

## **PRESS RELEASE**

For immediate release

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### **Financial literacy: SECP organizes awareness seminar in QAU**

**ISLAMABAD:** The Securities and Exchange Commission of Pakistan (SECP), taking forward its campaign on investor education, organized a seminar for the students of Quaid e Azam School of Management Sciences (QASMS) at its campus in Quaid e Azam University, Islamabad.

SECP recognizes that in today's complex world, having a solid understanding of the financial marketplace is a key foundation to be able to handle life's big events – paying for college, marriage, buying a home, and saving for retirement. Each individual has a responsibility to protect and take care of his/her own financial affairs. Seminar was designed to discuss the topics that are important for financial security; i.e., savings; and investing. It was explained to students that the amount of their savings impacts their investing. And most importantly, the amount they invest will impact their financial security.

The educational seminar in particular focused on motivating the students to educate themselves about the role of SECP as the apex regulator of the Non-Banking financial sector of Pakistan's economy. During the seminar, the Chairman SECP's vision for increasing awareness of financial markets, products with particular emphasis on fraud prevention was communicated to the attending students.

Accordingly, students were encouraged to acquire learned financial behavior as early as possible in their career pursuit to equip them with the requisite financial understanding for making responsible and well considered investment decisions in the future. In this context the focus of the seminar remained on promoting a culture of savings and investments.

Another key feature of the program focused on educating the students about the investor education portal launched by SECP titled 'Jamapunji', its rich contents and multiple features. The students and faculty were also informed of SECP's intention to conduct intra university competitions on mock trading through Jamapunji's portal to enhance their understating of capital markets and its operations.

The seminar was attended by a sizable group of students pursuing Bachelor's and Master's level education in various streams of business management such as Marketing, Finance, and Human Resource Management. The seminar was followed by an interactive discussions and a Q&A session. The participants commended SECP efforts in developing informed investors and highlighted the need for more frequent sessions in the future. Possibilities of collaboration in the areas of research and curriculum development also remained in discussion.