PRESS RELEASE

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SEBI and NSE along with other securities market participants promote financial literacy and investor awareness at the 25th Goa International Trade Fair 2026

The National Stock Exchange of India (NSE), under the aegis of the Securities and Exchange Board of India (SEBI), continues to strengthen its efforts towards promoting financial literacy, investor education and investor protection across the country. Through investor awareness initiatives, NSE seeks to empower citizens with knowledge and encourage informed, responsible and secure participation in the securities market.

The SEBI Investor Awareness Pavilion was set up and organized at the 25th Goa International Trade Fair 2026, held from 23rd to 25th August 2026. NSE, along with securities market participants, participated in the trade fair under the aegis of SEBI.

On the inaugural day of the fair, The SEBI-NSE Investor Awareness Pavilion, set up in collaboration with other securities market participants, was inaugurated by Shri Shripad Yesso Naik, Hon'ble Union Minister of State in the Ministry of Power; and Minister of State in the Ministry of New and Renewable Energy, Government of India.

The inauguration was attended by Shri Vikas Sukhwal, CGM, RD, WRO, SEBI; Shri Naveen Sharma, CGM, SEBI; along with NSE officials and representatives from other securities market participants. The participation of key dignitaries from SEBI, NSE and other securities market participants underscores the collective endeavor to strengthen investor education, financial literacy and investor protection and to take these messages to a wider and more diverse audience.

Connecting Trade and Commerce with Financial Awareness

The Goa International Trade Fair, one of the region's largest platforms for trade, commerce and cultural exchange, offers a unique and relatable setting to draw parallels between sound business practice and the principles of investing. Just as trade and commerce rest on informed decision-making, careful planning, and trust between parties, successful investing calls for similar traits, including market awareness, continuous discipline, patience, and well-informed decision-making.

NSE is leveraging this relatable theme to communicate important investor awareness messages in a simple and engaging manner, by taking investor awareness to a popular public and commercial platform like the Goa International Trade Fair. Through its dedicated SEBI investor awareness pavilion, visitors are being introduced to key concepts relating to investor protection, financial literacy and safe participation in the securities market through interactive and accessible activities. This innovative effort brought together traders, visitors, and enthusiasts from across the region and provided a vibrant public platform for promoting important messages on financial awareness and investor protection.

Promoting Safe and Informed Investing

The investor awareness initiative focuses on important messages, including:

- Investor rights and responsibilities
- Making informed investment decisions
- Identifying and avoiding investment frauds and scams
- Safe and responsible participation in the securities market
- Basics of financial planning and investing
- Awareness about SEBI-verified apps
- Grievance redressal mechanisms available to investors

Visitors to the pavilion are being provided with simplified investor education material and encouraged to participate in interactive awareness activities like, including quiz competitions, crossword puzzle competitions, jigsaw puzzles, and Scam No Game, aimed at creating awareness about safe investing and protection against financial fraud. The initiative is designed to make financial awareness easy to understand and relevant for a diverse audience, including traders, young adults, families, and first-time investors. It also brings all the Market Infrastructure Institutions and associations under one roof for query resolution and complaint facilitation.

By taking investor awareness to a popular trade and commerce platform like the Goa International Trade Fair, NSE aims to move beyond conventional awareness channels and connect with citizens in an environment that is engaging, accessible, and reaches a wide and diverse audience.