



# RUKMINI DEVI

## Institute of Advanced Studies

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# DOSSIER

*On*

## Alumini Class Room Connect on "Financial Behaviour of Investor".

*On*

### February 21, 2019



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## FORM A

### Proposal :

- **Name Of the event to be organized:** Alumni Class Room Connect on "Financial Behaviour of Investor".
- **Date :** February 21, 2019
- **Time :** 11:20AM - 1:00PM
- **Venue :** BBA Class
- **Organized By:** Academic committee
- **Motivation for the activity:** The motive behind holding the classroom lecture was to make the students understand about the basic concepts of investment, its need, how one can grow the invested money and to motivate them to invest for the future with a basic understanding of behavioural finance as well.

## **Form B**

### **Part 1**

#### **Aim of the event :**

The aim of the lecture was to educate the students about investments, how they can allocate their funds, which apps to use for investments and various other sources from which they can get the required information. The objective was to acquaint the students with the concept of behavioural finance as well.

### **Part 2**

#### **Abstract :**

Ms. Kanica Kochar, Business Analyst at Evalueserve Private Limited, delivered a stimulating lecture on “Financial Behaviour of Investor” at RDIAS on February 21, 2019. She introduced the topic by asking the students what basic knowledge they have of savings and investment. She told them about the difference between the two terms, why investment is better than savings and how one can grow the invested money. The resource person briefed the students about the need and demand of financial education these days and asked them to monitor the changing rates in the market to get some insights about the whereabouts of the financial market.

The resource person acquainted the students with the concept of behavioural finance and told them how emotions play a role when it comes to investment. The role of emotions differ country wise and generation wise. She gave the example of two countries, India, where people are oriented more towards the savings and investment and USA where people do not believe much in savings. She also highlighted the changing dynamics of technology wherein she emphasised that people are no longer dependent on brokers for information about the market, but they can access the information from various other sources like ET Money app etc.

### **Part 3**

#### **Conclusion**

The lecture was highly interactive and informative. Students simultaneously asked questions and their doubts were cleared by the resource person. Overall, it was a learning experience for the students.

## SnapShot



Students listening to the lecture attentively.



Ms. Kanika Kochar, Business Analyst, Evalueserve Pvt. Ltd. addressing the students' queries.