

Concept paper on creative expression (short video and static post) contest

A well informed investor is a well-protected investor. As a part of SEBI's mandate to protect the interest of the investors, SEBI undertakes many investor awareness and education initiatives like on-ground investor awareness programs, social media campaigns, etc. With a growing number of participants in the securities market – many of them first time investors – SEBI aims to equip them with the knowledge and tools to invest wisely, avoid pitfalls and understand their rights and responsibilities.

In this spirit, SEBI and NISM introduce the “SEBI Arth Yatra contest” designed to engage the public in creatively exploring key themes central to an informed Financial journey in the securities market. In this context, three sub themes are chosen, which can aid investors in this journey, viz. -

Sub Theme 1: Invest Responsibly, Prosper Wisely

This sub-theme highlights the fundamental principles an investor should follow in the financial journey. This includes investing as per the risk appetite, diversification of portfolio across different assets classes like stocks, bonds, gold, commodities etc. to minimise risk, maintaining appropriate asset allocation, understanding the benefits of compounding, investing with a long term perspective, doing your own research before investing etc. The objective is to communicate how disciplined and informed investment practices lead to sustainable wealth creation and financial well-being.

Sub Theme 2: Investor-Friendly Initiatives to Empower Investors

This sub-theme focuses on SEBI's efforts to make investing simpler, safer and more transparent. Key initiatives include –

- Digital onboarding (e-KYC),
- Investor Charter outlining rights and obligations of the investor,
- SCORES and Online Dispute Resolution (ODR) to democratise grievance redressal and dispute mechanism,
- Common simplified Nomination norms across securities market
- Centralised reporting of demise of an investor – Intimation to any one intermediary leads to intimation to all.
- MITRA platform to trace inactive and unclaimed mutual fund folios,
- UPI Valid handle and SEBI Check to verify the intermediaries¹ and their UPI IDs, QR codes, bank account details,
- Trading supported by Blocked Amount (TSBA) to facilitate blocking of funds instead of transferring them to trading member etc.

¹ For the purpose of this concept paper, intermediaries include trading members (brokers), Depository Participants (DPs), Investment Adviser (IAs) etc.

The goal is to highlight how these initiatives empower investors and build confidence in the securities market.

Sub Theme 3: Bust the Scam

The sub-theme aims to raise awareness about prevalent fraudulent practices in the securities market. These scams and frauds could become a roadblock in the journey of an investor which warrants investors to be aware of these scams and how to save themselves from these scams. Examples include the use of fake trading platforms/apps, advice by unregistered investment advisors, deepfake videos giving tips, misleading content and trading courses promising guaranteed returns on social media etc. The good practices to follow include engaging only with SEBI-registered intermediaries, whitelisted trading apps, secure platforms to ensure a safe investment experience etc.

Participants can find reference material on the SEBI Investor website–
www.investor.sebi.gov.in

Outline of the contest –

- a. The contest is open to all the Indian citizens.
- b. The contest has two segments – Short video (Duration – 30 to 60 seconds) and Static post. Participants can participate in any of the segments.
- c. The contest shall remain open from August 25, 2025 to September 25, 2025.
- d. Participants can create content on all or any of the sub-themes.
- e. Participants shall post short video or static post on any of their social media handles, namely, X (formerly twitter), YouTube and Instagram only.
- f. A participant shall tag SEBI and NISM handles while uploading the content, mention hashtags - #SEBIArthYatraContest2025 and publish a mandatory disclaimer - “This is an entry for the contest and views are personal. This has not been approved or verified by SEBI.”
- g. A participant can submit more than one short video/reel or static post on different social media handles.
- h. Participants can create content in multiple languages namely, Hindi, Odia, Marathi, Bengali, Gujarati, Tamil, Telugu, Kannada, Urdu, Malayalam, Punjabi, Assamese, English etc.
- i. Once the content is uploaded and it meets the quantitative parameters, participants shall fill Submission Form.
- j. Acting by humans, use of text, icons, visuals, animation, voiceover, music, memes, sounds, etc. could be used in the short video/reel. For static post, use of text, icons, stock images, visuals etc. could be used.
- k. The profile of the participant should be public. Number of likes and views on the post should be visible.
- l. The entries shall be judged on the following parameters-

Short video	Static post
Adherence to the terms and conditions of the contest	Adherence to the terms and conditions of the contest
Qualitative parameters - <ul style="list-style-type: none"> ➤ Relevance to the theme ➤ Creativity ➤ Appropriateness in terms of the message being conveyed and adherence to guidelines ➤ Appeal and attractiveness of the short video 	Qualitative parameters - <ul style="list-style-type: none"> ➤ Relevance to the theme ➤ Creativity ➤ Appropriateness in terms of the message being conveyed and adherence to guidelines ➤ Appeal and attractiveness of the static post
Quantitative parameter – <ul style="list-style-type: none"> ➤ For prizes, Short videos with at least 10,000 views shall be considered for prizes. 	Quantitative parameter – <ul style="list-style-type: none"> ➤ For Prizes, Static post with at least 5,000 likes shall be considered for prizes.



Terms and conditions –

- a. All content submitted must be original, created by the participant, and free from plagiarism or copyright infringement.
- b. The decision of the evaluation panel shall be final and binding. No correspondence will be entertained in this regard.
- c. Intellectual Property Rights (IPR):
 - By submitting an entry, participants hereby grant SEBI full rights, including ownership, to use, reproduce, modify, publish, distribute, and display the content in any format or medium, as deemed fit by SEBI. No consent, credit, or compensation shall be required in such case.
 - Participants agree not to submit the same or substantially similar content to any other competition or platform or use in any other manner.
- d. Disqualification:
 - Use of offensive, discriminatory, false, or misleading content will result in immediate disqualification.
 - Any violation of the contest rules or misrepresentation may lead to cancellation of entry and withdrawal of awards, as may be decided or as the case may be.
 - Incomplete or non-compliant entries may be disqualified at the discretion of jury.
- e. Amendments and Cancellations:
 - SEBI reserves the right to modify the contest rules, timeline, evaluation criteria, or cancel the competition without prior notice, if deemed necessary.
 - In case, no suitable entries are found after screening or in the opinion of jury, SEBI reserves the right to not declare any winners in that category.
- f. General Rules
 - The content must be relevant to themes suggested.
 - If the content includes facts or data, they must be accurate and verifiable.
 - All submissions must be free from third-party intellectual property violations.
 - Participants are expected to maintain ethical standards in creating and presenting content.
 - The content must be respectful and utmost care to be taken to ensure that no religious or regional sentiments are hurt.
 - Personal branding or logo may be avoided in the short film and static post.
- g. Disclaimer
 - By submitting an entry, participants of the contest hereby irrevocably accept all the aforesaid terms and conditions.
 - SEBI shall not be held responsible for any technical issues, submission delays etc.



- The organizers shall not be liable for any claim, damage, or loss incurred by any participant due to participation or non-selection in the competition.
- All legal matters, if any, shall be subject to the jurisdiction of the courts in Mumbai, Maharashtra.

h. Recognition and Awards – Awards will be given separately for each language category and each segment (Short video and static post):

Winners	Prize money
1 st	Rs. 2 lakh
2 nd	Rs. 1 lakh
3 rd	Rs. 50K

Winners shall be required to submit their identity proof (for eg. Masked Aadhar card or Driving license) as proof of identity.
