



Press Release

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For immediate release

SECP signs MoU with the University of Lahore to collaborate on investor education

ISLAMABAD, September 17, 2015: The Securities and Exchange Commission of Pakistan (SECP) and the University of Lahore signed a memorandum of understanding (MoU) at the SECP headquarters to establish cooperation for conducting investor education seminars for the students.

This is part of SECP's investor education program launched under the brand name "Jamapunji" that can be accessed through: [http:// Jamapunji.pk](http://Jamapunji.pk).

The MoU was signed by Mr. Akif Saeed, Commissioner, SECP, and Dr. Mumtaz Ahmed Khan, Pro-Vice-Chancellor, University of Lahore. Following a presentation on the "Jampunji" investor education web portal, the Commissioner briefed on the importance of encouraging a savings culture among the students, and his vision for the future of the investor education program in Pakistan. To ensure sustainability of the investor education program for all future semesters, the development of a "SECP Train the Trainer Program" was also discussed with the Pro-Vice-Chancellor. The signing ceremony was attended by senior SECP officials' and commemorative plaques were also exchanged.

Under the MoU, SECP will be holding regular seminars at University of Lahore on a regular basis to educate existing and incoming students about the basics of savings, financial planning, investing and capital markets. Students will also learn about the Jamapunji web portal that has been specially developed for imparting investor education in Pakistan. Jamapunji offers comprehensive information about Pakistan's investment products, capital markets, insurance and the non-banking financial sectors.

"By educating our university students through the SECP's Jamapunji Investor Education Program, it is hoped that a new generation of financially literate potential investors, who are aware of their rights and responsibilities can be developed", remarked the SECP Commissioner.