



27/12

भारतीय प्रतिभूति  
और विनिमय बोर्ड  
**Securities and Exchange  
Board of India**

SEBI/SRO/OW/33875/2013  
December 26, 2013

To

**Dr. P. K. Velayudhan**  
Director  
Directorate of Collegiate Education  
6th Floor, Vikas Bhavan,  
Vikas Bhavan P O,  
Thiruvananthapuram  
Kerala - 695 033

Dear Sir,

**Sub: 'Visit to SEBI' – an invitation**  
**Ref: "Walk with a Scholar" scheme**

1. Securities and Exchange Board of India (SEBI) is a regulatory body established by an Act of the Parliament to protect the interests of investors and to develop and regulate the securities market.
2. SEBI seeks to achieve its prime mandate of investor protection by educating investor, as, an "*educated investor is a protected investor*". Apart from investor education, financial literacy is also considered important as it is an important life skill which empowers people to make sound financial decisions and also take responsibility for the same.
3. As part of imparting financial education amongst students, SEBI has initiated '**Visit to SEBI**' program wherein school / college students are encouraged to visit any of the offices of SEBI to have a firsthand experience about basics of capital market and SEBI's role in regulating it. This would be a one hour interactive session conducted by SEBI officers. Further details about Visit to SEBI program are given in Annexure – A.
4. It is understood that the Directorate of Collegiate Education, Government of Kerala, has initiated a 'Walk with a scholar' program for college students. It is felt that the 'Visit to SEBI' can complement the "*Walk with a Scholar*" initiative of the Directorate.
5. Apart from the above, SEBI has a separate module for college students under the '**Financial Education**' program. The salient features of the program are as under:
  - a. It is 2-3 hour interactive workshop at the host college / institution.
  - b. The topics covered include:
    - i. Introduction to Savings & Investments,

कोच्चि स्थानीय कार्यालय : छड़ी मंज़िल, फाइनेंस टावर्स, कलूर, कोच्चि - 682 017.  
Kochi Local Office : 6th Floor, Finance Towers, Kaloor, Kochi - 682 017. Phone : 0484 - 2404100 / 200

दक्षिणी प्रादेशिक कार्यालय : 'ओवरसीज टॉवर्स' सातवीं मंज़िल, 756-एल, अन्ना सालै, चेन्नई - 600 002  
Southern Regional Office : Overseas Towers, 7th Floor, 756-L, Anna Salai, Chennai - 600 002. Phone : 044 - 2852 6686, 2888 0222 Fax : 044 - 2888 0333 e-mail : sebisro@sebi.gov.in

प्रधान कार्यालय : सेबी भवन, प्लॉट सं, सी4-ए, "जी" ब्लॉक, बांद्रा - कुर्ला कॉम्प्लेक्स, बांद्रा (पूर्व), मुंबई - 400 051.  
Head Office : "SEBI BHAVAN", Plot No.C4-A, "G" Block, Bandra Kurla Complex, Bandra (East), Mumbai - 400 051.



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- ii. Basics of Budgeting,
  - iii. Inflation Effects on Investments,
  - iv. Risk and Return,
  - v. Power of Compounding & Time Value of Money,
  - vi. Choosing the Right Investment Options,
  - vii. Asset Allocation Strategy,
  - viii. Investor Protection & Grievances Redressal Mechanism etc.
- c. The program is conducted by SEBI Certified Financial Education Trainers. There are 47 Trainers empanelled in the State of Kerala.
  - d. The entire program, including study material is free of cost.
  - e. The institution is required to provide only the venue and minimum 50 participants.

The Directorate of Collegiate Education is requested to draw the attention of all the participating colleges of "Walk with a scholar" program, to the aforesaid SEBI programs to enable students derive full benefit.

We look forward to meeting you in person to take this proposal forward.

Yours truly,

(SALMANU K K)  
Assistant General Manager

Encl: a/a

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## ANNEXURE – A

### 'VISIT TO SEBI'

SEBI seeks to impart basic understanding about capital markets and SEBI's role in regulating it, to the student community through 'Visit to SEBI' program.

This interactive workshop will be for duration of about 1 hour and shall be organized upon requests from colleges / institutions at the office premise of SEBI. Interested Colleges / Institutions may contact SEBI's Local Office at Kochi for hosting the 'Visit SEBI' program for its students, by providing the following details;

1. Name and address of the Institution
2. Name of the Head of the Institution
3. Request letter from institution on institution's letter head
4. Name and contact details of the faculty sending request for visit
5. Number of participants and faculties visiting SEBI (Maximum 45)
6. Course & Year of course in which participants are enrolled
7. Name of participants and faculties (in spread sheet)

#### Points to be noted

1. SEBI will not be charging for the visit
2. SEBI will not provide any reimbursement for the visit.
3. The students shall be dressed in uniform or in formal wear.
4. Photography is prohibited in SEBI premises.

#### Contact details

Mr. Deepesh M.U., A.G.M / Mr. Salmanu K.K, A.G.M.

**Securities and Exchange Board of India**

Kochi Local Office

6<sup>th</sup> Floor, Finance Tower, Kaloor

Kochi – 682 017



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Website: <http://investor.sebi.gov.in/>

Phone Numbers: 0484 - 240 4100 / 240 4200

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