

**MESSAGE FROM SHRI TUHIN KANTA PANDEY, CHAIRMAN, SEBI ON THE  
OCCASION OF “WORLD INVESTOR WEEK 2026”**



An informed investor is a protected investor. This simple yet enduring principle continues to guide SEBI’s approach to investor protection and market development. At SEBI, investor protection is not a standalone objective; it is embedded in the design of our reforms, the architecture of our market systems, and the spirit of our regulatory approach.

India’s capital market is undergoing a profound transformation. Rising investor participation, expanding product diversity and deeper integration of technology are together making the securities market an increasingly important avenue for household savings, wealth creation and capital formation. This progress also brings with it a shared responsibility — to ensure that growth remains anchored in trust, transparency and investor protection.

In furtherance of its mandate to protect investors and promote the development and regulation of the securities market, SEBI has launched Project Jagrook — a comprehensive nationwide financial literacy and investor awareness campaign that integrates physical and digital outreach through a multilingual and multi-channel approach. The campaign aims to deepen investor awareness across the country and to reach citizens in an accessible, inclusive and impactful manner. Through its institutional framework, SEBI has been training and empanelling hundreds of Securities Market Trainers (SMARTs) to educate Investors in various Indian languages, with the objective of ensuring that wealth creation is built on a foundation of awareness, transparency and safety. For effective implementation of awareness programme each State/UT has been assigned to designated Securities Market Participants (SMPs) such as BSE, NSE, MCX, CDSL, NSDL and Association of Mutual Funds in India (AMFI), who will be responsible for the planning, coordination and execution of programmes in that State/UT. SEBI has also strengthened its

investor awareness outreach among vulnerable groups through targeted programmes aimed at promoting financial literacy, informed investing and protection against fraudulent investment schemes. This year, SEBI has sharpened its focus on educating the younger generation, who will play a vital role in shaping the future of our country. SEBI has prepared a framework “Mentoring of University/College Students through Trainers (MUST)”, under which SMPs would collaborate with educational institutions with the objective of imparting financial literacy and securities market awareness to students by leveraging the existing infrastructure of universities and colleges, through Partner Trainers nominated by educational institutions.

At the same time, SEBI has intensified its efforts to address emerging forms of market misconduct in digital and social media environments. As market participation widens, the need for vigilance against misleading advice, unauthorised recommendations, manipulated narratives and inducements that can harm investors and undermine market integrity becomes even more critical. Accordingly, our supervisory and awareness frameworks are being continuously strengthened to respond to these evolving challenges.

To keep pace with the rapidly changing securities market landscape, SEBI has also undergone a significant technological transformation, with an increasing emphasis on data-driven regulation and advanced Supervisory Technology (SupTech). SEBI is actively leveraging artificial intelligence (AI) and machine learning (ML) tools to monitor trading patterns, analyse anomalies, and identify misleading or manipulative activity, including unverified claims and potential misconduct on digital and social media platforms. SEBI has also strengthened investor grievance redressal through SCORES 2.0, seamless integration with the ODR framework, and a more structured, time-bound digital complaint resolution process.

Over the years, SEBI has undertaken several important investor-centric initiatives to strengthen trust, safety and ease of participation in the market. These include:

- SEBI Check, which enables investors to verify intermediary payment details;
- Validated UPI Handles, which help investors make safer payments;

- Verified Label for broker trading apps on Google Play Store, which helps investors identify legitimate applications;
- Leveraging Digi Locker as a digital public infrastructure to reduce unclaimed assets in the Indian securities market.
- Eased Nomination and Transmission process
- Enhanced monitoring of misleading and manipulative social media content; and
- Collaboration with Ministry of Panchayati Raj to build financial literacy and investor awareness at the grassroots level by training block-level Panchayat representatives to educate rural communities across India.

SEBI also leverages social media platforms including X, Facebook, Instagram, YouTube and LinkedIn to expand investor awareness, disseminate educational content and caution investors against market-related scams. Additionally, SEBI has also launched SEBI's investor awareness campaign on WhatsApp.

To further strengthen its engagement with investors, SEBI is also expanding its regional presence in a phased manner by establishing and reopening local offices in key state capitals and cities. Under Phase 1 of this expansion plan, SEBI proposes to establish 8 new local offices. This phased expansion will help improve local outreach, strengthen investor interface and support more effective grievance redressal at the local level.

An annual campaign organised globally by IOSCO, the 10th annual edition of World Investor Week (WIW) 2026 is being celebrated in India from October 5 to October 11, 2026, on the theme "Samajh Se Investing Simple", focusing on the basics of investing. During this week, a range of programmes have been planned across the country to strengthen financial literacy and enhance investor awareness. I urge investors to participate actively and benefit from these initiatives.

World Investor Week 2026 is an important occasion to reaffirm our collective commitment to investor education, investor protection and informed participation. It reminds us that investor protection is strongest when regulation, market institutions and informed citizens work together. I encourage all investors to rely only on verified

sources, deal only with registered intermediaries, exercise due diligence before investing, and remain alert to promises of assured or unrealistic returns.

I extend my best wishes to all investors for an informed, secure and responsible investment journey.

Tuhin Kanta Pandey

Chairman, SEBI