PERSONAL FINANCE
HANDBOOK FOR REAL WORLD MONEY MANAGEMENT

COMMUNICATION DESIGN PROJECT 3

BY
SNEHA CHHATRE

GUIDE
PROF. G. V. SREEKUMAR

IDC School of design
Indian Institute of Technology Bombay
2018

Table of Contents

Introduction

Like it or not, life and money are indistinguishably linked, it is what makes the world go round. This is because money is the most common and direct medium of exchange. And while school is an age where we build our attitudes and behaviors for life, the topic on money is hardly covered. Unless discussed at home, an individual only encounters the various applications of his earnings, only later in life, in discussions with friends, office colleagues or employers.

We are a country of millennials[a], and while the vast majority is far more educated, technologically savvy and ambitious than the previous generation, they are lacking in an area that their parents excelled in—money management. A recent Morgan Stanley survey reports that an astounding 84% of India's millennials already own a smart phone, are looking to own a car and are spearheading growth in the 'credit sector'—meaning they are ready to get into debt to get what they want. This draws the spotlight beyond the economic transformation they are poised to bring, to some dark truths: that many young people in urban India are finding themselves deeply entrenched in debt, without money for rent or food because of the ways in which they mismanage their money [1]. The project addresses the need for managing finances and lays out an understanding of the available options in India. While career advice is important for the new graduates, money advice does play an equally important role. Managing finances is not about working for a salary, being frugal about spending or running after money. The key to the whole idea is to be rich by examining one's wants and living life in the now without spending the savings that are would be needed for tomorrow.

[a]Millennials, the population group between 18 and 35 years of age, are the chief wage earners in India with a 47% share in the working age population. Generation Y (millennials) is accounting for nearly half of the working age population in India.

www.livemint.com report
Published: Tue, Feb 20 2018.

Primary study

As we graduate, and prepare for another chapter in our lives, our dreams and goals, surface as a reminder. Because life and money are inextricably linked whether we like it or not, we need to be competent in making sound financial decisions, in order to realize these goals. Knowing, what financial milestones to hit when will help one ensure that we don't have to scramble for any of them. Most people when they're getting into the workforce or out of college don't look at their overall financial picture. One needs to acknowledge their long term and short term goals [2].

There's a saying that, 'stress is the difference between where you are and where you would like to be'. If that's the case there are a lot of people still trying to get to where they would like to be when it comes to their finances [3]. It is not right to assume that most earning individuals should be able to handle their finances and teach themselves how to save, invest and deal with other important aspects of financial planning. There are simply far too many important parts of our lives that finances can affect if we don't know what we are doing. It's never going to be possible to help everyone, but I think there needs to be a better way to educate people about their finances, so that they can help themselves when the need arises. Too many people are on their own when it comes to making financial decisions [3]. Like starting a new workout regimen, saving money must be a lifestyle you're completely committed to in order to be effective. So, the first step to saving money is making the decision to do so. That way, when you're enticed by that sale at the mall or a nice dinner, you'll have a clearly defined reason to say "no." [4]. On the outside, Indian millennials look like they've got it all figured out. However, if they don't learn to manage their finances and plan prudently for their futures, their dreams run the risk of becoming nightmares. It's never too early to start thinking about the next 10 or 20 years, or even retirement. And it is never too late to learn how to manage your money [1]. The importance of teaching financial concepts like inflation or loans to young people, is that they start getting serious about money sooner. One needs to learn how to estimate their future expenses, set goals, and work towards it in a disciplined manner.

Each individual's personal finance situation is different. That's what makes it personal. And yet managing it is not rocket science. One doesn't need to be an expert on the subject, the goal is to be aware of your financial situation and gain knowledge on some basic finance concepts in order to develop better habits. The subject contains a lot of jargon and hence can be hard to understand as there are no personal finance classes in high school or college. After graduation, most young adults will move to a new place, start a new job, and start paying back student loans, start paying for rent and daily necessities. This can come as a financial discomfort for those who haven't had to worry about money much in their lives. Once you start earning and owing money, it is crucial to learn the lessons that you may have missed out on earlier in life.

In order to gauge the understanding, related to money matters, of the youth, soon to enter the workforce, a primary research was done with the current batch of final year M. Des students from IDC and some final year B. Arch students. A total of 31 students participated in the survey.

Q1: **What are your immediate plans for the salary/ remuneration you are to receive?** ***(31 responses)***

- 35.5% *(11 people)* answered: Saving up for something big. (Been waiting for a sizable saving to afford this)
- 29% *(9 people)* answered: Save as much to quit working sooner. (May hay while the sun shines)
- 22.6% *(7 people)* answered: Pay off old debts/ loans. (Thank you supporting my student life)
- 6.5% *(2 people)* answered: Make more money. (I want to build an empire!)
- 3.2% *(1 person)* answered: Buying bullet
- 3.2% *(1 person)* answered: Spend, without blowing up.
- 0% *(none)* answered: Spend, spend, spend. (Finally some indulgence!)

INSIGHT: As the survey was conducted among student who are not earning a salary and are either on allowance given by parent, T.A. money earned or both, which in most cases would be less than a salary earned. More than 40% are anticipating their first cheques. A little less than a third are already thinking about saving for an early retirement and the rest plan to clear their debts first.

ASSUMPTION: Considering inflation and relocating expenses, there will be little savings, if any. It is assumed that the first salaries would be saved up to afford something that might have become their goal while at school. Although the answers vary, there is an inclination towards saving and clearing debt.

Q2: **Do you invest your money other than saving in a bank?** ***(31 responses)***

- 58.1% *(18 people)* answered: NO
- 41.9% *(13 people)* answered: YES

INSIGHT: More than half the responses were negative, showing that there is a need to inform about other available options and that the earlier they start saving, the better it will work for them.

ASSUMPTION: The government has recent made it mandatory and easy for every individual to have a bank account, so it is unlikely for anyone to not have an account. The general understanding is that there is interest given on saving in a bank and that should suffice. The different options available for investment, is a topic that usually gets discussed at a workplace.

Q3: **Which of these financial products have you heard of?** ***(31 responses)***

- FD – 90.3% *(28 people)*
- PPF – 80.6% *(25 people)*
- EPF – 32.3% *(10 people)*
- ULIP – 0% *(none)*
- ELSS – 0% *(none)*
- NPS – 6.5% *(2 people)*
- I don't know any – 3.2% *(1 person)*

- Mutual funds – 3.2% *(1 person)*
- RD: better for students with TA – 3.2% *(1 person)*

INSIGHT: I used abbreviations as most schemes are better known in their abbreviated form. Fixed deposits and PPFs are linked to banks and promoted by the bank, hence it is understood that most people would be aware of them regardless of whether they opt for a fixed deposit scheme.

ASSUMPTION: The numbers suggest that most individuals haven't taken an initiative to search for options other than what the banks provide. This can be due to general procrastination or not being a part of discussions related to money matters. There are common investment product terms that are advertised and it can be assumed that people would have heard about them but are not aware on how they function.

Q4: **Select the reason most likely to you (regarding managing your finances)** ***(31 responses)***

- 51.6% *(16 people)* answered: Don't have enough money
- 29.9% *(9 people)* answered: I can't understand it
- 9.7% *(3 people)* answered: Don't have enough time
- 9.7% *(3 people)* answered: I am young, I'll do it later
- 0% *(none)* answered: I don't need it

INSIGHT: The question is a follow up to support the argument that most individuals procrastinate when it comes to dealing with their finances. This can be due to the fact that these concepts are hard to comprehend or are not available unless sought for. There is a definite requirement for a solution as there was no one who claimed that they did not find a need to manage their finances.

ASSUMPTION: As all the individuals are students, the scarcity of money would be an obvious answer. The other reasons could be the inability to understand the concept and would require time to practice. There is a general thinking that managing money is usually done when one is older and has enough to manage. Steps towards understanding and planning would then be taken. But the amount of money or age should not be the prerequisite for learning money management as it is a habit that needs to be grown into.

Q5: Imagine that you get the same salary for one year, at the end of one year the inflation stays at X percent how much will you be able to buy? ***(28 responses)***

- 39.3% *(11 people)* answered: Less than what you can buy today
- 28.6% *(8 people)* answered: Don't know
- 21.4% *(6 people)* answered: It depends on the types of things that they want to buy
- 7.1% *(2 people)* answered: The same amount
- 3.6% *(1 person)* answered: More with their share of the money than they could today

INSIGHT: The question was asked to get an understanding if the students are aware of the concept of inflation. Less than 40% answered correctly. Almost one third did not answer and the rest answered incorrectly. Though there was not much math involved, it seems that the concept of inflation although heard of is not a topic of discussion.

ASSUMPTIONS: It can be assumed that most are not inclined to make connections with a general observation and think of the question as a problem to be calculated and hence refused to answer. As they survey individuals are students and not actively participating in monthly expenses, this question could not necessarily be discussed.

Q6: **Let us suppose that over the next 10 years the prices of the things you buy double. If your income also doubles, will you be able to buy less than you can buy today, the same as you can buy today, or more than you can buy today?** ***(30 responses)***

- 43.3% *(13 people)* answered: The same
- 43.3% *(13 people)* answered: Less
- 6.7% *(2 people)* answered: More
- 6.7% *(2 people)* answered: Don't know

INSIGHT: The question is a follow up to support the argument that the concept of inflation although heard is not clear to most individuals. Only around 40% of the individuals surveyed responded correctly.

ASSUMPTION: The question is similar to the prior question. The nature of the question is simpler and hence received more responses, although the correct responses are similar in number.

Q7: **Suppose you had 1000 rupees in a savings account and the bank adds 10 percent per year to the account. How much money would you have in the account after five years if you did not remove any money from the account?** ***(30 responses)***

- 63.3% *(19 people*) answered: More than 1500
- 23.3% *(7 people)* answered: Exactly 1500
- 6.7% *(2 people)* answered: Less than 1500
- 6.7% *(2 people)* answered: Don't know

INSIGHT: The question was asked to get an understanding if the students are aware of the concept of compound interest. The answer demanded a rough estimate and not a clear figure as it would have made people ignore the question due to the nature of it becoming a math problem. More than 60% people answered correctly and only 30% are not aware of the concept of compound interest.

ASSUMPTION: People may not be certain about the exact calculation for compounding interest, but have a fair idea that compounding results in more interest than simple interest. The individuals who answered incorrectly may not have understood how compound interest is calculated.

Q8: **What part on money matters would you like my project to help you out with?** ***(31 responses)***

- 71% *(22 people)* answered: How do I make more money (investment to get retire rich)
- 58.1% *(18 people)* answered: How can I help my family financially (insurance and dealing with unexpected expenses)
- 54.8% *(17 people)* answered: How can I save Tax (a huge percent of my hard earned money will go to the government)
- 41.9% *(13 people)* answered: How do I Budget this salary I get (I don't want to keep waiting for payday)
- 3.2% *(1 person)* answered: Other – accumulating finances better. Information about loans and managing them.

INSIGHT: The question was asked to get an understanding of what the target group was keen on learning from my project. Everyone wants to be rich, yet there is a need for learning about investment and insurance products.

ASSUMPTION: Although getting rich is the goal, the individuals are not aware about the need for budgeting. There is a need to approach money management step by step and the book will help with this process.

INVESTMENT ADVISER:

There are endless books available on this topic which are extremely valuable. As part of my project and an opportunity to learn about money management, I began scanning useful links for the right knowledge in simple terms, but speaking with an adviser was the best way to get a direction on this subject. So, as a part of my primary research, I sought the help of an investment adviser, Mr. Lloyd Rego, who completed his Masters in Business Administration from UK and currently assists people in managing their finances. He interacts with people of a varied age group, some in their early twenties, who are usually not affluent with money but have an advantage with time that can benefit their investments, to a few senior citizens who have enough for their lifetime, but are usually short on time.

With his experience in the field, Lloyd tells me that a large number of people are still unaware of many basic investment vehicles and still stick to products they are comfortable with. Most decisions about finances happen with the family and most families cling onto money management practices that they have grown up seeing and are comfortable with. People seek his advice mostly when they are in immediate need of making and investment decision and are mostly interested in the returns. He tells me that there is a need for understanding why investments are to be done and to make sound decisions. Knowing where you stand financially at the present and drawing up your plan for the future needs to be done so that arrangements can be made for the same. This he says should happen as soon as one is introduced to money. As kids too, we are acquainted with what money can buy and how to accumulate a size-able sum in order to purchase bigger things. Yet, there is no formal education in managing finances or the understanding of why it needs to be done. Habits with respect to money are developed from a young age and are difficult to change as one gets older. Younger people get curious only when they are exposed to discussion of money, usually when they start working. This kind of exposure is not in-depth and decisions made based on knowledge received like this is not advisable. A lot of people are ignorant about the concept of compounding and the commitment aspect of money management and hence end up losing a substantial sum.

The habit of managing one's finances needs to develop at an early age. The common perception is that managing finances is for older people and for retirement. Managing money is a habit and it gets difficult to change habits as you get older and used to a certain lifestyle. The idea of managing one's finances is not about sacrifice and deprivation; it's about living smarter, so that you can afford to live the life that you want to live—the life that you dream of living. In order to keep the task simple and effective one needs to be aware of the steps leading to managing money and investing for a future. As each person's financial situation and plan is unique, the same formula cannot be generally applied to all. He lays out an outline on which one can build their understanding of choices. The project looks at explaining these steps and serves as a guide to help an individual start considering their financial decisions.

Secondary study

An ICICI Lombard study stated millennials, on average, spend 69% of their salaries every month. Meanwhile, State Bank of India alone collected a whopping ₹1,772 crore in 2017 by way of penalties levied on savings accounts that did not maintain minimum balance. How many of them are millennials? [1] India is expected to become the youngest country by 2022, with an average age of 29. Being the largest generation in history, millennials have become the juggernaut that can wield immense influence on the way businesses are run. It becomes extremely important to understand their buying preferences. The buying trend is quickly shifting from ownership to access. A report by Goldman Sachs says we are fast moving towards a 'sharing economy'. [9] Although they have frequently been labeled as materialistic, spoiled and saddled with a sense of entitlement, many Millennials feel that they will not be able to achieve material goals like finding their dream job, buying a house or retiring until much later in their lives than their parents did. Paying off student loan debt has become increasingly difficult for many who are struggling with unemployment and low-paying jobs. [10] Corporate firms have young employees who are determined to pursue an MBA or a master's degree abroad, but most of them have no idea how expensive these degrees are and how much more expensive they were going to be in the coming years. Education inflation is 10%, which means the cost of not only the course, but also the associated expenses are going to be 10% more expensive every year. Is all this accounted for? [10]In order to get an understanding for the need of a personal finance handbook for youth, I examined research findings, on financial literacy and need for understanding personal finances, from around the world and research conducted in India.

FINANCIAL LITERACY

Financial capability and financial literacy is "the capacity, based on knowledge, skills, and access, to manage financial resources effectively." Financial capability is knowing how to spend wisely, manage credit, and plan for the future. Financial capability is an effective way to help youth, no matter their circumstances, avoid common financial vulnerabilities and build economic stability. [11] We live in a world where financial decisions are becoming increasingly complex, and where ways of accessing financial products and services are multiplying rapidly. People need a wide range of skills and knowledge to make informed choices and to manage the risks involved [4]. India is home to 17.5% of the world's population but nearly 76% of its adult population does not understand even the basic financial concepts. In India, there are also certain erroneous beliefs associated with financial literacy, the most common being the myth that one who is 'literate' or 'rich' is also 'financially literate'. Lack of basic financial understanding leads to unproductive investment decisions. It is a myth that financial literacy is more important for adults. We can achieve the desired results from financial literacy only when we start educating our children. Like many other provocative topics, money is something that kids hear about outside homes as well, which exposes them to wrong perceptions [5]. There is widespread agreement on the importance of financial literacy education and on many of the key topics that should be included. The development of core competencies for financial literacy continues to be the focus of research around the world [4].

As per experts, the following is a compilation of research topics that need to be covered in financial education programs:

The concepts of income, money, earning, saving, spending, investing, budgeting, credit and borrowing, risks and rewards, compound interest, pensions, insurance, taxes, and planning ahead; How the financial system works; The difference between wants and needs; Consumer awareness and advertising; Fraud and its consequences; Future consequences of financial decisions; How to plan for life after high school.

Youth should be educated about finances early in life and at pivotal points in their development and financial lives. Having a higher financial literacy early in life is associated with:

- less credit card debt,
- higher savings rates,
- fewer personal bankruptcies.

As they approach high school graduation, students and their caregivers will make important decisions about whether to pursue higher education and if so, how to face the reality of paying for it. Additionally, youth who do not attend college or trade school directly after high school will more quickly face financial responsibilities as adults.

These early choices can have a long-lasting impact on their financial well-being. [11]

Various agencies have come up with learning resources on financial literacy for children in India. The following are some of them:

Project Financial Literacy of RBI

The Reserve Bank of India has undertaken a project titled *"Project Financial Literacy"*. The Objective of the project is to disseminate information regarding the central bank and general banking concepts to various target groups, including, school and college going children, women, rural and urban poor, defense personnel and senior citizens. The project has been designed to be implemented in two modules, one module familiarizes users with the role and functions of the Reserve Bank of India; and through the other module, users are introduced to banking concepts.

Personal Finance - Reading Material from National Council of Educational Research and Training (NCERT)

This resource includes several modules such as Financial Plan, Budgeting, Managing your money, Financing Assets, Protection of Assets, Investing Money, Retirement planning, Taxes and you and career planning.

Pocket Money workbook - The Students guide to money

Pocket Money is Securities and Exchange Board of India (SEBI) and National Institute of Securities Markets (NISM's) flagship program aimed at increasing financial literacy among school students. The objective is to help school students understand the value of money and the importance of saving, investing and financial planning.

Financial education for school children

This resource was developed by National Stock Exchange (NSE) under the guidance of the Advisory Committee for the Investor Protection and Education Fund (IPEF) of Securities Exchange Board of India (SEBI). The resource covers sessions on Money matters, Budgeting, Investments and Stock market. The resource is available in English and Hindi

Introduction to Retirement Planning for School Students

This resource explains about retirement, retirement planning and pension. The resource material is developed by Pension Fund Regulatory & Development Authority.

Commodity Futures Market for School Students

This resource briefly explains about Commodity Futures Market, Forward Contracts, and Regulation of commodity futures market in India and Major commodities in which futures trading is being conducted in India.

Material on Insurance for children

The resource material developed by Insurance Regulatory and Development Authority (IRDA) is available as comic strips and videos. It explains about basics of insurance, ULIP, motor and health insurance, etc.

PERSONAL FINANCE

The Instagram effect can bring financial ruin. The New York Post published an article of a 26-year-old who racked up thousands of dollars in debt trying to achieve social stardom [1]. Although the story is out of the US, the situation is not that subtle back home. We are seeing a culture of aspirational spending, which is reinforced by pop culture figures. The end result: young people collecting steep credit card dues and having empty bank accounts [1]. As we enter our 20's and 30's and start to take over the, we are turning the world into a radically different place. We have our own thoughts about careers, families, and values [6]. Most of these folks do okay, month to month, says Walker of young couples. But the problem comes when an unexpected expense hits the same month they have a low income. "That's when they get caught in the vise." [7] A study shows that couples who concentrate on meeting the needs of each other are less likely to find friction related to money, even if some other frictions exist in their lives [7].

As one gets older, they may want to start preparing for their future. They should probably know well the benefits and drawbacks of various investment strategies. They'll also need to start learning how to file taxes as you potentially start owning properties and other financial investments. That doesn't happen overnight. In fact, they could spend an entire lifetime learning how to be financially adept and still not know everything. If one commit to the same social obligations that they've had since college, where they had none of those things to worry about, it just won't be possible to succeed within the time constraints that come with being a working professional. [8] The benefits of saving early are immense and millennials must work to make sure their first 'expense' at the beginning of the month is savings. [1] Financial literacy and financial stability are two key aspects of an efficient economy. Financial literacy enhances individuals' ability to ensure economic security for their families. In India, on one hand, there is a need to reach out to lower income groups and economically weaker sections, and on the other, to millennials who are hyper-connected and require tailor-made financial products but have limited awareness of the possible financial solutions.[5] It's never too early to start thinking about the next 10 or 20 years, or even retirement. And it is never too late to learn how to manage your money.[1]

Trying to understand personal finance can be intimidating – especially when one is just starting to manage their own money. Sometimes, it seems like all that can be done is just to pay your rent every month – let alone worry about budgeting or retirement savings. And with so many ways to approach personal finances and so much of information out there, it can be very overwhelming. But in order to get started off on the right foot, it's important for one to understand the basics. While personal finance is a complex topic, there are four important things that should be in focus when it comes to managing your money – possibly for the first time. These four things are budgeting, savings, debt, and insurance. [13]

There are a number of books on the subject already. For my study and approach on the subject, the following are the books that I referred to:

The richest man in Babylon by George Clason

Considered as a modern-day classic, this bestseller uses "Babylonian parables," to explain and offer solutions to present day personal finance. Although the language is as that used in biblical times, the stories paint a picture that mimics present day issues. The solutions offered are timeless, simple to understand and implement if one is willing. The book is fun to read, thought provoking and very inspiring.

I Want More Pizza: Real World Money Skills for High School, College, and Beyond by Steve Burkholder

Specifically for young adults, this book states some financial basics in a clear and easy to follow manner. The author uses real world examples and illustrates how to save money, invest it and use it wisely and how to avoid debt. The chapters are well organized and guide you with the task of dealing with your finances. The book is an interesting and easy read for youngsters.

Medium and Audience

The feeling is liberating when you don't have to depend on money your parents give you. But, when it comes to understanding how to handle money, figuring out where to start can be fairly overwhelming. Transitioning from school life into the professional space comes with its own set of challenges and conditioning. Working eight or more hours each day takes some getting used to, eating well, get enough sleep and making time for yourself, are some of the habits one needs to work on. For most new professionals who are used to living on a college student budget, seeing that huge amount on their first salaried paycheck seems like an invitation to do all the things they couldn't afford in school. Along with this freedom to purchase, come matters of rent, bills, sudden expenses and paying back loans that need to find a balance. Managing real life expenses and trying to save for your long-term financial goals are difficult tasks for most people, not just college students. Getting into the habit of being a responsible adult at a young age will help lay the foundation for a secure future.

When in your twenties, you want easy-to-read books that will acquaint you with the foundations of investing, the need to budget for major purchases down the road, and understanding the concepts relating to the different facets of money matters. The project is presented in the form of a handbook. The handbook serves as an aid on matters dealing with personal finance. We hear a lot about the importance of goal-setting but most of us don't have clear and measurable goals to work toward. The handbook is not to only dispense information, but function as a personal account on the journey towards managing of one's finances.

Structure of the Book

The contents of the book were laid out and arranged such that there is a progression from knowing yourself financially to helping yourself with different aspects of money matters. The contents are structured as follows.

Chapter 1: **YOU**
Introduction.
Where you are: SCHOOL, PROFESSIONAL, RETIRED...
Are you: DEPENDENT, INDEPENDENT, SUPPORTING...

Chapter 2: **MILESTONES**
Introduction.
Where you want to be: OWN A CAR, TRAVEL, RETIRE...
Will you be: DEPENDENT, STABLE, SUPPORTING ...

Chapter 3: **BUDGET**
Introduction.
Track your expenses.
Adjust your habits if necessary.
The Six Golden Buckets
Make a budget.

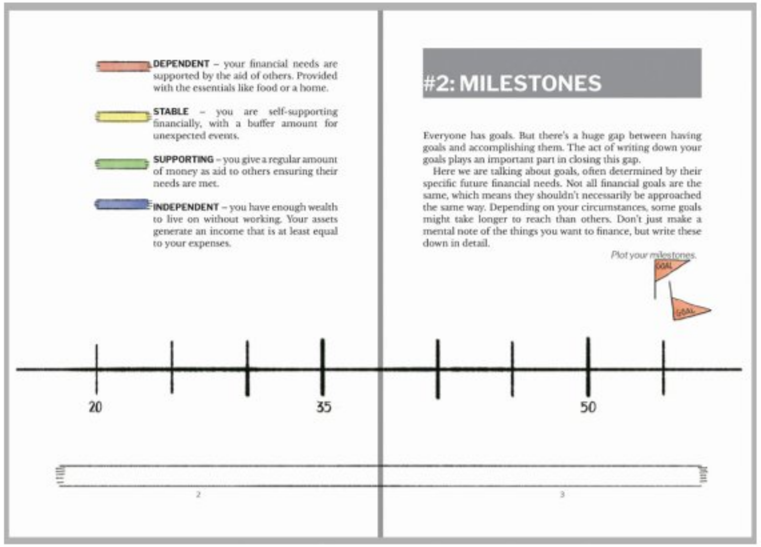
Chapter 4: **SAVINGS**
Introduction.
Map your progress.
Understanding the power of compound interest.
The 7 Cures for a lean purse.

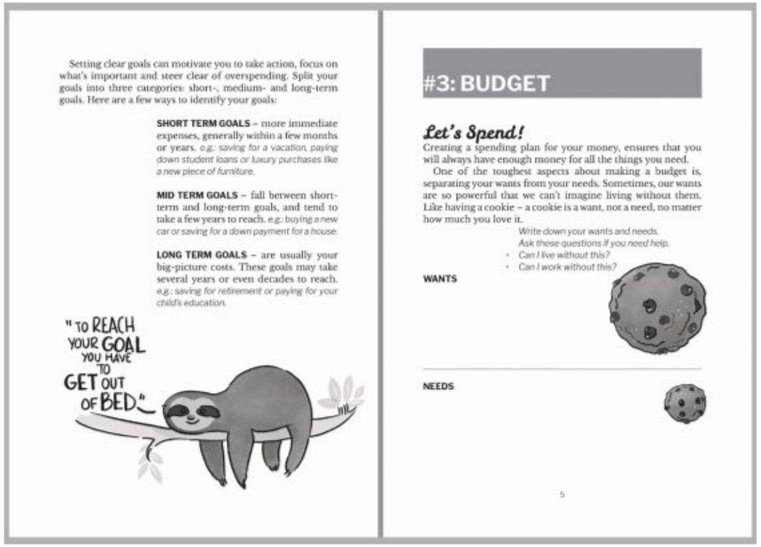
Exploration

The book is designed as a handbook. The size is A5 portrait for the pages. The intention is that the users would make notes and map their progress in the book itself. The pages are designed to give enough space for the reader to enter notes, fill in the exercises and colour in their goals.

EXPLORATION 1:

In the first iteration, the booked layout is text heavy with little space for the reader to fill in. The information content and the activities are laid out according to the structure of the book. The illustrations needed to have a continuity in style. Following are the some of the pages of iteration 1:





It's entirely too easy to blow a bunch of money on a night out with friends, a weekend away, or shopping online. If you have found yourself waiting for payday wondering where your money went, then you can definitely benefit from knowing where it's going by expense tracking.

Write down everything you spend money on, whether you bought your morning tea, an afternoon lunch, or drinks on the way home. Also, track whether you paid with cash, debit card, or credit card; and if the expensewas a need or a want. A month is ideal as most bills are due monthly. Tracking for more than a month can help you gauge scenarios that could play out over a year.

Note down your monthly spending as per your ease of use: Excel sheet, mobile app, diary (you could start here ...)

INCOME	EXPENSE

Spending log

DATE	TRAVEL	FOOD	BILLS	FUN	STUFF

Fill in % as per your expenses tracker.

The Golden Buckets are only an outline for a budget. Every individual has their own priorities and should draw up a budget based on it. No matter how you earn a living, you're going to be making decisions about what you do with your income. Most of us don't make those decisions consciously. We earn to spend. The Golden Buckets is a money management system that you draw up to help you look at your expenses before you make them.

The Golden Buckets

(a reference guide)

Investment bucket – (10%)
fill this bucket with 10% of all you earn and invest it properly with the help of a proper financial advisor and never spend it

Spending bucket – (10%)
this is for buying things. 10% of what you earn goes into this account and when you have enough spend it. spend only when you have it

Education bucket – (10%)
keep re-investing in yourself, because there is always new things to learn. 10% of your earnings should go towards learning

Necessities bucket – (55%)
you may have to learn to live on 55% of your after tax income. you may have to learn to simplify your life to get on this track.

Fun bucket – (10%)
because you need to have fun. 10% of the money you make needs to be spent on fun, and you must spend this amount. have fun!

Charity bucket – (5%)
last but not the least, 5% of what you earn goes into this bucket, so that you always have money to give back and when there is a need

(These % are to be considered based on your 'post tax' income.)

SAVE

GOAL

Apart from the regular savings accounts, following are some of the other types of savings accounts available at banks in India:

Joint Account: *This savings account can be operated by more than one account holder. The Reserve Bank of India (RBI), has no specific guidelines on the number of account holders who can jointly share a joint account.*

Woman's Savings Account: *This savings account can only be opened by a woman and special features and interest rates are applicable to this account.*
Senior Citizens' Savings Account: *This type of account can only be opened by a person who is aged over 60 years of age. There are a number of fee waivers and preferred rates offered in such accounts.*
Minors' Account: *In this type of account, the minor child is the second holder of the account, while the parent or guardian is the primary holder. This type of account may be set up by parents at a young age to help their children understand banking and savings.*
Salary Account: *This is a special type of savings account in which, the minimum balance clause is waived off. An individual can hold only one salary account at a time and apart from the zero balance benefit, a salary account may have other benefits as well.*

The minimum opening balance for a savings account varies from bank to bank and also depends on the location of the bank branch. Normally, it ranges between Rs.0 and Rs.25,000 for regular customers.

The rate at which interest is calculated in a savings account is usually in the range of 4%–7% per annum. SBI usually offers 4% on its deposits while Yes Bank, RBL Bank and Kotak Bank offer 6%.

Seven Cures For a Lean Purse

I
Start thy purse to fattenning
pay yourself at least 10% of your income

II
Control thy expenditures
cut back on unnecessary expenses

III
Make thy gold multiply
put that money to work

IV
Guard thy treasures from loss
be cautious about what you invest in

V
Make of thy dwelling a profitable investment
your home may appreciate in value over time

VI
Insure a future income
set yourself up so that when you reach your elderly years you have a source of passive income that you can live on

VII
Increase thy ability to earn
put in the effort and hard work to do it

The Richest Man in Babylon by George S. Clason, talks about some of the basic laws of money. Acclaimed as a modern-day classic, this celebrated bestseller offers an understanding of – and a solution to – your personal finances that will guide you through a lifetime. This book with the 'cures for lean purses' has been termed a guide to financial understanding.

#5: INVESTING

We all have this idea that the money we have earned is ours to keep, but if we really think about it we all have things we need to pay for in everyday life. We have bills to pay, food to buy, clothing to purchase, rent for a place to live in etc. Much of what we earn is not ours to keep. If we really want to succeed, however, we must realize that a part of all we earn is ours to keep, and that we must pay ourselves first.

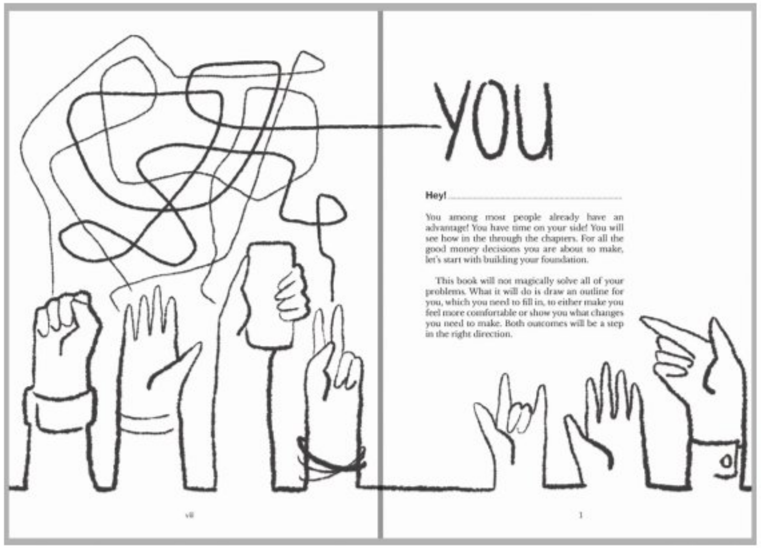
Saving money is putting money aside on a regular basis. You spend less money than you earn and put the rest into the bank. Investing is taking this a step further. It is the act of investing the saved money into financial products, with a view of earning profits. The process of investing something is known as an Investment. It could be anything, i.e. money, time, efforts or other resources that you exchange to earn returns in future. When you purchase an asset with the hope that it will grow and give good returns in the coming years, it is an investment.

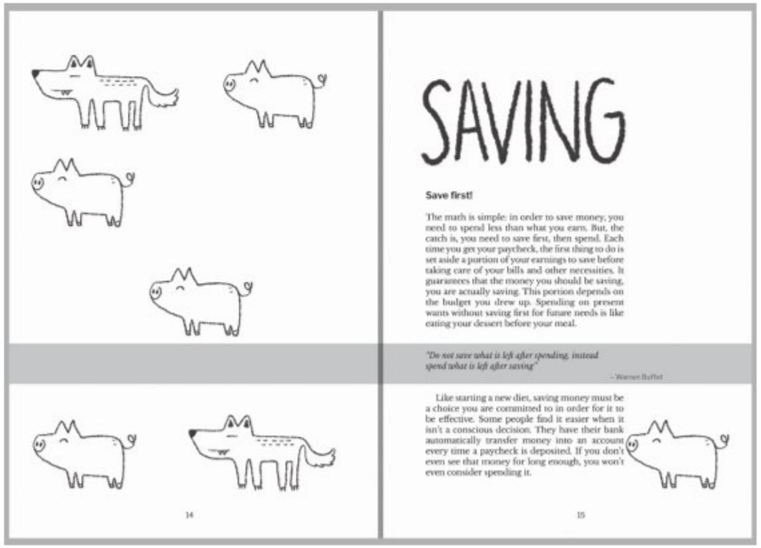
"A part of all you earn is ***yours*** to keep"
– George Clason

With an investment, there is always a risk of losing money. Unlike savings, where there is comparatively fewer chances of losing the hard-earned money. Undoubtedly, the investment provides higher returns than savings, as there is a nominal rate of interest on savings. On the other hand, you have access to your savings anytime, but in the case of investment you cannot have easy access to money because the process of

EXPLORATION 2:

In the second iteration, the book layout is more spaced out with the pages designed as a spread, as the book would be read, rather than individual pages. An illustration style is worked out to be followed throughout the book. The activity pages are laid out to give the reader more space to be able to comfortably make notes in the way they are used to. Quotes are used as breaks in the text matter and information bubbles are used to grab attention of the user, who is most likely to have a shorter attention span. Following are the some of the pages of iteration 2:





This is the part you should take advantage of. It you understand it, it will work magic for any investor, if you don't, you will end up paying for it.

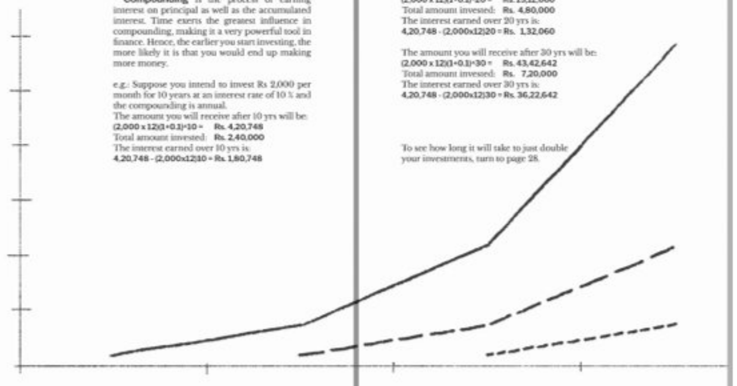
Compounding is the process of earning interest on principal as well as the accumulated interest. Time exerts the greatest influence in compounding, making it a very powerful tool in finance. Hence, the earlier you start investing, the more likely it is that you would end up making more money.

e.g.: Suppose you intend to invest Rs 2,000 per month for 10 years at an interest rate of 10 % and the compounding is annual.
The amount you will receive after 10 yrs will be:
(2,000 x 12)(1+0.1)^10 = Rs. 4,20,748
Total amount invested: **Rs. 2,40,000**
The interest earned over 10 yrs is:
4,20,748 - (2,000x12)10 = Rs. 1,80,748

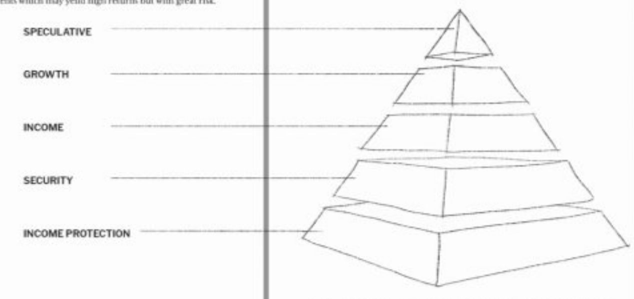
If you continue to invest the same amount at the same rate of interest for another 10 years.
The amount you will receive after 20 yrs will be:
(2,000 x 12)(1+0.1)^20 = Rs. 15,12,060
Total amount invested: **Rs. 4,80,000**
The interest earned over 20 yrs is:
4,20,748 - (2,000x12)20 = Rs. 1,32,060

The amount you will receive after 30 yrs will be:
(2,000 x 12)(1+0.1)^30 = Rs. 43,42,642
Total amount invested: **Rs. 7,20,000**
The interest earned over 30 yrs is:
4,20,748 - (2,000x12)30 = Rs. 36,22,642

To see how long it will take to just double your investments, turn to page 28.



Investment pyramid is a strategy that funds an investment portfolio according to the relative safety of different investments. Bottom os the pyramid comprises of the low risk investments, progressively smaller portions are used for growth and greater returns and the apex is for speculative investments which may yeild high returns but with great risk.



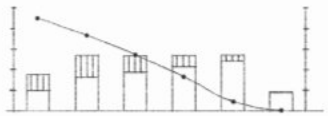
Understanding the financial pyramid is an important part of financial planning. It is also a good way to visualize the importance of certain stages. A good financial plan builds upon a solid foundation and enables you to reach your goals even in the face of life's uncertainties.

Amount to repay: You take a loan because you are unable to pay the entire amount at the current time. Hence, you borrow the amount and pay it back in installments.

Equated monthly installments (EMIs) are common in our day-to-day life. At the time of taking a loan, we are shown the EMI structure in a simplified manner. It is generally an unequal combination of principal and interest payments.

Principal repayment: A part of your EMI goes towards repaying the face value of the total amount that you originally borrowed from the money lender.

Interest cost: The other part of the EMI is the amount that the lender charges you for the original face value of the loan. It is a percentage of the total amount of money you are borrowing.



Amortization is the process of spreading out a loan into a series of fixed payments over time. You'll be paying off the loan's interest and principal in different amounts each month, although your total payment remains equal each period. This most commonly happens with monthly loan payments.

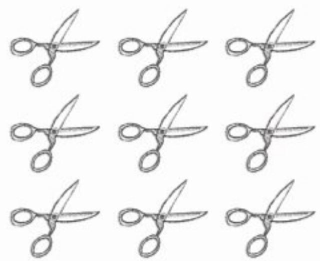
If you have ever wondered about the calculation behind these numbers, then here is the formula.

Formula: **EMI= (A*R)*(1+R)^N/ ((1+R)^N-1)**
Where: **A** = Loan amount
R = Interest rate
N = Duration

e.g.: Suppose you have taken a loan of Rs 50 lakh at 10.5% annual interest for 20 years.
A = Rs. 50,00,000
R = 10.5% per annum = 10.5/1200 = **0.00875 per month**
N = 20 x 12 = **240 months**
EMI = (50,00,000 x 0.00875) x ((1 + 0.00875)^240) / ((1 + 0.00875)^240) - 1)
= Rs.49,919 per month

This equation helps you check if the bank is charging the right amount.

Loan amount: **Rs. 50,00,000**
Interest payable: **Rs. 69,80,559**
Total payment: **Rs. 1,19,80,559**



TAX

Pay up!

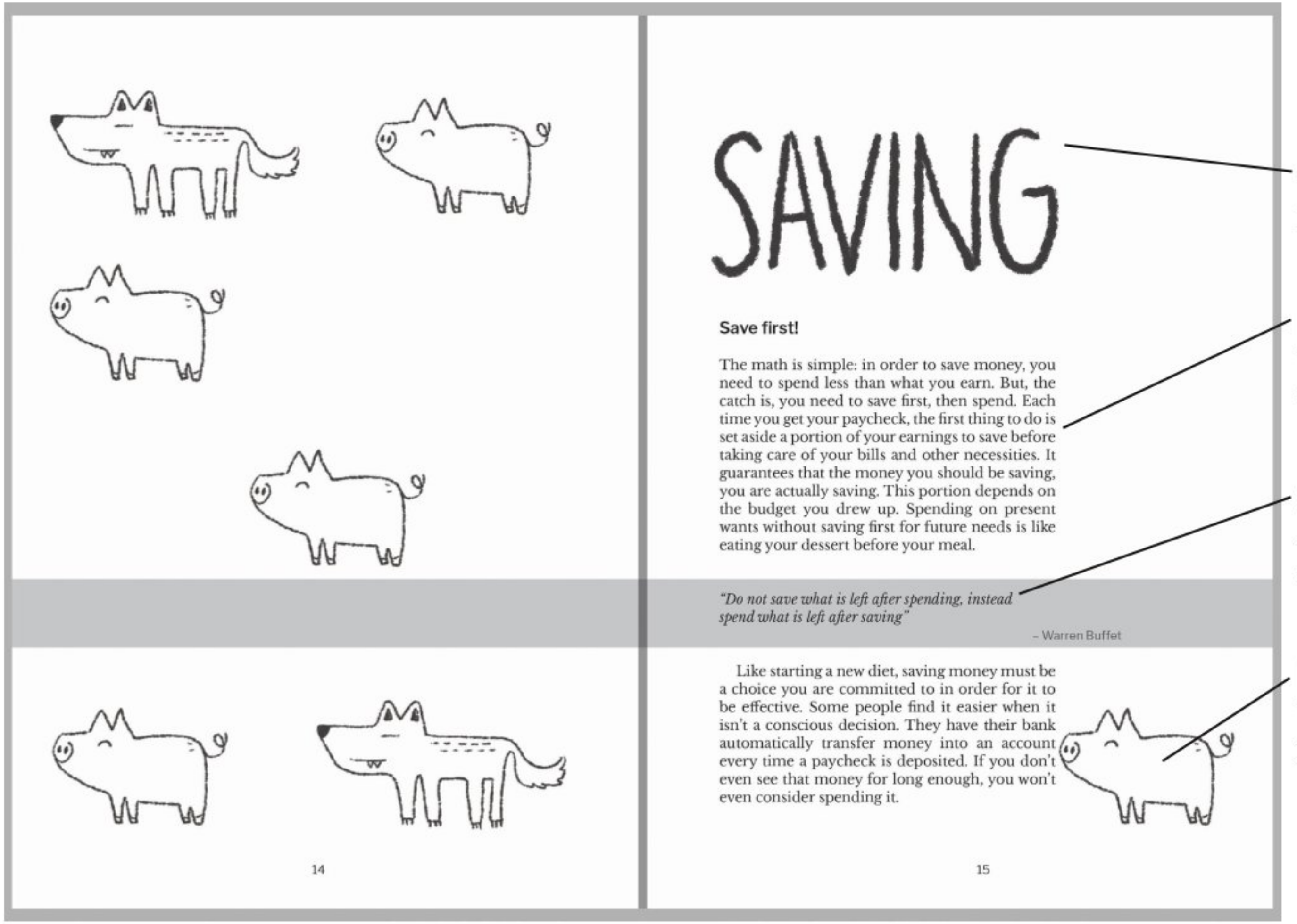
Tax is not a voluntary payment or donation. It is a contribution imposed by government, state or administrative division to enable them to meet their expenses.

If tax is levied directly on personal or corporate income, then it is a direct tax. If tax is levied on the price of a good or service, then it is called an indirect tax.

"You don't pay taxes - they take them."
– Chris Rock

Direct Taxes:	Indirect Taxes:
Income tax	Sales tax
Capital gains tax	Service tax
Perquisite tax	Goods and Service tax:
Corporate Tax	
Securities transaction tax	

PARTS OF THE BOOK:



TITLE
Introduction to the chapter.

BODY TEXT
The content is presented as an easy read, keeping in mind the reader.

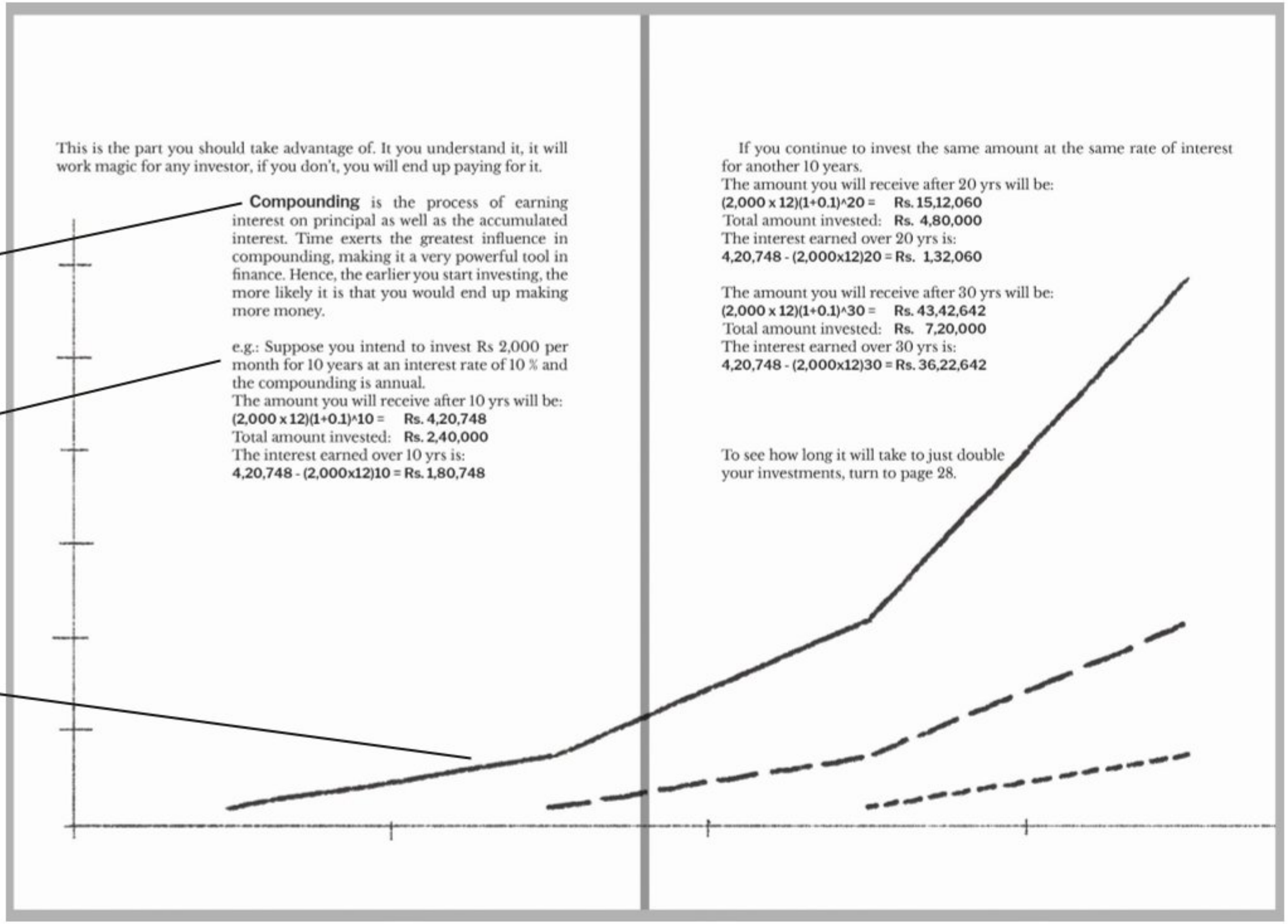
QUOTE
A relevant quote to break monotony and act as a book mark.

ILLUSTRATIONS
The illustrations are designed as a puzzle in context to the content.

BODY TEXT
The content is explained in short.

EXAMPLES
To explain the topic.

ILLUSTRATIONS/ GRAPHS
Based on the examples.



This is the part you should take advantage of. It you understand it, it will work magic for any investor, if you don't, you will end up paying for it.

Compounding is the process of earning interest on principal as well as the accumulated interest. Time exerts the greatest influence in compounding, making it a very powerful tool in finance. Hence, the earlier you start investing, the more likely it is that you would end up making more money.

e.g.: Suppose you intend to invest Rs 2,000 per month for 10 years at an interest rate of 10 % and the compounding is annual.
The amount you will receive after 10 yrs will be:
(2,000 x 12)(1+0.1)^10 = Rs. 4,20,748
Total amount invested: **Rs. 2,40,000**
The interest earned over 10 yrs is:
4,20,748 - (2,000x12)10 = Rs. 1,80,748

If you continue to invest the same amount at the same rate of interest for another 10 years.
The amount you will receive after 20 yrs will be:
(2,000 x 12)(1+0.1)^20 = Rs. 15,12,060
Total amount invested: **Rs. 4,80,000**
The interest earned over 20 yrs is:
4,20,748 - (2,000x12)20 = Rs. 1,32,060

The amount you will receive after 30 yrs will be:
(2,000 x 12)(1+0.1)^30 = Rs. 43,42,642
Total amount invested: **Rs. 7,20,000**
The interest earned over 30 yrs is:
4,20,748 - (2,000x12)30 = Rs. 36,22,642

To see how long it will take to just double your investments, turn to page 28.

PAGES OF THE BOOK:

Learning to distinguish between the two types of happiness—your day-to-day feeling of joy, and your overall satisfaction with life, is of great importance. A study done at the Princeton University states, 'Money does indeed buy you happiness—the day-to-day kind—but up to a certain income level. Once you reach that level, additional income does not make your days more joyful. It can, however, make you more satisfied with where your life is going. Lower income does not cause people to be sadder but instead makes them feel more ground down by the problems they already have. Having money makes it easier to handle adversity.'

In hierarchy of needs, Maslow explains that only when our basic needs are in place, one can avoid being anxious or tense, focusing on our need of self-actualization. This need can be understood as the need for a person to live up to his or her full potential, whether professionally or personally.

"What is necessary to change a person, is to change his awareness about himself."

– Abraham Maslow

iv

v

TO DO LIST

- DREAM BIG
- FIGURE OUT YOUR PRIORITIES
- MAKE IT HAPPEN

'YOU HAVE TIME ON YOUR SIDE!'

x

You

Hey! ....
(name)

You amongst most people already are at an advantage! You have time on your side! You will see how this advantage with time helps through the chapters. For all the good money decisions you are about to make, let's start with building your foundation.

This book will not "magically solve" all of your problems. What it will do is draw an outline for you, which you need to fill in, either to make you feel more comfortable or show you what changes you need to make.

1

2

Milestones

What you must have wanted as a child, may not be the same now. What you must be aspiring now, may change in your forties. At different stages in our life's journey, we have different wants and different needs. Our ability to earn income changes too. These changing ways of earning an income and our ever changing wants and needs, can be described as our financial life cycle.

We all begin from a place where we depend on others, as a young adult, under our guardian's care. Or you may be in that transition phase or you may have hit a rough patch in life as an adult and need the help and aid of others.

"A goal without a plan is just a wish."
– Antoine de Saint-Exupéry

Regardless, the first step is to transition from being dependent to being stable and then to being financially independent. While no two people have identical life experiences, it is possible to follow some general guidelines on how to progress your financial life through different stages.

3

Setting clear goals motivates you to work towards the goal, focus on the the necessary actions and stay away from overspending on other activities. Organize your goals into three categories: short-, medium- and long-term goals and identify your goal type:

FEW MONTHS

Short term goals – more immediate expenses, generally within a few months or years. *e.g.: saving for a vacation, paying down student loans or luxury purchases like a new piece of furniture/ appliance etc.*

SOME YEARS

Mid term goals – fall between short-term and long-term goals, these tend to take a few years to reach. *e.g.: buying a new car or saving for a down payment for a house.*

A LONG LONG TIME

Long term goals – are usually your big-picture costs. These goals may take several years or even decades to reach. *e.g.: saving for retirement or paying for your child's education.*

GOALS :

- ☐
- ☐
- ☐
- ☐
- ☐

Write down your wants
and needs.
If you need help, ask:
Can I live without this?
Can I work without this?

WANTS

____

____

____

____

____

8

Budget

Spend!

Creating a plan for spending your money, ensures there will be enough money for the things you need, when you need to purchase them. A budget acts like a roadmap for your finances. It determines what to spend on and what you should save for.

One of the toughest aspects about making a budget is, separating your wants from your needs. Sometimes, our wants are so powerful that we can't imagine living without them. Like having a cookie – a cookie is a want, not a need, no matter how much you love it.

NEEDS

____

____

____

9

It's entirely too easy to blow a wad of notes on a night out with friends, a weekend away, or during your break as you shop online. If you have found yourself waiting for payday wondering where your money went, then you will surely benefit from knowing where it's going by **expense tracking.**

Write down everything you spend money on, whether you bought your morning tea, an afternoon lunch, or drinks on the way home. Also, track whether you paid with cash, debit card, or credit card; and if the expense was a need or a want. Track your money for at least three months before you make your budget. This will help you get a snapshot of your financial life.

Note your monthly spending as per your ease: Excel sheet, mobile app., your diary (you could start here ...)

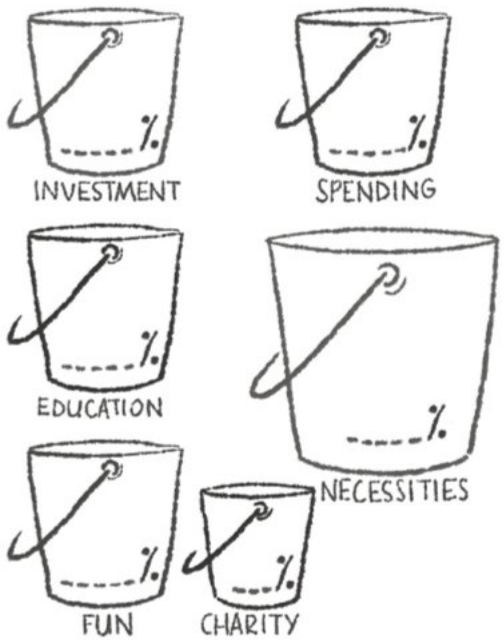
INCOME	EXPENSE

10

SPENDING LOG

DATE	TRAVEL	FOOD	BILLS	FUN	STUFF

11



Fill in % as per your expenses tracker.

The Golden Buckets are only an outline for a budget. No matter how you earn a living, you're going to be making decisions about what you do with your income. The Golden Buckets is a money management system that you draw up to help you look at your expenses before you make them.

12

The Golden Buckets

(a reference guide)

Investment bucket – (10%)
fill this bucket with 10% of all you earn and invest it properly with the help of a proper financial advisor and never spend it

Spending bucket – (10%)
this is for buying things. 10% of what you earn goes into this account and when you have enough spend it. spend only when you have it

Education bucket – (10%)
keep re-investing in yourself, because there is always new things to learn. 10% of your earnings should go towards learning

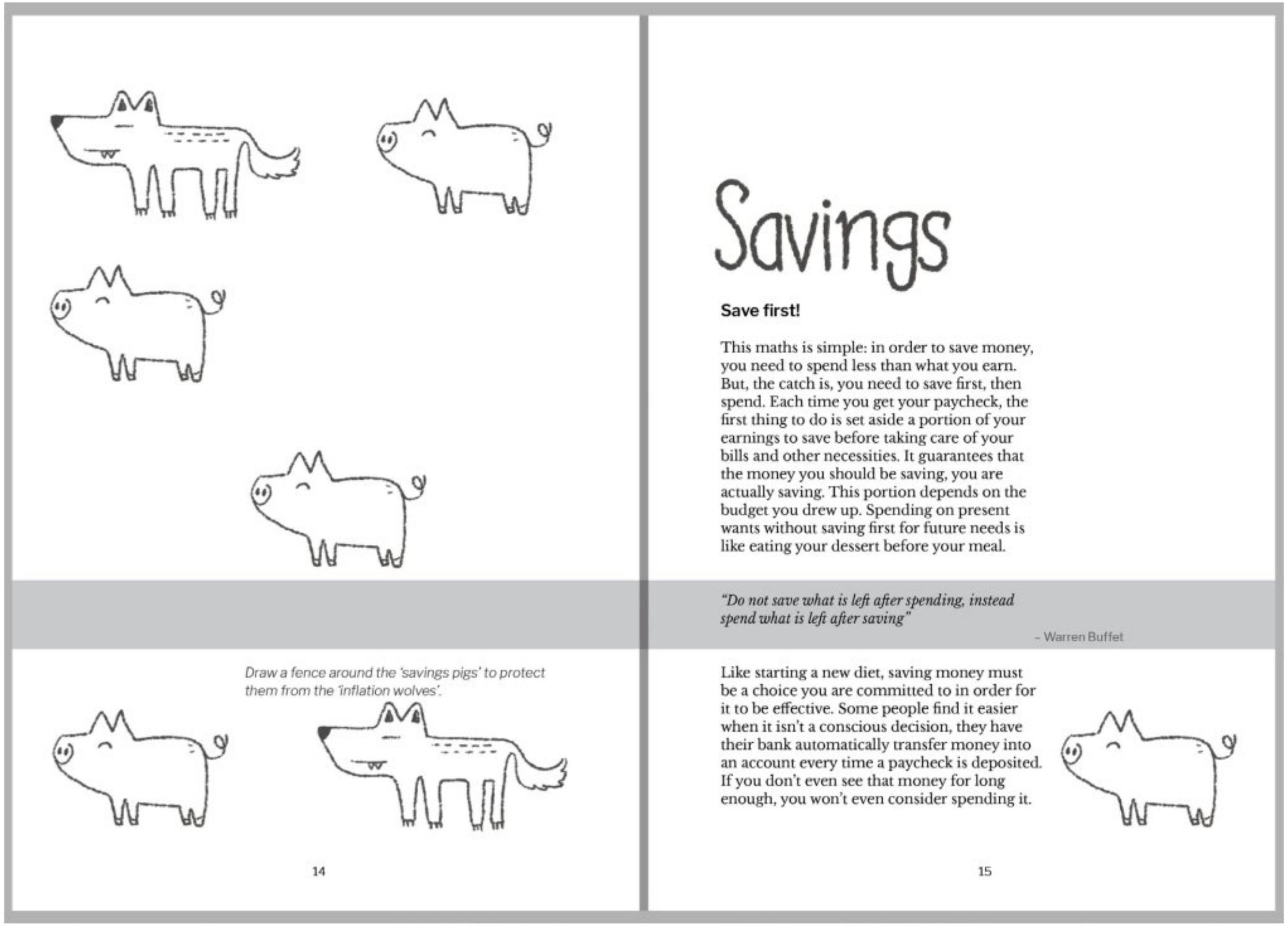
Necessities bucket – (55%)
you may have to learn to live on 55% of your after tax income. Learn to simplify your life to get on this track.

Fun bucket – (10%)
because you need to have fun! 10% of the money you make needs to be spent on fun, and you must spend this amount. have fun!

Charity bucket – (5%)
last but not the least, 5% of what you earn goes into this bucket, so that you always have money to give back when there is a need

(These percentages are to be considered based on your 'post tax' income.)

13



Draw a fence around the 'savings pigs' to protect them from the 'inflation wolves'.

14

Savings

Save first!

This maths is simple: in order to save money, you need to spend less than what you earn. But, the catch is, you need to save first, then spend. Each time you get your paycheck, the first thing to do is set aside a portion of your earnings to save before taking care of your bills and other necessities. It guarantees that the money you should be saving, you are actually saving. This portion depends on the budget you drew up. Spending on present wants without saving first for future needs is like eating your dessert before your meal.

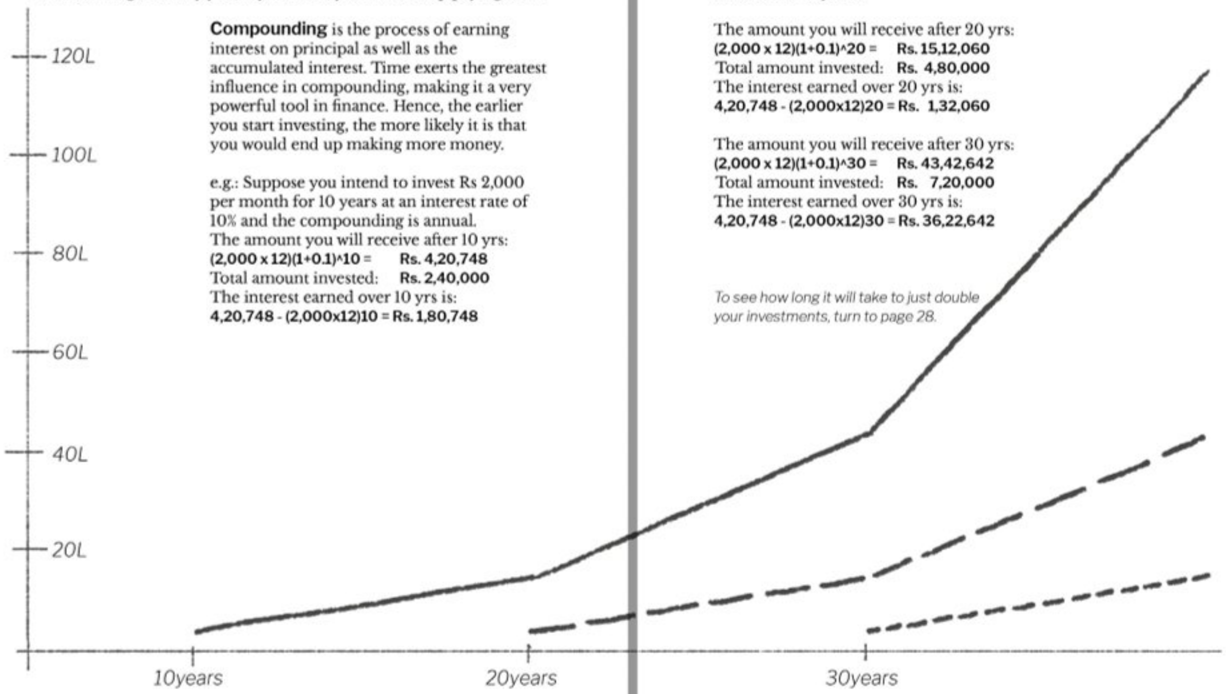
"Do not save what is left after spending, instead spend what is left after saving"

– Warren Buffet

Like starting a new diet, saving money must be a choice you are committed to in order for it to be effective. Some people find it easier when it isn't a conscious decision, they have their bank automatically transfer money into an account every time a paycheck is deposited. If you don't even see that money for long enough, you won't even consider spending it.

15

This is the part you should take advantage of. It you understand it, it will work magic for any you, if you don't, you will end up paying for it.



Compounding is the process of earning interest on principal as well as the accumulated interest. Time exerts the greatest influence in compounding, making it a very powerful tool in finance. Hence, the earlier you start investing, the more likely it is that you would end up making more money.

e.g.: Suppose you intend to invest Rs 2,000 per month for 10 years at an interest rate of 10% and the compounding is annual.
The amount you will receive after 10 yrs:
(2,000 x 12)(1+0.1)^10 = **Rs. 4,20,748**
Total amount invested: **Rs. 2,40,000**
The interest earned over 10 yrs is:
4,20,748 - (2,000x12)10 = Rs. 1,80,748

18

If you continue to invest the same amount, at the same rate of interest, for another 10 years.

The amount you will receive after 20 yrs:
(2,000 x 12)(1+0.1)^20 = **Rs. 15,12,060**
Total amount invested: **Rs. 4,80,000**
The interest earned over 20 yrs is:
4,20,748 - (2,000x12)20 = Rs. 1,32,060

The amount you will receive after 30 yrs:
(2,000 x 12)(1+0.1)^30 = **Rs. 43,42,642**
Total amount invested: **Rs. 7,20,000**
The interest earned over 30 yrs is:
4,20,748 - (2,000x12)30 = Rs. 36,22,642

To see how long it will take to just double your investments, turn to page 28.

19

NATIONAL PENSIONS SCHEME (NPS)

Goal type: long term
Return: 9.47%
Liquidity: annuity 60yrs
Risk: low risk
Tax treatment: Sec 80C deductable

EQUITY LINKED SAVING SCHEME (ELSS)

Goal type: medium term
Return: 13.11%
Liquidity: 3yrs lock in period
Risk: medium risk
Tax treatment: Sec 80C deductable

UNIT LINKED INSURANCE PLAN (ULIP)

Goal type: long term
Return: 8.9%
Liquidity: 5yrs lock in period
Risk: medium risk
Tax treatment: Sec 80C deductable

The interest earned on an investments is considered as an income, and is liable to taxation depending on the investment.

EQUITY MUTUAL FUNDS

Goal type: long term
Return: 12.5%
Liquidity: at will
Risk: medium risk
Tax treatment: STCG at 15%. No Sec 80C deductable

BALANCED MUTUAL FUNDS

Goal type: short - medium term
Return: 8 - 9%
Liquidity: at will
Risk: medium risk
Tax treatment: STCG at 15%. No Sec 80C deductable

DEBT MUTUAL FUNDS

Goal type: short - medium term
Return: 7 - 8%
Liquidity: at will
Risk: high risk
Tax treatment: LTCG per tax slab. No Sec 80C deductable

Under section 80C, a deduction of Rs 1,50,000 can be claimed from your total income. That is, you can reduce up to Rs 1,50,000 from your total taxable income through section 80C. *Turn to page 44, to find out how to calculate taxable income.*

Investment pyramid is a strategy that is applied to your investments, based on the relative risk and liquidity of different investments. The bottom of the pyramid comprises of the low risk investments. Progressively smaller portions of investments are used for growth and the apex is for speculative investments that satisfy your needs.

SPECULATIVE
Consider asset procurement that will grow in value and can be left behind.
(e.g.: real estate, art, ..)

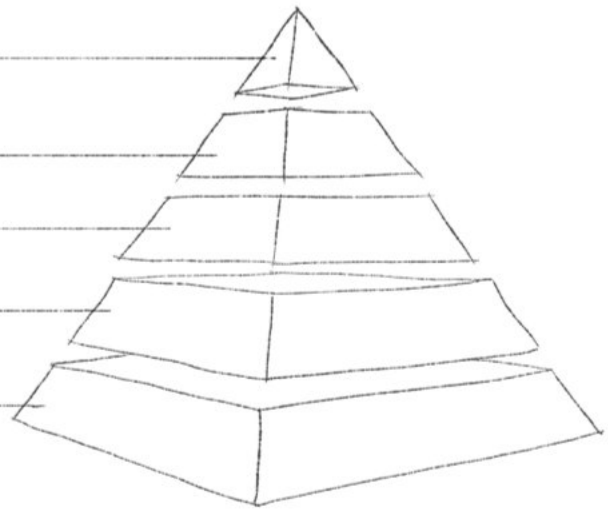
GROWTH
Consider tax efficiency, charitable contributions or business continuation.
(e.g.: shares, gold, ..)

GOALS
Plan for inflation and fullfilling goals.
(e.g.: PPF, equity mutual funds, ..)

SECURITY
Plan for emergencies and major purchases.
(e.g.: medical insurance, bonds, ..)

INCOME PROTECTION
Protect what you earn, what you own and those you love.
(e.g.: life insurance, liquid instruments, ..)

30

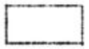


Understanding the financial pyramid is an important part of financial planning. A good financial plan has a solid foundation, building upon which enables you to reach your goals even when you are faced with certain uncertainties in life.

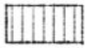
31

Amount to repay: You take a loan because you are unable to pay the entire amount at the current time. Hence, you borrow the amount and pay it back in installments.

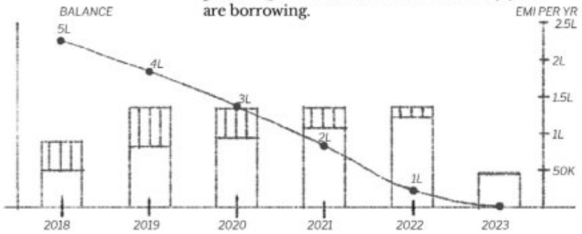
Equated monthly installments (EMIs) are common in our day-to-day life. When taking a loan, you will be shown the EMI structure in a simplified manner. This is generally an unequal combination of principal and interest payments.



Principal repayment: A part of your EMI goes towards repaying the face value of the total amount that you originally borrowed from the money lender.



Interest cost: The other part of the EMI is the amount that the lender charges you for the original face value of the loan. It is a percentage of the total amount of money you are borrowing.



Amortization is the process of spreading out a loan into a series of fixed payments over time. Although your total payment remains equal each period, you'll be paying off the loan's interest and principal in different amounts each month. The interest amount is to be paid off before the principal amount.

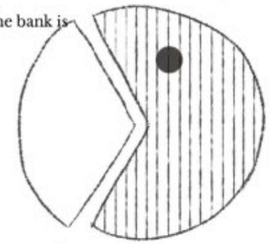
If you have ever wondered about the calculation behind these numbers, then here is the formula.

Formula: **EMI= (A*R)*(1+R) ^N/ ((1+R) ^N)-1)**
Where: **A** = Loan amount
R = Interest rate
N = Duration

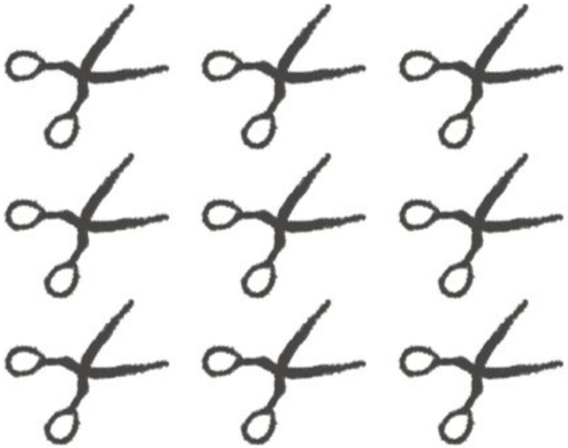
e.g.: Suppose you have taken a loan of Rs 50 lakh at 10.5% annual interest for 20 years.
A = Rs. 50,00,000
R = 10.5% per annum = 10.5/1200 = **0.00875 per month**
N = 20 x 12 = **240 months**
EMI = (50,00,000 x 0.00875) x ((1 + 0.00875)^240) / ([(1 + 0.00875)^240] - 1)
= Rs.49,919 per month

This equation helps you check if the bank is charging the right amount.

Loan amount:	**Rs. 50,00,000**
Interest payable:	**Rs. 69,80,559**
Total payment:	**Rs. 1,19,80,559**



Higher education costs have the highest inflation rates. You need to realise it is going to be an expensive affair. Save early!



Use only four straight lines to connect all the 'tax scissors' together.

42

Tax

Pay up!

Tax is not a voluntary payment or donation. It is a contribution imposed by government, state or administrative division to enable them to meet their expenses.

If tax is levied directly on person or a corporate income, then it is a direct tax. If tax is levied on the price of a good or service, then it is called an indirect tax.

"You don't pay taxes - they take them."

– Chris Rock

Direct Taxes:
Income tax
Capital gains tax
Perquisite tax
Corporate Tax
Securities transaction tax

Indirect Taxes:
Sales tax
Service tax
GST

43

What all are you taxed for:
Income from salary
Income from gains of profession or business
Income from house property
Income from capital gains
Income from other sources

Your income tax calculation:
You need to calculate your total taxable income.

1. **Calculate your gross total income:** basically the sum of your income from salary, income from capital gains, profits or gains from profession or business, income from house property and income from other sources. It is the amount of money you have earned totally from all your sources of income.

2. **Calculate your tax deductions:** basically all your investments under Section 80C to Section 80U.

Gross total income
- Tax deductions *(turn to page 48)*
= Total taxable income

How much tax should you pay: You are liable to pay tax based on the tax bracket fixed by the government for the current financial year.

Taxable income	Tax Rate
Up to Rs. 2,50,000	*Nil*
Rs. 2,50,000 - Rs. 5,00,000	*5%*
Rs. 5,00,000 - Rs. 10,00,000	*20%*
Above Rs. 10,00,000	*30%*

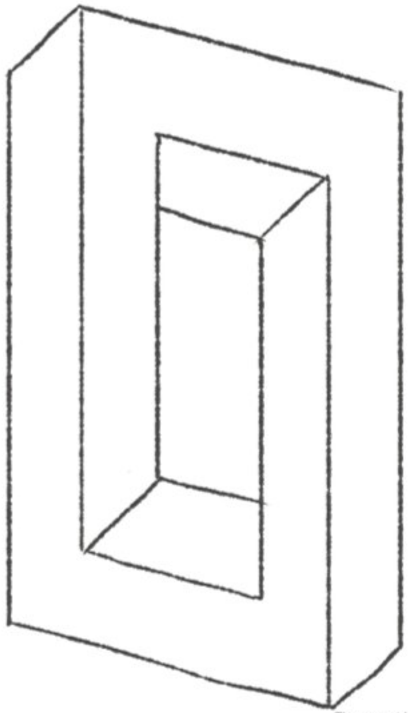


Figure out how to make sense of this figure.

48

Inflation

Prepare!

Inflation is defined as a sustained increase in the general level of prices for goods and services in a country. It is measured as an annual percentage change. Under conditions of inflation, the purchasing power of your money decreases over time.

Rising prices, impact the cost of living, the cost of doing business, interest paid on bank loans, interest rates earned on saving schemes, employment, and generally every other facet of the country's economy.

> *"Inflation is the crabgrass in your savings."*
> – Robert Orben

Although as consumers of goods and services, we may hate rising prices, many economists believe that a low and stable inflation is good for a nation's economy, but high or unstable inflation is harmful.

49

Reference

[1]Why millennials are broke
http://www.thehindu.com/life-and-style/why-millennials-are-broke/article23269623.ece?homepage=true&utm_campaign=socialflow

[2] Your Financial Checklist For Every Stage of Life
https://www.forbes.com/sites/laurashin/2014/04/30/your-financial-checklist-for-every-stage-of-life/#2dff48982b2f

[3] Stressing Out About Money
http://awealthofcommonsense.com/2015/04/stressing-out-about-money/

[4] Financial literacy is a core life skill for participating in modern society
http://www.scoonews.com/news/financial-literacy-is-a-core-life-skill-for-participating-in-modern-society-1859

[5] Why India needs to work on financial literacy now more than ever
https://www.livemint.com/Opinion/f5xo11OSPqxGWUdaWKVb8J/Why-India-needs-to-work-on-financial-literacy-now-more-than.html

[6] THE MILLENNIAL GENERATION
https://millennialmoney.com/the-millennial-generation/

[7] Millennials may look financially healthy, but...
http://money.cnn.com/2018/01/23/pf/millennial-money-study/index.html

[8] This 1 Bad Habit Prevents Millennials From Achieving Financial Freedom, According to a Millennial Who Retired at 28
https://www.inc.com/glenn-leibowitz/real-reason-millennials-arent-getting-rich-according-to-a-millennial-who-retired-at-28.html

[9] What the millennial Indian wants: Not cars & houses, just fun & convenience
https://economictimes.indiatimes.com/markets/stocks/news/what-the-millennial-indian-wants-not-cars-houses-just-fun-convenience/articleshow/61452052.cms

[10] Money Habits of the Millennials
https://www.investopedia.com/articles/personal-finance/021914/money-habits-millennials.asp

[11] Financial Literacy
https://youth.gov/topic/financial-literacy

[12] Financial literacy for children
http://vikaspedia.in/social-welfare/financial-inclusion/financial-literacy/financial-literacy-for-children

[13] Personal Finance
https://www.goodcall.com/personal-finance/millennial-personal-finance/

[14] Why You Should Be Writing Down Your Goals
https://www.forbes.com/sites/ellevate/2014/04/08/why-you-should-be-writing-down-your-goals/#2e7972e33397

Bibliography

Books

Clason, G. S. (2017). *The richest man in Babylon.* Noida, U.P.: Om books International.

Burkholder, S. (2015). *I want more pizza.* USA: Overcome Publishing LLC.

Sweeney, K. (2016). *Life's golden buckets.* Kindle ebook: Kieron Sweeney.

Websites

Less: The new more
https://www.forbes.com/sites/timmaurer/2012/11/30/less-the-new-more/#32ff6f4c7b2d

Half Banked
https://www.halfbanked.com/start-here/

How I paid off more than $26,000 in debt by coloring this in
http://mapyourprogress.com/blog/how-i-paid-off-more-than-26000-in-debt-by-coloring-this-in/

Government and Maslow's Hierarchy of Needs: Can Money Buy Citizen Happiness?
https://www.livestories.com/blog/government-and-maslows-hierarchy-of-needs-can-money-buy-citizen-happiness

How to Save Money Even When it Feels Impossible
https://www.forbes.com/sites/rent/2015/10/01/how-to-save-money-even-when-it-feels-impossible/#122300c8705b