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**MCX'SX**  
India's New Stock Exchange

partners with



Doordarshan

to drive

# Financial Literacy for Financial Inclusion

by developing programs for  
awareness on financial markets & products across metros and beyond

- MCX Stock Exchange (MCX-SX) and Doordarshan (DD) collaborate and commit to execute the Government's and Regulator's vision of Financial Inclusion
- At present, 1.4% of India's population is participating in the capital markets and more than 90% of exchange trade is confined to only few cities in India,
- DD National reaches 90% of India's population through its national & regional language channels. DD will disseminate knowledge about investments in financial markets through exchange traded products to its large spectrum of viewers.
- MCX-SX has the requisite expertise and since inception has been undertaking several initiatives in line with its philosophy of systematic development of markets through Information, Innovation, Education and Research
- The aim is to promote investment cult across various asset classes and not only equity and equity F&O (delta trading) cult
- Enabling overall development of markets in all asset classes (viz equity, fixed income derivatives, currency derivatives, SME segment etc.) which will lead to true investment cult so that the needed capital formation happens continuously, leading to huge employment generation and savings deployment at the grass root as well as the global levels
- MCX-SX & DD compliment the Regulator for continuously introducing the much required financial market reforms in India and providing an opportunity to Indian markets to be globally comparable. It is time for exchanges to own the responsibility of executing this vision of Financial Inclusion by promoting education, awareness and product innovation to facilitate orderly development of markets. Since its inception MCX-SX has voluntarily embarked on this commitment

This collaboration with MCX-SX is an important step in creating an ecosystem to spread financial literacy. MCX-SX has deep domain knowledge and its strong research team will enable us to provide rich content and experience of mature markets in developed economies on our national platform.

Ms. Aruna Sharma  
Director General, Doordarshan (DD)

Financial literacy is the first step to achieve financial inclusion, and we are delighted to have a partner like Doordarshan to help us achieve the mission of spreading financial literacy via a series of educative programs on financial planning and on the financial markets.

Mr. Ashok Jha  
Chairman, MCX Stock Exchange (MCX-SX)

Watch "Money Plant" on DD National on Sunday and visit: [www.mcx-sx.com/dd](http://www.mcx-sx.com/dd) & [www.ddindia.gov.in](http://www.ddindia.gov.in) for more information

THE DIFFERENCE IS, RESEARCH.