







# WHAT IS A BANK?


About this Course	About this Topic
<ul style="list-style-type: none"><li>➤ Approach: Storytelling, Comic Strip Animation</li><li>➤ Audience: Kids in Mexico, Age group 5-9 years</li><li>➤ Visual Preference: Global characters</li><li>➤ Audio preference: AI generated</li><li>➤ Context: This is a prototype for a project containing approx. 10-12 topics on financial literacy for kids of age group 5 to 14. Kids are divided under 2 age groups 5-9 and 10-14. Each topic will be created for both the groups with variations needed as per age group.</li><li>➤ Should be translation friendly for Spanish audience in Mexico</li></ul>	<p><b><u>Learning Objective:</u></b></p> <p>In this topic, students will be able to:</p> <ul style="list-style-type: none"><li>● Describe a Bank,</li><li>● Explain the concept of Deposit,</li><li>● Explain the term Withdrawal</li><li>● Explain the concept of an ATM Machine and</li><li>● Recognize the importance of saving</li></ul>
	<ul style="list-style-type: none"><li>➤ Script Word count: 703</li><li>➤ Date of Submission: 6 Jun 2024</li></ul>


Voice Over	OST	Reference Image	Media Instruction
<p>Meet Timmy, a cheerful boy with a big dream.</p> <p>Timmy had his eyes on a special set of toys he saw at the store: a super cool robot and a colorful art set.</p>	<p>Timmy (thinking): "Wow, that robot is so cool! And the art set looks so much fun. I want them both."</p>		<p>Show a small boy (Timmy) looking at a toy at a toy shop.</p>
<p>Timmy asked his parents to buy it, but they said no. He remembered that grandma gave him some money last summer. He ran to check, but it wasn't enough to buy the toys he wanted.</p>	<p>Timmy: "How do I earn enough money to buy them?"</p>		<p>Show a small boy looking inside his treasure chest to find a small amount of money and looking dejected.</p>
<p>To buy these toys, Timmy asked his mommy if he could help his mom with some tasks to earn money. Timmy's parents were happy to give him small tasks to do. He helped wash the dishes, water the plants, and even massaged his dad.</p>			<p>Show Timmy helps out around the house: washing dishes, watering plants, and massaging his dad.</p>

			
For every task he completed, his parents gave him some coins and bills. Timmy had a special place to keep his money in his "Treasure Chest."	Dad: "Just like you're saving your money in your Treasure Chest, grown-ups use banks to keep their money safe and watch it grow."		<p>Show Timmy receiving coins and bills from his parents and placing them in his shiny red toy bank labeled "Treasure Chest."</p> <p>Also, show a bank alongside (at a distance or in thoughts) to show how grownups are</p>

			going in or coming out of a bank.
	Mom: "Way to go, Timmy! This looks like your tiny little bank. Each time you add money to it, you're making a <u>deposit</u> . That's a smart way to keep your money safe and watch it grow!"		
	Deposit: Putting your money in a safe place like a bank to keep it secure and help it grow over time.		Blur the screen in the background and show the OST.

Timmy loved hearing the clink of coins and the rustle of bills as he made deposits into his Treasure Chest. Each week, he would count his money to see how much he had saved.	Timmy (exclaimed happily): "Wow, look how much I've saved!"		Show Timmy happily hearing the clink of coins and rustle of bills as he makes deposits into his Treasure Chest. Add a big sound of Timmy counting the money grow – 30,40...
After saving up for a few weeks, Oh wow! Timmy has collected enough money to buy the toy robot he had been dreaming about. He excitedly went to his Treasure Chest to take out the money.	<p>After saving up for a few weeks:</p> <p>Dad (as he sees Timmy taking his money out): "Timmy, ready to buy your toy robot? Taking money out of your bank or Treasure Chest, like now, is called a <b>withdrawal</b>. It's important for managing your money. You saved up, so now you can get something you need."</p>		Show Timmy excitedly taking money out of his Treasure Chest to buy the toy robot and art set and enjoys playing with it.
	Withdrawal: A withdrawal is taking out a part of your saved money from a piggy bank or Treasure Chest or a real bank, to use it for something you need.		Blur the screen in the background and show the OST.

While Timmy was withdrawing money from his Treasure chest, his mom explained how adults withdraw the money.	Mom: "Timmy, grown-ups can withdraw money from the bank or use an ATM. An ATM is a machine that gives you money from your bank when you need it. You just use a special password. It's an easy way to get money without going to the bank."		Show ATM with a person using a card and entering a password.
Timmy learned that just like his Treasure Chest, everyone's money in the bank is kept safe and secure, accessible only with a special code."	Timmy – do they keep only your money like my personal treasure chest?  Mom: "Banks keep the money for many people in different secret treasure chests. Just like your Treasure Chest at home, banks keep everyone's money safe. My money is safe, and only I can withdraw it using a secret code."		Show labeled treasure chests and a bank vault.
	Timmy: "Wow, really? So, banks are like giant Treasure Chests for everyone's money?"  Dad (smiling): "Exactly! And just like you trust your Treasure Chest to keep your		Show this comparison via pics of piggy bank at home and bank in a market / building. Show proper locks

	money safe, people trust banks to do the same.		etc. to indicate safety.
At the end, Timmy Learnt how important it is to save money for the future.	<p>Dad: "Just remember Timmy to keep saving for other things in the future too like your art set!"</p> <p>Timmy: "Thanks, Dad! I can't wait to get my new toy robot."</p>	 <p>shutterstock.com · 1277552998</p>	Show Timmy and his dad conversing and then Timmy finally happy with his toy robot.
	Timmy: "Oh there is still some money left in my treasure chest....."		

**Commented [1]:** For Media Team: Timmy could Only save up money for the toy robot and not the art set. Please make the required changes. As highlighted