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**AMRUTA INSTITUTE OF ENGINEERING &
MANAGEMENT SCIENCES - BENGALURU**
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VISVESVARAYA TECHNOLOGICAL UNIVERSITY

Jnana Sangama, Belagavi - 590018



DEPARTMENT OF INFORMATION SCIENCE & ENGINEERING

In Association With IIC

REPORT ON EXPERT TALK ON “STOCK MARKET : INVESTMENT AWARENESS PROGRAM”

FACULTY COORDINATORS

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INTRODUCTION

A **Stock Market Awareness Program** was organized with the objective of enhancing financial literacy and creating awareness about capital markets among students. The program aimed to provide participants with a foundational understanding of stock market operations, investment avenues, and the importance of informed financial decision-making.

ABOUT THE RESOURCE PERSON

The session was conducted by **Dr. Chitra C. N.**, Faculty, Department of Management, Bangalore University, and a **SEBI-certified SMART Trainer**. With extensive academic and industry experience, the resource person provided valuable insights into stock market dynamics and investor education.

OBJECTIVES OF THE WORKSHOP

The key objectives of the program were:

- To create awareness about the structure and functioning of the Indian stock market
 - To introduce participants to basic investment concepts and financial instruments
 - To educate students on risk–return analysis and long-term investment planning
 - To promote responsible and informed participation in the capital market
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PROGRAM DETAILS OF THE WORKSHOP

The program covered the following topics:

- Overview of the Indian financial system
- Introduction to stock markets: NSE and BSE
- Types of financial instruments: equities, mutual funds, bonds, and derivatives

- Role of SEBI and investor protection mechanisms
- Basics of demat accounts and trading procedures
- Risk management and long-term investment strategies



Interactive discussions, real-life examples, and case illustrations were used to enhance participant engagement and understanding.



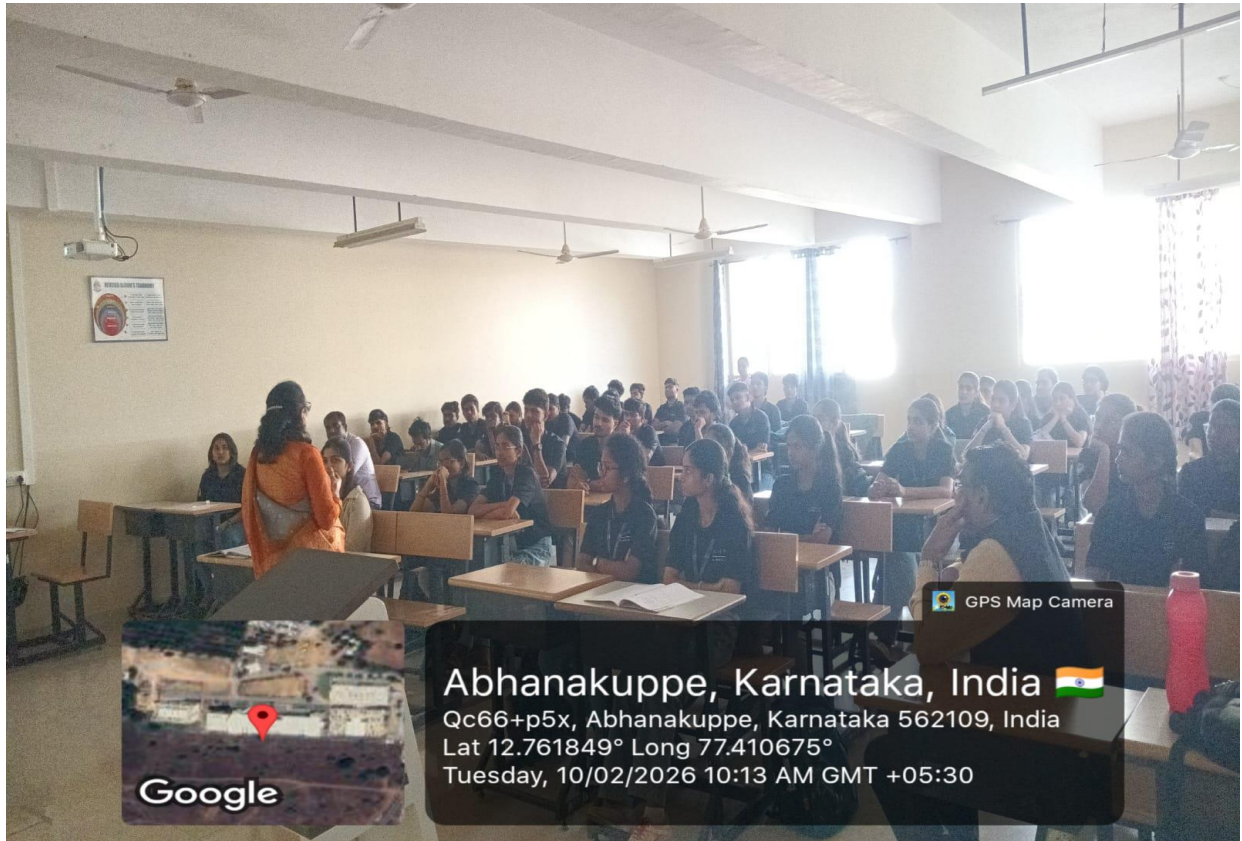
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BENEFITS OF THE WORKSHOP

The program enhanced financial literacy, promoted responsible investment behavior, improved understanding of stock market operations, and encouraged students to make informed financial decisions while exploring career opportunities in the financial sector.

LEARNING OUTCOMES

The program successfully:

- Improved participants' understanding of stock market fundamentals
 - Created awareness about safe and informed investment practices
 - Encouraged students to develop an interest in financial markets and investment planning
 - Enhanced financial literacy and investor confidence among participants
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CONCLUSION

The Stock Market Awareness Program was informative and impactful, fulfilling its objective of promoting financial literacy among students. Such programs play a crucial role in preparing young investors to participate responsibly in the capital market and should be conducted regularly to strengthen financial awareness.

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