

Shri Sandip Pradhan, Whole Time Member, SEBI, highlighted the Project Jagrook Campaign, with 'Samajh Se Investing Simple' emphasizing the need for a coordinated, large-scale initiative to simplify the securities market ecosystem and empower citizens to make informed investment decisions. He also highlighted SEBI's initiatives to strengthen investor protection, including the SEBI Check tool, Saaṛṭhi 2.0 app, and Verified badge for SEBI-registered brokers' app, SEBI's initiatives to strengthen investor protection, promoting safe investing, prevent investor fraud, and strengthen grievance redressal mechanisms.

Shri Sanjay Shorey, Executive Director, NSE, highlighted: the importance of Project Jagrook Campaign, the growing participation of young investors and the need to strengthen financial awareness alongside market access. He envisages the importance of long-term investing, financial discipline, understanding risk and leveraging digital tools for investor protection. He also emphasised the need to expand investor awareness across urban and rural India and encourage greater participation by women. NSE reaffirmed its commitment to empowering investors through financial education, investor protection and initiatives that foster a more informed, confident, and resilient investor community.

Shri Piyush Chourasia, Chief Regulatory Officer and Compliance Officer, NSE, addressed to dignitaries and attendees, highlighted that World Investor Week, which is observed globally by stock exchanges and regulators to promote investor awareness and protection. He also emphasized the significance of the MoUs signed with partner organizations to promote investor awareness among two key segments students and truck drivers. He expressed his confidence that these collaborations under Project Jagrook would create a lasting impact and empower individuals with financial knowledge over the coming years.

National Stock Exchange of India Limited, Vignan's Foundation for Science Technology and Research, signed MoU, for training and developing Partner Trainers for conducting financial literacy & securities market investor awareness initiatives under the Mentoring of University/College Students by Trainers (MUST).

National Stock Exchange of India Limited, All India Transporters Welfare Association (AITWA), signed MoU, wherein NSE will act as a knowledge partner of AITWA. The contents/material so developed/provided would be used for financial literacy, investor awareness, and training for members of AITWA, their employees, and personnel nominated by AITWA.

NSE's WIW 2026 initiatives: India's investor base and the market capitalization of NSE-listed companies have grown substantially over the last decade—reflecting a rising middle class and deepening financial inclusion. With approximately 13.66 crore unique registered PAN counts in a nation of approximately 1.47 billion, sustained, year-round education and scam-prevention remain essential priorities under SEBI's principles-based regulation and the IOSCO-aligned WIW framework.

The Initiatives include Project Jagrook - Integrated Dashboard, Impact Assessment of Investor awareness Programs, SMART Trainer app, Comic Strip and Interactive Financial Literacy Games like Spot the Scam, Financial Investigator Case File, Invest Safe Ludo, SCAM-NO.

Beyond WIW: NSE's Year-Round Investor Awareness Initiatives: NSE runs Investor Awareness Programs (IAPs) across the country—through physical, hybrid, and digital formats - to equip both new and experienced investors with fundamentals, product knowledge, and safe-investing practices. In FY 2024 –25, NSE conducted 14,679 IAPs; in FY 2025 – 26 & in FY 2026 – 27 till September' 2026, NSE has conducted 24,500+ IAPs across all 36 States and Union Territories.

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

Investor Awareness Initiatives aim to provide simplified investor education material and encouraged attendees to participate at, Regional Investor Awareness Sessions, Investor Awareness Stalls/Pavilions, Interactive Financial Learning games, through physical & online formats, Nukkad Naatak On-ground outreach initiative, 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.

By participating in a popular worldwide investor awareness platform like World Investor Week 2026, 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.

About National Stock Exchange of India Limited (NSE):

National Stock Exchange of India (NSE) began its operations in 1994 and was the first exchange in India to implement electronic or screen-based trading. NSE has a fully integrated business model comprising exchange listings, trading services, clearing and settlement services, indices and market data feeds. NSE also oversees compliance by trading, clearing members and listed companies with the rules and regulations of SEBI and the exchange. NSE is a pioneer in technology and ensures the reliability and performance of its systems through a culture of innovation and

investment in technology. NSE is the world's largest derivatives exchange by trading volume (contracts) for calendar year 2025 as per the statistics maintained by Futures Industry Association (FIA). NSE is ranked third in the world in equity segment by number of trades (electronic order book) in 2025, as per the statistics maintained by World Federation of Exchanges (WFE).

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For any media queries please contact: Email ID: cc@nse.co.in