SEBI's Project Jagrook Goes to Campus: AMFI Partners with Panjab University to Take Investor Awareness to Students and Educators

AMFI signs MoU for Train-the-Trainer programme as part of the national investor awareness campaign

Chandigarh, 5 October 2026: The Association of Mutual Funds in India (AMFI) today signed a Memorandum of Understanding (MoU) with Panjab University to promote financial literacy across Punjab, Haryana, Himachal Pradesh and Chandigarh. The MoU was signed at the inaugural celebrations of World Investor Week (WIW) 2026, which also marked the release of SEBI's national awareness campaign - Project Jagrook at Chandigarh, hosted by University Business School (UBS) and organised by Panjab University.

Project Jagrook is a nationwide investor awareness campaign launched by the Securities and Exchange Board of India (SEBI), together with AMFI, NISM and the Market Infrastructure Institutions: NSE, BSE, MCX, CDSL and NSDL.

Today, SEBI is launching a nationwide multi-media campaign in 13 languages under the tagline 'Samajh Se Investing Simple' to promote investor education, encourage informed investment practices and help prevent financial fraud. The campaign will run on TV, Digital, Print, Radio, Out Of Home and Cinema media.

The campaign will focus on 4 key messages:

1) Understand before you invest
2) Choose Regulated Investment Products
3) Start Early, Stay Invested
4) Beware of Investment Frauds

The campaign combines physical and digital pathways to make the securities market accessible and inclusive and to widen responsible participation in the securities market across the country.

As part of this initiative, SEBI is extending the campaign to universities and higher educational institutions through formal MoUs with Securities Market Partners.

Under the MoU, AMFI and Panjab University will implement a "Train the Trainer" model which involves:

- **Faculty Training and Certification:** A two-tier programme, with financial incentives, will equip nominated lecturers to serve as regional financial literacy trainers.
- **Student Skill and Career Readiness:** Certified faculty will lead district-wide training to help students earn advanced NISM certifications and obtain an AMFI Registration Number (ARN), opening a route to direct self-employment.

AMFI and Panjab University will also explore expanding the partnership to include a joint certificate course, research collaboration, summer internships and campus placements.

Mr. Sundeep Sikka, Chairman, AMFI, said: *"Financial literacy is the foundation of a resilient and inclusive investor base. Our partnership with Panjab University, in line with SEBI's Project Jagrook and its message of 'Samajh Se Investing Simple', will help build a trained pool of educators who can take investor awareness to students and communities across the region. We are pleased to begin this collaboration on the occasion of World Investor Week."*

Mr. Venkat Chalasani, Chief Executive, AMFI, said: *"This initiative aims to build financial literacy among students while creating career opportunities for those interested in the mutual fund industry. By equipping faculty as certified trainers and enabling interested students to pursue careers as mutual fund distributors, we seek to combine financial awareness with livelihood opportunities. We look forward to partnering with Panjab University to promote informed and responsible investing across Punjab, Haryana, Himachal Pradesh and Chandigarh."*

Prof. Meena Sharma, Chairperson, University Business School (UBS), Panjab University, said: *"We are delighted to partner with AMFI on this important initiative. It will give our faculty and students access to industry-recognised certifications and practical exposure to the investment ecosystem, and help them become informed, responsible participants in the financial markets."*

About AMFI:

AMFI was incorporated on August 22, 1995, as a non-profit organisation. As of now, all asset management companies that are registered with SEBI, are its members. The Association of Mutual Funds in India (AMFI) is dedicated to developing the Indian Mutual Fund Industry on professional, healthy, and ethical lines and to enhance and maintain standards in all areas with a view to protecting and promoting the interests of mutual funds and their unit holders.

For more details click here: https://www.amfiindia.com/

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