



**NSDL**

Technology, Trust & Reach  
IPFT

# Market Ka Eklavya

Knowledge Partner



poornatha



Information Brochure

## **NSDL**

NSDL is one of the largest Central Securities Depositories in the world with investors from 167 countries. Established in 1996, NSDL has more than 89% market share in value of securities held in demat form, worth more than ₹300 lakh crore (US \$ 4 Trillion).

## **Knowledge Partner - Poornatha**

Poornatha & Company is a business and leadership education company, making available world class knowledge in Indian languages. The immersive programs ensure that complex concepts are simplified and are practically implementable. It is also associated with and affiliated to MADE – Michigan Academy for Developing Entrepreneurs, a non-profit setup in USA.

## **Market Ka Eklavya**

- A specially designed program to engage with the students and introduce them to Securities Market.
- Program intends to equip students with basic knowledge and skills about managing money at an early age.
- Delivery in Hindi and other Indian languages.

## **Objectives**

- Paving the road for Future Investors and preparing them for the real world.
- Awareness on financial products.
- Build foundation of financial discipline in them.
- Beginners guide for investing.



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**Focus Group**

College students

**Duration**

5 hours (one hour per day)

**Delivery Mode**

Online in Hindi and Major Indian Languages

**Benefits**

- Better understanding of various financial investment topics
- Clearing the myths of financial investments
- Laying the foundation for career growth
- Taking the right investment decisions



**Module 1**

3 I's – Income, Inflation and Investment

**Module 2**

3 'S' of Investment - Start Early, Spread Wide, Stay Long

**Module 3**

Primary and Secondary Markets

**Module 4**

Demystifying Jargon

**Module 5**

Do's and Don'ts of Investment

Issue Date \_\_\_\_\_



Michigan Academy for  
Developing Entrepreneurs



**This is to Certify that**

**Mr. / Ms. \_\_\_\_\_**

**has successfully completed the course**

**Market Ka Eklavya**

**conducted during \_\_\_\_\_.**

MADE, USA

NSDL

Poornatha & Company

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