



PRESS RELEASE

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Young Investor Awareness Generation Program **“Preserving and Growing your Savings”**

(Karachi, October 31, 2012): Lack of adequate financial literacy and capability coupled with inadequate level of understanding and due diligence makes investors vulnerable to fraudulent activities and unwise investment decisions as they ignore basic prudent measures before entering into a contractual agreement with a financial service provider. Comparative regional statistics reflect that Pakistan has the lowest indicators for saving and investment environment, such as insurance penetration, participation in pension and mutual funds, and low investors base in the capital markets resulting in low volumes and lack of liquidity.

On July 13, 2012, the KSE, and SECP along with key non-banking financial market stakeholders including the Lahore Stock Exchange, Islamabad Stock Exchange, Pakistan Mercantile Exchange, Central Depository Company, National Clearing Company, Mutual Funds Association of Pakistan and the Insurance Association of Pakistan embarked upon a nationwide Investor Education and Awareness Program targeting various segments of society from university students to retired individuals and general public with an aim to create awareness of various financial products and nurture a savings culture in Pakistan. Since the inception of nationwide Investor Awareness Generation Program, KSE has organized three Investor Education Programs at its premises for new investors, retired individuals and aggrieved investors of 2008.

With a view to create awareness about Capital Markets in our nation’s youth, an interactive learning program “Preserving and Growing your Savings” was jointly launched by Karachi Stock Exchanges and Institute of Capital Markets on October 16, 2012. The Program has been specifically tailored for school/college/university students and utilizes advanced illustration techniques, open-ended quizzes, practical examples, case studies and role-playing teaching strategies. Mr. Nadeem Naqvi, Managing Director, Karachi Stock Exchange conducted the first program for students of Karachi Grammar School. The second and third programs of the series were conducted by Mr. Sani-e-Mehmood Khan of KSE and Mr. Javed Hasan of Institute of Capital Markets respectively.

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A group photograph taken on the occasion of visit of Karachi Grammar School Student Delegation in October 2012 at Karachi Stock Exchange