

From: Rachna Sharma

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Subject: Proposal: Free Investor Awareness Program for Student Empowerment

Respected Sir/Ma'am,

Greetings from the Board of Industry-Academia Partnerships!

The **Board of Industry-Academia Partnerships (BIAP)**, a registered trademark of Krisha Educare and Krisha Foundation (www.krishafoundation.in), is an organisation that strives to bridge the gap between Industry and Academia. Since forming in 2017, the name BIAP has become associated with quality education and training, using our initiatives to spread financial literacy among the masses through the conduction of Investor Awareness Programs (IAPs) for various mutual fund houses and organisations.

The objective of our IAPs is to increase the knowledge, skills, attitudes and behaviours needed to make sound financial decisions, and ultimately achieve individual and financial well-being. We believe in delivering world-class, objective-based content to our participants in a simplified manner that can be applied to their daily lives and financial transactions. Currently, we are working in-hand with the Bombay Stock Exchange (BSE), National Stock Exchange (NSE), and Axis Mutual Funds, to further the awareness of financial literacy in India.

Some notable Corporates covered by us include:

- WNS Global Services, Durian Industries, Crisil, Worksquare, MRF, Wellness Forever, P&G India Ltd., Nestle India Ltd., Swiggy India Ltd, etc.

Some notable Colleges we have covered include:

- H R College, SIES College, Jai Hind College, Mithibai College, MMK College Bharti Vidyapeeth (Pune), Rosary College (Goa), MIT World Peace University (Pune), Sunbeam College for Women (Varanasi), Dav PG Degree College (Varanasi) etc.

As a part of our initiatives, BIAP would be honoured to conduct a free Investor Awareness Program at your esteemed institution in the month of June, and organise an IAP on behalf of the National Stock Exchange.

We would also be honoured to collaborate with your institute for the purpose of organising activities for student enrichment and engagement, in the future.

I have attached some details about our parent organisation, Krisha Foundation, and the Investor Awareness Program we propose, for your perusal.

Recd. No. 3415
dt 09/06/2023

for the information of
staff
GPK
09/06/23

Our sessions are designed as follows:

- **Topic: Financial Literacy and Awareness Program**
- **Duration:** 45-60 minutes
- **Medium:** Offline or through a Video Conferencing application (Zoom, Google Meet, Microsoft Teams – We will update you with the final details well in advance)
- **Date:** Any preferred date as per your convenience
- **Time:** As suitable to your institution
- **Speaker:** Once you propose the date and time, we will share the speaker's profile with you. The Speaker will be a Senior Resource Person from the Finance fraternity
- **Audience:** Minimum presence of 40 participants is appreciated
- **Fee:** It will be a **free of cost** session and all costs (if any) will be borne by us

The topics covered in these sessions include:

- Introduction to SEBI and Securities Market (MII, Companies, and Investors)
- Primary Market v/s Secondary Market: Key Differentiation
- Primary Market – Types of Public Issues
- Prerequisite for investing in Securities Market – Trading and Demat Account
- Investing – Due Diligence
- How to Apply to Public Issues
- Rights of Shareholder
- SEBI's Recent Investor Protection Measures
- Do's and Don't's of investing - Advice to investors
- Investor Grievance Redressal - SCORES
- Information/ Help Desk of SEBI

E-certificates will be provided to all attendees.

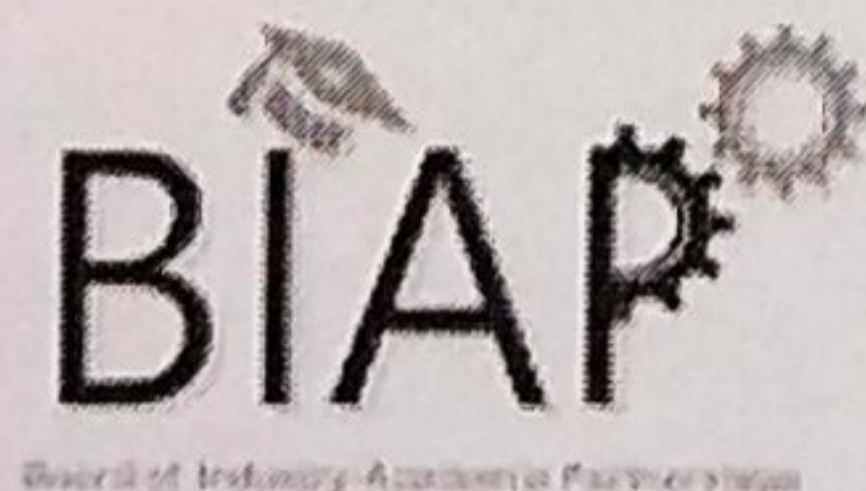
Please Note: This is an educational program and will not involve any sort of product promotion.

To register and schedule an Investor Awareness Program for your institute, please click on the link below and fill the mentioned details:

<https://forms.gle/n8Cz48EgsPXF55CR6>

Please feel free to reach out to me on [+91 9930545317](tel:+919930545317) or on email in case of any queries. I hope to hear a favourable response from your end, so that we may further this conversation, and work together to promote financial literacy in your institution!

Regards,



RACHNA SHARMA

Manager - Talent Acquisition, HR
Board of Industry-Academia Partnerships

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BENEFITS OF OUR INVESTOR AWARENESS PROGRAM

BENEFITS TO STUDENTS

- Ready to handle money when they earn
- Responsible savers and investors
- Explore multiple Investment Options
- Using compounding to further boost portfolio returns

BENEFITS TO THE INSTITUTION

- Meaningful financial education for students
- Increase in student awareness and employability
- Differentiation from other colleges
- Network with Industry professionals for exploring further opportunities
- Financial Education for faculty too