



# **BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE**

## **DEPARTMENT OF COMMERCE**

### *A Report on Financial Literacy Program*

#### **Introduction**

The Financial Literacy Program (FLP) was successfully conducted on 29<sup>th</sup> August, 2024 with the primary objective of equipping the second year B.Com students with the knowledge of financial investment, familiarizing them with the capital market and its structure and the concept of Primary, Secondary and Passive income and investment streams. The program was designed to engage and enlighten the students regarding Investments, especially in the securities markets, and more.

**SESSION: 9:00 a.m. to 10:30 a.m. (29<sup>th</sup> August, 2024)**

**Welcome Address:** The program commenced with a warm welcome, addressed by Mrs. Jenifer Soniya, Faculty, Department of Commerce. She introduced our guest speaker for the day, Dr. Dhanalakshmi MBA, Ph.D, PD (Japan), Professor, Acharya Bangalore Business School (ABBS), Visiting faculty of ZUFE, China and empanelled resource person of the SEBI.

**Key Points Covered:** The session covered a variety of topics related to the Basics of Capital Markets including:

- I. Meaning of Capital Market:** A detailed explanation regarding capital markets and the essential components of the capital market.
- II. Structure of Capital Market:** Securities Exchange Board of India (SEBI), Investors, Brokers, Investment brokers, Mutual fund and other components of the capital market structure and how they complement the synergy of the investment market.
- III. Incomes and Investments:** Primary, Secondary markets & Active, Passive investment avenues were discussed at length.
- IV. How to invest in securities market:** Use of the D-mat account, Trading account and Bank account, in trading of securities and the essential procedures regarding the same were explained.
- V. Brokers at SEBI:** Background verification, trading modes, charges, range of customer services provided by brokers, were all elaborated.
- VI. Demystifying securities market:** The speaker busted a few Myths regarding the securities market and investment activities.
- VII. SEBI investors website:** Extensive information regarding the SEBI investors website was provided.
- VIII. Online Grievance redressal:** The speaker also spoke about the SCORES Redressal Process Flow, and online dispute resolution in detail.



 **GPS Map Camera**

Bengaluru, Karnataka, India  
XH7P+5Q7, Bengaluru, Karnataka 560002, India  
Lat 12.962886°  
Long 77.587051°  
29/08/24 09:34 AM GMT +05:30


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 **GPS Map Camera**

Bengaluru, Karnataka, India  
19/1, Ft B St, Subbaiah Circle, Sudhama Nagar, Bengaluru, Karnataka 560027, India  
Lat 12.962924°  
Long 77.587045°  
29/08/24 09:59 AM GMT +05:30

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# BISHOP COTTON WOMEN'S CHRISTIAN COLLEGE

#19, 3rd Cross, C.S.I. Compound, Mission Road, Bangalore - 560027

An IQAC Initiative

## Department of Commerce

Organises a Guest Lecture on

### "Financial Literacy Programme"



29th August, 2024  
9:00 a.m.



Seminar Hall



Resources Person

**Dr. Dhanalakshmi**  
Prof. Acharya  
Bangalore Business  
School

