toy shop he had opened with his principal amount, so he had come to borrow some money from the bank which he would use to open a clothes shop. But in exchange for this loan, he has to pay some rent to the bank every month which is called installment.



Bholu was listening very carefully to what Hariya was saying. He told Hariya that he had made more profit last month. He asked Hariya, is there any way by which I can make better use of that profit? Hariya said that if you want to take benefit of that profit again, keep reinvesting it so that you keep getting interest for it. For this you just have to open an account in the bank for a certain period of time and keep reinvesting your money in it. The bank will also keep putting a fixed amount in your account every month which is called dividend. You can withdraw anytime.

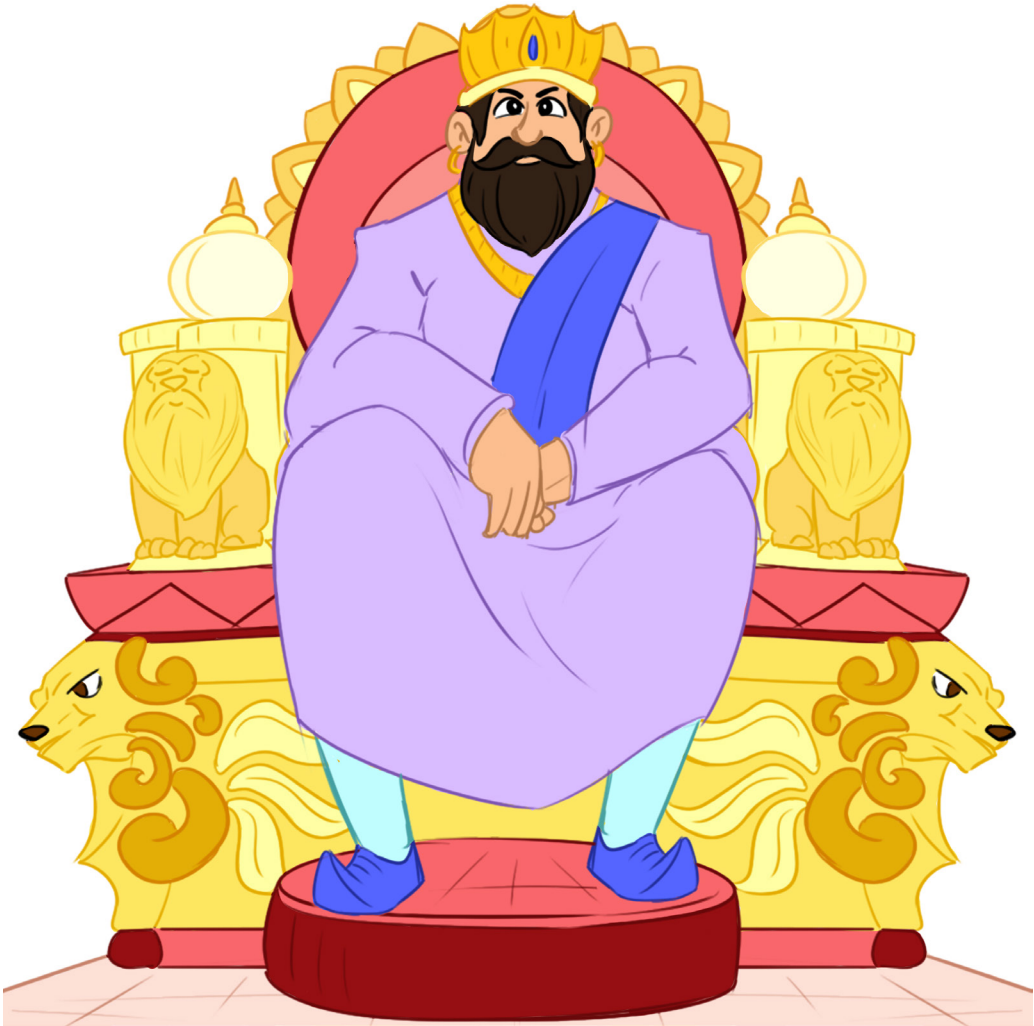


The vegetable seller was very happy to hear this. He liked this method very much as it was a win-win deal from both the sides. In this, the bank was also getting money regularly, which it was paying you little by little like interest. Your money was growing there along with being safe.

Match the Columns

<i>Principal amount</i>	<i>Reinvesting profits</i>
<i>Reinvestment</i>	<i>First real money is called</i>
<i>Deposit</i>	<i>To put money into something</i>
<i>Installment</i>	<i>To get profit from the amount deposited in the bank for a certain period of time.</i>
<i>Dividend</i>	<i>Money deducted from the account every month on borrowing money from the bank</i>
<i>Investment</i>	<i>Depositing money in your bank account</i>

King Vikram Singh and his Worthless Currency



In a kingdom far away, there lived a kind but foolish King. His name was King Vikram Singh. King Vikram Singh was blessed with the golden touch. Whatever he touched, turned to gold. with this ability, he built himself golden throne, a golden car, even a golden palace. He soon became the richest man in the history of mankind. This made all the other neighbouring kingdoms very jealous.

*Thousands of Kings came to him with offers,
they would offer him the finest silk, acres of land,
spices unheard of before and he would accept. For
the tiniest of luxuries, King Vikram Singh would give
away thousands of kilograms of gold to everyone,
why should he have not?
He could always make more!*



Merchants would come bearing gifts nowhere near the value of the gold, but he would convert whatever they carried with them to gold for even the smallest offering. But, as time passed, slowly, the traders started reducing.



Earlier, he was courted by kings and emperors. Now, ordinary citizens outnumbered the nobles that came to ask for gold. With time, even they stopped coming to him.

“It has been months since anyone has come to me for trade, why does no one want gold any more!”

King Vikram Singh exclaimed angrily.

To resolve this mystery, he put on a disguise and set out on a tour for his city. He travelled across the city visiting major streets and houses, he couldn't believe how much gold was already in the city! It was so much that he could rename his city the Golden City.

Every time he turned his head, he would see more and more gold. Gold shops, gold houses, gold carriages, gold temples, gold street lamps, there was gold as far as his eyes could see!



He returned to the city, satisfied. He was happy that his kingdom was prospering and that everyone was rich. Yet, he was not any closer to figuring out why no one wanted gold any more. "I can't take it any longer!" King Vikram Singh screamed. He summoned his Financial Minister and asked him why no one wanted gold anymore.



“There is enough gold in the world, my King. People want variety, there is so much gold that it is not rare anymore. Everyone has it, so people do not want to pay for it anymore. They would rather buy silk or satin as it is rare and precious. The supply of gold is a lot more than the demand.”

King Vikram Singh finally understood what his Financial Minister said. He vowed to control the urge to turn everything into gold. He wanted his people to be happy and his kingdom to prosper. He would now focus only on well being.

LESSON - *As an item becomes abundantly available, it loses value.*

INFLATION

A	E	P	R	E	C	I	O	U	S	T	E	I	I
O	R	C	S	S	R	E	C	L	E	S	I	D	N
F	O	E	D	E	M	I	N	I	S	T	E	R	F
V	C	Y	S	C	R	I	A	J	T	O	Y	S	W
E	X	C	E	S	S	V	Y	J	S	A	O	R	O
L	R	R	O	M	S	U	T	R	G	S	L	A	R
E	E	I	S	R	E	A	E	T	O	R	G	H	T
P	S	I	C	O	R	A	I	F	L	U	F	E	H
N	T	L	O	O	A	I	R	L	D	S	N	E	L
S	V	A	L	E	R	S	A	E	I	I	R	M	E
E	S	I	U	E	E	N	V	O	L	C	R	R	S
C	Y	E	A	D	L	M	S	S	I	O	E	R	S
O	P	R	N	T	A	E	S	D	I	I	L	S	N
S	I	S	I	N	V	A	L	U	E	L	O	O	E

Precious

Minister

Rare

Worthless

Value

Excess

Gold

Gori's Lesson on Debt



Once upon a time, there lived a girl named Gori. Like her name, Gori's skin was as white as snow, and her beauty was mesmerizing. She lived with her step mother and step sisters who were cruel to her. They made her do all the work while they relaxed. They were extremely jealous of her beauty, thus, treated her very badly.

She was isolated by her family and would have been completely alone, had it not been for the old lady. Her friend that helped her get through life, cared for her and gave her the love that her family didn't. They were her true family.



One day Gori's house was graced with a notice that said all maidens were invited to the castle where they were going to be courted by the prince. Attendance was mandatory. One lucky girl, the prettiest of them all would become the king's wife. Gori's step mother thought that this was a great opportunity so her daughters and unfortunately Gori would also be attending.

Gori, of course was not given new clothes. She had second hand robes and was dressed very shabbily. She couldn't ask her stepmother for a gown as she would never lend her one and she didn't have the money to buy one herself. She knew that she was beautiful but she didn't have the proper attire.



She decided to turn to her friend for help, promising the old lady that she would not forget this and if she became the princess, she would help her. Old Lady worked all night to help her and soon a beautiful gown was ready for her. The next day, they left for the castle and she was dressed like a princess.



"We're here!" exclaimed stepmother. She looked outside and was taken aback, she couldn't believe her eyes. She let out a gasp as she marvelled at the beauty of the castle. It was enormous, yet elegant. It had 5 white towers looking down on

the entire city. Connecting the towers were majestic grey walls made of perfectly cut marble, the entrance was a mighty arch stretching up-to 5 meters tall. Two soldiers stood guard on either side of the entrance covered in perfectly silver coloured steel armour so shiny that you could see a clear reflection of yourself in them.





**creak*!!*

The door opened and they entered the castle. It was a 50 meter long hallway with chairs lining on either side. Up ahead was the throne, made out of 24 carat gold, encrusted with rubies and emeralds of all kinds. The King spoke

“You are all gathered here today as prospects for the Prince, whoever impresses him the most will become the next Princess and future queen.” The day went on as hundreds of women came to court the Prince. Soon, it was Gori’s turn. “Greetings, Your Majesty, my name is Gori”, she said and bowed down. The Prince’s pupils dilated and his jaw dropped.

He was in awe of her beauty and decided that she was to be his wife. Step mother was enraged as her children did not get a chance to be courted by the Prince, but she didn’t show it. She was finally a Queen!



A true Queen ruling over a city. She thought of all the glamour and living among the upper class of society and she was filled with joy, so thrilled in fact, that she started becoming arrogant. The next day she was off to the castle.



After she had settled in, the old lady came to visit to congratulate her but she shunned her away. She did not want to be associated with her any longer as she was the Queen, her arrogance had taken over. She did not give her the time of day nor did she intend to help her and pay her back. Weeks passed and the old lady kept visiting but she kept sending her away, finally the old lady realised that she was not going to pay her back and she decided to



curse her so that the king will denounce her. The next day, it happened. The king denounced gori and gori became poor again.

MORAL - The lesson we learn from this story is that when you take on debt (when you borrow money from one person) you have to pay it back, if you cannot the consequences will be severe. So borrow money for useful purposes only and try to use it wisely.



DEBT

A	M	K	I	L	B	K	I	G	C	P	I	N	H
D	R	I	N	S	T	A	L	L	M	E	N	T	O
Q	P	O	I	Y	T	R	E	W	Q	P	O	C	C
G	K	L	A	S	D	F	G	H	J	K	L	A	V
U	M	N	B	V	C	X	Z	Q	W	Y	L	A	M
R	E	T	U	R	N	S	D	F	G	H	J	B	N
J	Z	X	C	V	B	N	B	G	V	U	O	I	S
G	M	A	S	D	F	G	O	A	R	B	U	P	D
T	H	J	K	L	Q	W	R	C	P	A	C	F	G
K	E	R	T	Y	U	I	R	S	V	M	V	P	J
F	O	P	A	S	D	F	O	Y	X	C	V	D	H
D	G	H	T	J	K	L	W	E	Z	L	P	G	G
S	X	I	Z	R	W	W	V	R	W	Y	R	O	L
J	K	I	I	N	T	E	R	E	S	T	G	E	U

INSTALLMENT BORROW RETURN INTEREST

Mohan's Important Discovery



Mohan and Gopal had hidden their cookies in the cupboard. It was the most perfect place they could find because nobody checked it- neither Ram, nor Sohan, nor Minu - so their cookies were extremely safe in that spot. Nothing at all could happen to them, or do they thought.

As Mohan was roaming around the clubhouse, he heard a faint crash. It was probably nothing, so He ignored it. After the end of the day he went back to the cupboard to get some cookies.

“Oh! After such a long day, I finally get to have some cookies! What? Where are they?”

Mohan became very concerned.

What had happened to his cookies? Where did they disappear?



“Aah! Look at what happened to my cookies!”, he said with a sorrowful look on his face. They had been squashed under the cupboard and could not be consumed anymore. “Oh! I have to tell Gopal as well, he sure will be crushed!” He rushed to Gopal and exclaimed, “All our cookies gone! They were crushed under the cupboard ! Oh Gopal,



He expected there to be some sort of fear and shock, but Gopal’s face was stone cold. “All your cookies are gone. My cookies are just fine!”

Huh? How did that happen? How come Gopal’s cookies were okay? “Follow me”, he said and Mohan did so.



“What is behind the curtains? cookies! But how?”

“I didn’t put all my cookies in one place, I kept it hidden in 10 different spots around the house, so the crash that destroyed all your cookies, only destroyed 10% of mine”, said Gopal proudly. “What? What do you mean?”, asked a completely confused Mohan. “I diversified my hiding spots and didn’t limit them to only one”, Gopal explained.

Mohan then realised what a grave error he had made. He thanked Gopal for sharing such an important lesson with him. After all, it was not only Ram, Sohan or Minu who could steal his cookies, it could be destroyed due to other factors too. “I sure will find more hiding spots now. Let me quickly get on it. See you later, Gopal!”, said Mohan and ran off.

The lesson we learnt from this story was to never put all your eggs in one basket. You should have a diverse portfolio of investments so that if one of your investments' value decreases, you will not suffer much loss as your other investments' value will still remain intact. This allows you to have huge growth potential as you are investing in various classes allowing you to have an extremely large return on at least 1 of the classes if it does well. And even though your return will be less because the investment is smaller, your risk will be reduced greatly, making you always run on a profit.

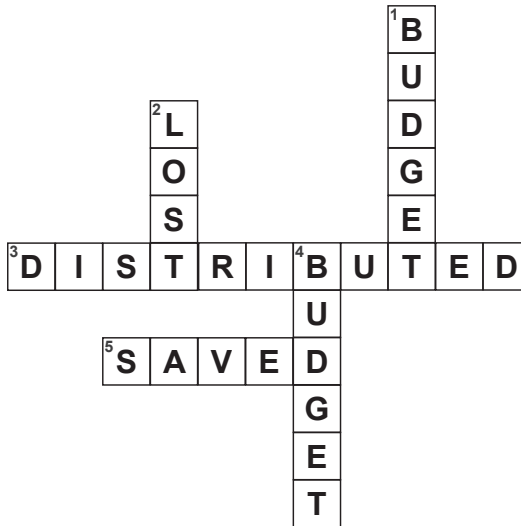
MATCH THE COLUMN

1. How did Mohan lose his cookies	He invested in many stocks
2. Why didn't Gopal lose his cookies	High growth potential
3. What is 1 advantage of diversification	Crash of a single stock
4. What is another advantage of diversification	Minimizing risk
5. What does the crash of Mohan's cookies represent	No diversification

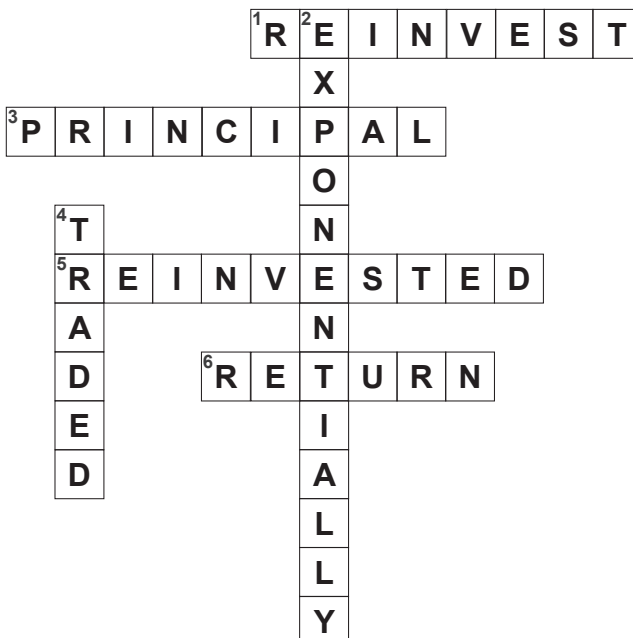
Answer Key



1. Harish and Geeta learn How to Save



2. Magic of Compounding



3. Bholu's Day at the Bank

Principal amount- First real money is called

Reinvestment- Reinvesting profits

Investment- To put money into something

Deposit - Depositing money in your bank account

Installment- Money deducted from the account every month on borrowing money from the bank

Dividend- To get profit from the amount deposited in the bank for a certain period of time.

4. King Vikram Singh & his Worthless Currency

A	E	P	R	E	C	I	O	U	S	T	E	I	I
O	R	C	S	S	R	E	C	L	E	S	I	D	N
F	O	E	D	E	M	I	N	I	S	T	E	R	F
V	C	Y	S	C	R	I	A	J	T	O	Y	S	W
E	X	C	E	S	S	V	Y	J	S	A	O	R	O
L	R	R	O	M	S	U	T	R	G	S	L	A	R
E	E	I	S	R	E	A	E	T	O	R	G	H	T
P	S	I	C	O	R	A	I	F	L	U	F	E	H
N	T	L	O	O	A	I	R	L	D	S	N	E	L
S	V	A	L	E	R	S	A	E	I	I	R	M	E
E	S	I	U	E	E	N	V	O	L	C	R	R	S
C	Y	E	A	D	L	M	S	S	I	O	E	R	S
O	P	R	N	T	A	E	S	D	I	I	L	S	N
S	I	S	I	N	V	A	L	U	E	L	O	O	E

5. Gori's Lesson on Debt

A	M	K	I	L	B	K	I	G	C	P	I	N	H
D	R	I	N	S	T	A	L	L	M	E	N	T	O
Q	P	O	I	Y	T	R	E	W	Q	P	O	C	C
G	K	L	A	S	D	F	G	H	J	K	L	A	V
U	M	N	B	V	C	X	Z	Q	W	Y	L	A	M
R	E	T	U	R	N	S	D	F	G	H	J	B	N
J	Z	X	C	V	B	N	B	G	V	U	O	I	S
G	M	A	S	D	F	G	O	A	R	B	U	P	D
T	H	J	K	L	Q	W	R	C	P	A	C	F	G
K	E	R	T	Y	U	I	R	S	V	M	V	P	J
F	O	P	A	S	D	F	O	Y	X	C	V	D	H
D	G	H	T	J	K	L	W	E	Z	L	P	G	G
S	X	I	Z	R	W	W	V	R	W	Y	R	O	L
J	K	I	I	N	T	E	R	E	S	T	G	E	U

6. Mohan's Important Discovery

1. crash of a single stock
2. he invested in many stocks
3. high growth potential/minimizing risk
4. high growth potential/minimizing risk
5. no diversification

EK PRAYAAS



Money as they say is, 'hard to earn and easy to lose'. Especially, when it comes to rural India, who earn money through rigorous hard work and are generally a soft-target for fraudulent schemes, lotteries or tempted by rewards. This makes them apprehensive towards any kind of investment. And what happens in return – money is earned and money is spent, but money doesn't grow.

Ek Prayaas, an initiative by Shaurya Kabra, is an attempt to create a financially literate rural India. It explains and clarifies various financial concepts like budgeting, investment, savings, loans, fixed deposits etc. in a simple and easy-to-understand manner through books and animation. It also teaches them how to recover from financial shocks and manage emergency expenditures without feeling overwhelmed.

Ek Prayaas – *is an effort to help every Indian villager become money wise and learn how to save it and multiply it for a better and brighter future.*



**“A rupee SAVED is
a rupee EARNED”**

NOT FOR SALE

Author : Shaurya Kabra
www.ekprayaas.co.in