Digital India BHASHINI Division and SEBI Sign MoU and Organise Workshop to Strengthen Multilingual Access to Investor Education and Financial Information

Collaboration to explore multilingual AI solutions for making investor education, financial information and SEBI services more accessible across India's diverse linguistic communities

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The Digital India BHASHINI Division (DIBD), under the Digital India Corporation (DIC), Ministry of Electronics and Information Technology (MeitY), and the Securities and Exchange Board of India (SEBI) signed a Memorandum of Understanding (MoU) on November 3, 2026 in Mumbai to explore the application of multilingual artificial intelligence (AI) and language technologies in strengthening investor education, financial awareness and access to financial information across India's diverse linguistic communities.



Shri Amitabh Nag, CEO, Digital India BHASHINI Division, said: *"Financial inclusion is not only about making financial services available; it is also about ensuring that people can understand and access the information that enables them to make informed decisions. Language plays a critical role in this process. Through this collaboration with SEBI, we aim to explore how BHASHINI's multilingual AI capabilities, language resources and technology ecosystem can support investor education and make financial information more accessible across India's diverse linguistic communities especially Tier 2 and Tier 3 cities. By bringing language technology closer to real-world needs, we can help bridge communication gaps and strengthen access to financial knowledge, particularly among communities that are often underserved by digital information."*

Shri Sandip Pradhan, Whole Time Member, Securities and Exchange Board of India (SEBI), said: *"India has nearly 13 crore demat accounts and 8 crore mutual fund investors, making financial awareness and investor education more important than ever. Through SEBI's Project Jagrook – Samajh Se Investing Simple campaign, we aim to take this awareness to every corner of the country to empower investors in making informed investment decisions. However, meaningful outreach requires communicating in languages that people are most comfortable with. Since citizens across states naturally engage and understand financial matters better in their own languages, BHASHINI's expertise in regional language technology will be instrumental in taking Project Jagrook to the next level and making investor education more accessible and inclusive."*

The MoU signing was accompanied by a workshop bringing together representatives from SEBI, the Digital India BHASHINI Division and other stakeholders to deliberate on the role of language technologies in addressing communication and accessibility gaps in investor education. The discussions focused on identifying opportunities to make financial information, investor awareness resources and SEBI's services more accessible to people across different linguistic backgrounds, particularly in rural and underserved communities.

The workshop also explored a range of potential use cases demonstrating how BHASHINI's multilingual AI capabilities could support a more accessible investor journey. These included enabling citizens to access SEBI's website and digital services in their preferred languages through website and mobile application translation; translating investor awareness videos and important documents; and enabling real-time speech-to-speech translation to facilitate communication across different languages.



Other use cases included multilingual access to SEBI forms and application processes, voice-based assistance through AI-enabled telephony, and conversational AI interfaces to help citizens seek information and understand investor-related services. The discussions also explored the use of multilingual document processing capabilities to extract relevant information from identity documents and support easier access to digital services.

A key area of discussion was the role of financial terminology and contextual language resources in improving investor awareness. The use of familiar regional expressions and everyday examples to explain concepts such as market movements, profits, losses, rising and falling markets, and other financial terms was highlighted as an important consideration. Such contextual resources can help bridge the gap between technical financial language and the way people understand and communicate financial concepts in their everyday lives.

The workshop also highlighted the potential of BhashaDaan, BHASHINI's crowdsourcing platform, for collecting and human-validating regional financial terminology and language data and BHASHINI's guided digitisation workbench, for capturing and preserving financial knowledge embedded in books, documents, local narratives, traditional expressions and stories, helping bring region-specific terminology and contextual vocabulary into digital language resources.



The MoU marks a step towards exploring the application of language technologies in the financial awareness ecosystem, bringing together SEBI's work in investor education and DIBD's multilingual AI capabilities to support more accessible and inclusive dissemination of financial information.

About Digital India BHASHINI Division (DIBD)

The Digital India BHASHINI Division (DIBD), under the Digital India Corporation (DIC), Ministry of Electronics and Information Technology (MeitY), Government of India, is building India's Language-First Digital Public Infrastructure. BHASHINI brings together language datasets, AI models, APIs and applications to enable multilingual digital services across governance and other sectors. It supports government departments, developers, researchers and institutions in building and deploying AI-powered language solutions. Today, BHASHINI powers over 800 government websites, has enabled more than 9 billion cumulative AI inferences, processes over 24 million AI inferences daily, and supports 36 Indian text languages, 23 Indian voice languages and 35 international languages.

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