IV. INVESTOR AWARENESS PROGRAM

Central Depository Services (India) Limited (CDSL) helps investors understand the Depository system, Capital Market Practices, and their Rights and Obligations as investors. Through the CDSL Investor Protection Fund (IPF), CDSL, regularly conducts Investor Awareness Programs (IAPs) across India in association with SEBI, Depository Participants (DPs), Stock Exchanges, Financial & Educational Institutions, etc.

1. **What is the duration and nature of the Investor awareness Program (IAP)?**
   The IAP is generally scheduled for one hour which includes 40 – 50 minutes presentation on important investor-related topics, followed by a 15-minute interactive question and answer session.

2. **Who can attend the Investor Awareness Programs (IAPs)?**
   The Investor Awareness Programs (IAPs) are open to both existing and prospective investors. Entry is generally on a first - come, first - served basis.

   However, some IAPs conducted for educational institutions or specific groups are invitation based. In such cases, attendance is limited to the **students and faculty members** of the respective institutions, as per their guidelines.

3. **What is the cost to the Investor for attending these IAPs?**
   Admission is completely free of cost for all Individuals.

4. **In which languages are IAPs conducted?**
   The IAPs are conducted in English, Hindi and many regional languages to ensure wider reach and better understanding across the country.

   These includes Assamese, Bengali, Malayalam, Kannada, Punjabi, Marathi, Tamil, Gujarati, Odia, Kashmiri, Marwari, Telugu, Urdu, Bodo & Sylheti, and several other regional languages, helping promote financial literacy across India.

5. **What topics are covered during IAPs?**
   The Investor Awareness Programs (IAPs) cover a wide range of topics to help investors understand the capital markets and make informed decisions. These include:
   - Demat accounts and Online trading,
   - 'Do's and Don'ts' in dealing with Capital Markets,
   - How to select a Depository Participant (DP),
   - Concepts and Importance of Financial Planning,
   - Various avenues of Investment,
   - Mutual Funds in Demat form,
   - Depository Services available to Demat account holder,
   - Services provided by CDSL such as SMART, Easi, & Easiest, e-Voting,
   - SEBI SCORES, SEBI Investor Website, SEBI Check Tool
   - IEPF (Investor Education and Protection Fund),
   - Investor Charter
   - Investor safety, fraud prevention, and common investment scams
   - Grievance mechanism, SMART ODR, PMLA etc.

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6. **Do IAPs provide investment advice or stock recommendations?**
   No. The Investor Awareness Programs are purely educational in nature. No investment advice, stock recommendations, promotional content, or product endorsements are provided during these sessions.

7. **Does CDSL IPF distribute any Informative Booklets?**
   Yes. CDSL IPF distributes a range of informative materials to participants through both online and offline modes. These include the *Common Securities Market* booklet, prepared collaboratively by all Market Infrastructure Institutions (MIIs). In addition, CDSL IPF provides the *IEPFA Booklet*, the *Securities Market Booklet* by CDSL IPF, and CDSL IPF comics developed in collaboration with *Amar Chitra Katha* to promote financial literacy.

8. **Who conducts the sessions during IAPs?**
   IAP sessions are conducted by trained SEBI SMART trainers, officials from CDSL IPF and SEBI, representatives from Depository Participants (DPs), and other market experts associated with investor education initiatives.

9. **Where can I find the schedule of IAPs to be conducted?**
   CDSL IPF regularly updates the schedule of upcoming IAPs on its website:
   https://www.cdslindia.com/Investors/InvestorCorner.aspx#section3

10. **CDSL has an active social media presence?**
    Yes, CDSL maintains an active presence on social media under the handle **@cdslindia** to reach out to more investors. The platforms include:

    - Facebook,
    - Instagram,
    - LinkedIn,
    - X (Formerly known as Twitter),
    - YouTube &
    - WhatsApp

The CDSL Investor Protection Fund (IPF) website (https://www.cdslipf.com/) is a dedicated investor education platform available in English and 11 regional languages, offering simple, reliable, and practical information to help investors understand the securities market and invest safely.

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STEPs to Conduct CDSL Investor Awareness Program (IAP) in your City

1. CDSL IPF conducts IAPs in collaboration with various entities including SEBI, Stock Exchanges, Depository Participants, Financial / Educational Institutions, other SEBI-registered entities, Corporates etc.
2. Contact the IPF department of CDSL:
   a. Email – iap@cdslindia.com
   b. Contact numbers: 022 6234 3239/ 022 6234 3235/ 022 6234 3248

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3. Finalize the Date and Time of the IAP after consultation with and approval from CDSL IPF.
4. Decide whether the IAP should be conducted in person or via webinar.
5. IAP Logistics & Venue Arrangements:
    a. The Entity /CDSL IPF can organize the IAP either individually or in Association with other entities such as Exchanges/ DPs/ Financial Institutions / Educational Institutions etc.
    b. The Entity is responsible for making all necessary arrangements to execute the IAP.
    c. For IAPs conducted with SEBI and Exchanges, CDSL IPF along with Exchanges will arrange all the necessary logistics.
6. Expenses: CDSL IPF will bear expenses of its officials (travelling/lodging/boarding) along with the cost of conducting the IAP.
7. Publicity:
    a. Pre & post event publicity must be carried out by the concerned Entity.
    b. Additionally, the Entity will arrange publicity of the IAP through CDSL social media platforms and the CDSL Website.

8. IAP Venue:
    a. The Entity should have a registration desk at the venue to collect Registration details and distribute Securities Market Booklets. Banners may be displayed on the stage as well as at the entrance.
    b. The entity will be allotted a time slot for presentations on their respective topics, as mutually agreed.
    c. The entity should clearly mention that the program is educational, and no investment advice, stock recommendations, branding, or promotions should be provided during the session.
    d. Feedback forms should be distributed and collected from the attendees.

9. Post IAP:
    a. The Entity must submit the following documents:
        - Attendance details of the participants
        - Geo tagged photos of the event
        - Proof of expenses incurred, along with supporting invoices
        - Any other relevant or applicable documents, as required.
    b. CDSL IPF will reimburse the agreed expenses upon receipt and approval of all relevant documents and invoices.

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Internal