

HOW DO FINANCIAL LITERACY CAMPAIGNS DRIVE CAPITAL MARKET PARTICIPATION: INSIGHTS FROM PRIME BANK INVESTMENT PLC's INITIATIVES

Prime Bank Investment PLC

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Submitted in Partial Fulfilment of the Requirements for the Degree
Bachelor of Business Administration



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Internship/Project Report Approval Form

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☐ Approved

☐ Not Approved

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☐ Full Re-write

Remarks (For Not Approved): _____

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Letter of Transmittal

December 14, 2025

Md. Kamal Uddin, PhD
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Subject: Submission of Internship Report on “How Do Financial Literacy Campaigns Drive Capital Market Participation: Insights from Prime Bank Investment PLC’s Initiatives”

Dear Sir,

I am pleased to submit my Internship Report titled “How Financial Literacy Campaigns Drive Capital Market Participation: Insights from Prime Bank Investment PLC’s Initiatives.” This work fulfills the requirements for my Bachelor of Business Administration degree.

During my internship at Prime Bank Investment PLC, I combined core BBA concepts that I learned at ULAB with practical insights from the company’s real-world campaigns. This blend helped me analyse how these efforts create greater investor interest and involvement using actual company data and observations.

I truly appreciate your time in reviewing it and welcome any feedback.

Sincerely,

Ashnuha Alam Nirjana

ID: 221011157

Bachelor of Business Administration (BBA)

Concentration: Finance

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I would like to express my heartfelt gratitude to everyone who has supported and guided me throughout my internship journey and the completion of this report. Their help and encouragement made this new experience both smooth and enriching.

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I am also deeply grateful to Ms. Rupa Roy, First Assistant Vice President and Senior Relationship Manager, for her mentorship throughout my internship. She not only helped me understand the workings of the corporate and investment banking sectors but also inspired me with her professionalism and leadership. Her guidance in data collection and consistent encouragement made a significant difference in my learning experience.

Lastly, I would like to thank my mother for her constant encouragement, which has always given me the strength to move forward. I am also thankful to ULAB for providing a nurturing academic environment and for the continuous support and opportunities offered during my undergraduate studies.

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PART - A

Chapter One: Internship Preparation

1.1 Motivation and what I expect to learn from this Internship

I have always wanted to understand how the real world of finance works. Financial institutions, Banks, Asset Management Companies, Brokerage Houses, the Dhaka Stock Exchange, Non-banking Financial Institutions and other organisations which are related to the capital market have interested me because of how they function, grow, and adapt to market conditions. From my understanding, Finance deals with real numbers in real time and helps to dictate and prepare for the future, which greatly impacts the economy. Through this internship, my goal was to gain practical experience and see how financial knowledge is applied in real professional settings and to understand how it impacts.

1.2 Internship search process

Securing an internship has become increasingly competitive. My goal was to obtain a position in a financial institution, a non-banking financial institution, the equity-related sector, or the accounts and finance department of a company. I applied to several organisations with these areas in mind. While browsing job postings, I came across an internship opening at the Portfolio Management Department at Prime Bank Investment (PBIL) on Facebook. After researching the organisation, I learned that it is an investment bank; therefore, I applied immediately by submitting my CV and cover letter.

1.3 Internship interview experience

A few days after applying, the HR called me to schedule an interview for the following day. She advised me to familiarise myself with Prime Bank Investment through its website and social media. My interview with Prime Bank Investment was my first corporate interview. Naturally, I felt nervous about the questions I might be asked and who would be interviewing me. The interviewers inquired about my previous experiences mentioned in my CV and what motivated me to choose the capital market. They also asked whether I have experience in

sales or not. Despite my initial nervousness, I managed to answer confidently, which made the overall experience positive and encouraging.

1.4 First Day at the Internship

My first day at PBIL was quite overwhelming. I was introduced to the Portfolio Management Department and received a detailed overview of its key functions, along with insights into the roles of other departments. A memorable part of the day was when the Managing Director invited me and three other interns to observe an interview session with a senior candidate. This unexpected opportunity exposed me to new financial terms and organisational practices, giving me an early understanding of how the institution operates.

1.5 About the Organisation



Prime Bank Investment PLC (PBIL) is one of the leading investment banking institutions in Bangladesh. It operates as a wholly owned subsidiary of Prime Bank Limited and began its journey in 2006. It was incorporated as a public limited company on April 28, 2010, with the Registrar of Joint Stock Companies, Dhaka. PBIL has evolved into a full-fledged investment bank with a growing participation in the capital market. Through its strategic initiatives, PBIL plays a vital role in strengthening capital market participation in Bangladesh by offering professional advisory, financing, and wealth management services to both institutional and retail clients. PBIL holds all three major licenses required to operate as a complete investment banking organisation under the authorised regulatory framework of the Bangladesh Securities and Exchange Commission (BSEC). These include:

- Trading License
- Issuer License
- Underwriting License

The possession of these licenses enables PBIL to conduct diverse capital market services, including equity offerings, debt structuring, financial advisory, underwriting, and structured investment solutions. Over the years, the organisation has earned national and international recognition for its professional standards, corporate governance, and strategic contributions to the financial sector.

Vision

“Our vision is to be the leading investment bank, driving economic prosperity through innovative financial solutions. As architects of capital, we aim to propel businesses forward with integrity, expertise, and enduring partnerships, becoming the trusted catalyst for sustainable success in capital markets and creating lasting value for clients and communities.”

Prime Bank Investment PLC operates from its central head office located in Banani, Dhaka, with additional branch offices in Motijheel and Mirpur to support wider client access. Through these strategic locations, the organisation ensures accessibility for both corporate and retail investors across the key financial hubs of Dhaka city.

Chapter Two: About The Internship

2.1 Functions of the Portfolio Management Department

The Portfolio Management Department focuses on managing corporate and individual client investments, skillfully building portfolios and providing customised financial solutions and wealth management. It offers both discretionary and non-discretionary portfolio services:

Non-discretionary Portfolio Management:

Clients make their own investment decisions and can trade using PrimeTradeX, an app developed by PBIL. This includes:

- MSDA (Margin Security Deposit Account), where clients borrow funds for trading, along with their own funds
- NMSDA (Non-Margin Security Deposit Account), where trading is done solely with client deposits

Discretionary Portfolio Management (PrimeInvest):



PBIL offers Discretionary Portfolio Management services, where investment decisions are taken on behalf of clients, maximising returns within acceptable risk levels. PrimeInvest includes several structured products, such as:

- | | |
|---------------------------|----------------------------|
| ● Monthly Investment Plan | ● Secured Income |
| ● Performance Scheme | ● Capital Protected Scheme |
| ● Wealth Maximizer | ● Equity Sharing Scheme |

To address distinct financial requirements, PBIL customised its services for four main customer groups: PrimeInvest Women, PrimeInvest Shariah, PrimeInvest Probashi, and PrimeInvest Youth.

The department organises various financial awareness programs and financial literacy training in collaboration with different business organisations, corporations, universities, and

institutions that focus on developing rural communities. These initiatives aim to enhance awareness and opportunities for financial inclusion and capital market participation.

2.2 Office and Work Environment

The Banani Head Office of Prime Bank Investment PLC, situated in Tajwar Center (5th Floor), House 34, Road 19/A, Banani, Dhaka-1213, provides a well-organised, professional, and collaborative work setting. The office design is created to facilitate seamless communication and a productive workflow. A designated boardroom is used for meetings, signing MoUs, conducting training sessions, and interviews, while the Managing Director and department leaders occupy enclosed glass offices that combine privacy with accessibility. The other employees work from organised cubicles, a structured yet open environment.

The overall workplace culture is friendly and supportive. Employees from all the departments are approachable and cooperative, which created a positive setting for me as an intern. The blend of teamwork, professionalism, and the readiness of senior employees to offer guidance significantly contributed to my learning experience.

2.3 Responsibilities as an intern

As an intern in the Portfolio Management Department, I was entrusted with different responsibilities that offered exposure to both financial activities and sales and marketing functions. I was under the supervision of Ms. Rupa Roy, the First Assistant Vice President and Senior Relationship Manager, who guided me throughout my internship. My responsibilities included daily operational tasks as well as participation in strategic activities that aligned with the department's goals.

My responsibilities include:

- Conducting research for potential partnerships and business development
- Monitoring daily capital market activity and taking notes on capital market trends
- Assisting with portfolio-related administrative duties and departmental processes
- Participating in corporate visits, financial literacy sessions, and investor awareness initiatives

- Arranging corporate sessions and university seminars by collaborating with them
- Facilitating client communication and providing service-related support
- Handling CRM tasks, which involved updating and organising client data
- Drafting and writing Memorandums of Understanding (MoUs) for partnerships
- Conducting industry-based research for potential collaborations
- Researching banks and non-banking financial institutions to assess competitive trends
- Analysing macroeconomic indicators to gain insights into market trends and investor behaviour

These tasks allowed me to acquire practical experience in investment activities and enhance my understanding of how portfolio management and capital market operations are conducted in a professional setting.

2.4 Learning and Skill Development

During my internship, I tried my best to develop a key skill, which is interpersonal skills. While seeking potential partnerships, I had to reach out to several organisations, which allowed me to work on these skills. Additionally, I gained valuable insights into our country's capital market and learned how investor behaviour directly impacts it.

Additional Training: PBIL also offered several additional training opportunities that enhanced my learning experience. In my second week, the Deputy Head of the Portfolio Management Department conducted a training session on stock trading, covering topics such as types of stocks, record dates, dividend distribution methods, and stock settlement processes.

I also attended an online Power BI training session organised by HR, a discussion on the implications of Margin rules and a detailed session on Anti-Money Laundering (AML) and Counter-Terrorism Financing (CTF), led by the Chief Operating Officer.

These training sessions broadened my understanding of data usage, compliance, and regulatory responsibilities within financial institutions.

2.5 Linking Theory to Practice

The finance courses I took, such as Corporate Finance, Financial Management, and Security Analysis & Portfolio Management, enabled me to understand essential concepts of capital markets that I applied directly to my internship responsibilities. Additionally, my economics courses helped me analyse market trends, assess macroeconomic factors, and conduct research related to partnerships and investments. These courses guided me in interpreting financial decisions, understanding how PBIL manages bonds and government securities, and evaluating risk–return trade-offs when working on real investment cases. They also strengthened my ability to use data for decision-making, particularly when preparing reports and supporting investment recommendations.

Chapter Three: Self Reflection

3.1 Reflections on My Internship at PBIL

My internship is for a period of six months and is expected to end in March. During this time at PBIL, one of the leading investment firms, I have been deeply grateful for the opportunity to learn and grow. I gained valuable knowledge not only from the employees but also from my fellow interns, whose perspectives and collaboration enriched my experience. PBIL is strategically focused on expanding its business by increasing its visibility in the market, which exposed me to practical aspects of capital market operations. I particularly appreciated the optimistic attitude of the employees, who believe that our capital market can continue to grow despite its volatility. I also believe that increasing market capitalisation relative to GDP is essential for a well-performing economy.

However, one area where the organisation could improve is in maintaining a more structured schedule. There were instances of delayed meetings and late submission of reports, which occasionally disrupted workflow and reduced efficiency. Addressing these issues by strengthening time management and adherence to deadlines could further enhance the organisation's overall performance and professional environment.

3.2 How the Organisation could utilise me better

To improve my performance, PBIL could have arranged more targeted training sessions on stock trading, the functions of the capital market, and the rules and regulations set by the Bangladesh Securities and Exchange Commission (BSEC), along with additional sessions on taxation. These would have strengthened my technical understanding and improved the quality of my contributions.

I was given a significant workload related to handling the CRM system, which was very beneficial because it helped me develop my interpersonal skills and allowed me to interact with many industry professionals. I also recognise that I have to continue working hard to further improve these interpersonal skills to perform better in similar roles. However, I would have preferred more involvement in technical functions to deepen my practical knowledge. In particular, more exposure and training in areas such as issue management, wealth and

advisory and the treasury department would have helped me build a stronger foundation in the core operational aspects of the organisation.

3.3 Recommendations

PBIL can improve its internship programs in several ways. One key area is workspace allocation. During the first two months, I had no designated desk available due to there being four interns, while the office could accommodate only two. This lack of workspace affected both my focus and workflow. As PBIL is planning to renovate all three of its offices, timely completion of this renovation would help ensure a more structured environment and smoother work processes.

In addition, PBIL could introduce more structured training sessions for interns at the beginning of the program. Early training on core tools, processes, and departmental functions would be better for interns to understand their roles and responsibilities.

Chapter Four: Personal Development Plan

4.1 Future Career Plan

After completing my internship, I want to work in the sector where I am currently doing my internship. As this sector is built on the basis of finance, I can properly utilise everything I have learned in my major courses and learn even more. I plan to work in investment banks, asset management institutions, banks and non-banking financial institutions. For this, I need to improve both my technical skills and my interpersonal and communication skills.

4.2 Target Skills for Future Development

Technical skills

- **Data analysis:** This is a key skill that I need to develop, as it will help me understand financial data more accurately and draw meaningful insights.
- **Financial modelling:** I want to learn financial modelling because it will provide a strong advantage in my career by enabling me to evaluate investments and forecast financial performance.
- **Capital market and investor behaviour:** I would also like to participate in training that deepens my understanding of how the capital market functions and how investors make decisions.

Interpersonal skills

- **Leadership:** I aim to improve my leadership skills so that I can guide teams effectively and take responsibility in professional settings.
- **Communication:** Strong communication skills are essential in any department, so I want to work on expressing my ideas clearly and building better professional relationships.

PART - B

Executive Summary

This study explores whether the financial literacy campaigns organised by Prime Bank Investment PLC (PBIL) help encourage more people in Bangladesh to participate in the capital market. Using quarterly data from 2023 to 2025, the research looks at how the number of literacy sessions relates to the number of new investor accounts opened at PBIL.

The findings show that once these sessions began, the growth in new accounts became noticeably stronger. The regression analysis supports this pattern. On average, each session is linked to an increase of around 86 new accounts, and the relationship is statistically significant.

Overall, the results suggest that PBIL's financial literacy initiatives play an important role in helping more individuals understand and enter the capital market. By improving awareness and reducing knowledge gaps, these programs contribute meaningfully to market participation. The study emphasises the need for continued initiatives in financial awareness as part of broader market participation.

Chapter One: Introduction

1.1 Title

How Do Financial Literacy Campaigns Drive Capital Market Participation: Insights from Prime Bank Investment PLC's Initiatives

1.2 Background of the study

Financial knowledge is one of the most essential factors for increasing investment participation and supporting informed financial decision-making. In Bangladesh, although the overall literacy rate has improved and the population is becoming more financially active, a large portion of people still hesitate to invest in the capital market. Many individuals are discouraged from participating due to a limited understanding of market behaviour, risk factors, regulatory processes, and a lack of long-term financial planning. This knowledge gap is even more evident in semi-urban and rural areas, where exposure to investment concepts is significantly lower. As a result, the lack of financial literacy restricts both potential investment flow and the overall growth of the capital market.

The economy of Bangladesh can be considered an emerging economy with rapid growth. According to World Bank Data, the current GDP stands at \$450.12 billion, which has only increased in the last fifteen years. Compared to this, the capital market is lagging behind. The DSE's market capitalisation is equivalent to \$55.24 billion, and the market cap-to-GDP ratio is 11.68 per cent, considering the latest figure of GDP for FY25 (Mufazzal et al., 2025). This is due to inefficient participation in the capital market and, even more so, investment without proper knowledge. Investors with very little knowledge even pose a greater threat to the overall growth of the capital market. If the investors are not aware of the risks, they often involve themselves with the risky speculations and rumor-based decision making (Das, 2019, 38). In this context financial education is the process of building knowledge, skills and attitudes to become financially literate (Das, 2019, 38). The sources of a person's financial knowledge can also influence their investment decisions. Information provided by financial advisors could lower cost barriers and encourage participation (Hermansson et al., 2022, 2).

Prime Bank Investment PLC (PBIL), a wholly owned subsidiary of Prime Bank Limited, has taken several initiatives to reduce this gap by promoting financial awareness programs. As a leading investment bank, PBIL emphasises creating awareness among individuals, students, women, entrepreneurs, and corporate employees to improve their understanding of investment opportunities. The organisation provides financial literacy programs such as university awareness sessions, investment seminars, and corporate visits, led by industry professionals and financial advisors who work here. Over the years, PBIL has arranged sessions with notable organisations, including Popular Pharmaceuticals, City Group, New Asia Group, Probridhi Apparels, ShareTrip, IPDC Finance, and Augmedix Bangladesh, among others. These programs aim to introduce participants to capital market basics, risk-return relationships, taxation and disciplined investment practices.

Recently, PBIL partnered with Zaytoon, a financial education platform, to expand its outreach to rural communities near Dhaka. Through these sessions, the organisation provides first-time investors, small business owners, and local entrepreneurs with practical knowledge about risk management, safe investment practices, and the long-term benefits of participating in the capital market. This rural initiative marks an important step toward inclusive financial development.

Although PBIL has conducted numerous awareness programs, academic research on their effectiveness in increasing investor confidence and market participation is limited. This study aims to explore the impact of PBIL's financial literacy initiatives on public understanding and their role in increasing capital market participation.

1.3 Research Objective

This research focuses on understanding how PBIL's financial literacy and awareness programs are influencing people's involvement in Bangladesh's capital markets. The study aims to:

- Understand how PBIL's efforts, like sessions at universities, corporate sessions, participating in investment fairs, rural outreach, and investment seminars, help people capture the basics of the capital market.
- See if these programs increase investors' confidence, make them more aware of risks, and encourage them to invest.
- Look at how investor behaviour and participation have changed by comparing the number of accounts opened in PBIL's Discretionary and Non-Discretionary Portfolio Management services.

1.4 Problem Statement

This research examines whether financial literacy sessions affect Bangladesh's capital market participation. The primary factors for low participation include a lack of financial knowledge, misconceptions regarding investment risks, and insufficient access to organised financial education from qualified professionals. While Prime Bank Investment PLC has been conducting awareness initiatives to inform the public, there is still a lack of evidence demonstrating whether these initiatives effectively increase understanding of investing and encourage participation in the market.

The central question guiding this study is:

Do financial awareness programs conducted by Prime Bank Investment PLC influence and increase capital market participation?

Chapter Two: Methodology

2.1 Type of research

This research takes an analytical approach. Its goal is to show how the financial literacy programs organised by Prime Bank Investment PLC are influencing people's participation in the capital market based on numerical data extracted from Prime Bank Investment PLC's operational records, including the number of financial literacy sessions, attendance counts, and quarterly investment account openings. By focusing on real numbers and observations, the study aims to provide a clear understanding of how these initiatives are performing.

Analytical research is an ideal choice here because it allows to study, analyse and interpret data based on numerical values and then come to a conclusion. This approach also lays the groundwork for future studies on PBIL, which could explore the connection between financial awareness programs and capital market participation or test new strategies to increase capital market participation.

2.2 Research design

This study uses a quantitative research design, using data from Prime Bank Investment PLC's database. This design is appropriate because it enables the analysis of measurable indicators, such as increases in MSDA (Margin Security Deposit Account), NMSDA (Non-Margin Security Deposit Account), and BDA (Bank Discretionary Account), after conducting financial literacy sessions. This approach allows precise measurement of trends, changes in accounts opened, investment behaviour, and market participation. By analysing numerical data, the study evaluates the impact of PBIL's financial literacy programs and tracks changes before and after their implementation.

2.3 Sampling

The research uses samples from Prime Bank Investment PLC's internal records. It includes all data of financial literacy sessions conducted and quarterly account opening data from 1st January, 2023 to 19th November, 2025. This method is suitable as it focuses on the investment bank's specific activities rather than the wider population.

2.4 Data Collection Process

Secondary Data: Secondary data was collected from Prime Bank Investment PLC's database.

The number of accounts opened from 1st January, 2023, to 19th November, 2025, was collected from the IT department of PBIL. The data was divided quarterly into four segments. Which are given below-

- MSDA (Margin Security Deposit Account)
- NMSDA (Non-Margin Security Deposit Account)
- BDA (Bank Discretionary Account- PrimeInvest)
- Total Account

The number of Financial awareness sessions, literacy programs, corporate visits, and university sessions, where the sessions took place, and audience size were taken from PBIL's Portfolio Management Department.

2.5 Variable definition

Independent Variable: In this research, the independent variable is **sessions**, which are the financial literacy campaigns conducted by Prime Bank Investment PLC, including investment awareness seminars, rural outreach sessions, corporate visits, and university sessions.

Dependent Variable: The dependent variable is the **total number of accounts** opened at PBIL. Which is the summation of MSDA (Margin Security Deposit Account), NMSDA (Non-Margin Security Deposit Account), and BDA (Bank Discretionary Account- PrimeInvest). This will assist in measuring participation in the capital markets.

Chapter Three: Findings and Discussion

3.1 Overview of the Sessions

Prime Bank Investment began its journey in 2006 as a merchant bank, following the operations typical of such institutions until, at the end of 2023, it unveiled PrimeInvest, a bank-backed discretionary portfolio management service where funds were managed by the investment bank. Recognising the growth potential of Bangladesh's capital market, the bank initiated extensive financial sessions aimed at helping people gain a better understanding of this market. These sessions also aim to raise financial awareness, promote financial inclusivity, and educate potential investors about wealth management.

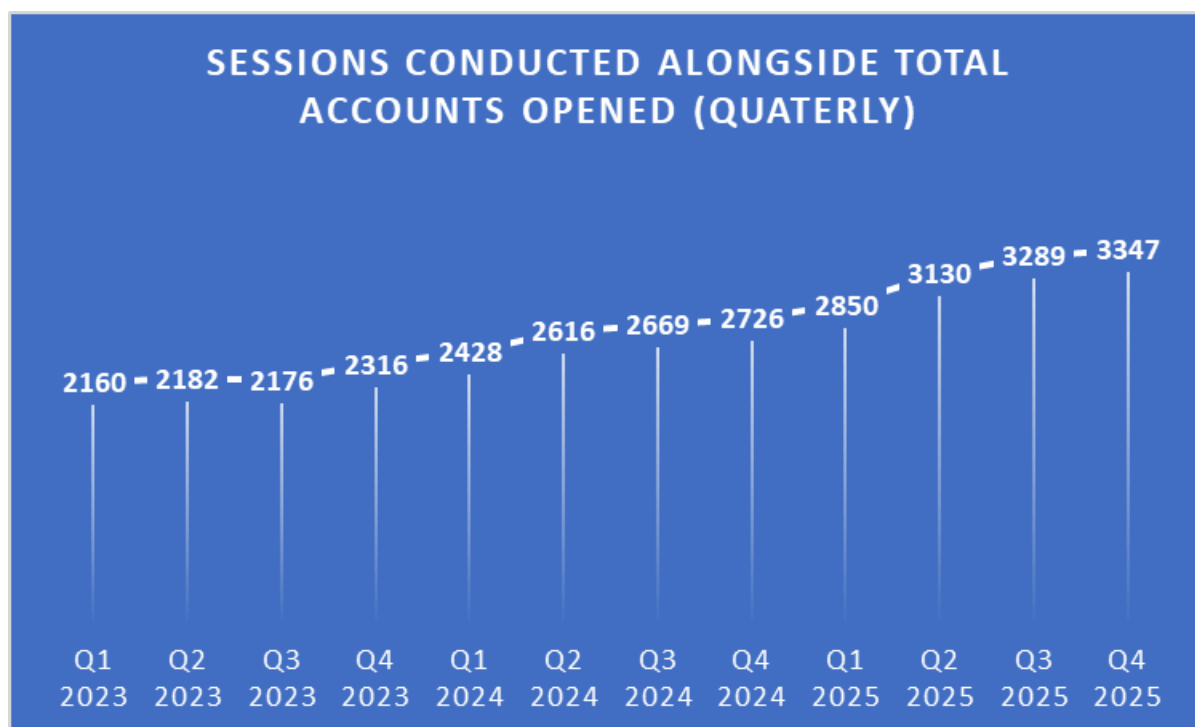
PBIL officially started its financial awareness and sessions by holding a regional session in the Cumilla region, attended by all the employees and professionals of the Cumilla region. Since then, from January 2024 to November 2025, PBIL organised a total of 30 sessions. These sessions took place at various companies, including Citigroup, Daraz, Transcom, and Popular Pharmaceuticals. Additionally, region-based sessions were held in different parts of Bangladesh, organised in partnership with the Prime Bank. Four of these sessions were conducted at universities. PBIL also organised an “Uthan Baithok with Zoytoon” in Shirajdikhan, Munshiganj, aiming to raise financial awareness and inclusivity in the rural communities. These sessions were taken by industry professionals, researchers, and financial advisors from PBIL.

The main focus of these literacy programmes and awareness campaigns was to introduce people to investment tools such as the capital market, treasury bills, and treasury bonds, as most people of Bangladesh heavily invest in DPS, FDR and Shanchaypatra. Help them understand the importance of wealth management, how diversifying investments can lower risk, the significance of long-term financial planning, the impact of inflation on savings, and strategies to reduce their tax burden through investments in the capital market and government securities.

Attendance in these sessions varied from 50 to 300, with most sessions taking place during May and June of 2025. PBIL also offers various tailored incentives and discounts to its attendees to increase participation.

3.2 Trend in Sessions Conducted and Accounts Opened

Graph 3.2 (A) Presented below shows the quantity of account nopenedby Prime Bank Investment PLC (PBIL) over twelve quarters (Q1 2023 to Q4 2025), alongside the total number of accounts opened during each quarter.



Graph 3.2 (A): Sessions Conducted alongside Total Accounts Opened

Observation: The total number of accounts opened shows a continuous upward trend with increased number is sessions. The number increases every quarter. The highest leap in accounts opened can be seen in Q2 2025. 280 new accounts were opened in this quarter alone, jumping from 2850 to 3130. The highest number of sessions was also conducted during this quarter.

This indicates a favourable correlation between PBIL's efforts in conducting financial literacy and the total number of account openings.

3.3 Regression Analysis: Correlation Between Sessions and Account Openings

<i>Regression Statistics</i>						
Multiple R	0.690					
R Square	0.476					
Adjusted R Square	R 0.418					
Standard Error	318.601					
Observations	11					
ANOVA						
	<i>df</i>	<i>SS</i>	<i>MS</i>	<i>F</i>	<i>Significance F</i>	
Regression	1	832325.715	832325.715	8.199	0.018	
Residual	9	913560.829	101506.758			
Total	10	1745886.545				
	<i>Coefficients</i>	<i>Standard Error</i>	<i>t Stat</i>	<i>P-value</i>	<i>Lower 95%</i>	<i>Upper 95%</i>
Intercept	2467.719	126.325	19.534	1.11739E-08	2181.951	2753.487
Literacy Program	86.136	30.080	2.863	0.0186	18.089	154.183

To understand whether the number of sessions organised influences the number of accounts opened and eventually capital market participation, a linear regression was conducted. Here:

- Independent Variable (X): Number of sessions conducted
- Dependent Variable (Y): Total accounts opened

3.4 Interpretation of Regression Results

Coefficient Estimates

Regression equation: $Y = 2467 + 86 X$

The coefficient associated with the financial literacy variable suggests that for every additional session, there is an increase of 86 new accounts, on average. The coefficient is statistically significant as $p = 0.0186 < 0.05$. The intercept is 2467, which represents the number of accounts opened; even if no sessions were conducted, this is due to PBIL's other business operations and external factors.

The positive and significant coefficient confirms that the sessions conducted have a measurable and meaningful impact and increase capital market participation through increased account openings.

Strength of the Model R^2

$R^2 = 0.476$ demonstrates that 47.6% of the variation in new accounts is explained by the number of literacy sessions organised by PBIL. This also represents a strong relationship between the variables.

Standard Error

A standard error of 318.601 suggests a moderate level of prediction accuracy. On average, actual account openings usually vary from the model's predictions by approximately 318 accounts.

3.5 Summary of Findings

The regression model states that financial literacy sessions have a statistically significant and positive impact on total accounts opened at PBIL and increase capital market participation. Even though external factors such as market conditions and political influence may also play a great role in influencing capital market participation, nearly half the variations are due to financial literacy sessions.

An already growing trend of account opening can be seen since 2023, but the financial literacy sessions accelerated that growth in 2024 and 2025. The findings align with established literature showing that informed investors are more likely to engage in the capital market, particularly in emerging economies with limited financial knowledge. In Bangladesh, where retail investors often lack access to investment education, PBIL's targeted literacy campaigns appear to provide a solution to that.

Chapter Four: Recommendations

Based on the analysis of PBIL's financial awareness sessions and how they affect capital market participation, the following recommendations are suggested to improve overall engagement.

Increasing the number of Sessions: It can be seen that PBIL held more sessions from Q2 2024 (30 Jun, 24). These quarters fall at the end of fiscal years, when investors generally look for investment opportunities to reduce their tax burden. Even though PBIL arranges many sessions throughout the year, increasing the number of sessions may prove to be more effective, as it ensures market presence and credibility.

Consecutive follow-up Sessions: While arranging sessions in different organisations, timely follow-up in these places is also crucial to maintain relationships and enhance participation in the capital market. Based on follow-up frequency, the number of accounts opened increases, resulting in increased investor participation and more money flowing into the capital market.

Improvement in Digital and Social Media presence: Despite having a dedicated website and social media, there are many things that need improvement. The website needs to be more updated with current information, so that there is no information gap. The social media pages need more engaging content, such as reels, educational videos, success stories of previous clients and more.

Feedback and Outcome Monitoring: PBIL has been conducting sessions without properly monitoring their outcomes. To understand how effective these sessions are, PBIL should centrally keep a record of the number of sessions conducted and the number of accounts opened from each session. Then make a proper plan on how to proceed with this approach.

Chapter Five: Conclusion

This study explores how Prime Bank Investment PLC's (PBIL) financial literacy sessions have contributed to increased participation in Bangladesh's capital markets. Analysing quarterly data from 2023 to 2025, it looks at whether the number of PBIL sessions brings more new investor accounts, and the regression model shows these efforts genuinely drive engagement. Account openings picked up once PBIL started out with targeted programs at universities, companies, rural areas, and awareness events. These initiatives opened channels for people to connect with capital market investing.

The analysis revealed a positive correlation; each session correlates with about 86 new accounts, and the model accounts for 47.6% of the changes in openings. This is proof that education encourages real behavioural shifts.

These findings show that reducing the financial knowledge gap builds confidence, cuts barriers, and pulls more people into markets, especially vital in Bangladesh, where investors often miss out due to a lack of proper guidance. PBIL's role in closing that gap proves crucial for smarter decisions. To improve their performance and market participation, PBIL can scale up the number of sessions and monitor the outcomes consistently.

Although the regression model shows a strong relationship between the only two variables, sessions and accounts opened, it does not account for other variables such as market conditions, investor income levels, and conversion from each session that also affect participation. A more comprehensive model could have been developed if such variables were available. PBIL can conduct future research based on these multiple variables, which will showcase which variable contributes the most to participation, and clearly prove that financial literacy sessions affect capital market participation.

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Appendix

Internship report

ORIGINALITY REPORT

4%

SIMILARITY INDEX

3%

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2%

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INTERNSHIP PROPOSAL FORM

Name:	Ashnuha Alam Nirjana
ID:	221011157
Department:	BBA
Supervisor's Name (Faculty):	Md. Kamal Uddin, PhD
Organization Name:	Prime Bank Investment PLC
Internship Title:	How Do Financial Literacy Campaigns Drive Capital Market Participation: Insights from Prime Bank Investment PLC's Initiatives

Ashnuha Alam Nirjana
 12/10/25
 Student's signature & date
 date

Supervisor's signature &

(Submit your Research Proposal to your Supervisor for approval)



PBIL/HO/442/2025

September 04, 2025

Ms. Ashnuha Alam Nirjana
House No: 3/4, Heaven Bhaban, Block-A
Road-11, Bosila City Housing, Mohammadpur
Dhaka-1207

Subject: Confirmation of Internship

Dear Ms. Ashnuha,

Greetings from Prime Bank Investment PLC.

We are pleased to confirm your appointment for a six-month internship program at PBIL as a business intern starting from September 04, 2025. Please note that you will receive an allowance of BDT 300 per working day as per your presence for the duration of the program.

We are confident that you will utilize this opportunity and contribute effectively during your internship period.

Thank you,

A handwritten signature in black ink, appearing to read 'Kshama Roy', is written over a horizontal line.

Kshama Roy
Manager, Human Resources
Copy to: HRD, Prime Bank Investment PLC.

Prime Bank Investment PLC.

(A Prime Bank Company)

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