



**MESSAGE FROM MS. MADHABI PURI BUCH, CHAIRPERSON, SEBI ON THE
OCCASION OF WORLD INVESTOR WEEK 2024**

Investors are central to the securities market, and protecting their interests is a core tenet of SEBI's functioning. SEBI is committed to creating a safe and transparent investment environment, aiming to make the securities market a destination for millions of investors. Technology has facilitated this goal through initiatives like e-KYC, ASBA for IPOs, Online Bond Platforms and a single window platform for Mutual Funds like Mutual Fund Central.

To enhance grievance redressal and dispute resolution, SEBI has launched SCORES 2.0 and SMART ODR. SCORES 2.0 allows investors to submit grievances, with an automated workflow for handling complaints, while SMART ODR simplifies dispute resolution involving listed companies and investor-facing securities market intermediaries.

In today's technology-driven investment landscape, investors should prioritize online security by using strong passwords, enabling two-factor authentication, safeguarding personal and financial information, and verifying investment information found online. They should be wary of promises of unusually high returns, stock tips disguised as education, unsolicited investment advice on social media, and ensure they only engage with SEBI-registered intermediaries.

We believe that a well-informed investor is well protected investor. SEBI facilitates investor empowerment through awareness and education, not only through physical programs but also through digital content available on the SEBI Investor website, SAARTHI mobile app and NISM's free certification course for investors. Digital content disseminated by SEBI and Market Infrastructure Institutions (MIIs) include videos, reels, infographics, quizzes and podcasts created on various aspects of the securities market.

World Investor Week (WIW), a global initiative by IOSCO, will be celebrated in India from October 14 to 20, 2024. Nationwide activities such as investor awareness programs, online media campaigns and contests are planned during this week. This will help investors appreciate good investing practices and help them safely navigate their investment journey.

I wish all the investors happy, informed and responsible investing.

MADHABI PURI BUCH