



MESSAGE FROM Ms. MADHABI PURI BUCH, CHAIRPERSON, SEBI ON THE OCCASION OF GLOBAL MONEY WEEK 2022

Investment in knowledge earns the best returns and Securities and Exchange Board of India (SEBI) has been continuously working in this direction of creating awareness and protection of interest of investors in securities market.

India is a growth story and Indian financial markets play an important role in this story. Even in the times of COVID-19, Indian markets have witnessed a significant growth. The securities market has particularly recorded a huge increase in terms of market capitalization as well as number of new Demat and Trading accounts.

The growth of a well – functioning financial market will be complete only when the financial market consumers and investors are well aware about transacting in the different segments of the market. That's where the importance of financial literacy comes into picture. Financial literacy not only refers to skills required to manage personal finances but also encompasses the knowledge of financial planning, importance of savings and investment, ability to identify and understand financial risks and safeguards to be taken while transacting in financial markets.

A consumer of financial markets always expects the markets to be transparent, fair and a safe place to transact in. Towards this end, SEBI has always endeavored to ensure market integrity, provide investors with simplified investment processes and have a robust investor grievance redressal mechanism.

SEBI has been performing the role of an educator by conducting various types of financial education and investor awareness activities. One such activity, which is undertaken every year, is the celebration of Global Money Week (GMW), an initiative of Organisation for Economic Co-operation and Development (OECD)/ International Network on Financial Education (INFE). GMW is celebrated by various financial institutions worldwide and rightfully targets children and youth in line with the adage "Catch them Young".

This year we are celebrating Global Money Week – 2022 from March 21 to 27, 2022. A wide range of activities are planned across the country to impart financial education as a part of the event. These activities include financial education programs, quiz contests, media campaigns,

etc. The event is being celebrated with a joint cooperation of four financial market regulators viz. SEBI, the Reserve Bank of India (RBI), the Insurance Regulatory and Development Authority of India (IRDAI) and the Pension Fund Regulatory and Development Authority (PFRDA), and the National Centre for Financial Education (NCFE).

I am sure that the consumers in financial markets, especially those who are new entrants, will make use of this opportunity to learn from market experts and understand the concepts of financial planning and precautions to be taken while transacting in financial markets.

I convey my best wishes to all the investors on this occasion.

MADHABI PURI BUCH