

## **MSE aims to educate 2 lakh women in Karnataka on financial literacy**

- *In a first of its kind initiative #ShareTheMarket, MSE is empowering women by encouraging them to participate in capital markets*
- *MSE has partnered with Engendered and hosted a day-long session in Bangalore for investor awareness*
- *Around 100 women from across the city with basic knowledge on capital market attended the program and another 2 lakh women will be reached out digitally*

**Bangalore, October 5, 2018:** Around 85% of an approximately estimated 3.23 crore registered stock market investors in India are men. While the burgeoning investor base has attracted the younger generation of investors, it hasn't been able to narrow down the gender divide. In its first ever attempt to educate women about share market, and bridge the gender gap, Metropolitan Stock Exchange of India Ltd (MSE) in association with Engendered, a cause marketing ecosystem to support women, organized a conference for women investors in Bangalore on Friday.

The World Investor Week is observed by International Organization of Securities Commissions (IOSCO) and coordinated by Securities and Exchange Board of India (SEBI) in India. As part of this initiative, this year, MSE along with Engendered and Prose Integrated, a digital outreach agency, will be reaching out to 2 lakh women from Karnataka to educate them about financial markets.

**Highlighting the need to educate and motivate women to engage in stock market, P K Ramesh, Head of Regulatory Affairs and Operations, said, “Women are leading in all walks of today. The New-age woman is ambitious, full of energy, looking for newer opportunities and avenues of learning. As a part of our ongoing investor education series, we have always seen a larger turnout of male dominated audience groups. In order to consciously spread awareness in the Women Population, we have taken this initiative ‘SHARE-THE-MARKET’ to educate women population and induct them to the world of capital market investing. MSE with support of SEBI is looking forward to many similar programmes to empower women investors.”**

*“This year, as part of World Investor Week initiative, we are spreading the message that ‘an informed investor is a protected investor’. Through awareness programs, we are appealing to the investors to be more educated and take informed decisions,”* **said Rajani Agadi Kori, Assistant General Manager, SEBI.**

**Emphasizing how education on capital market can come handy for women looking for flexible work opportunity, Prajakta Kuwalekar, Founder and CEO, Engendered, said, “Women need to negotiate better salaries, save money money and invest it wisely. We partnered with MSE to address the gender gap in the BFSI sector and plan to continue inspiring more women to take up financial discipline across India.”**



## **About MSE**

Metropolitan Stock Exchange of India offers a transparent, hi-tech platform for trading in Capital Market, Futures & Options (F&O), Interest Rate Derivatives, Currency Derivatives, ETFs and Debt Market. At present, 245 companies are listed on the exchange, and about 1,300 large corporate are available for trading in the permitted to trade category.

Since its inception in 2008, MSE—the third national stock exchange to be operational—is committed to addressing these two challenges by encouraging broader participation in equity and growing the non-equity segment(s). On the anvil are a slew of differentiated products, some likely to be the first in the Indian market. The product positioning of MSE shall be complemented by reduced operating cost for members, better utilization of their capital and technology upgrade.

## **About Engendered**

We are a purpose-driven marketing company. Our mission is to end gender-based discrimination in India by addressing implicit and unconscious gender biases. We harness the power of people, civil society and brands to collectively work towards this mission. We create cause alliances between for-profit and non-profit players and power these coalitions with cause marketing campaigns aimed at behaviour change and fund-raising. We are building a movement with organizations, influencers and companies that are committed to gender equality. [www.engendered.co](http://www.engendered.co)

## **For Media Queries, please contact:**

Jayesh Shinde

Jayesh.Shinde@msei.in

+91-867779919

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