

## Sebi to conduct investor campaigns via mobile, Internet

To create more awareness about capital market and to protect investors' interests, Sebi plans to initiate campaigns through mobile as well as Internet platforms and by collaborating with industry bodies.

Securities and Exchange Board of India (Sebi) has proposed participation of industry bodies, stock exchanges and depositories in the market regulator's programmes on investor education and awareness.

In December last year, Sebi began a campaign on 'Investor Grievance Redressal Mechanism', through mass media.

As per sources, Sebi has proposed to carry forward the campaign through media in next financial year 2014-15 under which it would inform investors about grievance redressal mechanism, Collective Investment Schemes (CIS) as well as promote securities through mutual funds and primary secondary markets.

It is also planning to explore campaigns through other modes such as mobile Internet, they added.

According to Sebi, investor education campaigns would help in developing wide and deep markets besides increasing investors' base.

Also, Sebi plan includes covering suitable mix of media vehicles to reach maximum investors across the country in 13 major languages.

*(Business Today)*