

Press Release

World Investor Week – 2022 Opening Bell Rings at MSE with Special Community

- MSE IPF hosted its first ever WIW opening bell ceremony in India this year
- Event was dedicated to LGBTQ community this year – Close to 60 people from the community attended the event
- SEBI, Industry Bodies ANMI, BBF and CPAI and Other MIIs representative also attended the event
- MSE IPF released series of animated videos for Investor Education via the launch of its MASCOT by Mr G P Garg, Executive Director, SEBI



World Investor Week (WIW) is a global investor awareness campaign being celebrated under the aegis of International Organization of Securities Commission (IOSCO) and SEBI in India. Across the world, it is celebrated by securities market regulators. This week witnesses a host of investor awareness initiatives across the globe. Specialized programmes are organized to inform and spread the importance of investor education and protection.

We strongly believe in inclusive growth of markets and investing community. Therefore, it is taking a significantly different approach this year to conduct its investor awareness initiatives. MSE IPF believes that all strata of our community should be a part of investor education in order to grow the investing community in the country and for the capital markets to mature. The event marks its step by involving the LGBTQ community during the opening ceremony.

Additionally MSE IPF is going to conduct series of investor awareness programmes with special communities like LGBTQ, NSG Commandos/Policemen, household women, professors/teachers and school and college students. These initiatives shall also include Nukkad Natak on personal finances and financial literacy, online crossword contests, short video releases with animated characters and social media campaigns. These short video shall be broadcast through all social media handles and micro site of SEBI for WIW – 2022.

Mr. G.P. Garg, Executive Director, SEBI said on the occasion: “I am happy this time the honour goes to MSE to host the opening bell ceremony. I am glad about the kind of efforts MSE is making to include all kinds of communities from the society. To gain the trust of the investors, the mantra should be ‘Investor First’. We have reached around 10 crore demat accounts in India. This year’s focus is on investor resilience and in the golden times of Azadi ka Amrit Mahotsav, all the investors should be welcomed into the community and it is the duty of the institutions to make the investors



knowledgeable about the Securities Market. Investor Protection is a key initiative of SEBI. Some other initiatives which SEBI has launched are SMART, SAARTHI and Investor Charter.”

Ms. Latika S Kundu, Managing Director & CEO said on the occasion: “Widening and deepening of the investing community in India can be done through inclusion of various communities in the capital markets. India has the potential of becoming one of the largest capital markets in the world. The Indian population is booming with millennials and we have already seen participation from them. In many developed countries globally, about 55% people invest in Capital Markets. Indian markets will further flourish, if we can focus on including people from all communities / strata.”

Vasavi Guruji of Triveni Samaj said on the occasion: “There are many problems faced by the marginalized communities like LGBTQ regarding inclusion in the financial services community. We face problems even in simplest steps like while opening bank accounts. We are glad that at this event hosted by MSE IPF we could share the same stage with so many industry professionals and that our journey for inclusion into Securities Markets has begun. We believe that in future the Government shall take more steps for inclusion of us into other initiatives.”

Mr. Paresh Seth of CASI conveyed the congratulation message of Governor of Maharashtra’s regarding the joint initiative taken by MSE IPF and CASI to spread the investor awareness amongst different communities.

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