

## Press Release

### ‘BHARAT KA SHARE BAZAAR’ Pavilion Conferred a Gold Medal at the 43rd India International Trade Fair, 2024



**Mumbai, December 09, 2024:** The ‘BHARAT KA SHARE BAZAAR’ pavilion, hosted by SEBI in collaboration with NISM, BSE, NSE, MCX, NCDEX, CDSL, NSDL, and AMFI, has been awarded a prestigious Gold Medal at the 43rd India International Trade Fair (IITF) 2024. The pavilion, recognized in the category of “Public Communication and Outreach,” stood out for its dynamic educational efforts aimed at enhancing investor awareness. The event, held at Bharat Mandapam, Pragati Maidan, New Delhi, from November 14 to 27, was organized by the Indian Trade Promotion Organization (ITPO).

This year’s ‘BHARAT KA SHARE BAZAAR’ pavilion, now in its seventh edition, was a hub of dynamic educational initiatives aimed at empowering investors and creating awareness around the importance of financial literacy. The pavilion's primary focus was on encouraging responsible investing and equipping the public with the tools to distinguish between legitimate

opportunities and fraudulent schemes. Visitors were treated to a range of interactive and engaging activities designed to foster a deeper understanding of the financial markets. Notably, live talk shows with market players, expert discussions, and entertaining skits and muppet shows captivated attendees while imparting critical lessons on smart investing. These performances not only educated the audience on the benefits of investing wisely but also emphasized the risks of participating in illegal schemes and scams that often circulate on the internet.

Further amplifying the pavilion's educational outreach, the National Institute of Securities Markets (NISM) organized a series of targeted sessions aimed at students and young professionals. A key highlight was the sessions on **“Career Opportunities in Securities Markets,”** which provided valuable insights into the growing career prospects within the securities industry. These sessions were well-received by students, who were introduced to various career pathways in the financial sector. In addition, NISM hosted engaging **“Financial Literacy for College Students”** workshops, which focused on building a solid foundation in personal finance. Topics covered included basic principles of investing, saving, and managing personal finances in a balanced and informed way. The interactive nature of these sessions, which included Q&A rounds and hands-on activities, sparked meaningful engagement among participants, attesting to the importance of financial education for youth and young professionals in shaping a well-informed society.

These initiatives reflect the NISM and other participating institutions' overarching mission to empower individuals to make informed financial decisions, foster greater trust in the financial markets, and promote sustainable growth in investor participation. With active engagement from all the key partners—SEBI, NISM, and the exchanges—the pavilion successfully created an engaging and educational platform that resonates with a diverse audience.