



# NATIONAL FINANCIAL LITERACY PROGRAM FOR YOUTH

(A PROJECT OF THE STATE BANK OF PAKISTAN)

# STUDENT BRAND AMBASSADOR.

(HANDBOOK)

**VIRTUAL INTERNSHIP PROGRAM**





# Congratulations on becoming a Student Brand Ambassador of NFLP-Y!

We're pleased to welcome you as a Student Brand Ambassador of the National Financial Literacy Program for Youth (a project of the State Bank of Pakistan). NFLP-Y is doing exciting work, and we are confident that your inclusion in the team will prove to be valuable for us.

*To understand your role as a Student Brand Ambassador, please read this document carefully.*

## PROJECT INTRODUCTION:

**The State Bank of Pakistan (SBP)** in collaboration with the **National Institute of Banking & Finance (NIBAF)** has launched the **National Financial Literacy Program for Youth (NFLP-Y)**.

The program aims to impart essential financial knowledge to Pakistani youth and school-going children to strengthen their money management skills and understanding of financial matters. The target of the project is to educate 1.6 million children, adolescents, and youth through face-to-face classroom training and its e-learning financial literacy game i.e. '**PomPak – Learn to Earn**'.

## POMPAK – LEARN TO EARN:

On 25th March 2020, the State Bank of Pakistan launched '**PomPak – Learn to Earn**', Pakistan's first e-learning financial literacy game to impart free of cost financial education to Pakistani children, adolescents and youth.

PomPak delivers its lessons in **English** and **Urdu** language through a story-based game format designed to help understand and apply principles of financial literacy. Users follow the story of two entrepreneurial families as they tackle personal, financial, and business decisions. As the player of the game, the aim is to help the families create a successful business. In just a couple of hours, the users can grasp the essentials of saving, budgeting, borrowing, and banking, among many other concepts.

Upon completion of all the modules in the game, the users get a prestigious certificate of financial literacy, jointly issued by the National Institute of Banking and Finance (NIBAF), a subsidiary of the SBP; and the National Financial Literacy Program for Youth (NFLP-Y), a project of the State Bank of Pakistan. To know more about PomPak, please visit: [www.nflpy.pk/PomPak](http://www.nflpy.pk/PomPak)

Informational Video (English): <https://www.youtube.com/watch?v=ZQCAF9iQ5ZM>

Informational Video (Urdu): <https://www.youtube.com/watch?v=kmGqk2X4fOs&t=8s>



**Please Note: To better understand your role as a Student Brand Ambassador, it is important that you complete the game yourself first.**

PomPak – Learn to Earn is available for online use and can be accessed at the following:

**Google Play Store:** <https://bit.ly/35n2csH>

**Apple App Store:** <https://apple.co/2zUDG6N>

To play the game on **Laptop/PC**, please visit: <https://bit.ly/2VTwGzn>

## **AS A STUDENT BRAND AMBASSADOR YOUR ROLE WILL BE TO:**

- Act as a liaison between NFLP-Y and your educational institute.
- Build brand awareness and actively promote ‘PomPak – Learn to Earn’ to your social networks.
- Connect with a like-minded community of students to promote financial literacy.
- Build partnerships with various student clubs and organizations on campus.
- Participate in social media conversations using Facebook, WhatsApp, Twitter, LinkedIn, YouTube, Instagram, TikTok, SnackVideo, etc.
- Champion a social cause and be a part of our journey towards building a more financially inclusive society in Pakistan.

## **AS A STUDENT BRAND AMBASSADOR YOUR TARGET IS TO:**

- Get **500** individuals to become financially literate through ‘PomPak– Learn to Earn’.
- Create a Facebook/WhatsApp group or an Instagram/TikTok/Snapchat/SnackVideo page to promote PomPak in your community. The name of your group/page could be:  
**‘PomPak + Name of your educational institute/area/community/club’.**
- Actively manage this group or page, but avoid spamming (i.e. sending the same message or posting the same content repeatedly).
- Use any video, image or post available on the official social media pages or website of NFLP-Y. As per your preference, you may use **one** or **more** social media platforms to reach a wider audience.
- Get at least **6** users to give video testimonials about PomPak or NFLP-Y.
- Get at least **10** users to give PomPak a 5-stars review on Google Play Store or Apple App Store.
- Get at least **40** users to post their PomPak Financial Literacy Certificate on their social media profiles. They should tag the official page of NFLP-Y or use the hashtags:  
**#NFLPY #PomPak #PomPakBySBP**

**Please Note: It’s a Performance-Based Internship. Maximum time to achieve the target is four months from the starting date of your internship.**



## CERTIFICATE AND STIPEND:

<b>Platinum</b>	If you meet the target of getting a minimum of <b>500 users</b> to become financially literate through PomPak – Learn to Earn, you’ll receive a Platinum certificate and a stipend of <b>Rs. 20,000/-</b>
<b>Gold</b>	If you meet the target of getting a minimum of <b>300 users</b> to become financially literate through PomPak – Learn to Earn, you’ll receive a Gold certificate and a stipend of <b>Rs. 10,000/-</b>
<b>Silver</b>	If you meet the target of getting a minimum of <b>150 users</b> to become financially literate through PomPak – Learn to Earn, you’ll receive a Silver certificate and a stipend of <b>Rs. 5,000/-</b>

**Please Note:** If you achieve the target anytime within the given period of 4 Months, you will become eligible for the certificate and stipend. However, if you fail to meet the target of getting a minimum of 150 users to become financially literate within the prescribed time (4 months), you will not receive any certificate or stipend.

**\*You’ll receive the certificate and stipend only once against the above-mentioned target.\***

## OTHER BENEFITS:

- Gain the experience to work with the professional team of the National Financial Literacy Program for Youth.
- Get featured on NFLPY’s website, social media, and newsletters.
- Be able to network and build relationships with Student Brand Ambassadors from other educational institutes and disciplines.
- Get a chance to participate in NFLP-Y’s events, training and to be considered for local internships.
- Get recognized in the “Student Brand Ambassador of the Month” series promoted on NFLP-Y’s digital media platforms.

## INSTITUTE CODE:

To track your progress, an **‘Institute Code’** is generated against your name and is shared with you via email. All the users, whom you bring to play **PomPak**, need to add your **institute code** in the **‘Institute’** field while signing up.

**Please Note:** If the users don’t include your ‘Institute Code’ in the ‘Institute’ field while signing up, then we won’t be able to track their progress and their number will not be added in your target.

Therefore, kindly communicate this point very clearly to the users.

A short tutorial video is created to show you how an account is created on PomPak and where the institute code is to be added.

The link to the tutorial video is: [https://youtu.be/zOu-5\\_VONYk](https://youtu.be/zOu-5_VONYk)



## WHO IS A FINANCIALLY LITERATE USER FOR US?

Ideally as a Student Brand Ambassador your target should be to encourage the users to complete the entire game (**PomPak – Learn To Earn**) and earn their free certificate of financial literacy, but at the very least they should complete the first six modules of the game within their respective level/ age bracket to be considered as Financially Literate. If they don't complete the first six modules of the game, then their number will not be added in your target.

## HOW TO GENERATE THE 'INSTITUTE CODE' PROGRESS REPORT?

National Financial Literacy Program for Youth has developed a system for its Student Brand Ambassadors through which you'll be able to track all the progress against your institute code yourself.

Please follow the steps mentioned below to generate your institute code progress report:

- On your Laptop/PC internet browser, go to this URL:  
<https://nflpy.knowledgeplatform.com/NibafAccount/ExportGameCompletionReport>
- Type in this password (Validate Code): **pompak@sbp**
- After authentication, the system will open another page.
- Provide your Institute Code and download the excel report.
- For you as a Student Brand Ambassador, the most important column of the excel report is **Column 'H' - 'Total FL Users'**. The total sum of this column will give you the **'Total Number of users that became financially literate through PomPak using your Institute Code'**.

**Please Note: The report reflects data available on the system as of 12 AM the previous day.**

Sometimes due to excessive load on the system when you try to generate your institute code progress report, the downloaded excel report may show you the data of 'ALL' institute progress summary. Such instances are rare, but if it happens you should wait for 10-15 minutes and then try to generate your institute code progress report again.

A short tutorial video is also created to show you the step-by-step process of generating the institute code progress report through the web portal of the State Bank of Pakistan's financial literacy game, PomPak – Learn to Earn. **You must watch the complete video to understand the excel progress report.**

The link to the tutorial video is: <https://www.youtube.com/watch?v=SKgCRvo05nE>



**Please note that this feature is developed for your convenience, we expect that you will use it with extreme care. We advise you to:**

- Not share the link or validate code with anyone.
- Not generate multiple reports at once.
- Only generate the institute code progress report once a day at most.
- To keep a track of your progress, just generate the institute code progress report 2 or 3 times a week.

**Any misuse of the system will result in the cancellation of your internship offer.**

## **REPORTING:**

You're required to submit a detailed progress report to us at [ambassador@nflpy.pk](mailto:ambassador@nflpy.pk) on monthly basis since the date of initiation of your internship. Your internship starts from the day you receive the first email from us.

Your first report is due after 30 days, the second report after 60 days, the third report after 90 days and the fourth report after 120 days. If you achieve the maximum target any time before the completion of 4 Months, your internship will be considered finished, and you will become eligible for the certificate and stipend.

The reporting template can be downloaded from [www.nflpy.pk/arc](http://www.nflpy.pk/arc). For your monthly progress report, just copy the tables from the word file, fill it with the updated information, copy and paste this information in an email and send it to [ambassador@nflpy.pk](mailto:ambassador@nflpy.pk)

Please keep in mind that due to the large number of e-mails we receive daily, it is not possible for us to acknowledge each email individually. You'll not receive any reminder e-mails from us. We expect timely submission of the monthly progress report from your side.

**Please Note:** Videos/ large files can be shared with us through a WeTransfer ([www.wetransfer.com](http://www.wetransfer.com)) link.

## **WONDERING HOW TO ACHIEVE YOUR TARGET?**

please scroll down to the next page for some useful suggestions. 



# SOME SUGGESTIONS TO HELP YOU ACHIEVE YOUR TARGET

We have outlined some ideas to help you start your journey and reach your target more easily. You may employ one or more of these ideas (as per your preferences and convenience) Feel free to get creative in order to target as many potential users as possible.

**Use any social media platform i.e. Facebook, Instagram, Twitter, YouTube, WhatsApp, TikTok or SnackVideo, etc. to inform and engage wider audiences about PomPak.**

- You may simply reshare the content posted on NFLP-Y's social media OR create new content.
- You may write captions that instill the importance of Financial Literacy amongst your audience.
- Create templates for messages that you may share with interested individuals or those requesting for more information. This may help you manage your responses effectively. An ideal message would give the potential user a brief overview of PomPak, what it has to offer and how it will add to their skills. Lastly, do not forget to mention your institute code.

**Reach out to the individuals within student bodies, faculty, administration at your current/former educational institutes or any other institutes in your vicinity/locality and seek their assistance in spreading the word.**

- You may connect with relevant people or departments and ask them to help circulate the message through their social media, email or any other communication channels.
- You can request teachers to inform their students (you may request for a 2-3 minutes slot from the teachers to allow you to communicate with their class).
- Use your student society/club social media and any other channels to link up with more users.
- Draft an email/message that may be sent to the mailing list or social media group of your educational institute/department/society/club that can give the potential user a brief overview of PomPak, what it has to offer and how it will add to their skills. Please do not forget to mention your institute code.

**Involve your family, friends and the youngsters within your community and around you to help you reach your goal!**

- Introduce PomPak to your family and friends, encourage the youngsters within your family, friends and their circles to become PomPak users.
- Collaborate with people you know who may help you attract masses.
- Have your friends and family share your message further within their social circles and networks to reach maximum users.
- Create a message that can be sent forward to attract potential users from amongst family/friends to help you meet your target. The message should give the potential user a brief overview of PomPak, what it has to offer and how it will add to their skills. Lastly, don't forget to mention your institute code.

**Please note that these are only suggestions, you may plan your strategy as you prefer.  
Don't forget to mention your unique institute code throughout your strategy.  
Good luck!**

For Frequently Asked Questions, please scroll down to the next page. *Thank you!*

# FREQUENTLY ASKED QUESTIONS

**Q. I have accepted the internship offer, however I did not receive any confirmation email. Has my internship started?**

Your internship begins from the date you receive the congratulatory email. Due to the high number of emails we receive daily, it's not possible for us to acknowledge each email individually. **You might not receive any reminder or confirmation emails from us.** Please proceed with your internship targets.

**Q. If any institute or organization wants to verify my identity, what should I do?**

You can show them the internship confirmation email which you received from us. Still, if they want to verify your identity, you can tell them to email us at: [ambassador@nflpy.pk](mailto:ambassador@nflpy.pk)

**Q. Children don't have email addresses or phone numbers; can they use the email addresses and phone numbers of their siblings or parents while registering for PomPak?**

Yes, they can use the email addresses and phone numbers of their siblings or parents.

**Q. I already played PomPak now that I'm selected as a Student Brand Ambassador, how can I change my institute code?**

It is not allowed to change the institute code of already created / old PomPak accounts. If you have completed 'PomPak - Learn to Earn' in the past, then there is no need for you to play the game again using the institute code assigned to you.

**Q. Is my institute Code only limited to my educational institute?**

No, your institute code is not limited to your educational institute only. Any Pakistani youth aged between 9-29 years can use your code to register on PomPak and become financially literate.

**Q. Should I use the institute code with commas or apostrophes?**

No, the institute code should be used without commas or apostrophes.

**Q. What is a video testimonial? How long should video testimonials be?**

A video testimonial is a video of a user/student/youth in which he/she is supposed to share their experience about 'PomPak-Learn to Earn' or 'National Financial Literacy Program for Youth'. As a Student Brand Ambassador, we expect you to get creative with these videos. Please use original ideas and do not copy the videos already posted on the official social media pages of NFLP-Y. Shortlisted videos will be published on all our digital media platforms.

While recording the video, you should be careful about the background noise and lighting. The video should be shot horizontally. Also, don't edit or apply any filters to the video, just send us raw footages. Please check out the videos that are uploaded on our social media for reference about the video quality. There's no set requirement for the length of the video. It could be 10 minutes long or it could be a quick 1-minute video clip. Lastly, please don't mention your institute code in the video.

**Q. Can two or more ambassadors use the same social media group or page?**

We've given individual targets to every Student Brand Ambassador. It is recommended that every Student Brand Ambassador creates his/her own separate social media group or page and builds and engages their community.



**Q. How do I track my progress?**

We have outlined the procedure to track your progress in the handbook for your understanding, please refer to **page 4**.

**Q. My progress report is showing less number of users, as the number of people that have played the game using my code is higher than the one being shown. How do I fix this?**

It's a system generated report. It means that some of the users might not have used your institute code while registering or may have entered the wrong institute code. It's totally normal; the system will help you keep track of your progress. Our suggestion is that you communicate this point very clearly to the users. Also please keep in mind that the report reflects data available on the system as of 12 AM the previous day.

**Q. I am trying to generate my progress report but the excel file shows 'ALL' institute summary. How do I download my own report?**

Such instances are rare, but if it happens you should wait for 10-15 minutes and then try to generate your institute code progress report again. As sometimes due to excessive load on the system when you try to generate your institute code progress report, the downloaded excel report may show you the data of 'ALL' institute progress summary.

**Q. I am unable to generate my progress report (The search bar is showing no results found). Is there something wrong with my institute code?**

There is nothing wrong with your institute code. When the first person uses your code while registering on PomPak, it'll appear on the system after 24 hours.

**Q. I have sent my progress report via email, however, I did not receive any email of acknowledgement. Is that a problem?**

Due to the high number of emails we receive daily, it's not possible for us to acknowledge each email individually. **You might not receive any reminder or confirmation emails from us.** Please proceed with your internship targets.

**Q. Will I get a certificate or stipend if I don't reach the minimum target of making 150 people financially literate through PomPak?**

No stipend or certificate will be given to the Student Brand Ambassador if they fail to meet the target of getting a minimum of 150 users to become financially literate through PomPak.

**Q. What happens if I achieve my target before the completion of four months?**

If you achieve the maximum target any time before the completion of 4 Months, your internship will be considered finished, and you will become eligible for the certificate and stipend. When you complete the maximum target, just send us an email at [ambassador@nflpy.pk](mailto:ambassador@nflpy.pk)

Please note that the process to take the approval from higher management, dispatching the certificate to your postal address, and transferring the stipend amount to your bank account will take at least 30-45 working days.

**Q. Will I get a monthly stipend or is it a one-time stipend?**

You will receive a one-time stipend, based on your performance. Stipend amount of Rs. 5000, Rs. 10,000 and Rs. 20,000 will be given to silver, gold and platinum certificate holders respectively.

**Q. How will I receive my certificate and stipend?**

The certificate will be dispatched to your postal address, and the stipend amount will only be transferred to your personal bank account. If you don't have a bank account, you'll be asked to open one. In case of a minor, the stipend payment will be issued in the name of his/her parent/guardian. The minor will be required to share the scanned copy of his/her Form-B or underage CNIC and the scanned copy of his/her parent/guardian's CNIC. The process will take at least 30-45 working days.

**Q. I completed all the modules of PomPak and earned the certificate of financial literacy, what are my steps forward?**

Game completion is suggested to the Student Brand Ambassadors for their better understanding of PomPak so they do not face any difficulty in guiding their respective users. Your main task as a Student Brand Ambassador is to achieve your target by getting more users to become financially literate by playing PomPak using your unique institute code. Ideally, all the people whom you get registered on PomPak should complete the game and get the free digital certificate of financial literacy but at the very least they should complete the first six modules (video lessons) of the game.

**Q. If I achieve the target of getting 150 or 300 financially literate users and decide not to pursue the internship any longer, can I get the certificate and stipend before the completion of four months?**

No, you'll not get the certificate or stipend before the completion of your four months of internship. In this case, you'll become eligible for the certificate and stipend after the completion of your four months of internship period.

**Q. Will there be any training sessions?**

There are no training sessions for the Student Brand Ambassador Program, all the details are available in the handbook. However, if you have any further queries you may write to us at [ambassador@nflpy.pk](mailto:ambassador@nflpy.pk)

**Q. No office address is provided in the handbook. Where am I supposed to work?**

It's a virtual (online) internship, you are not required to come to any office.

**Q. I am getting an 'unable to connect to server' error while playing the game. How do I deal with this?**

The 'unable to connect with the server' error appears when the internet connection is weak or unstable. We recommend checking if the internet connection is stable and trying to play the game on another gadget(s) or computer(s).

**Q. I am trying to download the game from Google Play Store but it says your device isn't compatible. How can I play the game?**

If it says that 'your device isn't compatible' then it's a device related issue. However, don't worry, if you change the device you'll be able to download and play the game. You can also play the game on your laptop/PC via our web portal.

Here's the link: <https://nflpy.knowledgeplatform.com/NibafAccount/Login>

**Q. My query is not covered in the FAQs, who can I contact?**

You may reach out to us at [ambassador@nflpy.pk](mailto:ambassador@nflpy.pk), however, please note that due to a high volume of emails, responding to your query may take 1-2 working days.