

## HDFC Mutual Fund Encourages Financial Awareness through ‘Barni Se Azadi – An Investor Education and Awareness Initiative’ and Diya Floating Films at Magh Mela

**Mumbai, February 19, 2026:** HDFC Mutual Fund through its Investor Education and Awareness Initiative, has unveiled two investor education films capturing its on-ground participation at the 2026 Magh Mela in Prayagraj. The films, centred around the ‘Barni Se Azadi’ initiative and the culturally resonant Diya Floating activity, reinforce the importance of moving beyond traditional savings practices towards informed, long term investing.

The first film documents the ‘Barni Se Azadi’ activation at the Magh Mela. Set against the vibrant backdrop of one of India’s largest religious gatherings, the film conveys a simple yet powerful idea: dreams are not meant to remain locked away in a traditional barni. They grow when they are set free through investing.

At the heart of the activation was a giant Barni installation symbolising conventional household savings practices. Visitors were invited to select a dream through a digital interface. As each aspiration was chosen, a visual cloud rose into the sky, representing dreams being set free and the beginning of a journey towards financial independence. The film captures real-like interactions and reactions, highlighting how relatable storytelling can spark conversations around financial awareness.

The second film focuses on the Diya Floating activity organised on the occasion of Maghi Purnima. Deeply rooted in cultural tradition, the activity invited participants to float dream-inspired diyas carrying personal aspirations such as owning a home, purchasing a vehicle, or securing a child’s education. Upon completing the ritual, the ceremonial plate revealed a simple message: *“Nitya Nivesh Karoon. Swapna Satya Karoon.”*

The on-ground campaign ran from January 12 to February 15, 2026, aligning with the peak footfall period of the Magh Mela. Activities included the giant Barni installation, nukkad nataks across multiple Mela locations, an AI enabled photo booth, and the Diya Floating engagement.

Through these films, HDFC Mutual Fund reiterates its commitment to taking investor education beyond conventional platforms, leveraging large community forums and culturally meaningful moments to promote informed financial participation across diverse audiences.

### Watch the videos here:

- Magh Mela Mein kiya Sapno Ko Azad | Barni Se Azadi: <https://www.youtube.com/watch?v=dBpnQU25yjA>
- Magh Mela Hua Roshan Sapno ke Diyo Se: <https://www.youtube.com/watch?v=rvMgVCgcUs8>

### Benefits of SIP (Systematic Investment Plan)

- Freedom from market timing
- Well-suited for long-term wealth accumulation
- Disciplined wealth creation

To know more visit <https://www.hdfcfund.com/learn/barni-se-azadi>

### **An Investor Education and Awareness Initiative**

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To learn more about SIPs, visit: [www.hdfcfund.com/sip](http://www.hdfcfund.com/sip)

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