

**PRESS RELEASE**

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*For immediate release*

**SECP to conduct investor education seminars at Air University**

**ISLAMABAD, October 7:** The Securities and Exchange Commission of Pakistan (SECP) and Air University Islamabad signed a memorandum of understanding (MoU) to establish cooperation for conducting investor education seminars for the enrolled students, at the Air University campus in Islamabad. This is part of SECP's investor education program launched under the brand name "Jamapunji".

The MoU was signed by Commissioner, Investor Education and International Relations SECP, Mr. Akif Saeed and Registrar Air University, Air Commodore (R) Tariq M. Ashraf. Vice Chancellor Air University, Air Vice Marshal (R) Faaiz Amir, deans of various faculties of Air University and senior SECP officials were also in attendance.

Under the MoU, the SECP will be holding regular seminars at Air University on a continuing basis to impart knowledge to 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. At par with investor education web portals of the advanced economies, the web portal offers comprehensive information about Pakistan's investment products, capital markets, insurance and the non-banking financial sectors to anyone who is interested in investing in Pakistan.

The MOU signing ceremony was preceded by an interactive discussion regarding the role of SECP in imparting investor education and the benefits of this for the students and faculty of Air University. The need for bilateral cooperation was highlighted especially in the area of research projects engaging the student body in analysis of financial markets. The Commissioner IE&IRD welcomed the possibility of enabling such projects to enhance the skillset of students poised to contribute more effectively to their personal learning and development. He also recognized the multifold benefits of such projects which would contribute to refining the financial canvas of the economy through the educated youth of Pakistan. Commemorative plaques were exchanged at the end of the MOU signing ceremony.

It is hoped that by educating our university students through SECP's Jamapunji Investor Education Program, a new generation of financially literate investors, who are aware of their rights and responsibilities can be developed. It is important to note that a well-informed investor brings discipline to the market place which in turn leads to better compliance by providers of financial products and services.