



## MESSAGE FROM Ms. MADHABI PURI BUCH, CHAIRPERSON, SEBI ON THE OCCASION OF WORLD INVESTOR WEEK 2022

An informed and empowered investor is the most valuable asset to any country. With this idea, SEBI has been continuously working towards Investor Awareness and Education as a means to Investor Protection.

This year, India is celebrating Azadi ka Amrit Mahotsav to mark the completion of 75 years of independence with great enthusiasm. Over these years, the Indian securities market has transformed in many ways and assisted the economic growth through capital formation.

The markets have witnessed growth, in terms of number of daily transactions, number of new Demat and Trading accounts, increased inflows in products like Mutual Funds etc. In this scenario, it has become essential to facilitate even greater investor awareness and Investor protection.

Protecting investors' interest is one of the prime mandates of SEBI. Towards this end, SEBI has endeavored to ensure the trust of investors in the markets. Investors have been provided with simplified investment processes, transparency through disclosures in the markets and a robust investor grievance redressal mechanism.

At the same time, investors also need to be careful and do adequate due diligence before investing. They should not invest on the basis of market rumors and should deal only with SEBI registered intermediaries. They should carry out their financial planning and choose financial products aligned with their financial goals. Some of the fundamental principles such as regular saving and investing in a well-diversified portfolio should always be kept in mind.

With the markets becoming more technology driven, investors need to understand not to share their personal or financial information without proper verification and stay safe.

SEBI has been facilitating awareness amongst investors by conducting various types of financial education and investor awareness activities. One such activity, which is undertaken every year, is the celebration of World Investor Week (WIW). WIW is an initiative of the International Organization of Securities Commissions (IOSCO) and is a global event which is celebrated worldwide by investors, intermediaries and regulators.

This year we are celebrating World Investor Week – 2022 from October 10-16, 2022. The theme of World Investor Week -2022 is **Investor Resilience - A Smart Investor conducts research before investing and diversifies his portfolio**. A wide range of investor awareness activities are planned across the country for promoting learning opportunities for the investors. These activities include investors' awareness programs, media campaigns, quiz contests, etc.

I am sure that the investors in securities markets, will make use of this opportunity to learn from market experts, understand the do's and don'ts of investing, assess the risk and return of various financial products in accordance with their risk appetite. Prudent, diversified and long term investments can help each one of us create financial security for our loved ones.

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

**MADHABI PURI BUCH**