

## **Guidelines on Investor Education and Awareness through SEBI Empanelled Resource Persons (Under Investor Protection and Education Fund)**

Resource Persons (RPs) are financial education (FE) trainers empanelled by SEBI for conducting FE workshops. The objective is to promote investor awareness and financial education through SEBI empanelled resource persons (RPs) who would act as faculty / speakers in the workshops of target groups, as may be identified by SEBI on the recommendations of the Advisory Committee for IPEF, and in workshops organized by RPs/ SEBI / recognized investor associations.

SEBI / NISM on behalf of SEBI shall solicit applications through advertisement in newspapers and / or their websites or by writing to Schools and Colleges from eligible candidates interested to act as RPs. SEBI/NISM shall screen the applicants by personal interaction for aptitude and commitment and provide the necessary training to selected candidates. On completion of the training, the candidates shall take the prescribed certification examination. The names of the candidates who successfully complete the certification will be included in the panel of RPs.

Note: The following target groups have been identified by SEBI on the recommendations of the Advisory Committee for IPEF:

- a. Investment Planning for Retirement
- b. Investment Planning for Executives
- c. Investment Planning for Home Makers
- d. Financial Planning for Young Investors
- e. Financial Education for Middle Income Group
- f. Financial Education for School Children, and
- g. Financial Education for Self Help Groups.

### **Operational Guidelines for Resource Persons**

Following are operational guidelines for RPs:

1. The workshop shall be conducted free of cost for the participants and no money shall be collected for any purpose from the participants in such workshops. The material shall also be provided free of cost during the workshops in manner prescribed by SEBI.
2. The RP shall approach a select target group for organizing the workshop.
3. The RP shall seek prior approval of SEBI for organising a workshop or acting as speaker / faculty of a workshop organized by select group/investor association, in the specified format (Proforma A) and shall claim honorarium by submission of specified documents (Proforma B & C) along with any other information as may be desired by SEBI from time to time.
4. An RP shall submit request for workshop through RP portal at least 10 working days prior to the date of workshop. All other communication/ approvals are facilitated through the RP Portal at <http://siap.sebi.gov.in/sebife/>
5. An RP shall conduct workshops for School Children, Young Investors and Self Help Groups with a minimum participation of 50 (nos.) For Home Makers, Retirement Planning, Executives and Middle Income Group, minimum number of participants is 30.
6. RP shall be paid Rs. 4,000/- per workshop if workshop has been conducted within 30 km of the place of residence of RP and Rs. 4,500/- per workshop if workshop is conducted beyond 30 km of the place of residence of RP.

7. SEBI banner shall be displayed prominently at the venue of the workshop. However, the banner cannot be used in the workshops/ programs which are not approved by SEBI.
8. An RP shall act as faculty / speaker in at least 12 workshops and in maximum 52 workshops in a financial year.
9. An RP can conduct maximum 10 workshops in a month and maximum 52 workshops in a financial year. In case RP has completed 52 workshops, approval for additional workshops may be given by the Competent Authority.
10. The RP shall confirm that the workshop for which approval was granted was conducted. Such confirmation shall be sent on the day of workshop on the designated email id/ RP Portal/ phone.
11. The RP shall intimate any change in the scheduled workshop approved by SEBI immediately. The RP must intimate in advance to SEBI through email or over phone if the workshop is cancelled or postponed.
12. RP can conduct only one workshop for the same target group of a particular institute / organization within a 15 working day period. This condition will be also be validated and cross checked with any other workshop for the same institute / organization by any other RP.
13. An RP should not conduct more than 1 late workshops in a month (Workshop request shall be treated as late if request is submitted less than 10 working days but at least 3 days prior to the date of workshop).
14. In case of 2 workshops with different venues are being arranged within the same city/town/village, minimum 3 hours difference should be maintained between the workshops.
15. For every four workshops for school children/ young investors, RP should conduct one workshop for middle income group/ executive/ retirement planning/ home maker/ self-help groups. The ratio of 4:1 shall be calculated on a continuous basis as well as overall. However, it is desirable that RPs target the target groups who can use the learning from attending FE workshops at the earliest.
16. At least two photographs of workshop in session showing all the participants, speaker, SEBI banner [two from dais (both corners), two from audience side (both corner)]. The photographs can be sent to SEBI in soft copy either through email or by uploading on RP Portal.
17. RP should make demo calls to SEBI Toll free helpline numbers during the workshop and submit details thereof in the specified format while submitting the claim for honorarium. In case, the demo calls have not been made, RP should give a declaration to SEBI specifying in detail the reason for not calling up the toll free helpline number. Exemption is granted to the RP if (a) the workshop is held beyond availability of the hours of toll-free helpline and/ or (b) The workshop is held in languages which are not available in the helpline. The toll free helpline service is available on all days from 9:30 a.m to 5:30 p.m (excluding declared holidays) and on Saturday and Sunday in English, Hindi, Marathi and Gujarati.
18. The RP shall use the specified formats for submission of workshop requests, claims, etc.
19. No claim is admissible for workshops for which approval has not been given by SEBI.
20. While submitting the claims for honorarium, Confirmation Certificate (Proforma C) from the leader / head of the target group/ institution/ investor association shall be submitted on the letter head / plain paper with stamp of the institution regarding conduct of workshop. In case the group of participants do not have their letter head/ stamp/ seal, a declaration may be obtained from the

leader/ co-ordinator of the group stating the same. In such cases, RP shall ensure that full contact details of the person signing the declaration are obtained.

21. Approval for workshops for Executives, Home-makers, Middle Income Group, and Retirement Planning may be given for less than the stipulated minimum number of participants. However, in such case two workshops will be clubbed and considered as one, for payment of honorarium.
22. As such there is no limitation on the maximum number of participants in workshop yet, rationality of conducting workshops with huge participants may be considered.
23. The RP shall teach study material given by SEBI. This includes adhering to all approved prerequisites, essential core information, and required hours of instruction and any changes made by SEBI thereto from time to time.
24. The RP shall use and provide to trainees training material that is current and approved by SEBI as to meet SEBI's standards for a quality presentation.
25. The RP shall not sub-contract or outsource any activity related to FE workshops.

## **TERMS AND CONDITIONS**

1. The Resource Person (RP) shall neither be connected to any intermediary\* nor shall promote commercial interest of any intermediary nor shall he/she be undertaking any securities markets related business activity on an individual or a proprietorship basis till the validity period of the certificate. Failure to comply with this requirement may lead to penalties and termination. The workshops shall be conducted as decided by SEBI or with the prior approval of SEBI. \*(Intermediary – any SEBI registered brokers, sub brokers, etc.)
2. The RP shall conduct workshops, each having a minimum number of participants as prescribed and shall be willing to travel to any part of the zone assigned to him/her, as and when required by SEBI and shall be paid honorarium according to SEBI policy. Presently, the honorarium payable is Rs. 4000/- each for workshops held locally and additional Rs. 500 as conveyance for outstation workshops.
3. The RP shall conduct a minimum of 12 and maximum of 52 workshops for the stipulated minimum number of participants as specified above during one calendar year. SEBI may take such action as it may deem fit if the RP fails to conduct the minimum stipulated number of workshop in a year.
4. The RP shall maintain all records including the details of workshops participants, expenses etc. for the workshops conducted by him/her in the manner, as may be specified by SEBI and provide to SEBI as and when desired.
5. SEBI reserves the right to de-empanel an RP at any point of time and such RP shall not be entitled to conduct any workshops subsequent to de-empanelment. However, before such de-empanelment, RP will be given an opportunity to present his case.
6. The RP shall strictly adhere to the following Code of Conduct:
  - The RP shall uphold SEBI's Vision to impart unbiased quality education and financial education to all individual investors
  - The RP shall, at all times, be fair, respectful and courteous to trainees, fellow RPs and SEBI volunteers and employees
  - The RP assumes responsibility and accountability for their individual judgments and actions
  - The RP shall demonstrate respect to trainee/s in the manner in which he/she discusses the trainees' financial circumstances, needs, and difficulties during the workshop.
  - The RP shall by no means indulge in selling and/or promoting of any specific investment product and shall be completely objective and impartial in their approach while training.
  - The RP shall not promote commercial interest of any intermediary or issuer or undertake any securities markets related business activity.
  - The RP shall not engage in any activity which has potential to bring disrespect to SEBI.
  - The RP shall not represent, by conduct or otherwise, to be an agent or employee of SEBI.
  - The RP shall obtain No Objection Certificate from SEBI before taking up similar assignment of any other organizations subject to fulfilment of conditions specified by SEBI from time to time in this regard.
  - The RP shall not make any exaggerated claim about efficacy of any specific product or market.
  - The RP shall not make any personal monetary gain by way of publishing/selling/distributing the training material/literature/presentations. The workshop shall be conducted free of cost for the participants and no money shall be collected for any purpose from the participants in such workshops. The material shall also be provided free of cost during the workshops in manner prescribed by SEBI.

- All materials pertaining to the workshop are copyright of SEBI, are to be used only for the purpose of SEBI workshops; and should not be used elsewhere without prior written permission of SEBI
  - The RP shall teach SEBI approved curriculum. This includes adhering to all approved prerequisites, essential core information, and required hours of instruction and any changes made by SEBI thereto from time to time
  - The RP shall use and provide to trainees training materials that are current, approved by SEBI as to meet SEBI's standards for a quality presentation
  - The RP shall approach the select target group for organising a workshop. The venue shall be ordinarily provided by the select target group free of cost.
  - The RP shall seek prior approval of SEBI for organizing any financial education workshop and acting as a speaker in such workshop. RP shall seek approval and claim the honorarium for such workshop by submission of specified documents in specific format along with any other information as may be desired by SEBI from time to time.
  - The RP shall intimate any change in the scheduled workshop approved by SEBI immediately.
  - The RP shall maintain competence in the field of financial education by actively participating in any training workshops held and/or approved by SEBI (as required) and through passing of any required certification examination, as may be approved by SEBI.
  - The RP shall not make either through words/gestures any derogatory or defamatory remarks against any individual or organization.
  - The RP shall not outsource any activity related to conducting of RP Programs.
7. SEBI shall not be responsible for any acts of omission and commission by the RP.

SEBI reserve the right to add, modify and/or delete any one or more of the above terms and conditions and such addition, modification and/or deletion in term/s and condition/s shall be applicable, as if such term/s and condition/s was part of this Code of Conduct

**Proforma A**

**Form for seeking prior approval for Financial Education Workshop by a Resource Person**

Date: \_\_\_\_\_

1	<b>Details of workshop</b>	
	a	Date of Workshop
	b	Time of Workshop
	c	Place and Venue of Workshop (Full address) (Taluka to be mentioned specifically)
	d	Expected number of participants (not less than 50)
	e	Language of the Workshop
2	f	Whether workshop is being conducted within 30 kms from the residence of RP: Yes/No (If No, name of the city / town / village)
	a	<b>Target Group<sup>1</sup></b> (Please mention the Target group)
3	b	Batch/class/section/group/Department (for which workshop is being conducted)
	<b>Contact details of the head / leader of the target group</b>	
	a	Name of Institute
	b	Name and designation of the head of institute (one additional name for contact may also be provided)
	c	Address of head of institute
d	Phone no with STD codes or Mobile no	
e	E-mail address and Fax no.	
4	<b>Study material</b>	
	a	Copies and Language of study material required(Nos.)
	b	Place of dispatch(venue of the program or the correspondence address of RP)

**Name and signature:**

Reg. No/EMAIL ID/Phone no:

**<sup>1</sup>Name of Target Group**

- |   |   |   |  |
|---|---|---|--|
| 1 | Financial Education for School Children     | 2 | Financial Planning for Young Investors |
| 3 | Investment Planning for Executives          | 4 | Investment Planning for Home Makers    |
| 5 | Financial Education for Middle Income Group | 6 | Investment Planning for Retirement     |
| 7 | Financial Literacy for Self Help Groups     |   |  |

**Proforma B**

**Form for claiming Honorarium for Workshop by Resource Persons**

SEBI workshop approval No..... dated.....

1	<b>Details of workshop</b>	
	a	Date of Workshop
	b	Time of Workshop
	c	Place and Venue of Workshop (Full address)
	d	Number of participants (attended)
	e	Language of the Workshop
	f	City/Town /Village of Residence of RP
	g	Whether workshop is being conducted within 30 kms from the residence of RP: Yes/No (If No, name of the city / town / village)
2	<b>Target Group</b> (Please mention the Target group)	
3	Batch/class/section/group/Department (for which workshop was conducted)	
4	<b>Contact details of the Head / Leader of the target group</b>	
	a	Name of Institute
	b	Name and designation of the head of institute (one additional name for contact may also be provided)
	d	Phone no with STD codes or Mobile no
	e	E-mail address and Fax no.
5	<b>Study Material</b>	
	a	Copies and Language of study material Used (Nos.)
6	Name of the SEBI official, if any, who attended the workshop	
7	<b>Details of Payments</b>	
	a	Honorarium Amount (Rs.)
	b	For payment of honorarium in case this workshop is clubbed with any earlier workshop, approval no. of that workshop to be mentioned.
8	a	Called SEBI Toll free helpline (Yes/No)
	b	Feedback from Toll free helpline
9	Whether softcopy of workshop photographs sent by e-mail	

**Name and signature**

Reg. No/EMAIL ID/Phone no

**Annexure to Proforma B**

**FINANCIAL EDUCATION PROGRAM REPORT FROM PARTICIPANTS**

<b>Name of the Program</b>	(Target group)
<b>Date and Time</b>	
<b>Place</b>	
<b>Venue</b>	

**Particulars of the participants**

<b>S. no</b>	<b>Name of the participant</b>	<b>Contact number</b>	<b>E-mail id</b>	<b>Study material received (Yes / No)</b>	<b>Date of Birth / Age</b>	<b>Gender</b>	<b>Feedback and Suggestion</b>	<b>Signature</b>

(Add extra sheets if required, Head of Institute and RP should sign on all sheets)

**Name and signature:**

Resource Person.....

Head of Institute.....



**Proforma-C**

**Certificate from the leader / head of the target group/investor association**

**(On the letter head / plain letter with stamp of the institute)**

Date: \_\_\_\_\_

To

The Deputy General Manager/Assistant General Manager/Manager,  
Investor Awareness Division,  
HO/RO/LO,  
Securities and Exchange Board of India

Dear Sir/Madam,

This is to certify that Mr. /Ms. \_\_\_\_\_ with RP No. \_\_\_\_\_ has acted as speaker / faculty at a workshop organized for \_\_\_\_\_ (target group) on \_\_\_\_\_ (date and time) at \_\_\_\_\_ (venue and place) which was attended by \_\_\_\_\_ (Nos.) of participants. In the said workshop study material was distributed to participants, free of cost.

Yours faithfully,

**Signature of Head of Institute :** \_\_\_\_\_

**Name of Head of Institute :** \_\_\_\_\_

**Designation of Head of Institute :** \_\_\_\_\_

**Contact details of Head of Institute :** \_\_\_\_\_

**Application for granting NOC for conducting MCA programs**

Date:

To

The General Manager

Investor Awareness Division

SEBI Bhavan, Plot no. C4-A, "G" Block, Bandra Kurla Complex, Bandra (E), Mumbai-400051

Dear Sir,

I have been approached by ----- (body) for rendering my services as resource person for conducting investor awareness programs of MCA. I have already completed the minimum stipulated 12 (nos) of workshops of SEBI for the calendar year ( ) (Details Enclosed). My certification validity is upto ----- (validity date).

While conducting the programs for MCA I consent to abide by the following conditions:

- i. To conduct as much number of programs for SEBI as I conduct for MCA, in addition to the minimum stipulated number of workshops of SEBI
- ii. To adhere to all terms and conditions in conducting the workshop of SEBI as agreed during empanelment.

I request you to please grant me NOC for conducting programs of MCA. I also understand that non fulfilling the above conditions shall amount to automatic cancellation of the NOC granted to me.

Yours sincerely,

**Name and Signature of the Resource Person**

**RP Registration No**

**Registration validity**