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Sanjay Gupta's venture offers financial education to 5-16 year-old kids

Shobhana Chadha, ET Bureau Mar 12, 2012, 08:25AM IST

Tags: Sanjay Gupta | Jamnabai Narsee School | interest | Inflation | ET Wealth | certified financial planner | academic enrichment programme

The surest way to make your money grow is to start early in life, say experts. Ironically, this advice is usually doled out when it's too late to implement it.

Sanjay Gupta, a 45-year-old certified financial planner (CFP), has found a way to circumvent this irony. He is among the first of his ilk to start a venture that offers financial education to children in the age group of 5-16 years.



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Gupta's venture, Finance for Kids, was conceived in May 2011, but kicked off earlier this year. Going beyond the basics, he teaches kids to live within their means and uses an interactive format-storyboards, role plays, audio-visuals and games. "The aim is to simplify financial terms like [inflation](#), [interest](#) and economy for kids," says Mumbai-based Gupta.

Concerned by the rampant misselling of insurance and investment products and the scant attention given to personal finance in school, he felt that the next generation should be better prepared. "Established CFPs conduct ancillary activities like financial education seminars and training sessions, but no one thought of teaching children," says Gupta.

Once the idea took hold, Gupta read up on the subject and gathered data to create the structure of the programme. He used `6 lakh as seed capital, entirely through his savings, for developing the infrastructure. "My office at Vile Parle (west) was renovated and converted into a state-of-the-art premises.

It now doubles as a vibrant, conducive and energy-filled place with audio-visual projectors, which help in making the learning experience interactive," says Gupta. The classes, which started in January 2012, are conducted between 4 p.m. and 5.30 p.m. on weekdays or Saturday mornings.

He launched the venture with two beginner's batches of 7-9 students each. One batch comprised six- to nine-year-olds and the other one was for the 10-12-year age group.

There are eight levels for each age group and an evaluation after every level (if required, extra sessions can be conducted). If a student does well in it, he gets promoted to the next level. So, his first batches will be ready to start level two in April this year. At present, he charges Rs 2,400 for eight sessions at each level.

His experiment with children proved to be so successful that he soon identified and tapped yet another target group-women. "The session for ladies and mothers was started because I received several requests for the same.

The women said that, unlike children, they would be able to implement the learning immediately," says Gupta. At present, around 12 women are enrolled in his programme, with classes conveniently held during the week around noon.

Gupta is also planning to start vacation batches this year, as well as ones that coincide with the academic year (once-a-week sessions). In addition, he is exploring opportunities to tie up with schools and offer his programme as part of the curriculum or as an [academic enrichment programme](#). "The Jannabai Narsee School of Mumbai has shown keen interest," he claims.

Apart from the fact that Gupta takes home about Rs 50,000 per month from this venture, it has yielded some indirect benefits as well. As he says, "A lot of kids' mothers, as well as the women I teach, have become my clients. They approach me for getting their portfolios checked and make financial plans for them." Gupta has certainly found a way to walk the talk.

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I would like to know more details of this programme. i wish to enroll my kids also for this. plz inform the mail id and phone number of mr sanjay gupta for furthur contacts!

rishabh (mumbai)

14 Mar, 2012 05:15 PM

Hi Sanjay...I am interested in enrolling my kid in this program...kindly let me know ur address or website to proceed.

xcvb (cxvb)

12 Mar, 2012 03:37 PM

szxcvxczv

