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The BICM Financial Market Review provides analytical insights about the performance of the financial market in Bangladesh on a monthly basis.



Improvement of Balance of Payment with stabilization of Foreign Exchange Rate may have high potential to connect the reserve crisis positively and eventually optimize inflation and minimize price hike.



Gourav Roy, Lecturer, BICM



Economy of Bangladesh

Key indicators at a glance

Countries	Nominal GDP (USD in billion)	Real GDP Growth (yearly % Change)	Inflation Point to point (as of Aug, '23)	Currency Appreciation/Depreciation against USD	Reserve (Billion USD)	Currency Exchange Rates (per USD)
Bangladesh	426.85	6.03%	9.92%	-0.46%	23.25	110.49
Emerging Economies						
India	3,750.00	7.20%	6.83%	-0.44%	598.89	83.04
China	19,373.00	4.50%	0.10%	-0.70%	3160	7.29
Developed Economies						
USA	23,618.00	2.90%	3.67%	0%	243	1
UK	3,080.00	1.90%	6.70%	1.02%	121.1	0.82

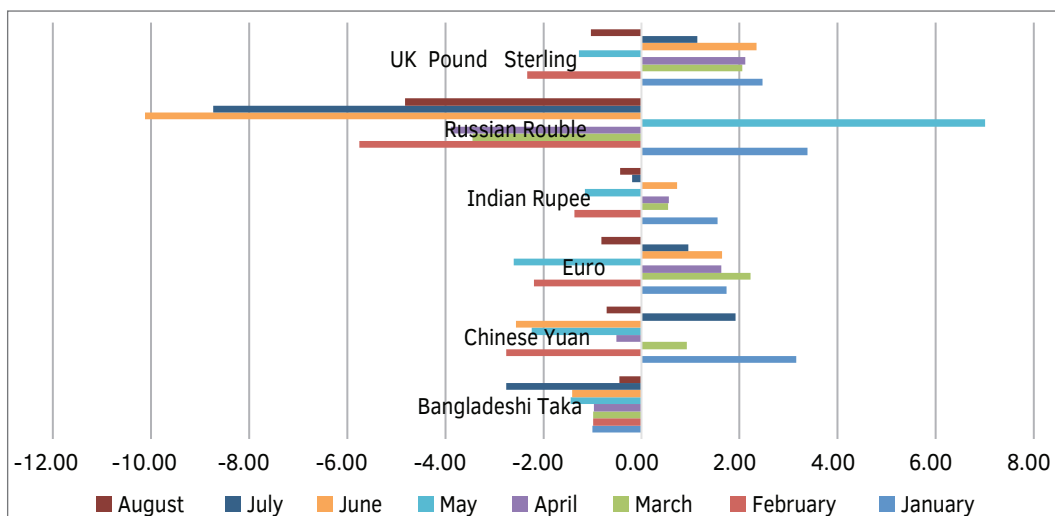


Figure 1: Appreciation or Depreciation of Different Currencies against USD

A visual tour of the key statistics

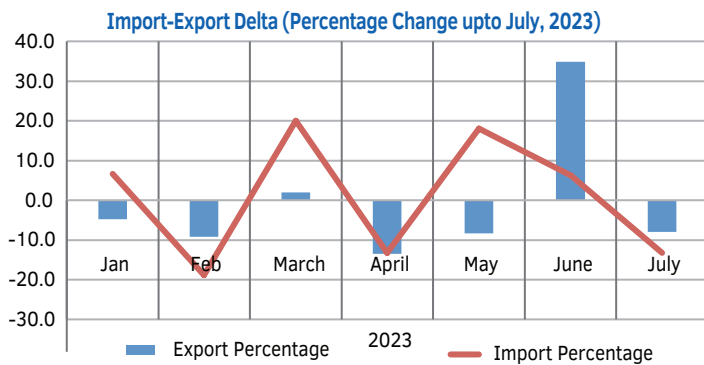


Figure 2: Import-Export Delta (Percentage Change up to Jul, 2023)

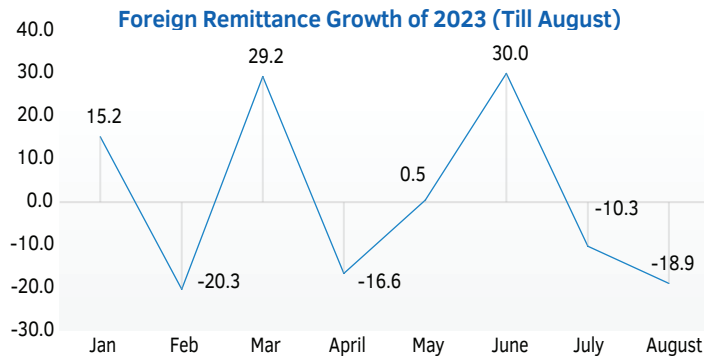


Figure 3: Foreign Remittance Growth of FY 2022-23 (In Percentage)

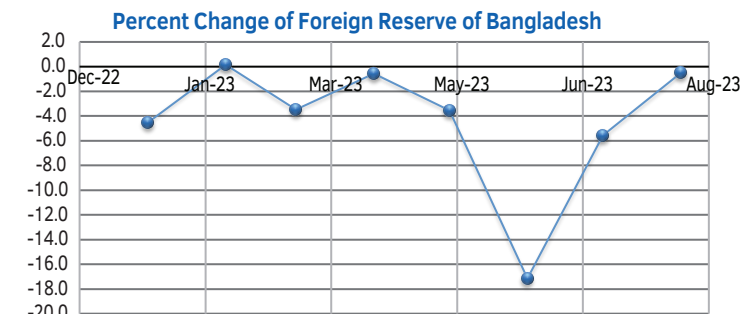


Figure 4: Percent Change of Foreign Reserve

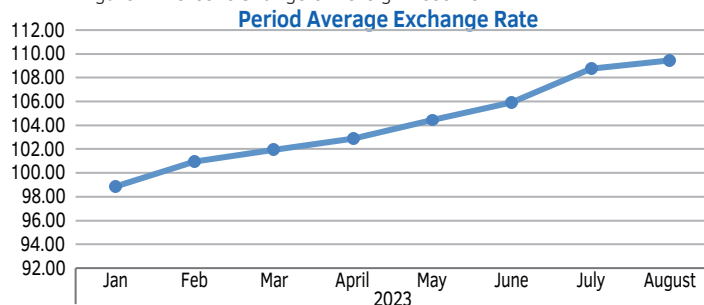


Figure 5: Period Average Exchange Rate of Bangladesh

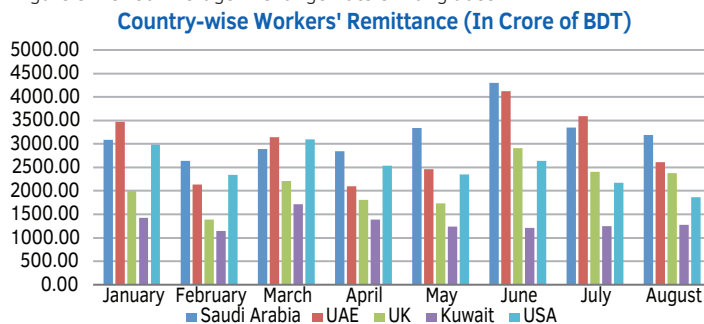


Figure 6: Country-wise Workers' Remittance

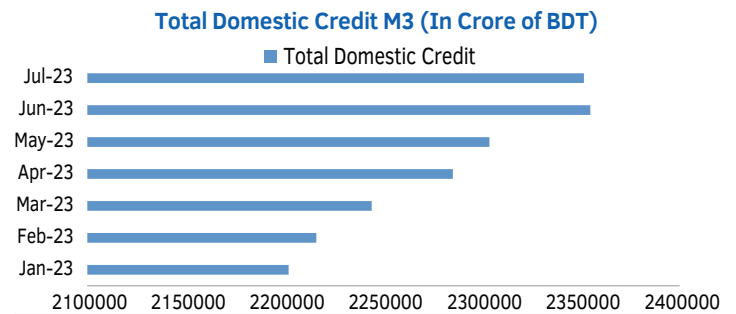


Figure 7: Total Domestic Credit

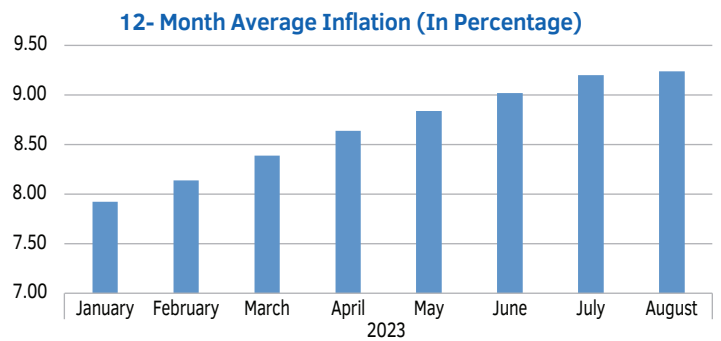


Figure 8: 12- Month Average Inflation (In Percentage)

Numbers to Note

1. BDT was found to be depreciating by 0.46% per USD while other big South Asian economies also had negative effect against USD in this month.
2. Both export and import decreased drastically during the month.
3. Foreign remittance growth decreased by 18.9% in August, 2023 which is a very negative economic event for this month.
4. The reserve is now 23.25 billion US Dollar that was 23.37 billion US Dollar in the last month.
5. The average monthly exchange rate is now 108.74 Taka per US Dollar that represents continuous depreciation over the last few months.
6. The Debt to GDP percentage in 2023 is 38% which was 37.5% in the previous year.
7. The 12-month average inflation is 9.24% that was 9.20% in the last month

Economic Challenges Ahead

1. Inability to control the price level of food due to uncontrolled business syndicates may hinder the economic development by creating panic in commons.
2. Forex reserve drop is a negative news for any country's economic development. For avoiding impact of drop in reserve, BOP must be optimized.
3. In case of redeveloping the BOP shortage, reconsideration in taking bilateral inflexible loans should be emphasized.
4. Digital banking facilities should be structured in such a manner that restrict any sort of cyber scam.
5. The rising inflation is daunting the targeted GDP growth of FY 2023-24.
6. Exchange rate devaluation may subtly make direct investments from foreign countries easier but persistent devaluation makes it futile in the long run.

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Capital Market Orchestrated Downward Movement Losing 26 Points in September

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Capital Market

In September 2023, the market demonstrated a 0.43% decrease in the DSEX index compared to the previous month. The prices of the majority of issues remained unchanged

It is easily noticeable by analyzing the capital market snapshot of September 2023 that the DSE market indices demonstrated a downward movement along with a positive trend in the third week of the month. The prices of the majority of issues remain unchanged. Other indices have also decreased compared to those of September including a downturn in high cap index. During September, on an average, only 66 issues advanced, 82 issues declined and the remaining 154 issues remained unchanged. The AD ratio compares the number of stocks that increased in value to the number of stocks that decreased in value. By shedding light on the AD ratio of this month, it is evident that the 18-trading day denoted a negative change in the market throughout the month with an increase in the third week of the month.

The market lost points on maximum trading days of the month. Surprisingly, investment in the market increased as total traded value increased by 43% over the month and average trade volume also increased by 36.19%. This month was not so good for the country's capital market as the country's economic indicators are not giving promising forecast about the market. Country's foreign reserves dropped to \$21 billion. Lending rates are on the rise as regulators are taking steps to lower inflation and reduce domestic market turmoil. However, institutional and eligible investors inhibited their exposure to many stocks, causing many of the stocks to be at the floor price. The widening trade deficit, along with the free fall in foreign exchange reserves have created an inertia among investors to exhaustively return to the capital market. Overall 10 IPOs are in the pipeline to penetrate the main market waiting for the approval from the BSEC. Analyzing the returns of the world's major indices it is apparent that major indexes of India, USA, Japan, UK and Bangladesh showed a negative return in September compared to the previous month. In terms of global commodity future markets, except gold and soybean, every major commodity future showed a positive trend. Natural gas gained a maximum value of 12.17% whereas sugar and crude oil prices increased by more than 9.95% and 11.71% respectively in the month of September.

The market P/E ratio of the Dhaka Stock Exchange Limited this month was 17.54 on an average. FUWANGFOOD was in the top position based on turnover; CRYSTALINS was the

top gainer in terms of price with 51% increase over the month whereas METROSPIN was the top loser. In terms of sector return, insurance sector, and tannery sector performed well in this month. Aggregately, the average trade volume and the average trade value increased by 36.19% and 43.16% respectively along with a 0.09% increase in the average market capitalization compared to the previous month. Wage earners remittances hit the lowest point this month that is \$1346million. Bangladesh will get \$4.5billion from AIIB (The Asian Infrastructure Investment Bank) for the next five years. This will create a bridge between public and private sector investment.

BSEC already has taken several actions to improve the market performance. The Commission has approved different bonds of One Bank, Brac Bank Limited, and Dutch-Bangla Bank Limited. This will make bond market more vibrant. BSEC also had a meeting with delegation team of the US Embassy in Dhaka where they discussed about mutual cooperation to increase the investment in capital market of Bangladesh. Market does not go smoothly all the time. There may be ups and downs. So it can be expected that capital market of Bangladesh will also flourish again.

DSE Market Indices

Index Name	1-Sep-23	30-Sep-23	Change	% Change
DSEX	6,311.61	6,284.63	-26.98	-0.43%
DSES	1,373.93	1,359.60	-14.33	-1.04%
DS30	2,146.79	2,140.36	-6.43	-0.30%
CDESET	1,211.72	1,208.28	-3.44	-0.28%
DSMEX	1,314.21	1,248.04	-66.17	-5.03%
Scripts Movement	Advance		Decline	Unchanged
	66		82	154

Table 1: DSE Market Indices

Market Aggregates

	30 Sep 2023	30 Aug 2023	Change	% Change
Average Market Capital (TK Million)	7,767,593.30	7,760,420.79	7,172.51	0.09%
Average Traded Value (TK Million)	6,281.31	4,387.47	1,893.84	43.16%
Average Number of Trades	147,016.33	111,024.82	35,991.52	32.42%
Average Trade Volume	120,769,103.06	88,675,923.91	32,093,179.15	36.19%

Table 2: Market Aggregates

Sector wise Contribution

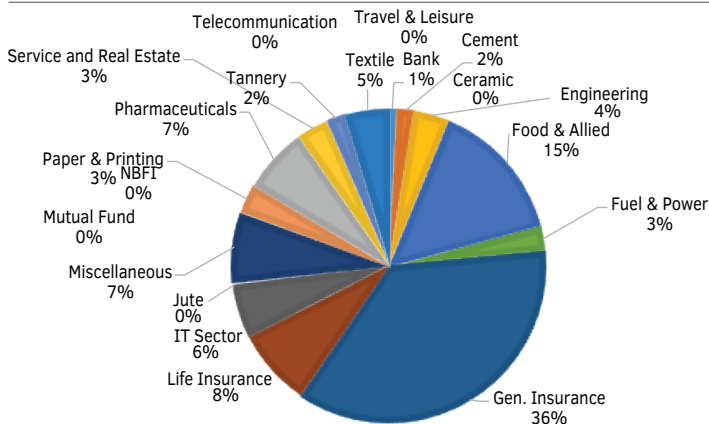


Figure 9: Sector wise Contribution

DSEX

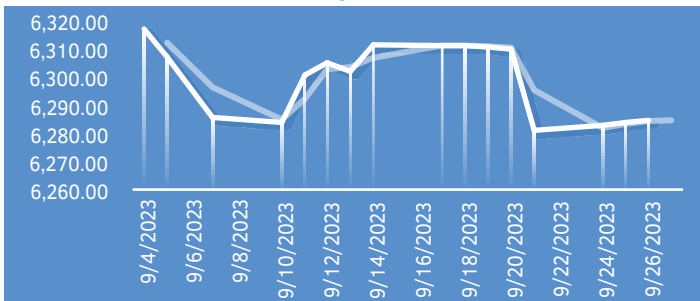


Figure 10: DSEX Index

DSES

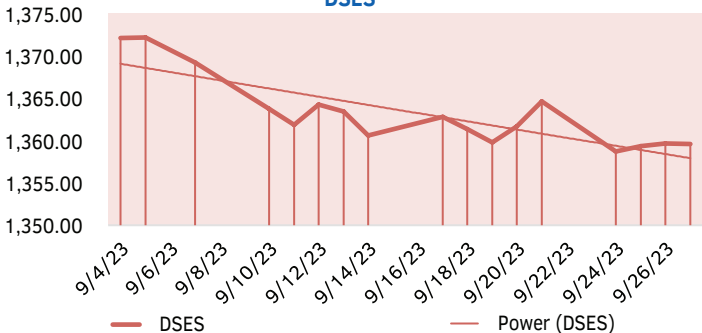


Figure 11: DSES

Sectoral PE Ratio

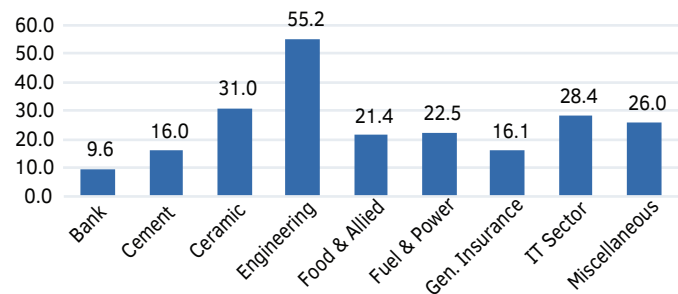


Figure12: Market PE Ratio

AD ratio

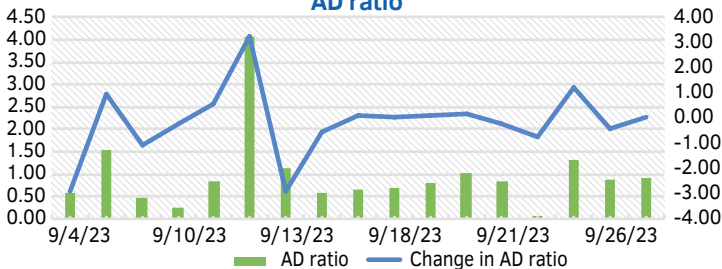


Figure13: AD Ratio

Sector Return

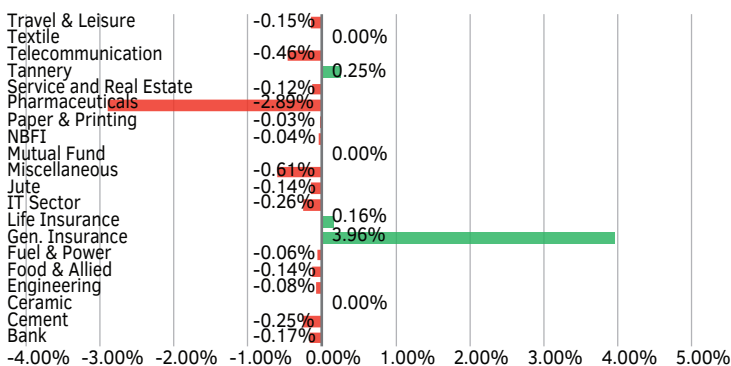


Figure14: Sector Return

Top Gainer and Loser

Turnover			Gainer		Loser	
Sl	Stock	Turnover	Sl	Stock	Sl	Stock
1	FUWANGFOOD	650.92	1	CRYSTALINS	1	METROSPIN
		-26.44%		50.77%		-33.07%
2	EHL	324.24	2	REPUBLIC	2	LEGACYFOOT
		-11.14%		50.26%		-31.13%
3	GEMINISEA	313.01	3	PARAMOUNT	3	EMERALDOIL
		-2.47%		43.81%		-29.06%
4	SEAPEARL	312.72	4	SHYAMPSUG	4	FUWANGFOOD
		5.74%		40.18%		-26.44%
5	SONALIPAPER	272.73	5	UNITEDINS	5	RDFOOD
		-7.08%		36.70%		-23.76%

Table 01: Top Gainer and Loser

Performance comparison of World's Major Index

Country	Index Name	Return
India	BSESENSEX	-1.05%
USA	DOWJONES	-5.89%
Japan	Nikkei 225	-3.96%
UK	FTSE 250	-4.52%
Bangladesh	DSEX	-0.43%

Table 02: World's Major Indices

Performance comparison of commodity futures

Commodity name	Return
SUGAR	9.95%
NATURAL GAS	12.17%
COTTON	1.93%
SOYBEAN	-14.68%
GOLD	-5.18%
CRUDEOIL	11.71%

Table 03: Major Commodity Prices

Call Money Rate remains high during September, an indication of tight liquidity condition in banking sector



Md. Adnan Ahmed, Lecturer, BICM

As of July 2023, demand deposits and time deposits both increased by 6.61 and 10.1 percent, respectively, adding up to total deposit growth of about 9.67 percent annually.

The overall number of bank credits has grown by 8.71% annually. Bank investments increased by 1.75 percent year over year whereas bank advances and bills both increased by 10.59 and 8.58 percentage points. However, compared to June, banks' credit decreased by 0.05 percentage. [Table-04]

Scheduled Banks' Deposits and Credits

Deposits held in DMBs				(Taka in Millions)	
Items	Jul'23	June'23	Jul'22	Percentage Changes	
				Jul'23 vs Jun'23	Jul'23 vs Jul'22
Demand Deposits	1,917,206	1,993,043	1,798,283	-3.81	6.61
Time Deposits	14,152,700	13,952,802	12,854,405	1.43	10.1
Total Deposits	16,069,906	15,945,845	14,652,688	0.78	9.67

Banks' Credit				(Taka in Millions)	
Items	Jul'23	Jun'23	Jul'22	Percentage Changes	
				Jul'23 vs Jun'23	Jul'23 vs Jul'22
Advances	14,669,353	14,728,094	13,264,526	-0.4	10.59
Bills (Import & Inland)	379,182	392,609	349,234	-3.42	8.58
Investments	3,629,097	3,565,905	3,566,776	1.77	1.75
Total Credits	18,677,632	18,686,608	17,180,536	-0.05	8.71

Table 04: Deposits held in DMBs and Bank Credit

Notes: 1. Deposits exclude Interbank Deposits and Government Deposits. 2. Advances include Loans & Advance, Money at Call, Balances & R. Repo with NBFIs & Accrued Interest. 3. Investments include Treasury Bills, Treasury Bonds, Share & Securities with accrued interest.

Call money rates increased considerably month over month in September, rising to a monthly average of 6.28 percentage points. [Figure-15]. Loan and deposit interest rates were nominally 7.31 percent and 4.38 percent respectively. [Figure-16]

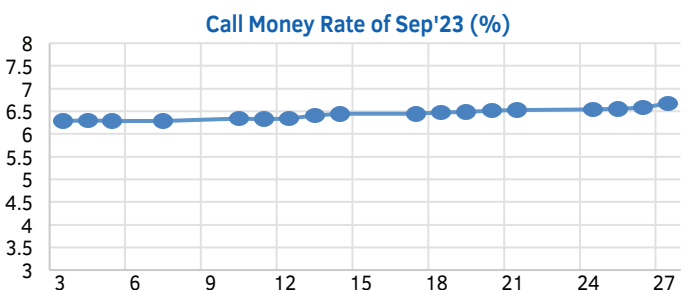


Figure 15: Call Money Rate of Sep'23

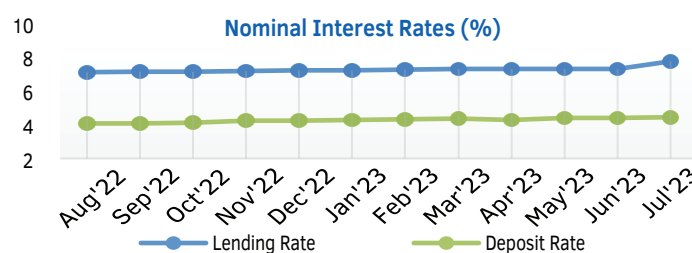


Figure 16: Nominal Interest Rates

Cost of funds and adjusted cost of funds were stable compared to May yet high, coming up at 7.09 and 8.11 percentage points, respectively. [Figure-17]. Instead of borrowing, government has paid around 3,283 crore to banking sector till August of this FY2023-24. [Figure-18]

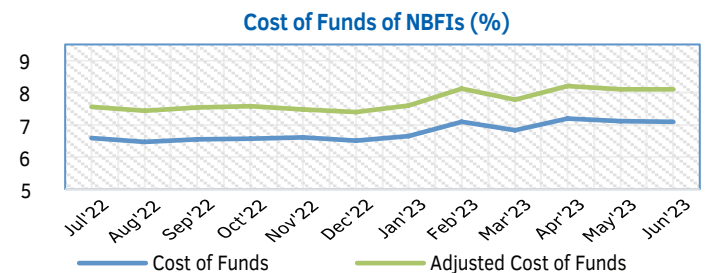


Figure 17: Cost of Funds of NBFIs

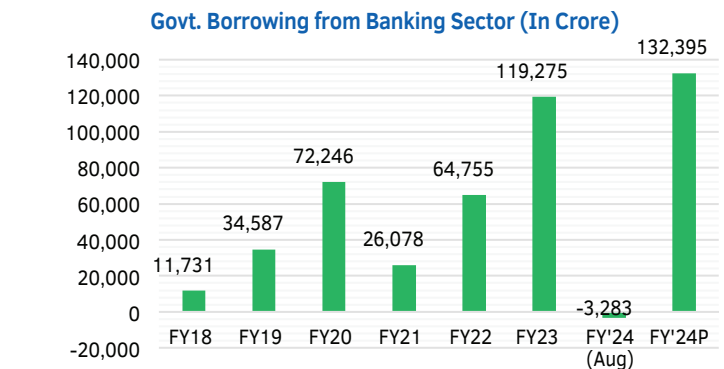


Figure 18: Govt. Borrowing

Private sector credit growth plummeted to single digit, reached at 9.82 % as of July. [Figure-19]. Compared to previous month, yield on T-Bills rose to 7.45, 7.60 and 8.25 percentage for 91, 182 and 364 days respectively. The yields on the 2, 5, 10, 15 and 20 year T-Bonds hit 8.69, 9.1, 9.19, 9.64 and 9.85 percent respectively. [Figure-20].

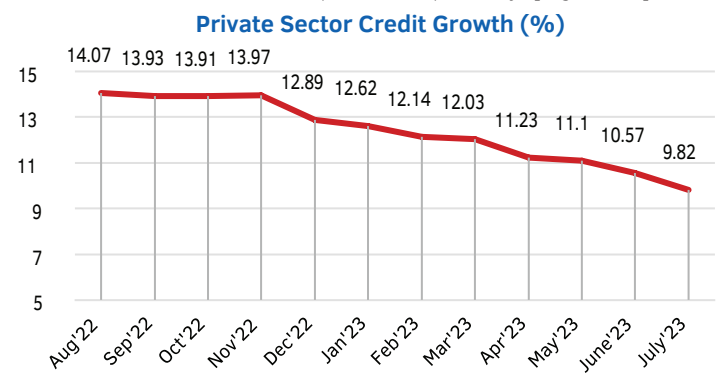


Figure 19: Private Sector Credit Growth

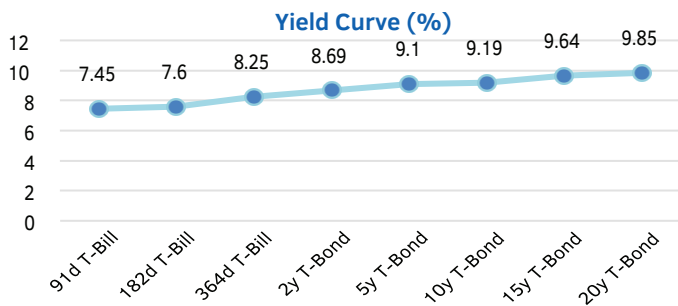


Figure 20: Yield Curve

Trends in Financial Inclusion and Digital Finance Statistics

There were around 7.44 million internet banking users as of June 2023, an increase of about 36.01 percent YoY. [Figure-21]. As of July 2023, there were around 209.57 million MFS users, representing a 15.70% YoY increase. [Figure-22].

Number of Internet Banking Users (in Million)

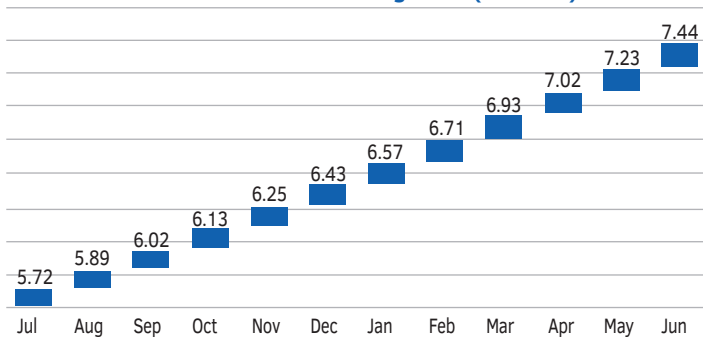


Figure 21: Number of Internet Banking Users

Number of MFS Account (In Million)

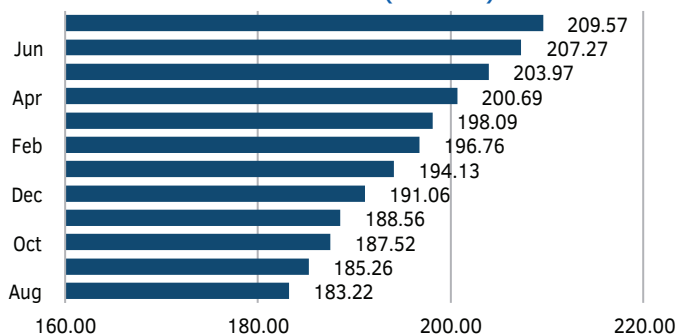


Figure 22: Number of MFS Accounts

The types of transactions conducted through agent banking such as deposit, loan disbursement and utility bill payments grew yearly by 19.57, 39.54 and 1.52 percentage respectively while utility bill payments declined by 1.69 percentage. [Figure-23]. From the statistics of the interaction with different gateways by internet banking users it is seen that the uses of POS, CRM and E-commerce grew annually by 21.35%, 59.70% and 43.34% respectively but the use of ATM decreased by 16.86%. [Figure-24]

Agent Banking Transactions Growth (YoY Growth Jul '23)

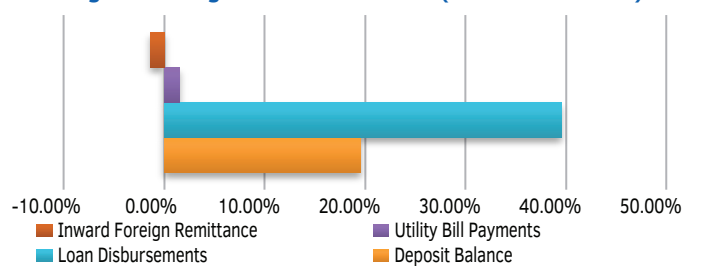


Figure 23: Types of Transactions through Agent Banking

Internet Banking Gateways' Growth (YoY, Till July'23)

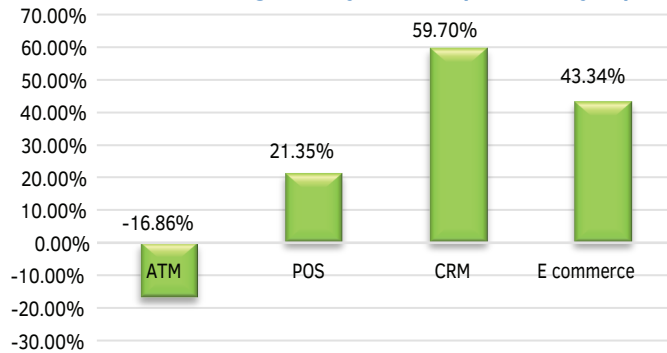


Figure 24: Transactions through Gateways

Key Takeaways

- > Deposits in the banking sector continue to rise whereas demand for credits by private sector lessened. Some banks raised interest rates, which encouraged depositors to park their funds there. Such low credit demand and higher deposit growth will ease the tight liquidity condition in future.
- > Call money rate remains high during September, an indication of tight liquidity condition in banking sector. Such tight liquidity has mostly resulted from central bank's sales of dollars to banks. However, such high rates increase the cost of borrowing for banks which ultimately narrow balance sheet down.
- > Tight liquidity scenario has propelled some banks to offer higher deposit rates to attract funds. Lending rates for the borrowers will be higher as central bank adjusted SMART (six-month moving average rate of treasuries) upward to 7.20 in September. Moreover, banks can now charge up to 3.5 percentage in addition to SMART which was 3 percentage earlier.
- > Rising cost of funds for NBFIs has resulted the low interest-rate spread. In addition, the rising non-performing loan and shrinking deposits are not a good sign for the industry.
- > The government reportedly borrowed Tk13,274 crore from commercial banks in August, primarily through treasury bills, and reimbursed Tk12,733 crore to the central bank. This could indicate that the government is borrowing from the commercial banks and repaying the central bank. Economists perceive that such borrowing from commercial banks can make a shortfall of funds for private sector.
- > Private sector credit growth continues to be slow as the opening of import letter of credits has decreased. Moreover, the cautious behavior of business entities ahead of the national election has also resulted into such slow credit growth.
- > The number of internet banking users is rapidly increasing as more and more people, especially the young, tech-savvy generation, use the digital platform to conduct financial transactions.
- > Mobile financial services (MFS) are transforming the banking industry in Bangladesh, pushing the country closer to its goal of digital banking and cashless transactions.
- > Both the deposits and the loan disbursement through agent banking are increasing at a stable pace which literally indicate effective allocation of financial resources to marginal people who once were unbanked.

Source: Bangladesh Bank Website

POS: Point of Sale
 ATM: Automated Teller Machine
 MFS: Mobile Financial Service
 NBF: Non-Bank Financial Institution
 CRM: Cash Recycling Machine
 YoY: Year on Year



Wafi Shafique Menhaz Khan

Unlock the Potentials

Exploring Bangladesh's Capital Market and its promising future in the World Investor Week



Improving education and awareness in the market regarding the benefits of investment in the capital market is indeed crucial for the growth and development of the industry. Here are a few strategies you can consider enhancing awareness and educate potential investors:

1. Educational Campaigns

Developing targeted educational campaigns to inform and educate potential investors about the advantages and long-term benefits of investing in the capital market is a proactive approach to fostering investor awareness and promoting responsible investment practices. Here's a breakdown of how you can implement such campaigns:

A. Identify Target Audience

Begin by identifying the specific target audience for your educational campaigns. This could include individuals with a specific income level, age group, or professional background. Understanding their needs and preferences will help tailor your messages effectively.

C. Establish Online Presence

Create a dedicated website or section on your organization's website to host educational resources. This will serve as a centralized hub where potential investors can access information, register for events, and engage with the content.

D. Conduct Seminars and Workshops

Organize seminars and workshops targeting specific investor groups. Collaborate with industry experts, financial advisors, and seasoned investors to provide valuable insights and guidance. Cover topics such as investment strategies, risk management, diversification, and understanding different investment products.

E. Host Webinars and Online Events

Leverage technology to reach a broader audience by hosting webinars and online events. Invite guest speakers, conduct live Q&A sessions, and provide interactive tools to enhance engagement. Record the webinars for future access and sharing.

F. Collaborate with Partners

Collaborate with financial institutions, industry associations, and educational institutions to amplify the reach and impact of your campaigns. Establish partnerships to co-host events, contribute content, and leverage their networks to reach more potential investors.

G. Engage on social media

Utilize social media platforms to disseminate educational content, engage with your audience, and address their queries. Regularly share articles, videos, and infographics to educate and keep potential investors informed about market trends, investment strategies, and regulatory updates.

H. Measure and Evaluate

Continuously monitor the effectiveness of your educational campaigns. Collect feedback from participants, track website analytics, and conduct surveys to assess the impact of your initiatives. Use this data to refine your strategies and improve future campaigns.

2. Collaboration with Educational Institutions

Collaborating with educational institutions to incorporate investment and financial literacy programs into their curricula is a fantastic idea. By doing so, you can effectively reach a large audience of students, providing them with valuable knowledge and skills that will benefit them in their personal and professional lives.

Here are some steps you can take to establish partnerships with educational institutions and integrate investment and financial literacy programs into their curricula:

A. Identify Potential Partners

Research universities, colleges, and other educational institutions that align with your investment and financial literacy goals. Look for institutions that have relevant programs such as finance, economics, business, or accounting.

B. Understand the Curriculum

Gain a clear understanding of the existing curriculum and

identify areas where investment and financial literacy programs can be incorporated. Determine the most appropriate courses or modules to include this content.

C. Develop Program Content

Design comprehensive investment and financial literacy programs tailored to the needs of the students. Create engaging materials, such as presentations, case studies, interactive exercises, and online resources. Ensure the content is accessible and suitable for students at various levels of knowledge and expertise.

D. Establish Relationships

Reach out to the faculty members, department heads, or administrators at the educational institutions. Explain the benefits of incorporating investment and financial literacy programs into their curricula. Emphasize how these programs can enhance the students' skill sets, employability, and financial well-being.

E. Propose Collaboration

Present a formal proposal to the educational institutions, outlining the objectives, content, and expected outcomes of the programs. Highlight the potential impact on student learning and future career prospects. Consider offering guest lectures, workshops, or internships to further engage students.

F. Train Faculty Members

Offer training sessions to faculty members involved in teaching the investment and financial literacy programs. Provide them with the necessary knowledge, resources, and teaching materials to effectively deliver the content to students.

G. Measure and Evaluate

Implement a system to measure the effectiveness and impact of the investment and financial literacy programs. Collect feedback from students, faculty, and administrators to assess the program's success and identify areas for improvement.

H. Expand Outreach

Consider organizing events, seminars, or workshops open to both students and the wider community. This can help raise awareness about the importance of investment and financial literacy and attract more participants to your programs.

I. Seek Funding Opportunities

Explore potential funding sources, such as grants or sponsorships, to support the implementation and sustainability of the programs. Collaborate with financial institutions or organizations with an interest in promoting financial literacy to secure financial support.

J. Maintain Long-Term Relationships

Foster ongoing relationships with the educational institutions by staying engaged and providing support beyond the initial program implementation. Offer continued access to resources, updates on industry trends, and opportunities for collaboration.

3. Public Awareness Programs

Organizing public awareness programs and events to promote investment literacy is an excellent initiative to educate and empower individuals to make informed financial decisions. Here's a step-by-step guide on how to plan and execute such programs effectively:

A. Define objectives

Clearly outline the goals of your public awareness programs. For example, you may aim to increase understanding of investment concepts, encourage individuals to start investing, or promote responsible investment practices.

B. Identify target audience

Determine the specific group(s) you want to reach with your programs. Consider demographics, such as age, income level, and occupation, as well as their existing knowledge and interests related to investments.

C. Collaborate with experts

Reach out to industry experts, financial advisors, and regulatory bodies to secure their participation in your programs. Their knowledge and experience will add credibility and value to the events.

D. Plan the program structure

Develop a comprehensive agenda that covers relevant investment topics. Consider including sessions on risk management, diversification, investment vehicles (stocks, bonds, mutual funds, etc.), retirement planning, and the role of capital markets in economic growth.

E. Choose the format

Decide on the format of your events based on your target audience and available resources. Options may include seminars, workshops, panel discussions, webinars, or a combination of formats.

F. Secure a venue

Identify suitable venues that can accommodate the expected number of participants. Consider factors such as accessibility, seating capacity, audiovisual equipment, and parking facilities.

G. Promote the events

Use various marketing channels to create awareness and generate interest in your programs. Leverage social media platforms, local newspapers, radio, and community bulletin

boards. Additionally, reach out to relevant organizations, universities, and community groups to spread the word.

H. Prepare educational materials

Develop informative and user-friendly materials to complement your events. These may include brochures, handouts, infographics, and recommended reading lists. Ensure that the materials are accessible and catered to your target audience's level of knowledge.

I. Engage with participants: Encourage active participation during the events. Incorporate interactive elements such as Q&A sessions, case studies, and group activities to enhance learning and engagement.

J. Follow up and evaluation

After each event, collect feedback from participants to gauge their satisfaction and assess the effectiveness of your programs. Use this feedback to make improvements for future events.

K. Establish long-term support

Consider establishing a platform or online community where participants can continue their investment education journey. This can include resources such as articles, webinars, discussion forums, or access to financial advisors to provide ongoing support and guidance.

4. Use Digital Platforms

Digital platforms offer a wide range of opportunities to disseminate information and educational content related to investment education. Here's how you can leverage their power:

A. Social Media Campaigns

Develop engaging and informative social media campaigns across platforms like Facebook, Twitter, Instagram, and LinkedIn. Share bite-sized investment tips, infographics, and educational videos to capture the attention of your target audience. Encourage discussions, answer questions, and provide valuable insights.

B. Podcasts

Start a podcast dedicated to investment education. Invite industry experts, financial advisors, and successful investors as guests to share their knowledge and experiences. Discuss various investment strategies, market trends, and personal finance topics. Make each episode informative, engaging, and easily digestible for listeners.

C. Online Courses

Create comprehensive online courses that cover different aspects of investment education. Use multimedia elements such as videos, interactive quizzes, and downloadable resources to enhance the learning experience. Ensure the courses are accessible on various platforms and devices,

making it convenient for learners to access them anytime, anywhere.

D. Interactive Tools and Simulations

Develop interactive tools and simulations to help individuals understand investment concepts and strategies. For example, create virtual investment portfolios that allow users to simulate investing in different assets and track their performance over time. This hands-on approach can provide practical insights and help users gain confidence in making investment decisions.

E. Collaborations and Partnerships

Collaborate with influencers, financial institutions, and educational organizations to expand your reach. Partner with relevant experts and organizations to co-create content, host webinars, or offer joint educational initiatives. This can help you tap into their existing audience and establish credibility in the investment education space.

F. User-generated Content

Encourage users to share their investment experiences, success stories, and questions. Feature user-generated content on your digital platforms to foster a sense of community and encourage knowledge sharing among participants. This can include testimonials, case studies, and Q&A sessions.

G. Data-driven Insights

Utilize data analytics to gain insights into user preferences, engagement patterns, and learning outcomes. Monitor and analyze user behavior on your digital platforms to refine your content strategy and make data-driven decisions. This can help you tailor your educational content to better meet the needs and interests of your audience.

5. Engage with Media

Engaging with media outlets to raise awareness about the benefits of investing in the capital market is an excellent strategy to promote investment literacy. By providing expert opinions, writing articles, and participating in interviews, you can effectively share insights and educate the public about the advantages of investing. Here are a few ways you can engage with the media:

A. Expert Opinions

Offer your expertise to journalists and reporters as a resource for articles or news segments related to investing and the capital market. Reach out to media outlets, both traditional and online, and let them know you are available to provide insights or analysis on relevant topics. By sharing your knowledge, you can

enhance the quality and credibility of their content.

B. Article Writing

Approach media outlets with article proposals or submit guest articles to their platforms. Write informative and engaging pieces that highlight the benefits of investing in the capital market, provide practical tips for beginners, or discuss current trends and opportunities. Ensure that your articles are well-researched, easy to understand, and tailored to the target audience of the respective media outlet.

C. Interviews

Respond to interview requests from journalists, reporters, or podcast hosts who want to discuss investment-related topics. Prepare talking points and key messages in advance to ensure you effectively convey your insights. During interviews, focus on simplifying complex concepts, addressing common investment concerns, and emphasizing the long-term benefits of investing.

D. Social Media Engagement

Leverage social media platforms to amplify your message and engage with a broader audience. Share snippets of your articles, videos, or interviews on platforms such as LinkedIn, Twitter, or YouTube. Engage with followers by answering their questions, participating in relevant discussions, and sharing valuable resources to enhance investment literacy.

E. Collaborations

Seek opportunities to collaborate with media outlets or influential individuals in the financial industry. For example, you could co-host a webinar or contribute to a podcast series focused on investment education. Collaborations can expand your reach and credibility while providing valuable content to the audience of the media outlet.

Remember to adapt your messaging to cater to different media formats and audiences. Use clear and concise language, avoid jargon, and provide practical examples to make investment concepts more accessible. By actively engaging with the media, you can play a crucial role in promoting investment literacy and encouraging individuals to explore the benefits of the capital market.

6. Collaboration with Financial Institutions

Collaborating with financial institutions to provide educational resources and workshops to their customers is a great idea to improve understanding of investment options and encourage exploration of the capital market. Here are some steps you can take to initiate and foster such collaborations:

A. Identify potential partners

Research and identify banks, brokerage firms, and other financial institutions that align with your goals and target

audience. Consider factors such as their customer base, reputation, and existing educational initiatives.

B. Develop a compelling value proposition

Clearly articulate the benefits of collaborating with your organization. Highlight how your educational resources and workshops can add value to their customers, enhance their brand perception, and potentially increase customer engagement and retention.

C. Reach out to potential partners

Establish contact with decision-makers or relevant departments within the financial institutions. Craft a personalized and concise message that outlines your value proposition, explains your vision for collaboration, and expresses your interest in exploring partnership opportunities.

D. Showcase your expertise

Provide examples of your educational resources, workshops, or any other relevant materials you have developed in the past. Demonstrate your expertise in delivering financial education and emphasize the value you can bring to their customers.

E. Tailor your offerings

Understand the specific needs and preferences of each financial institution. Customize your educational resources and workshops to align with their customer base, investment products, and services. This will increase the chances of collaboration and make it more relevant and impactful for their customers.

F. Create a mutually beneficial partnership

Discuss and negotiate the terms of collaboration, including the scope of educational offerings, duration, promotional activities, and any potential revenue-sharing arrangements. Ensure that the partnership is mutually beneficial and aligns with the goals of both parties.

G. Deliver high-quality educational content

Once the collaboration is established, focus on delivering engaging and informative educational resources and workshops. Use a variety of mediums such as online articles, videos, webinars, and in-person seminars to cater to different learning preferences.

H. Measure and evaluate impact

Regularly assess the effectiveness of your educational initiatives. Gather feedback from the financial institution and its customers to understand the impact of your collaboration. Use this feedback to continuously improve your offerings and strengthen the partnership.

I. Expand and replicate successful collaborations

If your initial collaborations prove successful, leverage

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those experiences to approach other financial institutions. Develop a track record of successful partnerships to attract additional institutions and expand your reach.

7. Regulatory Support

Advocating for regulatory initiatives that promote investment education and awareness is an important step in protecting investors and ensuring a fair and transparent financial marketplace. Here are some key considerations and strategies for supporting regulatory efforts in this area:

A. Engage with Regulatory Bodies

Actively engage with regulatory bodies such as securities commissions, financial regulatory authorities, and government agencies responsible for investor protection. Provide them with insights and recommendations on the importance of investment education and awareness in safeguarding investors' interests.

B. Collaborate with Industry Associations

Partner with industry associations, such as financial planning associations, investment management organizations, and consumer advocacy groups. Collaborative efforts can amplify the message and increase the impact of regulatory support initiatives.

C. Research and Data Analysis

Conduct research and data analysis to provide evidence-based arguments for the need to enhance investment education and awareness programs. Collect and analyze data on investor behavior, financial literacy levels, and the impact of education initiatives on investor outcomes. This information can be used to support regulatory proposals and initiatives.

D. Public Awareness Campaigns: Launch public awareness campaigns to highlight the importance of investment education and awareness. Utilize various communication channels, including traditional media, social media platforms, and educational events, to reach a wide audience. Emphasize the benefits of informed investing and the risks associated with financial fraud or uninformed decision-making.

E. Collaborative Policy Development: Work closely with regulatory bodies to develop investor protection programs, transparency and disclosure requirements, and guidelines for financial literacy initiatives. Provide input during the policy development process to ensure that the interests of investors are adequately addressed.

F. Advocate for Financial Literacy Programs: Support the development and implementation of financial literacy programs at various levels, including schools, colleges, community organizations, and workplaces. Encourage

regulatory bodies to incorporate financial literacy education into their mandates and develop initiatives that target specific demographic groups or vulnerable populations.

G. Monitor and Evaluate Regulatory Initiatives:

Continuously monitor and evaluate the effectiveness of regulatory initiatives related to investment education and awareness. Collect feedback from investors, industry professionals, and other stakeholders to identify areas for improvement and refine existing programs.

Remember that regulatory support for investment education and awareness is an ongoing effort. It requires collaboration among various stakeholders, including regulators, industry participants, and investor advocates, to create a robust framework that protects investors and promotes informed decision-making in the financial markets.

We need to remember that building awareness and education takes time and requires a consistent effort. It is important to tailor our strategies to the specific needs and preferences of our target audience and continuously evaluate the effectiveness of our initiatives to make necessary adjustments.

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