



Executive Summary

IICA-IEPFA WORKSHOP: INCREASING INVESTOR AWARENESS THROUGH OUTREACH

Thursday, 16 May 2019

The Juniper, India Habitat Centre, New Delhi

The workshop on Increasing Investor Awareness through Outreach was organized on Thursday, 16th May 2019 at 11.00 A.M. at the Juniper, India Habitat Centre, New Delhi. The workshop was a part of the ongoing IEPF Project by the Indian Institute of Corporate Affairs (IICA) and Investor Education and Protection Fund Authority (IEPFA).

Investor education is a key strategy for enhancing investor protection, promoting investor's confidence and fostering investor engagement in financial planning and decision-making.

As a part of the IEPF project, IICA has developed training modules, radio jingles and TV Commercials for investor awareness and protection. Separately, the National Foundation for Corporate Governance (NFCG) has developed presentations of TV Serials. In order to get a feedback on these capacity building and communication materials, the IICA organized a workshop with invited stakeholders particularly the investors and investors associations.

The programme commenced with welcome address by Shri Santosh Parashar, Chief Programme Executive, Integrated Advocacy Fulcrum, IICA followed by theme address of Dr. Kamakhya Narayan Singh, Director and CEO, National Centre for Financial Education. CMA Sanjay Gupta, immediate Past President of ICMAI addressed on Investor Awareness for Sustainable Growth of Industry and Economy.

The key note address was delivered by Shri Rajiv Bansal, Additional Secretary and Financial Adviser, Ministry of Corporate Affairs and CEO, IEPF Authority. Vote of Thanks was proposed by Shri Navneet Chouhan, General Manager, IEPFA.

The inaugural session was followed by Presentation on Survey Findings and recommendations by Dr. Naveen J Sirohi, Head, School of Finance, IICA. Presentation on Radio Jingles and TV Commercials for Investor Education and outreach was delivered by *Team Digital Sound Studio* and expert comments were received from the participants.

The presentations on TV Serials for Investor Education and Outreach were made by representatives of shortlisted competitive organisations. A presentation on the comprehensive framework for the contents of Trainers' Modules was given by Shri Gaurav Misra IEPF Project Associate, IICA which was followed by an open house discussion of the participants on issues pertaining to the subject of workshop.

The workshop was attended by nearly 80 delegates who were invited from Ministry of Corporate Affairs, IEPFA, SEBI, RBI, NCFE, ICLS Academy, Recognized Investor Associations, Financial Education Experts and Resource Persons, and representatives from NFCG, NFDC, NSE, CERF, ICAI, CII, ASSOCHAM and investors. Tea & Snacks and Lunch to all delegates were served by IICA. Highly interactive participation of delegates made the workshop a success in terms of achieving the objectives of workshop for IEPF Project and the knowledge takeaways obtained by the participants.



