Smt. P.D. Hinduja Trust's
K.P.B. HINDUJA COLLEGE OF COMMERCE
Sindhi Linguistic Minority Institution: (Autonomous)
(Affiliated to University of Mumbai) : NAAC Re-Accredited With "A+" Grade: CGPA: 3.59
Current Address (Temporary): Sadhana House, 570, Pandurang Budhkar Marg,
Behind Mahindra Towers, Worli, Mumbai – 400018. Contact Details Tel: 022-4098-9000.
Email: info@hindujacollege.Com : Website: www.hindujacollege.edu.in

Prin. Dr. Navin M. Punjabi **Ref. No. :**

K.P.B. HINDUJA COLLEGE OF COMMERCE, IN ASSOCIATION WITH CDSL AND KRISHA FOUNDATION, ORGANISE CYCLE RALLY UNDER THE AEGIS OF SEBI TO MARK WORLD INVESTOR WEEK 2026

200+ RIDERS PEDALLED 5 KM THROUGH WORLI WITH ONE MESSAGE: INVEST WITH KNOWLEDGE, VERIFY BEFORE YOU TRUST, AND STAY ALERT TO FRAUD

Date: Saturday, 10th October 2026 Organised by: K.P.B. Hinduja College of Commerce (Autonomous) In Association with: Central Depository Services (India) Limited (CDSL) and Krisha Foundation Under the Aegis of: Securities and Exchange Board of India (SEBI) Venue: Sadhana House, Pandurang Budhkar Marg, Worli, Mumbai Activity: Investor Awareness Cycle Rally Total Participation: 200+ Students, Faculty Members and Invited Guests Distance Covered: Approximately 5 km

Introduction

K.P.B. Hinduja College of Commerce (Autonomous), in association with Central Depository Services (India) Limited (CDSL) and Krisha Foundation, under the aegis of the Securities and Exchange Board of India (SEBI), successfully organised a Cycle Rally on Saturday, 10th October 2026, to commemorate World Investor Week (WIW) 2026.

The initiative was organised in alignment with SEBI's World Investor Week 2026 theme, "Samajh Se Investing Simple," with special emphasis on Investor Resilience, Digital Deception and Scam Alert.

OBJECTIVES OF THE ACTIVITY

The primary objectives of the Cycle Rally were:

1. To promote financial literacy and investor awareness among students and the general public.
2. To educate individuals about responsible investment practices and informed financial decision-making.
3. To create awareness about digital deception, financial scams and fraudulent investment schemes.
4. To encourage investor resilience and highlight the importance of investor protection.

5. To extend financial education beyond classrooms through community engagement.

REPORT OF THE ACTIVITY

The Cycle Rally commenced from the Hinduja College campus at Sadhana House, Pandurang Budhkar Marg, Worli, Mumbai, and covered approximately 5 kilometres before concluding at the college campus.

The rally witnessed enthusiastic participation from more than 200 students, faculty members and invited guests, who collectively promoted the importance of financial awareness and responsible investing.

Throughout the rally, participants conveyed the message "Invest with Knowledge, Verify Before You Trust, and Stay Alert to Fraud." The initiative aimed to sensitise the public towards the growing risks of digital financial fraud and the importance of making informed investment decisions.

The rally also highlighted the significance of financial discipline, investor protection and awareness of fraudulent investment practices. By taking the message to the streets of Worli, the college reinforced its commitment to community outreach and experiential learning.

Addressing the significance of the initiative, Prof. (Dr.) Navin M. Punjabi, Principal, Hinduja College, emphasised that cycling symbolises the balance, discipline, consistency and perseverance required for successful investing. He highlighted the importance of extending investor education beyond textbooks and encouraging students to become ambassadors of financial literacy within society.

OUTCOMES OF THE ACTIVITY

The Cycle Rally successfully contributed towards:

1. Creating awareness about financial literacy, investor protection and responsible investment practices.
2. Sensitising participants to digital deception, financial fraud and investment-related scams.
3. Encouraging students to actively participate in community awareness initiatives.
4. Promoting the importance of disciplined, informed and long-term investment practices.
5. Strengthening institutional collaboration with CDSL and Krisha Foundation in promoting investor education under the aegis of SEBI.

CONCLUSION

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The Cycle Rally organised on the occasion of World Investor Week 2026 was successfully conducted with active participation from students, faculty members and invited guests. The initiative effectively combined investor education, community engagement and social responsibility.

Through this activity, K.P.B. Hinduja College of Commerce (Autonomous) reaffirmed its commitment to promoting financial literacy, investor awareness and responsible financial behaviour while encouraging students to contribute meaningfully towards building a financially informed society.

The programme reflected the spirit of World Investor Week 2026 and reinforced the message "Samajh Se Investing Simple."