

PROGRAMME NAME: INVESTORS AWARENESS RALLY

Date: 28th August 2018



The National Stock Exchange of India Ltd – IPFT along with the Department of Commerce and Financial Studies, Bharathidasan University and Shrimati Indira Gandhi College organized an Investors Awareness Rally on 28.08.2018. **Shri. Manikandan Harihara Subramanian**, AVP & Head (Operation), South Region, National Stock Exchange of India Ltd initiated the rally. **Dr. M. Selvam**, Dean, Faculty of Management, Professor and Head, Department of Commerce and Financial Studies, Bharathidasan University, Trichy and **Dr.S.Vidhyalakshmi**, Principal and **Dr. M. Rema**, Vice-Principal, Shrimati Indira Gandhi College, Trichy supported the venture. The rally began at 4.30p.m from Shrimati Indira Gandhi College (Venue) and passed through the Anna Statue, Kamarajar Statue and culminated at the famous Gandhi tree in the venue. Around 300 students from Department of Commerce and Financial Studies, Bharathidasan University and Shrimati Indira Gandhi College participated in this rally. They carry the pluck cards exhibiting the features and benefits of investment in Stock market. This was a pioneer initiative by these institutions to reach common people and to create awareness on the benefits of the long term investment in stock market. This Rally was initiated as a measure to enhance the retail investor population from the existing level of less than 2%. The common people are benefited through the information relating to the benefits of savings especially the benefits of investment in government securities and long term investment in shares.