

SEBI Investor Initiatives

The Securities and Exchange Board of India (SEBI) has introduced a range of digital initiatives to support investors in making well-informed financial decisions. These initiatives cover a wide range of topics ranging from money management, personal finance and securities market investment. Through various platforms and resources, SEBI strives to build a more aware and confident investor community across the country. Here are some of these initiatives:

SEBI Saa᳚thi 2.0 Mobile App

The updated Saa᳚thi 2.0 mobile app from SEBI aims to help investors effectively manage personal finances. It offers tools and resources to make financial topics easier to understand and boost investor education. With its enhanced user-friendly design, the app features practical tools such as financial calculators and interactive educational modules. These modules cover essential topics, such as KYC procedures, mutual funds, ETFs, and step-by-step guidance for trading on stock exchanges. Saa᳚thi 2.0 also provides crucial information about investor grievance redressal mechanisms and the Online Dispute Resolution platform. The app simplifies complex financial concepts, helping users to make informed investment decisions confidently.

In addition to educational content on investment, Saa᳚thi 2.0 also features videos on personal finance planning. These videos make learning about finance more engaging and easy, especially for those who prefer visual content over reading. Whether an investor is just starting out or has some experience in the financial markets, Saa᳚thi 2.0 offers content tailored to different levels of knowledge. Saa᳚thi 2.0 is available for download on both the Google Play Store and the iOS App Store. Once users open the app, they can register by providing some basic details. The app offers a simple and intuitive interface, with the home screen providing easy access to key sections such as financial calculators, educational

modules, and video content. Through the app, users can explore different educational modules that explain various financial instruments and market procedures in detail. SEBI encourages users to share their feedback through the app to help improve its features and ensure it meets the evolving needs of investors.

SEBI Investor Website

The Securities and Exchange Board of India (SEBI) has launched a new Investor Website to enhance financial literacy for investors, both beginners and experienced. The platform offers valuable resources, including educational videos on the securities market and awareness messages. The website provides a broad range of information, covering topics such as investment products, market regulations, and financial planning. By providing easy access to such content, SEBI seeks to create a well-informed investor community capable of making sound financial decisions.

Among the website's key features are interactive tools that aid in financial planning. For instance, The SEBI Investor website offers several financial calculators to assist investors with different aspects of financial planning. These include:

SIP Calculator - Helps calculate the required monthly investment to achieve a financial goal.

Inflation Calculator - Estimates future expenses considering inflation.

Net Worth Calculator - Evaluates total net worth by assessing assets and liabilities.

Future Value Calculator - Calculates the future value of an investment based on compounding interest.

EMI Calculator - Estimates monthly loan repayment amounts.

Goal SIP Calculator - Assists in determining the SIP amount needed to reach a specific financial goal.

The SEBI Investor Website features a collection of educational videos aimed at improving investor awareness and understanding of the securities market. These videos cover topics such as:

Basics of Investment: Introduction to different types of investment products such as mutual funds, stocks, and bonds.

Market Operations: Explanation of how the securities market operates, including market infrastructure and trading processes.

Investment Risks and Rewards: Insights into risk management, understanding returns, and diversifying portfolios for better financial security.

The website also provides information on investor rights and grievance redressal mechanisms, ensuring that investors are aware of the support and resources available to them. This comprehensive approach aims to create a safer investment environment and instil greater confidence among investors.

SEBI - Investor Certification Examination

SEBI, along with the National Institute of Securities Markets (NISM), has introduced the Investor Certification Examination to help investors improve their knowledge and skills in the financial markets. This voluntary certification is a useful tool for investors who want to understand market trends, investment basics, and financial planning.

The Investor Certification Examination covers a wide range of important topics related to investing. It helps investors learn about different types of investments, how to manage risks, market regulations, and best practices for successful investing. By taking this certification, investors can build a strong foundation in financial markets and make more informed decisions about their investments.

The content is developed by experts to cover both fundamental and advanced topics in an easy-to-understand manner, ensuring that participants from different educational backgrounds can benefit. The certification is particularly useful for new investors who are just entering the financial markets and are looking for a structured way to learn the basics, as well as for experienced investors who want to validate and expand their existing knowledge. By empowering investors with the right skills and information, SEBI aims to create a more informed and confident investor community.

Details about the certification are available on the [SEBI Investor Website](#) and the [NISM website](#).