

A brief Report of SMAC

Background

CUTS Centre for Consumer Action, Research & Training (CUTS CART) being an investor association with support from the Securities and Exchange Board of India (SEBI), Mumbai has so far conducted 71 campaigns in different cities of Rajasthan varying from district headquarters to panchayat samiti level (blocks), since December 2000 to June 2009 in seven different phases including phase zero. The zero phase basically includes organizing of seminars in Rajasthan and four in West Bengal. But from the first phase, the campaign was restricted to Rajasthan only.

Objective

The main objective of these campaigns is to generate awareness among investors for making investment in the capital market through educational training and to acclimatize the investors with the functioning of the securities market, such as the basic fundamentals of investment and risk management and their rights and responsibilities. Its objective also includes the development of investment culture in smaller towns and rural areas. Eminent resource persons facilitated these campaigns.

The details:

Phase 0

Seminar at Jaipur (Rajasthan) on December 12, 2000
Seminar at Kolkata (West Bengal) on February 10, 2001
Seminar at Jodhpur (Rajasthan) on February 24, 2001
Seminar at Suri (West Bengal) on March 4, 2001
Seminar at Durgapur (West Bengal) on March 5, 2001
Seminar at Kota (Rajasthan) on March 25, 2001
Seminar at Udaipur (Rajasthan) on March 31, 2001
Seminar at Jaipur (Rajasthan) on March 31, 2001
Seminar at Kolkata (West Bengal) on April 7, 2001

Phase I

S. N	Date & Venue	Total no. of participants
1.	Monday, 3 rd May 2004, Ajmer	31
2.	Friday, 7 th May 2004, Kota	26
3.	Tuesday, 11 th May 2004, Chittorgarh	21
4.	Wednesday, 12 th May 2004, Bhilwara	23
5.	Saturday, 15 th May 2004, Nokha (Bikaner)	24
6.	Friday, 21 st May 2004, Mahua (Dausa)	36
7.	Saturday, 22 nd May 2004, Alwar	20

8.	Monday, 31 st May 2004, Jodhpur	30
9.	Saturday, 5 th June 2004, Sawaimadhopur	15
10.	Wednesday, 8 th June 2004, Chaksu (Jaipur)	22

Phase II

S. N	Venue and Date	Total no. of participants
1.	3 rd September 2004, Masuda (Ajmer)	40
2.	10 th September 2004, Gulabpura (Bhilwara)	38
3.	17 th September, 2004 , Itawa (Kota)	56
4.	25 th September 2004, Nagour	54
5.	29 th September 2004, Pali	65
6.	12 th October 2004, Sriganganagar	39
7.	15 th October, 2004, Dausa	46
8.	20 th October 2004, Sardarshahar (Churu)	40
9.	27 th October 2004, Phagi (Jaipur)	38
10.	30 th October, 2004 , Jhunjhunu	56

Phase III

S. N	Venue and Date	Total no. of participants
1.	Beawer (Ajmer) 20 th August 2005	42
2.	Sojat City (Pali) 29 th August 2005	37
3.	Jalore 9 th September 2005	53
4.	Bikaner 24 th September 2005	40
5.	Jodhpur 14 th October 2005	53
6.	Udaipur 29 th October 2005	37
7.	Churu 8 th November 2005	46
8.	Jaipur 14 th November 2005	123
9.	Jhunjhunu 28 th January 2006	48
10.	Barmer 11 th February 2006	55
11.	Baneda (Bhilwara) 27 th March 2006	45

Phase IV

S. N	Venue and Date	Total no. of participants
1.	Ahore (Jalore) 27 th July 2006	50
2.	Jhalawar 19 th August 2006	51
3.	Baran 16 th September 2006	41
4.	Bundi 30 th September 2006	34
5.	Karouli 14 th November 2006	50
6.	Gangapurcity (Sawai Madhopur) 25 th November 2006	40
7.	Nokha (Bikaner) 9 th December 2006	35
8.	Bharatpur 12 th January 2007	69
9.	Jaisalmer 15 th February 2007	30
10.	Tonk 23 rd February 2007	37

Phase V

S. N	Venue and Date	Total no. of participants
1.	Jhalrapatan (Jhalawar), 19 th July 2007	58
2.	Rani (Pali) 31 st August 2007	65
3.	Deedwana (Nagour) 4 th October 2007	50
4.	Abu Road (Sirohi) 22 nd October 2007	65
5.	Banswara 19 th November 2007	45
6.	Kishangarh (Ajmer) 21 st December 2007	65
7.	Rajsamand 24 th January 2008	50
8.	Dungarpur 7 th March 2008	44
9.	Keshoraipatan (Bundi) 10 th March 2008	43
10.	Malpura (Tonk); 29 th March 2008	32

Phase VI

S. N	Venue and Date	Total no. of participants
1.	Bhilwara 20 th September 2008	62
2.	Pratapgarh 20 th September 2008	64
3.	Bandikui (Dausa) 14 th December 2008	50
4.	Thanagazi (Alwar) 29 th December 2009	69
5.	Dholpur 12 th January 2009	67
6.	Kolayat (Bikaner) 27 th February 2009	40
7.	Pipadcity (Jodhpur) 7 th March 2009	43

Phase VII

S. N	Venue and Date	Total no. of participants
1.	Sriganganagar 29 th April 2009	80
2.	Khanpur (Jhalawar) 28 th May 2009	80
3.	Sultanpur (Kota) 29 th June 2009	61
4.	Sikar 25 th March 2010	43

Response

Eminent resource persons facilitated these workshops. All the workshops were well attended and organised. The local media also had given good coverage for these workshops.

Highlights and Achievements

- The programme has been able to reach to the wider section of the society.
- Apart from educating the investors especially the smaller ones, CUTS had tried to create a culture of investment in rural and semi urban cities and towns.
- People are able to know some very basic concept of investments like equities, primary and secondary market, mutual funds, online trading etc. etc.
- The awareness level at this level has increased substantially and is evident from the fact that the number of complaints and queries related to investments received by CUTS has increased over the years.