

GOVERNMENT OF INDIA
MINISTRY OF CORPORATE AFFAIRS
RAJYA SABHA

UNSTARRED QUESTION NO. 213

ANSWERED ON TUESDAY THE 22ND JULY, 2025

ASHADHA 31, 1947 (SAKA)

INVESTOR EDUCATION AND PROTECTION FUND OUTREACH

QUESTION

213. Smt. Geeta alias Chandraprabha:

Will the Minister of **CORPORATE AFFAIRS** be pleased to state:

(a) whether the Ministry is planning to intensify its Investor Education and Protection Fund (IEPF) outreach in rural and semi-urban areas across the country, especially in underserved States;

(b) the efforts made in the State of Uttar Pradesh to organize investor awareness events beyond major urban centers, including the use of the Niveshak Didi initiative which has reached over 55,000 rural beneficiaries; and

(c) whether new guidelines or partnerships are being introduced to ensure regular, targeted investor education in districts like Auraiya and Etawah, and the timeline for such interventions?

ANSWER

MINISTER OF STATE OF THE MINISTRY OF CORPORATE AFFAIRS AND MINISTRY OF ROAD TRANSPORT AND HIGHWAYS

(HARSH MALHOTRA)

(a): The Investor Education and Protection Fund Authority (IEPFA) conducts Investor Awareness Camps across the country, including in rural and semi-urban areas, in collaboration with various organisations.

(b) & (c): During the last 5 years, 1069 IEPFA sponsored investor awareness camps were conducted by Indian Postal Payment Bank (IPPB) across the state of Uttar Pradesh. This included 55 Niveshak Didi Camps aiming to spread financial awareness and financial literacy. These camps were conducted by female Gramin Dak Sevaks and postwomen targeting the female segment with special focus on last mile beneficiaries such as old age women, girl students, housewives, migrant female labourers etc. These camps were majorly conducted in rural and semi urban areas aiming to reach the underbanked locations for maximum outreach and result. During the last 2 financial years, IEPFA camps have been organised in several districts, including 5 camps in Etawah and 3 in Auraiya, which also included Niveshak Didi Camps.
