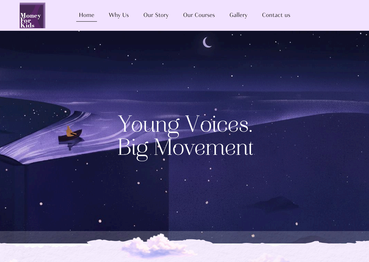


Our Story

Who Will Teach Our Children About Money?

Money for Kids took shape—a platform where financial wisdom meets fun, where money lessons are told through stories, games, and real-life experiences, and where young minds are prepared to thrive in a world that demands financial responsibility.

Know more

The Heart Behind Money for Kids

There's a common belief in many homes: children should not be involved in money matters. That's exactly the mindset we want to change.

The truth is, kids who learn about money early grow into adults who handle life with confidence and responsibility. That's why we focus on students aged 11–17—an age where curiosity is high, habits are forming, and the right lessons can last a lifetime.

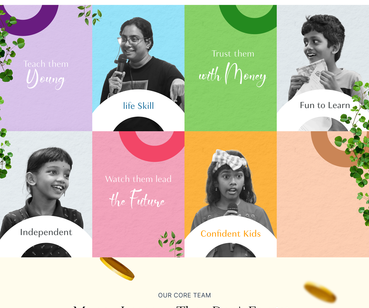
We want every child to become a financially responsible individual—for their family, their future, and themselves.

Preparing Kids for a World That Looks Different

The world they're entering is different. It's a gig economy—no fixed 9–5 cycle, no single boss, but endless opportunities to sell skills, manage multiple roles, and sometimes be their own boss.

To thrive in such a world, kids need more than academics. They need the entrepreneurial mindset—the ability to manage money, make smart choices, and see opportunities clearly.

That's why Money for Kids is more than a program. It's a movement—a movement to raise financially wise, independent, and future-ready children.



OUR CORE TEAM

Money Lessons They Don't Forget—Because They Discover Them.

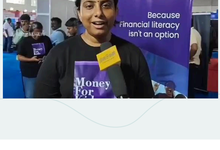
Varatharajan Raju

RISK MANAGEMENT CONSULTANT

A post graduate in Finance from Madurai Kamaraj University, Varatharajan Raju started his career since 2001 in one of the leading NBFCs of India as a Branch Manager. Later he moved to a Commodities Futures Broking company and established their presence across Tamilnadu. Started his own venture in 2007 he has been in to Commodities Futures Trading, Financial Planning and Risk Management Consulting. He is holding a Fellowship in the Insurance Institute of India. He has been writing in his blog articles related to Risk Management, Personal Financial Planning and Insurance Planning.

GOT FEATURED

Thinamalar Spotlights 'Money for Kids' Initiative



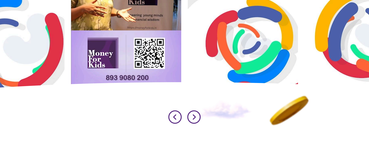
TESTIMONIALS

Words They Share—Because Impact Can't Be Hidden

Young Scholars Institute of Financial Literacy
Chennai, Tamil Nadu

The core concept of the programme, its ordinary structure from what I thought. After attending for many of the classes, kids have knowledge about how to save money. They actually thinking about the need and value details. They are very calculative in separating their money from their piggy bank. And as a parent, I come to know about their needs, saving habits and financial decision planning.

Stories in Their Own Words



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