

IV. INVESTOR AWARENESS PROGRAM

CDSL empowers investor by educating about Depository, Capital Market Practices and Rights and Obligations of the Investor. To this end, CDSL on a regular basis conducts Investor Awareness Programmes (IAPs) along with the regulator, SEBI, its DPs, Exchanges, Financial / Educational Institutions, etc.

1. What is the duration of the Investor awareness Program (IAP) and the nature of program?

The program is generally for a total of two hours which includes 60 - 90 minute power point slide based presentation followed by 30 - 60 minute question answer session.

2. Who can attend these IAPs?

Any existing as well as prospective investors can attend these Seminars. Entry will be on a first come, first serve basis. However, in some programs which are for conducted for educational institutions, etc. are on invitation basis as the said institutions allow only the students, faculty members, etc,

3. What is the Cost to the Investor for attending these IAP's?

Admission to these IAP's is free for all Individuals.

4. What will be the language of the IAP?

The language used for such IAPs are announced in advance. CDSL conducts IAPs in Marathi, Gujarati, Malayalam, Tamil, Kannada, Telugu, Bengali and Punjabi in addition to English and Hindi.

5. What topics will be covered during IAP?

Topics to be covered are: Demat, Online trading, 'Do's and Don'ts' in dealing in Capital Markets, Selection of DP, the Concepts and Importance of Financial Planning, Avenues of Investments, Mutual Fund in demat form, Depository Services (availed by demat account holder), services provide by CDSL such as SMART, Easi, & Easiest, eVoting, IEPF (Investor Education and Protection Fund, grievance mechanism etc.

6. Will CDSL distribute any Informative Booklets?

Yes. CDSL will distribute Booklet on Securities Market (Understanding From Investor's Perspective) to the participants in Hindi, English and regional languages having wealth of information on demat.

7. Where can I find the Schedule of IAPs to be conducted?

CDSL sends the updates by way of Circulars and updates the Schedule of IAPs on the Website:

<https://www.cdslindia.com/Investors/InvestorCorner.aspx#section3>

8. CDSL has active Social Media presence?

CDSL has active presence on social media sites like Facebook, twitter and LinkedIn where they provide informative contents regarding Capital market.



<https://www.facebook.com/cdslindia/>



<https://www.linkedin.com/company/cdslindia/>



: <https://twitter.com/CdsIIndia/>

STEPS to Conduct CDSL Investor Awareness Programme (IAP) in your City.

1. CDSL IAPs can be conducted by various entities like DPs (through their HO), Financial/ Educational Institutions, other SEBI registered entities, Corporates etc.
2. Contact the IAP department in CDSL for more details:
 - a. Mr. Sanjay Nunes – IPF secretariat sanjayn@cdslindia.com/ 022-23058614
 - b. Ms. Tejasi Mendon (Manager – Business Development on tejasim@cdslindia.com 022-23058682
 - c. Mr. Yogesh Kundnani- (VP – Business Development) on yogeshk@cdslindia.com / 022-23058694
3. Finalise Date and Time of IAP after consultation and approval from CDSL
4. Decide on whether the IAP is required to be conducted in person or through webinar.
5. IAP Logistics & Venue Arrangements:
 - a. Entity /CDSL can organize the IAP either individually or in Association with other entities like exchanges/ DPs/ Financial/ Educational Institutions etc.
 - b. Entity will provide for hall, chairs, sound system, laptop, projector, screen etc.
 - c. CDSL may provide Logistics like Laptop, Projector and screen in Mumbai. For other locations, the same to be provided by entity and other associates in the IAP.
6. Expenses: CDSL will bear expenses of its officials (travelling/lodging/boarding) & share the cost for the IAP with the Entity as mutually agreed.
7. Publicity:
 - a. Pre & post event publicity will be done by concerned Entity by having tie up with print and/or electronic media.

- b. In addition, Entity may arrange more publicity by inserting hand bills in local newspaper, display of banners/hoarding, press notes in other local newspapers, message on local cable TV etc.

8. IAP Venue:

- a. Entity will have a registration desk at the venue where brochures will be distributed. Entity may display banners on the stage as well as at the entrance along with the banners of newspaper. Entity staff will take the registration of the event.
- b. As per mutually agreed discussion, Entity will be given time slot for presentation speech about its services & capital markets.
- c. Entity should specifically mention that it is an educational program, and no advice should be given during the program about individual stock recommendations, etc.

9. Post IAP:

- a. Entity will have to share the registration details along with photos and proof of expenses incurred on this IAP with CDSL IPF.
- b. CDSL IPF will reimburse the agreed expenses based on the submission of relevant documents, invoices, etc.

IAPs via Webinars:

In order to promote financial literacy through digital platform, CDSL organizes webinars on different topics. This can be organized at CDSL HO or in Entities office as mutually agreed. CDSL IPF will share expense of organizing such webinars and will participate in soft publicity of these webinar.
