

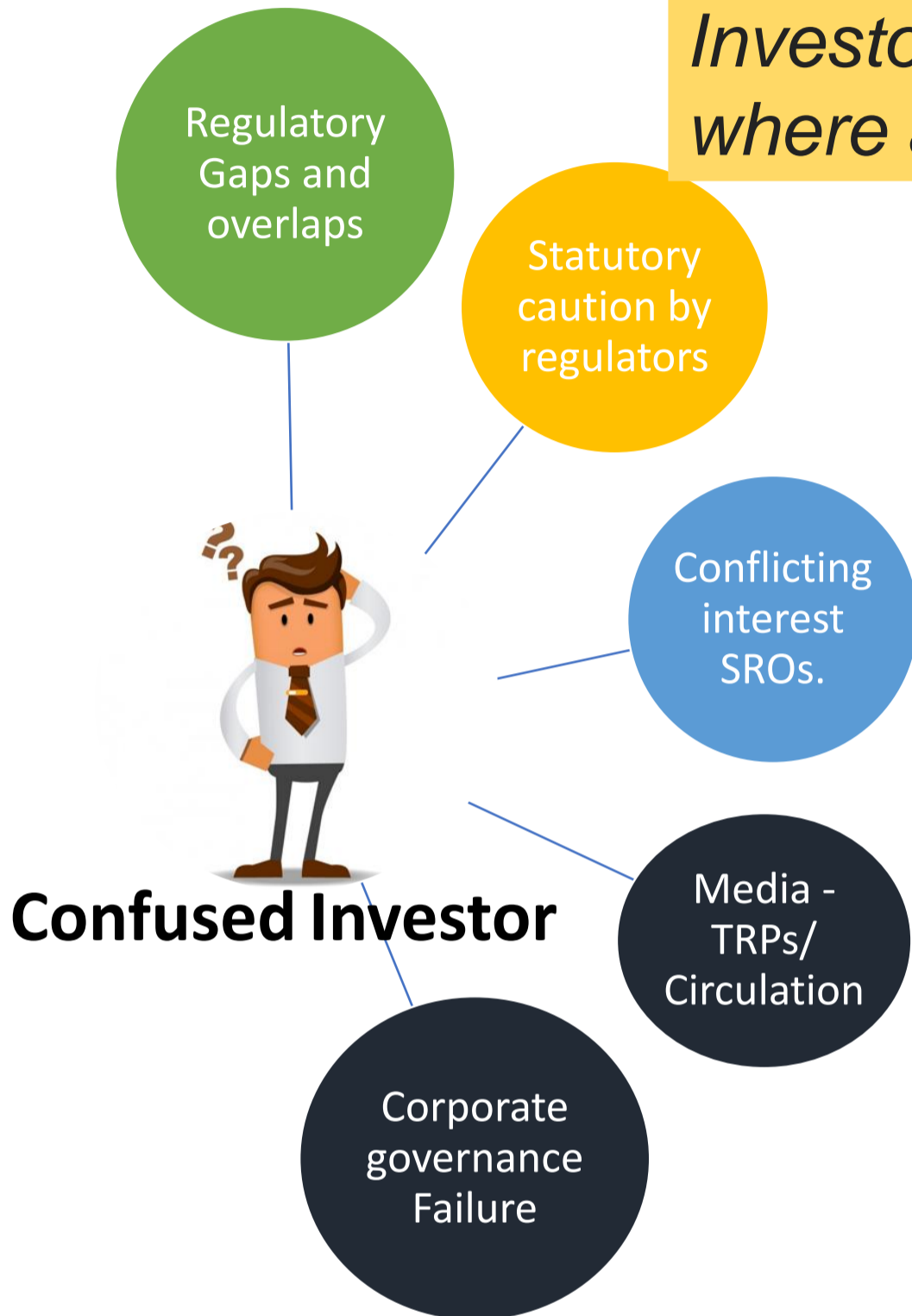
Level of Knowledge Gained at Investor Awareness Program

(Research Study: Post Financial Crisis 2008)

Indian household have only a minimum exposure to securities market.

Dr. K S Murthy – Provost – ITM Vocational University

Investor education is proactive and preventive where as investor protection is reactive



Study Methodology

Primary data - Mumbai and rest of Maharashtra

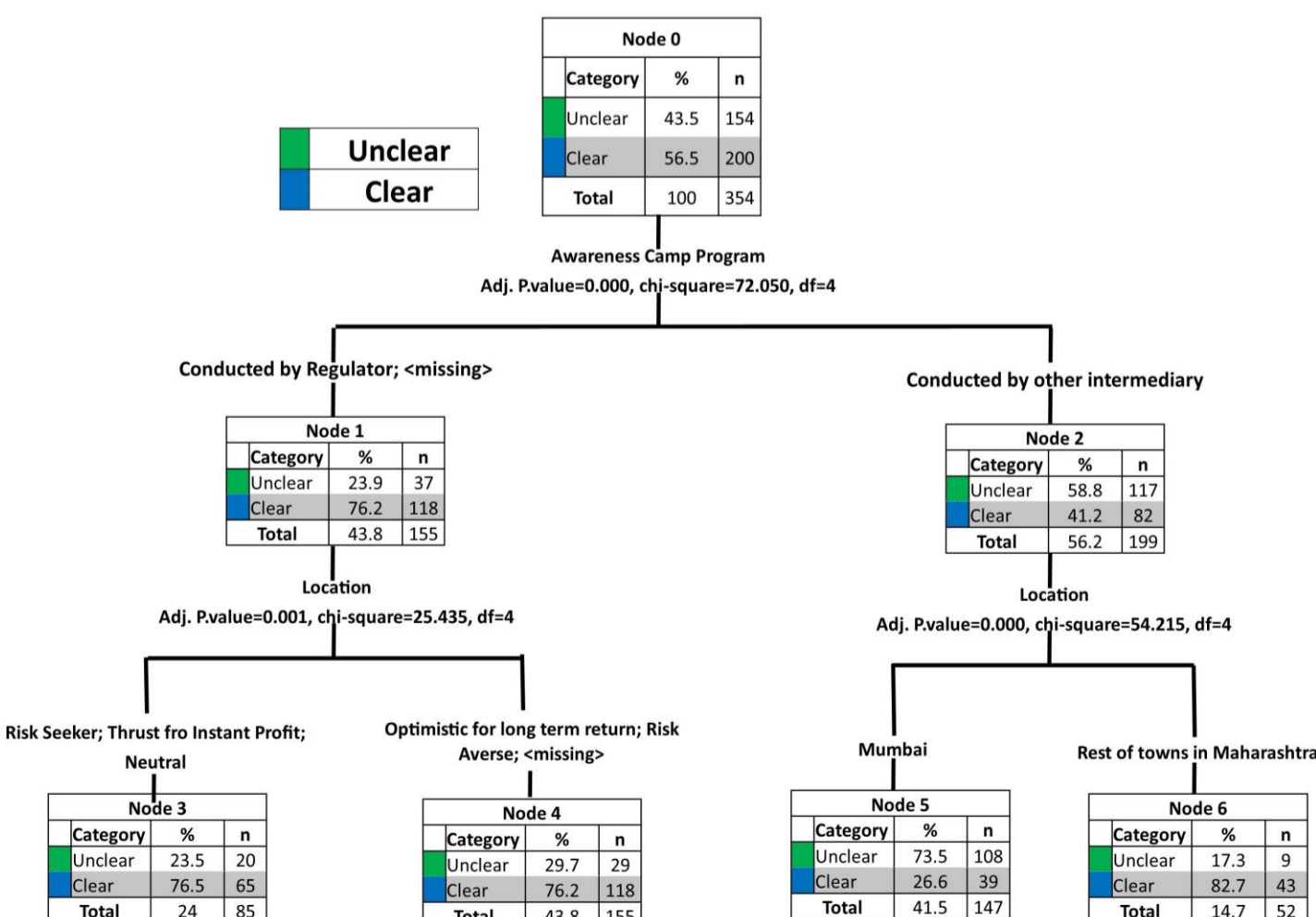
Sample data – 800 (600+200)

Period- 2008-09

Knowledge gained responses – 354 (154+200)

Statistical tools - Chi Square, CHAID

Chi – squared Automatic Interaction Detector (CHAID)



What is still needed ?

- Research & evaluation
- Autonomous body
- Investor education to focus
 - Functioning of securities market
 - Basics of both fundamental & technical issue
 - Influence of global & domestic economic factors
 - Investor safety



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(An UGC recognized-listed private University vide section 22 of UGC Act 1956, established vide Gujarat Private University Act 2009 and amended Act 1 of 2014)