

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

A mutual fund is a form of collective investment. It is a trust that pools the savings of a number of investors who share a common financial goal. It collects the savings from the small investors, invest them in government and other corporate securities and earn income through interest and dividends, besides capital gains. Mutual fund is a collective savings scheme. It place an important role in mobilising the savings of the small investors and channelling the same for productive ventures in the Indian economy. Each fund is divided in to equal portions or unit. Units are allotted to the person in proportion of his investment in mutual fund. Each fund is a pool of diversified securities.

A mutual fund is nothing more than a collection of stocks and or bonds. A mutual fund is a professionally managed type of collective investment scheme that pools money from many investors to buy stocks, bonds, short-term money market instrument, and/or other securities. It is made up of money that is financial intermediary. Savings of investors are collected and these funds are invested in a large and well diversified portfolio of securities such as money market instruments, corporate and government bonds and equity shares of join stock companies. In other words a mutual fund is just the connecting bridge or a financial intermediary that allows a group of investors to pool their money together with a predetermined investment objective .The mutual fund will have a fund manager who is responsible for investing the gathered money into specific securities..When we invest in mutual fund, we are buying units or portions of the mutual fund and thus on investing becomes a shareholder or unit holder of the fund .mutual fund emerged as professional financial intermediaries bridging the time and skill constraint. They have a who identify the right stocks and debt instruments and construct a portfolio that promises to deliver the best possible ‘consttrained’returns at the minimum possible cost. In effect, it involves outsourcing the management of money.

1.2 STATEMENT OF THE PROBLEM

In recent the mutual fund scheme could attain from the investors and whether this financial asset is worth investing is the main problem before the common individual investors. They are eagerly waiting to get a clear and real picture of the growth and success dimensions of the industry.

While making an investment An investor considering investment in securities is facing with the problem of choosing an investment from a large number of securities and how to allocate his funds over this group of securities. The investors are confused of various kinds of securities, his excess of wealth and rise of various investment schemes, variation in financial instruments, tax policy of government, different investment strategies, lack of awareness and knowledge among the investors, emotional attachment to money, lack of financial inclusion, traditional thinking, fear of loss and risk and return characteristics of schemes.. The investors try to get maximum return with minimum risk by choosing a better investment schemes.

As in case of an investor while making an investment, faces a problem in relation with selection of appropriate scheme of investment. That means there exist a problem of selecting a better scheme that make better return and safety for the investor.. An investor need to make investment in a scheme which maximizes the return and minimizes the risk. So this study focused on the “mobilisation of savings through mutual fund” and the study makes an attempt to analyses the problem of investors in relation with the management of their individual securities.

1.3 OBJECTIVES OF THE STUDY

- To study the role of mutual fund in the mobilization of savings.
- To analyse the awareness level of investors of mutual fund.
- To examine the structure and growth pattern of mutual fund industry.
- To analyse the attitude of mutual fund investors towards the factors like safety, liquidity, tax benefits, returns and savings

1.4 SIGNIFICANCE OF THE STUDY

Mutual fund industry is of recent origin in India and is growing very fast to emerge as a major player in mobilisation of savings. Investors have been showing keen interest by subscribing to various mutual fund schemes anticipating higher returns and capital gain. At the same time some of the schemes are failing due to some or other reasons. Investors as well as the public are curious about the performance of various mutual fund schemes. Almost all of the Business Dailies have regular articles and columns on the functioning and evaluation of various mutual funds and there are umpteen numbers of academic research and publications. But no comprehensive study was made on the mutual fund industry of Malappuram till date. This study is indented to fill this gap and help the investor public, whose saving potentials are increasing, to invest their savings, which may help mobilising resources for the economic development of the country.

1.5 HYPOTHESIS USED

- **H0:** Experience of investing in mutual fund is identical terms of gender.
- **H0:** The two variables that the gender of the respondents and expectation from mutual fund scheme are independent.
- **H0:** Level of satisfaction of the respondents is identical in terms of occupation of the respondents.

1.6 SCOPE OF THE STUDY

A Mutual is a trust that pools the savings of a number of investors who share a common financial goal. The money thus collected is then invested in capital market instruments such shares, debentures and other securities .thus mutual fund provide so many benefit to the investors that include it provide better return and safety and also tax benefit, capital appreciation ,regular income ,it provide security and safety to the investor .They give assured and consistent return they provide high return with low risk.

Mutual fund diversifies the risk of the investor by investing in a basket of asset. Thus various mutual fund scheme provide various benefit to the investor there by increase economies of scale

of the investor .and also it provide the benefit of cheap access to expensive stocks. The fact that investing in mutual fund lead to economic development of the country.

1.7 RESEARCH METHODOLOGY

Title of the study: “mobilisation of savings through mutual fund” The research methodology is a way to systematically solve the research problem. It may be understood as a science of studying how research is done systematically. This uses various instruments for performing the research operations and it deals with research design, data collection methods and various statistical tools.

1.7.1 SOURCES OF DATA

Primary Data

Primary data are those data which are collected for the first time. They are original in character and are collected by the researcher. The primary data has been collected with the help of questionnaire which is distributed and collected from the respondents of Nilambur area. Those investors having Systematic Investment Plan has been selected for data collection.

Secondary Data

Secondary data are those data which have been already collected, tabulated and presented in some form by someone else for some specific purpose . Secondary data are collected from various websites, SEBI bulletins, RBI bulletins, various mutual fund websites, general discussion with brokers of BSE, NSE etc.

1.7.2 SAMPLING DESIGN AND SIZE

The sampling technique involved convenience sampling. Convenience sampling is a non-probability sampling technique where subjects are selected because of their convenient accessibility proximity to the researcher. This sample is used because it allows the researcher to obtain basic data and trends regarding his study without the complications of using a randomized sample. This sampling technique is also useful in documenting that particular quality of a substance or phenomenon occurs within a given sample. Such studies are very

useful for detecting relationships among different phenomena. The sample size considered for the study is 80. The respondents are selected from the malappuram district.

1.7.3 TOOLS FOR ANALYSIS

To analyse the data obtained through primary data, the study itself used the mathematical and statistical tools.

- Mann Whitney u test
- Kruskal wallies test
- Henry garret ranking.
- Chi-square
- Weighted Average Ranking
- Percentage
- Spearman's ranking

1.7.4 TOOLS FOR PRESENTATION

- Tables
- Pie diagram
- Bar diagram
- Doughnut

1.8 AREA OF THE STUDY

The research concentrated in MALAPPURAM district.

1.9 PERIOD OF STUDY

The duration of the project study is 21 days.

1.10 LIMITATIONS OF THE STUDY

- The study is based mainly on the data collected through primary sources provided by the consumer in the form of answering questionnaire, so it may have chances of errors.
- The study is based on secondary resources provided by the company and also through the internet. Here there are chances of errors.
- The study is conducted by using some samples i.e., 80 respondents from the number. So may have some bias of opinions of respondents.
- Limited time for study
- Sampling error
- Most of the respondents are educationally backward.
- Most of the respondents are not interested in answering the questionnaire.
- The study limits its scope to only Malappuram District.
- The sample size of the study is 80 respondents.
- The respondents are not ready to disclose their full investment details.

However sincere effort has been to collect the data and interpret the same in the right perspective.

1.11 CHAPTER PLAN

The present study is divided into five chapters. Following are the details showing.

Chapter 1:

INTRODUCTION

Chapter 2

REVIEW OF LITERATURE

Chapter 3

INDUSTRY, COMPANY, PRODUCT PROFILE AND THEORITICAL FRAME
WORK

Chapter 4:

DATA ANALYSIS AND INTERPRETATION

Chapter 5:

SUMMARY, FINDINGS, SUGGESTIONS AND CONCLUSION

CHAPTER 2

REVIEW OF LITERATURE

REVIEW OF LITERATURE

PRITIMAN (2016) Conducted a study of investors perception towards mutual fund in the city of Aurangabad by collecting primary data from thirty professionals like those who wants invest in mutual fund and the investment options in Aurangabad city This study aims at to know the investors view towards mutual fund to know the awareness of mutual fund in Aurangabad people and to know the preference of people for investment it finds that investors are not choosing or feeling confident in investing in mutual fund because they think that mutual fund is risky than other investment option the awareness level of mutual fund among the investors are very low because of only having the partial knowledge about the mutual fund which prevent them to invest in mutual fund to avoid risk bearing factor and lose of money. The preference of investors is in fixed deposit because they feel that it provide safely and fixed returns and no loss of money. The main reason for not selection of mutual fund investments is share market uncertainties and risk associated with it

NUTAN VIJAY PASALKAR (2015) Conducted a comparative study of mutual fund investment Vs equity investment of Indian individual investors with the main objective of compare the mutual fund investment with direct equity investment and also study the preference of the individual investors investing in mutual fund and present practices of mutual fund investors in pune city 100 respondents from pune city were selected for conducting the study, simple random sampling method is used to collect the primary data. This study found that a remember able increases in the mutual fund investors but direct equity investment is more favoured by the individual investors as compared to the mutual fund open ended schemes are popular and preferred mutual fund scheme because of the flexibility and freedom

DR.RAJESH KUMAR AND NITINGOEL (2014) In their study attempted to analyse the purpose behind making investment factors considered before making investment and method used for evaluating the performance of mutual fund defielencles in functioning of mutual fund and investors perception about future prospect of fund growth. Income and liquidity are the important objectives of the mutual fund investment are found bye the study and absolute return on the mutual fund scheme as the basis for evaluating their performance.

PREETHKHIFOLIYA (2014) Studies the investors awareness and perceived risk attitude towards mutual fund. An empirical study in Delhi. The target sample was 200 respondents in the

age group of 25.55 in Delhi. Both primary and secondary sources of data are used in the study. The study aims at to explore risk appetites of the respondent to understand the preferred type of mutual funds. They found that the people are aware about the mutual fund but a very list numbers of investors are in mutual fund Male investors are willing to take risk for wealth maximisation than Female investors are do not ask the assistance of consultants advisors due to high consultation fee

PRITAM .P. KOTHARI AND SHIVAGANGA.C.MINDARGI (2013) studied the investors attitude towards mutual fund with special reference to investors in Solapurcity. This study provides future of mutual funds industries information as well as awareness level among people and it also helps the management as how to the mutual funds are performing in the current market situation . This study is descriptive in nature based on survey method by using both primary and secondary data. Primary data is collected from 200 respondents from solapurcity through questionnaire. The study shows that investors are ready to take risk and change the traditional pattern of investment. The half of the population is not interested to invest in mutual fund from the two hundreded respondents. the main sources of information are the financial advisors and advertisement in media

G. PRATHAB AND DR.A.RAJMOHAN (2013) Conducted a study on status of awareness among mutual fund investors in Tamilnadu to find the investors awareness regarding mutual fund investment and measure the investors level of satisfaction towards mutual fund investment. The sample size used for the study is 500 investors of Tamilnadu Where spread 5 different districts namely Cuddalore, Coimbatore, Chennai, Madurai and Trichy. They are identified for the study is by using purposive sampling method. This study found that investors have high level awareness and positive approach towards investing in mutual fund

GOURAVAGARVAL AND DR MINI JAIN (2013) conducted a study on investor's performance towards mutual fund in comparison on other investment avenues with the objective of to find the most preferred investment avenue of the investors of Madhura over all criterions of investors regarding investment. Main bases of different investment avenues and investors preference towards mutual fund. They found that real estate is the most preferred Investment Avenue and the criteria for investment is mainly fund because of the high return from the investment

DR.BINOD KUMAR SINGH (2012) Conducted a study on investors attitude towards Mutual fund as an investment option with the objective of analyse the impact of various demographic Factors on investors attitude towards mutual fund and factors responsible for the selection of mutual fund as an investment option. The study shows that most of the respondents are confused about the mutual fund and not make any awareness about the various function of mutual fund. Demographic factors are gender income and level of education have influence on investors attitude and age and occupation are not influenced by the investors return and liquidity are the main factors responsible for the selection of mutual fund and followed by the flexibility transparency and affordability. He also found that in India there is a lot of scope for the growth of mutual fund

JAYABRATA BANERJEE AND SWARNENDU ROY (2012) Conducted a technical analysis towards customer perception on mutual fund products with collecting response from 1051 respondents covering different group of investors the study found that customer orientation is necessary in the market small investors are buy mutual fund due to the multiple reason depending upon customers risk return trade off the reason for investing in mutual fund is reduction in the bank interest rates high degree of volatility in Indian stock market and bond market also in recession due to its interest party. So investors are looking for an attractive investment which provide higher return and safty

DR.SARITHABAHL AND MEENAKSHRANI (2012) Has done a comparative analysis of mutual fund scheme in India. They investigated the performance of 29 open ended, growth oriented equity schemes for the period from April 2005 to March 2011 Monthly NAV of different schemes have been used to calculate the returns from the fund scheme BSE- Sense is used for market portfolio. The result also shows 14 out of 29 mutual fund schemes are underperformed. These scheme were facing diversification problem

DR.NISH SHARMA (2012) conducted a study on Indian investor's perception towards mutual funds. The data is collected through structured questionnaire from 250 respondents online as well as in person this study analyse the investors perspective towards investment in mutual fund to understand the desirable characteristics of mutual fund schemes to know the various factors that may affect selection of mutual funds directly or indirectly and to present a summarised picture of different qualitative aspects which are essential to secure investors

patronage to mutual fund. The study found that all the benefits given by the mutual fund and sponsor related attributes monetary benefits given by the mutual fund and sponsor related attributes. The mutual fund companies are expected ensure full disclosure and regular updates of their relevant information with the assurance of safety and monetary benefits for securing the patronage of Indian investors

MRS. PURNIMA UMESH MEHTA (2011) studied the profile and perception of investors towards mutual funds in the selected cities of Gujarat. It focuses on investor's perception towards mutual funds in cities of Sural Ahmadabad and Vadodara. The main objective of the study is to study the perception of investors towards mutual fund and subsidiary objectives are to identify the problems of investors in investing their money in mutual fund scheme to analyse the investors level of fulfilment regarding mutual fund to examine the pattern of investment and the investors preference with regards to mutual fund Vs other investment products. The study reveals that main purpose of investment in mutual fund is children education retirement plan and tax planning. People are more invested in growth scheme of mutual fund

SIMRANSAINI, DR.BIMALANJUM AND RAMAN DEEP SAINT (2011) where conducted a study on investors awareness an perception about mutual fund to analyse the growth of mutual fund industry in India and to analyse the investors awareness and perception regarding investing in mutual fund and find the deficiencies in the working of mutual fund industry. The study reveals that mutual fund industry task is to convert the potential investors into the reality investors and new and innovative schemes launched for increasing investor's confidence. It will lead to the overall growth and development of the mutual fund

DR.BINOD KUMAR SINGH AND ASHUTOSKR.JHA (2009) Conducted a study on awareness and acceptability of mutual fund to find the awareness and acceptability of mutual found among investors and factors considered by the investors which investing in the mutual fund. They found that large numbers of people are aware about mutual fund and they considered it as safe. The factors behind the investment in mutual found are wealth creation, Tax and steady income Factors considered by investors before investing in mutual found are security, liquidity high return

CHAPTER 3
INDUSTRY, COMPANY PROFILE AND
THEROTICAL FRAMEWORK

INTRODUCTION

Financial markets have become more complex and sophisticated. In order to be successful, investors need an intermediary who provides the required knowledge and professional expertise. The concept of mutual fund emerged to play this role of intermediary. In the previous chapter, we have reviewed the available literature on mutual funds and mobilisation of savings. In continuation of that chapter, in this chapter, an attempt is made to explain the fundamental concepts of mutual funds in general and its working and regulation in the Indian context.

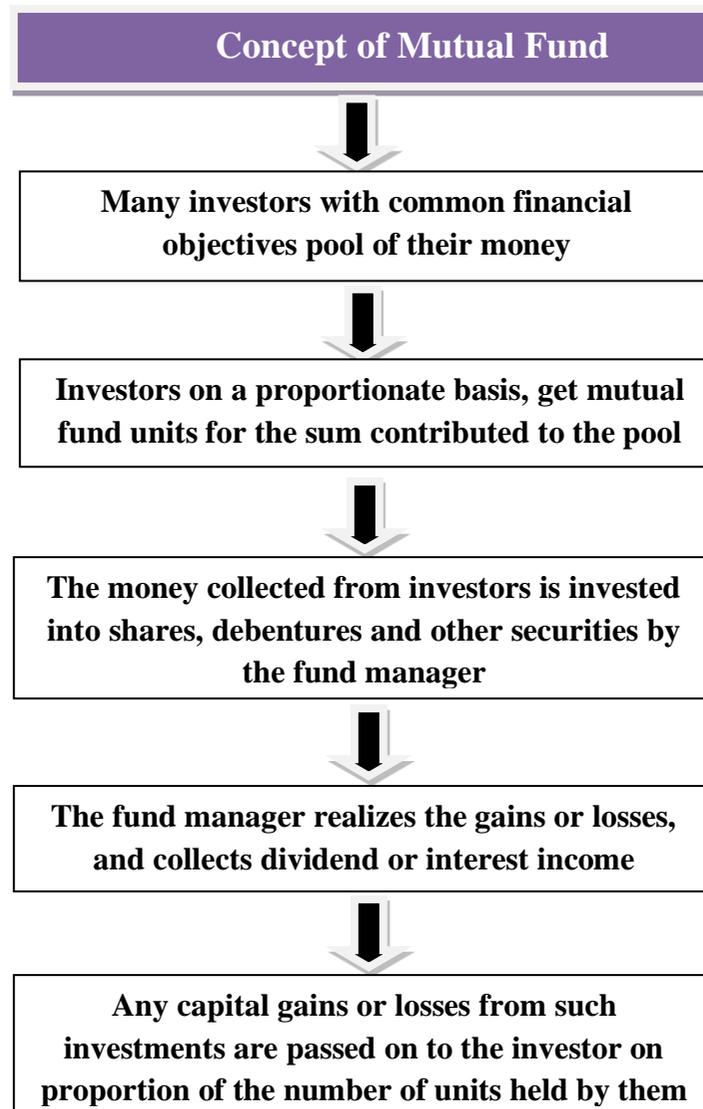
CONCEPT OF MUTUAL FUND

Mutual fund is an investment vehicle that is made up of a pool of funds collected from many investors for the purpose of investing in securities such as stock, bonds, money market instrument and similar assets. Each shareholder participates proportionally in the gain or loss of the fund.

Mutual fund units or shares are issued and can typically be purchased redeemed as needed at the fund's current Net Asset Value (NAV) per share, which is sometimes expressed as NAVPS. Mutual funds as an intermediation mechanism and products play an important role in India's financial sector development. Apart from pooling resources from small investors, they also provide informed decision making mechanism to them. Thus they contribute to not only financial sector participation, but also financial inclusion and thereby enhance market efficiency. Additionally they contribute to financial stability and help in enhancing market transparency.

While the mutual fund is a collection of money, it requires some person or body to mobilize and manage these assets. This entity is usually an organization, aptly known as Asset Management Company (AMC). The AMC is thus the physical entity, the organization and the company, which generates the collective investments from the public with a view to invest in securities and generate returns. By virtue of its mobilization function, the AMC has offices or branches in number of cities. These branches collect money from investors and are one of the visible faces of mutual fund. As this money has to be invested and managed, the AMC has an

investment team. The head of this team, the fund manager or the chief investment officer is another visible face of the mutual fund. The fund manager is at the head of the decision making process which takes strategic and tactical decisions on where to invest.



DEFINITIONS

Different scholars have defined Mutual Fund differently. Frank K. Reilly has defined mutual fund as an investment company, which pools funds belonging to many individuals that is used to acquire a collection of individual investments such as stocks, bonds, other publicly traded securities. John A. Halin defines it as a major type of investment-company that pools the funds of investors who are seeking some general investment objective and invest them in a number of frequently traded different types of securities. Mutual fund is the institution, which collectively manages the funds from different small investors. It mobilizes savings from the public and provides those attractive returns, security and liquidity by investing in capital market. It is a fund established in the form of a Trust by a sponsor to raise monies by the Trustees through the sale of units to the public under one or more schemes for investing in securities. It is a diversified portfolio of stocks, bonds, of other securities run by a professional money manager or, in some cases, a management teams. It provides instant diversification in a given area within objectives laid. These offer a variety of diversified options for investments looking into varied risks and returns Regulation, 2(q) of the Securities and Exchange Board of India (Mutual Funds) Regulations, 1996 defines a mutual fund as a fund established in the form of a trust to raise monies through the sale of units to the public or a section of the public under one or more schemes for investing in securities, including money market instruments". Thus a mutual fund is an institutional device or an investment vehicle through which, the investors pool their funds under the direction of an investment manager. These funds are invested in wide variety of portfolios of securities in such a way as to minimize risk, while ensuring safety and steady returns.

ADVANTAGES OF MUTUAL FUNDS

- Portfolio diversification
- Professional management
- Reduction of risk
- Liquidity
- Flexibility & convenience

- Reduction in transportation cost
- Safety of regulated environment
- Choice of schemes
- Transparency

DISADVANTAGES OF MUTUAL FUND

- No control over cost in the hands of an investor
- No tailor-made portfolios
- Managing a portfolio funds
- Difficulty in selecting a suitable fund schemes

HISTORY OF THE INDIAN MUTUAL FUND INDUSTRY

The mutual fund industry in India started in 1953 with the formation of unit trust of India, at the initiative of Government of India and reserve bank. Though the growth was slow, but it accelerated from the year 1987 when non-UTI players entered the industry.

In the past decade, Indian mutual fund Industry had seen a dramatic improvement, both qualities wise as well as quantity wise. Before, the monopoly of the market had seen ending phase; the Assets under Management (AUM) was Rs67 billion. The private sector entry to the fund family raised the Annum to Rs. 470 billion in March 1993 and till April 2004; it reached the height if Rs.1540 billion.

The Mutual Fund Industry is obviously growing at a tremendous space with the mutual fund industry can be broadly put into four phases according to the development of the sector. Each phase is briefly described as under.

First Phase-1964-87

Unit Trust of India (UTI) was established on 1963 by an Act of Parliament t Reserve Bank of India and functioned under the Regulatory and administrative control of the Reserve bank of India. In 1978 UTI was de-linked from the RBI and the Industrial development bank of India (IDBI) took over the regulatory and administrative control in place of RBI. The first scheme launched by UTI was until scheme 1964. UTI had Rs.6, 700 cores of assets under management

Second Phase-1987-1993(Entry of Public Sector Funds)

1987 marked the entry of non-UTI-public Sector mutual funds set up by public sector banks and life Insurance Corporation of India (LIC) and General Insurance Corporation of India (GIC). SBI Mutual Fund was the first non-UTI Mutual Fund established in June 1987 followed by Can bank Mutual Fund (Dec 87) Punjab National Bank Mutual Fund (Aug 89), Indian Bank Mutual Fund (Nov 89). Bank of India (Jun 90).Bank of Baroda Mutual Fund (Oct 92). LIC established its mutual fund in June 1989 while GIC had set up its mutual fund in December 1990. At the end of 1993, the mutual fund Industry had assets under management of Rs.47, 004 crores.

Third Phase-1993-2003(Entry of Private Sector Funds)

1993 was the year in which the first Mutual Fund Regulations came into being, under which all mutual funds, except UTI were to be registered and governed. The erstwhile Kothari pioneer (now merged with Franklin Templeton) was the first private sector mutual fund registered in July 1993.

The 1993 SEBI (Mutual Fund) Regulations were substituted by a more comprehensive and revised Mutual Fund Regulations in 1996, The Industry now functions under the SEBI (Mutual Fund) Regulations 1996. As at the end of January 2003, there were 33 mutual funds with total assets of Rs. 1.21,805 crores.

Fourth Phase-since February 2003

In February 2003, following the repeal of the Unit Trust of India Act 1963 UTI was bifurcated into two separate entities. One is the Specified Undertaking of the Unit Trust Of India with assets under management of Rs29.835 crores as at the end of January 2003, representing broadly, the assets of US 64 scheme, assured return and certain Other schemes.

The second is the UTI Mutual Fund Ltd, sponsored by SBI,PNB,BOB and LIC.It is registered with SEBI and functions under the Mutual Fund Regulations. Consolidation and growth. As at the end of September, 2004, there were 29 funds, which manage assets of Rs.153108 crores under 421 schemes.

STRUCTURE OF THE INDIAN MUTUAL FUND INDUSTRY:

The Indian mutual fund Industry is dominated by the Unit Trust of India and which has a total corpus of Rs 700bn collected from more than 20 million Investors. The UTI has many fund /schemes in all categories i.e. equity, balanced, Income etc with some being The NIS Academy, Aurangabad. Open ended and some being closed ended. The unit trust scheme 1964 commonly referred to as US64, which is a balanced fund, is the biggest scheme with a corpus of about Rs 200bn. UTI was floated by financial institution and is governed by a special act of the Parliament. Most of its Investors believe that the UTI is government owned and controlled which, while legally incorrect, is true for all practical purposes.

The second largest categories of mutual funds are the ones floated by nationalized banks. Can bank Asset management floated by Canara Bank and SBI Funds Management floated by the State Bank of India are the largest of these. GIC AMC floated by General Insurance Corporation and Jeevan Bima Sahayog AMC floated by the LIC are some of the prominent ones. The aggregate corpus of funds managed by this category of AMC's is about Rs 150 billion.

The third largest categories of the mutual funds are the ones floated by the private sector and by the foreign asset management companies. The largest of these are Prudential ICICI AMC and Birla SUN LIFE AMC. The aggregate corpus of the asset managed by this category of AMC's is in excess of Rs 250bn.

RECENT TRENDS IN THE MUTUAL FUND INDUSTRY:

The most important in the mutual fund industry is the aggressive expansion of the foreign owned mutual fund companies and the decline of the companies floated by the nationalized bank and smaller private sector players. Many nationalized banks got into the mutual fund business in the early nineties and got off to a good start due to the Stock market boom prevailing then. These banks did not really understand the mutual fund business and they just viewed it as another kind of banking activity. Few hired specialized staff and generally choose to transfer staff from the parent organization. Some schemes had offered guaranteed returns and their parent organization had to bail out these AMCs by paying large amount of money the difference between the guaranteed and actual returns. The service

level was also bad. Most of these AMC's have not been able to retain staffs, float, and new schemes etc. and It is doubtful whether barring a few expectations; they have serious plans of confusing the activity in a major way.

The experience of some of the AMC's floated by private sector Indian companies was also very similar. They quickly realized that the AMC's business is a business, which makes money in the long term and requires deep pocketed support in the intermediate years. Some have sold out to foreign owned companies, some have merged with the others and there is general restructuring going on.

The foreign owned companies have deep pockets and have come in here with the expectation of a long haul. They can be credited with introducing many new practices such as new product innovation, sharp improvement in the service standards and disclosure, usage of technology, broker education etc. In fact they have forced the Industry to upgrade itself and service levels of the organization like UTI have improved dramatically in the last few years in response to the competition provided by these.

FUTURE SCENARIO:

The asset base will continue to grow at an annual rate of about 30 to 35% over the next few years as investor's shift their asset from banks and other traditional avenues. Some of the older public and private sector players will either close or be taken over. Out of ten public sectors players five will sell out, close down or merge with strong players in three to four years. In the private sector this trend has already started with two mergers and one takeover. Here too some of them will down their shutter in the near future to come.

But this does not mean there is no room for other players. The market will witness a flurry of new players entering the area. There will be a large number of offers from various asset management companies in times to come. Some big names like Fidelity, Principal and Old Mutual etc. are looking at Indian market seriously. The mutual fund industry is awaiting the derivation in India as this would enable it to hedge its risk and this in turn would be reflected in its Net Asset Value (NAV).

SEBI is working out the norms for enabling the existing mutual fund scheme to trade in

derivatives. Importantly, many market players have called on me Regulator to initiate the process immediately, so that the mutual funds can implement the changes that are required to trade in derivatives.

ROLE OF SEBI IN MUTUAL FUND:

In the year 1992 SEBI act was passed. The objectives of SEBI are - to protect the interest of investors in securities, to promote the development of, and to regulate the securities market. As far as mutual are concerned SEBI formulates policies and regulation the mutual fund to protect the Interest of the investors. SEBI notified regulation for mutual funds in 1993. Thereafter mutual fund sponsored by private sector entities were allowed to enter the capital market, the regulations were fully revised in 1996 and been amended. Therefore, from time to time SEBI has also issued guidelines to the mutual fund from time to time to protect the interest of the investors.

All mutual funds whether promoted by public sector or private sector entities including those promoted by foreign entities are governed by the same set of regulation. There is no distinction in regulatory requirement of the mutual fund and all are subject to monitoring and inspecting by SEBI. The risks associated with the scheme launched by mutual funds sponsored by these entities are of similar type.

MUTUAL FUNDS CAN BE CLASSIFIED AS FOLLOW:

❖ Based on their structure

- **Open ended funds:** Investors can buy and sell the units from the fund at any point of time.
- **Close-ended funds:** These funds raise money from investors only once. Therefore, after the offer Period, fresh investments cannot be made into the fund. If the fund is listed on a stocks exchange the units can be traded like stocks (E.g., Morgan Stanley Growth Fund). Recently, most of the New Fund Offers of close ended funds provided liquidity window on a periodic basis such as monthly or weekly. Redemption of units can be made during specified intervals. Therefore, Such funds have relatively low liquidity.

❖ Based on their Investment objective:

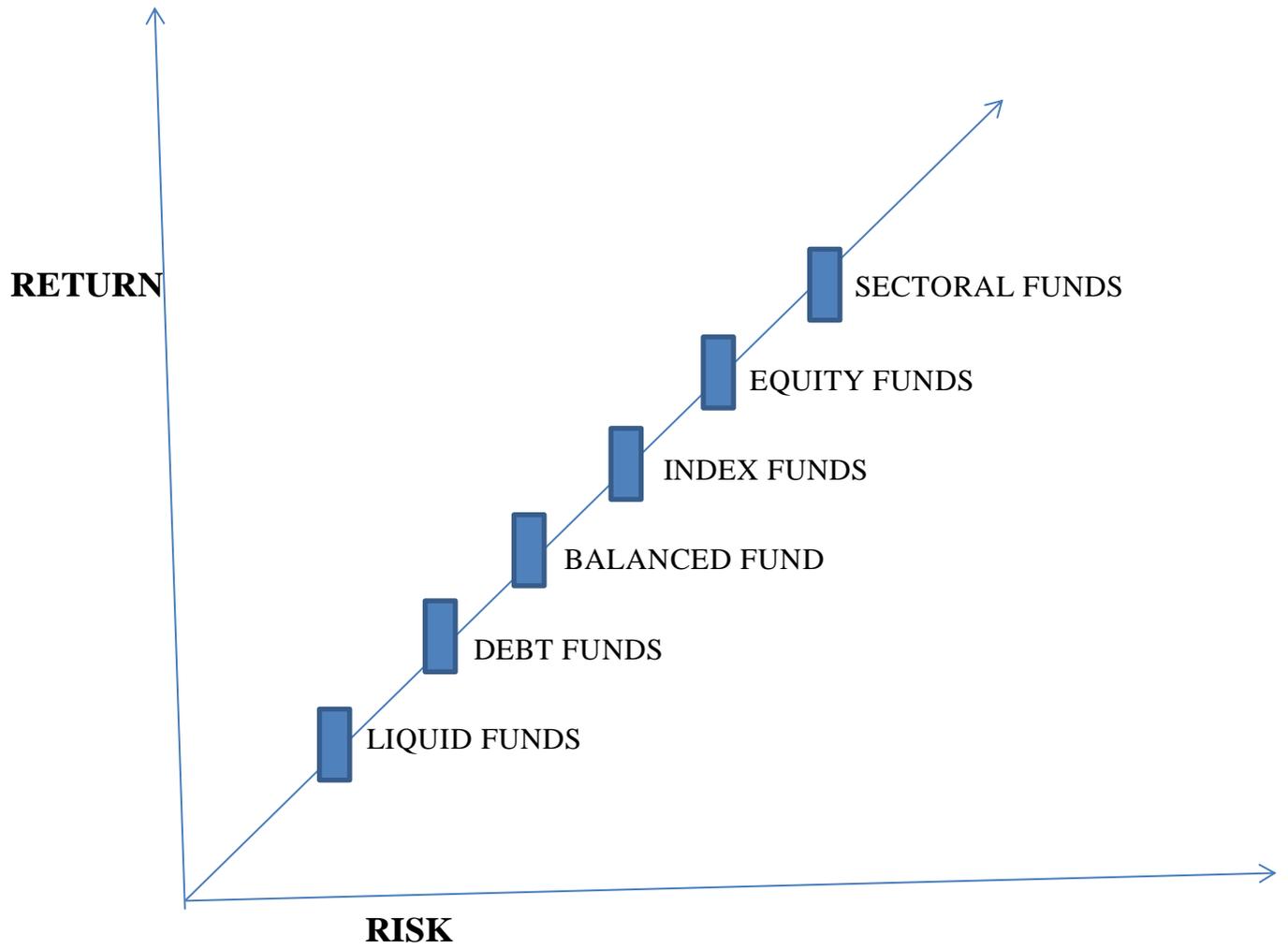
- **Equity funds:** These funds invest in equities and equity related instruments, With fluctuating share prices, such funds show volatile performance, even losses, However, short term fluctuations in the market generally smoothens out in the long term, thereby on ring higher returns at relatively lower volatility. At the same time, such funds can yield great capital appreciation as, historically, equities have outperformed all asset classes in the long term, Hence, investment in equity funds should be considered for a period of at least 3-5 years. It can be further classified as:
 - **Index funds:** In this case a key stock market Index, like BSE Sensex or Nifty is tracked. Their Portfolio mirrors the benchmark index both in terms of composition and Individual stock weightages.
 - **Equity diversified funds:** 100% of the capital is invested in equities spreading across different sectors and stocks.
 - **Dividend yield funds:** it is similar to the equity diversified funds except that they invest In companies offering high dividend yields.
 - **Thematic funds:** Invest 100% of the assets in sectors which are related through some theme.
 - **Sector funds:** invest 100% of the capital in a specific sector. e.g. - A banking sector fund will invest in banking stocks.
 - **ELSS-** Equity Linked Saving Scheme provides tax benefit to investors.
- **Balanced fund:** Their investment portfolio includes both debt and equity. As a result, on the risk-return ladder, they fall between equity and debt funds. Balanced funds are the Ideal mutual funds vehicle for investors who prefer spreading their risk across various Instruments. Following are balanced funds classes:
 - **Debt-oriented funds:** Investment below 65% In equities.
 - **Equity-oriented funds:** Invest at least 65% In equities, remaining in debt.
- **Debt fund:** They Invest only In debt instruments, and are a good option for Investors averse to idea of taking risk associated with equities. Therefore, they invest exclusively in fixed-income instruments like bonds, debentures, Government of India securities; and money market instruments such as certificates of deposit (CD), commercial paper (CP) and call money. Put your money into any of these debt funds depending on your investment horizon and needs.

- **Liquid funds:** These funds invest 100% in money market Instruments, a large portion being Invested in call money market
- **Gilt funds ST:** They Invest 100% of their portfolio in government securities of and T-bills.
- **Floating rate funds:** Invest in short-term debt papers- Floaters invest in debt Instruments which have variable coupon rate.
- **Arbitrage fund-** They generate Income through arbitrage opportunities due to mispricing between cash market and derivatives market, Funds are allocated to equities, derivatives and money markets. Higher proportion (around 75%) is put in money markets. in the absence of arbitrage opportunities.
- **Gilt funds LT:** They most 100% of their portfolio in long-term government securities.
- **Income funds LT:** Typically, such funds invest a major portion of the portfolio in long-term debt papers.
- **MIPs:** Monthly Income Plans have an exposure of 70% -90% to debt and an exposure of 10%.30% to equities.
- **FMPs:** fixed monthly plans invest In debt papers whose maturity Is In line with that of me fund.

INVESTMENT STRATEGIES:

- ❖ **Systematic Investment Plan:** under this a fixed sum is Invested each month on a fixed date of a month, Payment is made through post-dated cheques or direct debit facilities. The investor gets fewer units when the NAY is high and more units when the NAV is low. This is called as the benefit of Rupee Cost Averaging (RCA).
- ❖ **Systematic Transfer Plan:** under this an Investor Invest in debt oriented fund and give instructions to transfer a fixed sum, at a fixed Interval, to equity scheme of the same mutual fund.
- ❖ **Systematic Withdrawal Plan:** If someone wishes to withdraw from a mutual fund then he can withdraws fixed amount each month.

RISK V/S. RETURN



MAJOR PLAYERS

❖ **Bank sponsored**

- Joint Ventures - Predominantly Indian
 1. SBI Funds Management Private Ltd.
- Others
 1. BOB Asset Management Co. Ltd.
 2. Canbank investment Management Services Ltd.,
 3. Asset Management Co, Private Ltd.

❖ **Institutions**

- Jeevan Bima Sahayog Asset Management Co, Ltd.

❖ **Private Sector**

● **Indian**

1. Benchmark Asset Management Co, Private Ltd.
2. Cholamandalam Asset Management Co, Ltd.
3. Credit Capital Asset Management Co, ltd.
4. Escorts Asset Management Ltd.
5. J. M. Financial Asset Management Private Ltd
6. Kotak Mahindra Asset Management Co, Ltd.
7. Reliance Capital Asset Management Ltd.
8. Sahara Asset Management Co- Private Ltd
9. Sundaram Asset Management Co.Ltd.
- 10.Tata Asset Management Ltd

● **Joint Ventures - Predominantly Sudan**

1. Birla Sun Life Asset Management Co.Ltd.
2. DSP Merrill Lynch Fund Managers Ltd.
3. HDFC Asset Management Co. Ltd.
4. Prudential ICICI Asset Management Co. Ltd.

● **Joint Ventures - Predominantly Foreign**

1. ASH AMRO Asset Management (India) Ltd.

2. Deutsche Asset Management (India) Private Ltd
3. Fidelity Fund Management Private Ltd.
4. Franklin Templeton Asset Management (India) Private Ltd_
5. HSBC Asset Management (India) Private Ltd,
6. ING Investment Management (India)Private Ltd,
7. Morgan Stanley Investment Management Private Ltd
8. Principal Pnb mot Management Co. Private Ltd-
9. Standard Chartered Asset Management Co. Private Ltd

WHO CAN INVEST?

Who can Invest in Mutual Funds In India, First of all, distributors need to be aware or who mutual fund units. Mutual funds In India are open to investment by

❖ Residents including:

- Resident Indian Individuals.
- Indian Companies/Partnership Firms.
- Indian Trust/Charitable Institutions.
- Banks/Financial Institutions.
- Non-Banking Finance Companies.
- Insurance Companies.
- Provident funds.
- Mutual funds.

❖ Non-Residents Including:

- Non-Resident Indians, and Persons of Indian Origin.
- Overseas Corporate Bodies {OCBs} and

❖ Foreign entities, viz

- Foreign Institutional Investors(FII) registered with SEBI
- Foreign Citizens/ entities are not allowed to Invest in mutual funds in India.

MUTUAL FUND INDUSTRY OF KERALA

There are no mutual funds with their head office in Kerala. But, all of the mutual funds of India have operation in Kerala through either their own branches or agents. The main business of these offices is concentrated in the major cities of Kerala, Cochin, Trichur, Trivandrum and Calicut. The UTI itself has three main branches in Kerala, in Cochin, Trichur and Trivandrum and many franchisee offices/agents spread throughout the state. No organisation collects statistics about mutual fund mobilisation from Kerala. The GOVT of Kerala don't have any statistics since there are no governmental agencies directly or indirectly involved in the mobilisation of units of mutual funds. Mutual funds including the UTI are not willing to share the information with the researcher in spite of the repeated appeals and visits to their regional/head offices. Similar is the situation with the published data, all of which compelled to limit the study to an empirical one.

SAVINGS

“Savings “are cash or physical products set aside for future use. People in rural and other low-income communities, although poor, can save when they are guided and encouraged. In rural communities, savings are made through traditional credit rotation groups, or purchase of domestic animals.

FACTORS OF SAVINGS

The factors affecting savings are:

- The level of the real interest rate
- The level of per capita GDP
- Fiscal policy
- The proportion of labour remuneration in national income
- The distribution of income

- Financial reforms
- Uncertainty
- The effects of taxation
- Demographic factors
- Pension plans

MOBILISATION OF SAVINGS

Mobilisation of savings is no matter how poor a person may seem s/he should be persuaded and encouraged to save as the income rises for reasons earlier mentioned.

Mobilisation of savings is low income individuals in developing countries clearly express a desire to build up savings. Saving therefore offer significant leverage for economic development and self-sufficiency and are valuable to both microfinance institutions and their clients or members.

MOBILISATION OF SAVINGS THROUGH MUTUAL FUND

Only by relating the savings and investment pattern of the people of the country the real size, magnitude and significance of the mutual fund industry can be assessed. The role of mutual funds in mobilising savings of the household should also be verified by analysing the proportion of mutual fund

Savings is one of the factors influence financial development. The primary mode through which this occurs is financial savings and in particular, intermediated financial savings. India is one of the few countries today to maintain a steady growth rate in domestic savings. Savings being the prime mover of economic development, Indian planners have always focussed on this aspect of economic development. The Indian saving experience during the period 1970-71 to 1998-99 was marked by a simultaneous secular increase in the rate of Gross Domestic saving (GDS, as a percentage of GDP at current market prices) and the rise in the rate of financial saving of the household sector and private corporate sector.

ROLE OF MUTUAL FUNDS IN THE FINANCIAL MARKET

Mutual funds have assumed the important role as a financial intermediary mainly due to the complex and risky environment of the stock market. They have to play a two-fold role in the financial market, viz.,

- Promoter of capital market, and
- Intermediary of household savings

Promoter of capital market

A developed financial market is a necessary pre condition for the overall economic development and mutual funds play an active role in promoting a healthy capital market. Mutual funds increase liquidity in the money market. Mutual funds could change the proportion of financial assets in the total annual savings, which increased from 23.7% in 1970-75 to 34.9% in 1980-85 and to 44.5% in 1993-99 . Mutual funds in India have created awareness among investors about equity-oriented investment and its benefits.

Intermediary of household savings

Mutual funds are the fastest growing institutions in the household savings sector. The share of mutual funds in household savings is one indicator of the importance of mutual funds in the savings markets.

CHAPTER 4

DATA ANALYSIS AND

INTERPRETATION

INTRODUCTION:

This chapter deals with analysis and interpretation of data collected with the help of questionnaire directly from the MUTUAL FUND investors. The present study intended to examine MOBILISATION OF SAVING THROUGH MUTUAL FUND INVESTORS of in Malappuram district.

The data is analysed and presented in the form of table with necessary interpretation alongside. Various types of statistical methods are used for analysis of data. This analysis is supplemented by explanation, tables and diagrams.

4.1 CLASSIFICATION OF RESPONDENTS IN ALL CLASSIFICATORY VARIABLES

Demographic profile of the respondent

Sl.nos	variable		No of respondent	percentage
1	Age	below 35	16	20
		Between 35 and 55	38	47.5
		Above 55	26	32.5
		Total	80	100
2	Gender	Male	67	83.75
		Female	13	16.25
		Total	80	100
3	Educational qualification	Post graduate	8	10
		Graduate	3	3.75
		Under graduate	3	3.75
		Professional	43	53.75
		Technical	23	28.75
		Total	80	100

Mobilisation of savings through mutual fund

4	Occupation	Govt sector	34	42.5
		Pvt sector	21	26.25
		Business	18	22.5
		Agriculture	4	5
		Others	3	3.75
		Total	80	100
5	Residence location	Urban	4	5
		Semi urban	55	35
		Rural	21	7.5
		Total	80	100
6	Annual income	Above 5 lakh	46	57.5
		3-5 lakh	28	35
		Below 3 lakh	6	7.5
		Total	80	100
7	Annual expenditure	Above 2.5 lakh	26	32.5
		2 - 2.5 lakh	44	55
		Below 2 lakh	10	12.5
		Total	80	100

TABLE 4.1

Source: Primary data

INTEPRETATION

The study was conducted by taking a sample of 80 customers. Table 4.1 examines the demographic profile of the respondents. It is clear from the analysis that majority respondents i.e. 38 respondents are between 36 and 55. It means maximum belong to that group. And minimum number is 35 and below. And 26 respondents are belonging to above 55.

The above table executed that majority of the respondent are belonging to male 83.75% and 13 respondents are belonging to female,

The above table shows that majority of the respondent are professional 43. and 23 respondents were technical and 8 respondents were post graduate. And 3 respondents were under graduate respectively.

The above table show that majority of the respondent were govt sector (42.5%) and (26.25%) are pvt sector and 22.5% are business. And 5% agriculture and 3.75% are others.

The above table show that majority of 55 respondents are belonging to semi urban location and 21 respondents were rural area and 4 respondents were in urban area respectively.

The above table executed that majority of the respondent income were belonging to >5 lakh. And 28 respondents are rs 3-5 lakh and 6 respondents were <3 lakh.

The above table show that majority of the respondents expenditure is belonging rs 2-2.5 lakh and 26 respondents were rs 2.5 lakh and 10 respondents were <2 lakh.

4.2 CLASSIFICATION ON THE BASIS OF PERCENTAGE OF SAVING INVESTED IN MUTUAL FUND

Percentage of saving	No of respondents	Percentage
Up to 10%	17	21.25
10 -25%	26	32.5
25-50%	22	27.5
Above 50%	15	18.75
Total	80	100

Table 4.2

Source: Primary data

PERCENTAGE OF SAVING INVESTED IN MUTUAL FUND

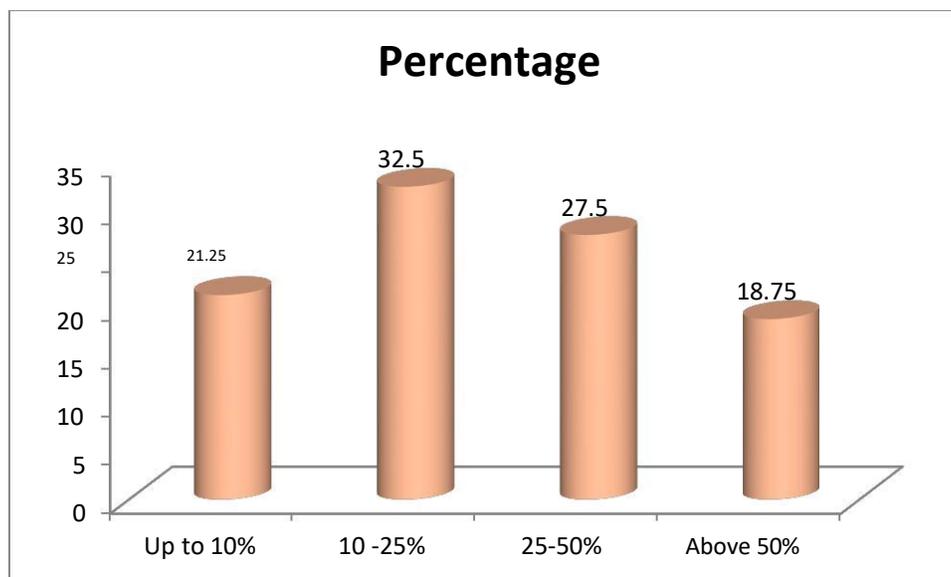


CHART 4.2

Interpretation:

From the above table show that majority of the respondent will choose 10-to 25% as their percentage on saving and then the respondent will choose 25-50% and then choose up to 10% and then choose above 50%.

4.3 CLASSIFICATION ON THE BASIS OF PERIOD OF INVESTING IN MUTUAL FUND

Period	No of respondent	Percentage
Below 1 year	3	3.75
1 year to 3 year	18	22.5
3 year to 6 year	55	68.75
Above 6 year	4	5
Total	80	100

TABLE 4.3

Source: Primary data

PERIOD OF INVESTING IN MUTUAL FUND

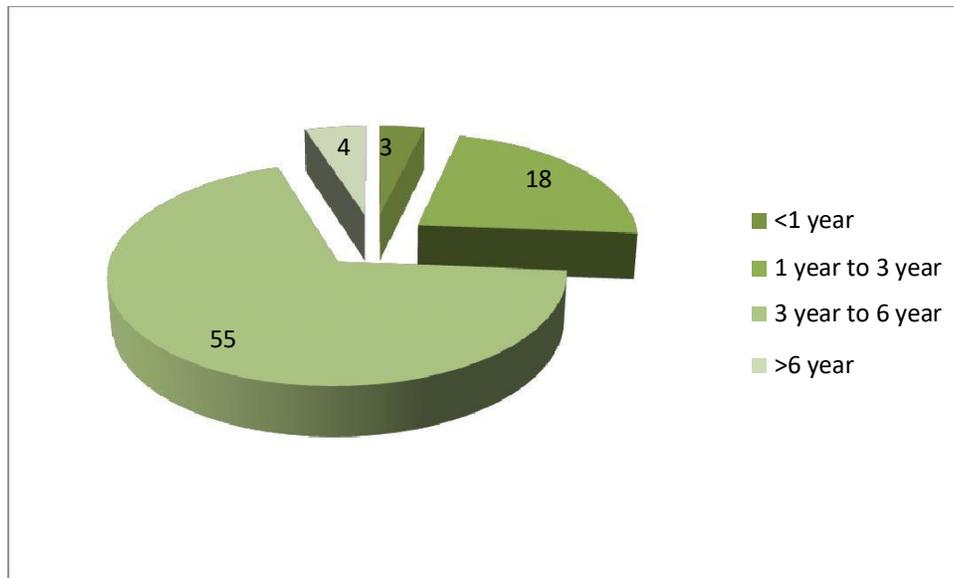


CHART 4.3

Interpretation:

From the above table show that majority of the respondent will prefer 3 year to 6 year as investing in mutual fund (68.75%).and then 1 year to 3 year (22.5%).and then Above 6 year 5% and Below 1 year (3.75%) respectively.

4.4 CLASSIFICATION ON THE BASIS OF PRIMARY MOTIVE OF INVESTMENT

Under this study 8 factors are used to find out the primary motive of investment that the investors may prefer most. **Hentry Garrett** Ranking is used to identify the highly preferring factor.

To apply Hentry Garrett Ranking Method, first arrange the data on the basis of rank get for each factor. That means 1st rank to 8th rank for each problem factors. Then calculate Percent Position of each rank by using the formula $100(R_{ij}-0.5)/N_j$. R_{ij} stands for 1st, 2nd, 3rd, 4th, 5th, 6th, 7th, 8th Ranks. N_j stands for the highest rank given by the respondents. Here N_j is . Find out Garrett Value for each Per cent Position from Garret Conversion Table. The number of observation in 1st rank to 8th rank in each factor is multiplied with corresponding Garret Value of Ranks. And calculate Garret Score of each factor by adding the multiplication result. Then calculate average score by dividing Garrett Score with sample size. Highest average score is given the 1st rank and this way sequentially gives the rank highest to lowest average score.

The following tables' shows the motive of investment that the investors may prefer most and respective average score with matching rank calculated on the basis of Garret ranking method.

MOTIVES	1	2	3	4	5	6	7	8
Meet the emergencies	23	18	12	14	4	3	2	4
Meet educational expenses	25	14	8	12	6	2	4	9
Meet marriage expenses	12	16	10	8	16	9	4	5
Buy properties & durables,etc	3	12	14	17	12	8	10	4
Save tax	5	6	12	4	14	9	18	12
Start or expand business	6	7	9	12	10	12	14	10
Multiple purposes	4	3	13	10	12	22	10	6
Meet other expenses	2	4	2	3	6	15	18	30
Total	80	80	80	80	80	80	80	80

TABLE 4.4.1

Source: Primary data

PER CENT POSITION AND GARETT VALUE

Rank	$100(R_{ij}-0.5)/N_j$	Per cent position value	Garret value
1	$100(1-0.5)/8$	6.25	80
2	$100(2-0.5)/8$	18.75	67
3	$100(3-0.5)/8$	31.25	60
4	$100(4-0.5)/8$	43.75	53
5	$100(5-0.5)/8$	56.25	47
6	$100(6-0.5)/8$	68.75	40
7	$100(7-0.5)/8$	81.25	33
8	$100(8-0.5)/8$	93.75	20

TABLE 4.4.2

Per cent position values are computed by using the above formula for the 8 ranks given by the 80 respondents regarding primary motive of their investment. Then their respective garret values are found out by using Henry garret table.

SCORE TABLE

Factors	Total /80	Average score	Rank
Meet the emergencies	4962/80	62.025	1
Meet educational expenses	4728/80	59.1	2
Meet marriage expenses	4400/80	55	3
Buy properties & durables,etc	4079/80	50.9875	4
Save tax	3586/80	44.825	7
Start or expand business	3737/80	46.7125	5
Multiple purposes	3725/80	46.5625	6
Meet other expenses	2783/80	34.7875	8

TABLE 4.4.3

Interpretation:

In the above table as per Henry garret ranking method, the factor Meet the emergencies has got the first rank. Meet education expenses at the second position and meet marriage expenses is at the third position. That shows primary motive of the investment is depend upon the meet the emergencies.

4.5 CLASSIFICATION ON THE BASIS OF SAVING HABIT OF RESPONDENT

Saving habit	No of respondent	percentage
Regular	2	2.5
Occasional	71	88.75
Not applicable	7	8.75
Total	80	100

Table 4.5 Source: Primary data

SAVING HABIT OF RESPONDENT

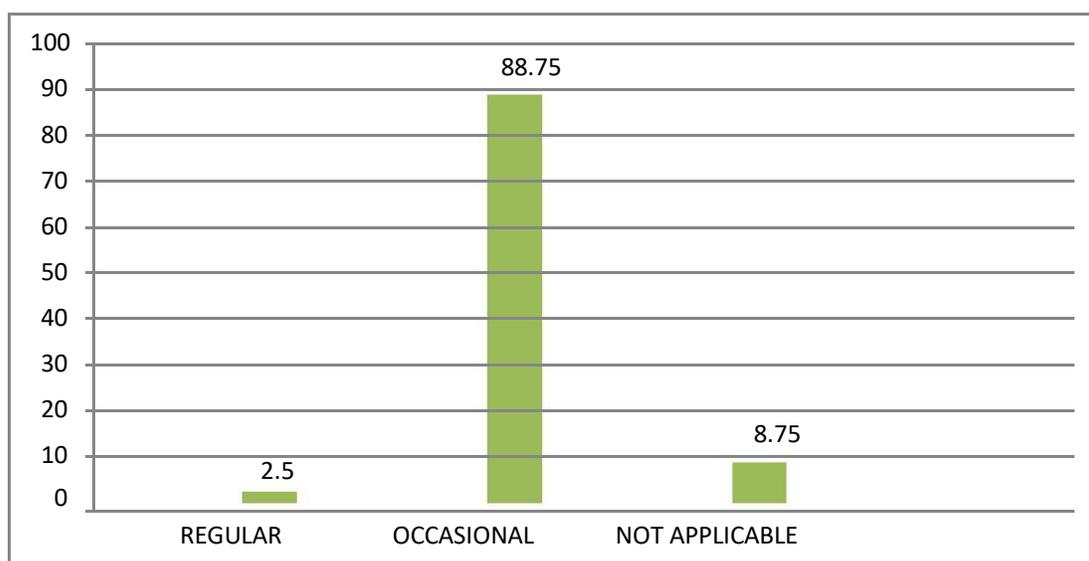


CHART 4.5

Interpretation:

From the above table it is show that most of the respondents are in occasional investors in mutual fund(88.75%).and then the investors will prefer not applicable as case may be(8.75%).And then the investors will regular investors in mutual fund (2.5%)

4.6 CLASSIFICATION ON THE BASIS OF PREFERENCE OF THE INVESTOR

Factor	RANK								
	1	2	3	4	5	6	7	8	TOTAL
Safety	12	30	22	12	4	0	0	0	80
Liquidity	10	18	22	15	8	7	0	0	80
Tax benefits	2	7	22	21	6	11	11	0	80
Return & savings	50	15	9	6	0	0	0	0	80
Performance of past schemes	0	0	1	5	8	14	10	42	80
Rating of MF by agencies	6	10	3	13	30	10	8	0	80
Recommendations of friends and relatives	0	0	0	3	3	28	27	19	80
Advertisement	0	0	1	5	21	10	24	19	80
TOTAL	80	640							

TABLE 4.6 .1

Source: Primary data

WEIGHTED AVERAGE

FACTORS	TOTAL WEIGHT	MEAN SCORE	MEAN RANK
1	514	6.43	2
2	466	5.83	3
3	381	4.76	4
4	589	7.36	1
5	167	2.09	8
6	367	4.59	5
7	184	2.30	7
8	212	2.65	6

Interpretation:

From the above table shows that majority of respondents give first preference to Return & savings. Secondly they prefer Safety. Third and fourth rank is given to Liquidity and Tax benefits respectively. Subsequent ranks given to Rating of MF by agencies, Advertisement, Recommendations of friends and relatives. Performance of past schemes is the least influencing one, because it's rank is 8.

4.7 CLASSIFICATION ON THE BASIS OF AWARENESS ABOUT MUTUAL FUND SCHEMES

The following table shows the awareness about mutual fund schemes. The weighted average is used to rank the mutual fund schemes. Here the mutual funds schemes are analysed by taking the units highly aware, aware, neutral lower aware and least aware.

M.F SCHEMES	H.A	A	N	L.A	L.A	likert score	Weight ed avg	Rank
Balanced fund	20	20	28	12	0	288	3.6	4
Money market/Liquid fund	6	20	48	4	2	264	3.3	5
Tax saving scheme	18	30	30	2	0	304	3.8	2
Index funds	12	24	20	16	8	256	3.2	6
Growth/Equity oriented scheme	30	40	10	0	0	340	4.25	1
Income/Debt oriented schemes	25	31	4	13	7	294	3.67	3
Sector specific scheme	2	10	38	20	10	214	2.68	7

Interpretation:

From the above table shows that Growth/Equity oriented scheme get the first rank, and Tax saving scheme get the second rank, and Income/Debt oriented schemes get the third rank and Sector specific scheme get the last rank.

4.8 CLASSIFICATION ON THE BASIS OF AWARENESS ABOUT INVESTOR RIGHTS AND AMFI

The following table shows the awareness about investor’s rights and AMFI. The weighted average is used to rank the investors awareness about their rights and AMFI. Here the mutual funds schemes are analysed by taking the units highly aware, aware, neutral lower aware and least aware.

INVESTORS RIGHTS AND AMFI	H.A	A	N	L.A	L.A	likert score	Weight ed avg	Rank
Right to “proportionate beneficial ownership”	30	38	9	2	1	334	4.17	1
Right to timely services	12	44	11	10	2	296	3.7	3
Right to information	35	23	6	11	5	312	3.9	2
Right to approve change in fundamental attributes of the Scheme	20	25	15	12	8	277	3.46	5
AMFI is an apex body of all asset management companies	20	26	15	11	8	279	3.48	4
AMFI Protects and promotes the interests of mutual funds as well as their unit holders	15	17	22	18	8	253	3.16	6

INTERPRETATION:

From the above table shows that majority of respondents give first rank to Right to “proportionate beneficial ownership”. Secondly they prefer Right to information. Third and fourth rank is given to Right to timely services and AMFI is an apex body of all asset management companies respectively. Subsequent ranks given to Right to approve change in fundamental attributes of the scheme and AMFI Protects and promote the interests of mutual funds as well as their unit holders.

4.9 CLASSIFICATION ON THE BASIS OF SOURCES OF MUTUAL FUND

SOURCES	NO OF RESPONDENT	PERCENTAGE
Advertisement	4	5
Peer group	6	7.5
Bank	12	15
Internet	13	16.25
Magazines	16	20
Financial advisors	29	36.25
Total	80	100

TABLE 4.9

Source: Primary data

SOURCES OF MUTUAL FUND

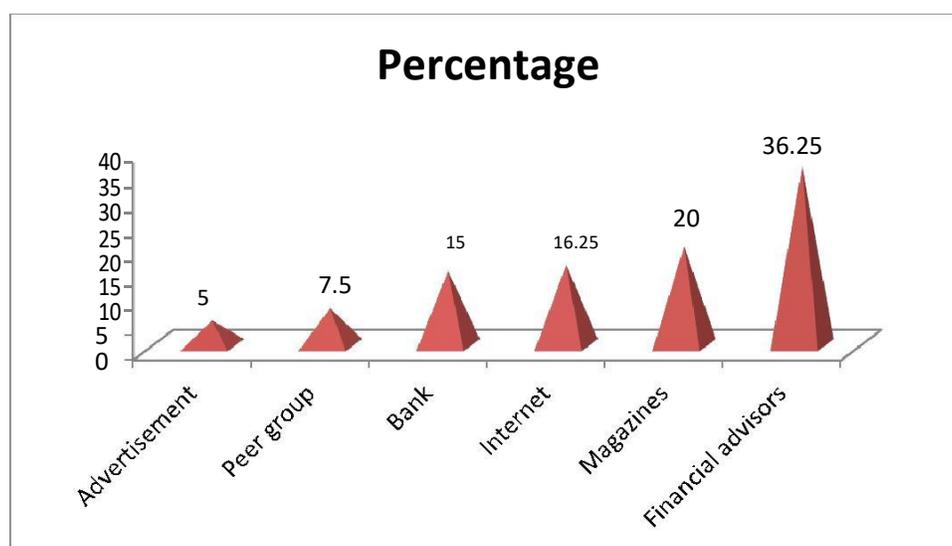


CHART 4.9

Interpretation:

From the above table it is show that majority of the respondent prefer financial advisors for getting the sources of information related in mutual fund 36.25%.and then the investors will prefer the magazines 20% and then prefer internet 16.25%.and then the investors will prefer the bank for getting the information 15%.and then the investors will prefer peer group 7.5%.and then only they aware in advertisement 5%.

4.10 CLASSIFICATION ON THE BASIS OF FEATURE OF MUTUAL FUND

Under this study 5 factors are used to find out the factor of mutual fund which attracts the investor. **Hentry Garrett** Ranking is used to identify the most attracting factor.

To apply Hentry Garrett Ranking Method, first arrange the data on the basis of rank get for each factor. That means, 1st rank to 5th rank for each problem factors. Then calculate Percent Position of each rank by using the formula $100(R_{ij}-0.5)/N_j$. R_{ij} stands for 1st, 2nd, 3rd, 4th and 5th Ranks. N_j stands for the highest rank given by the respondents. Here N_j is 5. Find out Garrett Value for each Percent Position from Garret Conversion Table. The number of observation in 1st rank to 5th rank in each factor is multiplied with corresponding Garret Value of Ranks. And calculate Garret Score of each factor by adding the multiplication result. Then calculate average score by dividing Garrett Score with sample size. Highest average score is given the 1st rank and this way sequentially gives the rank highest to lowest average score.

The following tables shows the different factors of mutual fund which attracts the investors and respective average score with matching rank calculated on the basis of Garret ranking method.

SOURCES OF INFORMATION ABOUT THE FEATURE OF MUTUAL FUND WHICH ATTRACT THE INVESTOR

FEATURES	1	2	3	4	5
Diversification	12	23	9	14	22
better return & safety	19	18	19	17	7
Tax benefit	12	15	30	13	10
Regular income	20	12	13	22	13
less risk	17	12	9	14	28
TOTAL	80	80	80	80	80

TABLE 4.10.1

Source: Primary data

Calculate Per cent position = $100(R_{ij}-0.5)/N_j$

R_{ij} = 1st, 2nd, 3rd.....5th ranks

N_j = Total rank given by respondent = 5

PER CENT POSITION AND GARETT VALUE

Rank	$100(R_{ij}-0.5)/N_j$	Per cent position value	Garret value
1	$100(1-0.5)/5$	10	75
2	$100(2-0.5)/5$	30	60
3	$100(3-0.5)/5$	50	50
4	$100(4-0.5)/5$	70	40
5	$100(5-0.5)/5$	90	25

TABLE 4.10.2

Per cent position values are computed by using the above formula for the 5 ranks given by the 80 respondents regarding the feature of mutual fund which attract the investor. Then their respective garret values are found out by using Henry garret table.

SCORE TABLE

Factors	Total /80	Average score	Rank
Diversification	3840/80	48	4
better return & safety	4310/80	53.875	1
Tax benefit	4070/80	50.875	3
Regular income	4075/80	50.9375	2
less risk	3705/80	46.3125	5

TABLE 4.10.3

Interpretation:

In the above table as per Henry garret ranking method, the source of information better safety and return has got the first rank. Regular income at the second position and tax benefit are at third position. That shows the information on mutual fund is getting more for the better safety and return.

4.11 CLASSIFICATION ON THE BASIS OF PREFERENCE OF INVESTORS ON MUTUAL FUND

CHOICE	NO OF RESPONDENT	PERCENTAGE
Open ended	69	86.25
Close ended	2	2.5
ETF exchange traded fund	9	11.25
Total	80	100

TABLE 4.11

Source: Primary data

PREFERENCE OF INVESTORS ON INVESTMENT

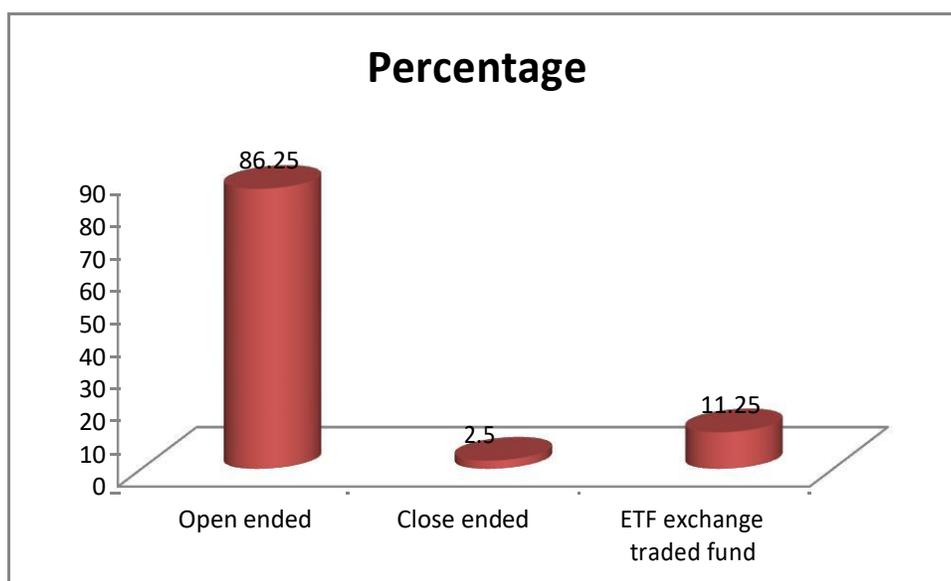


CHART 4.11

Interpretation:

From the above table show that majority of the respondent will prefer the open ended scheme (86.25%).and then the investors will prefer the ETF exchange traded fund (11.25%).and some respondents will prefer close ended scheme(2.5%).

4.12 CLASSIFICATION ON THE BASIS OF CHOICE OF INVESTORS ON FUND SCHEME

CHOICE	NO OF RESPONDENT	PERCENTAGE
Growth fund	17	21.25
Large cap	7	8.75
Diversified	10	12.5
Gilt	5	6.25
Mid cap	5	6.25
Regular income	3	3.75
Liquid fund	33	41.25
Sector	10	12.5
Total	80	100

TABLE 4.12

Source: Primary data

.CHOICE OF INVESTORS ON FUND SCHEME

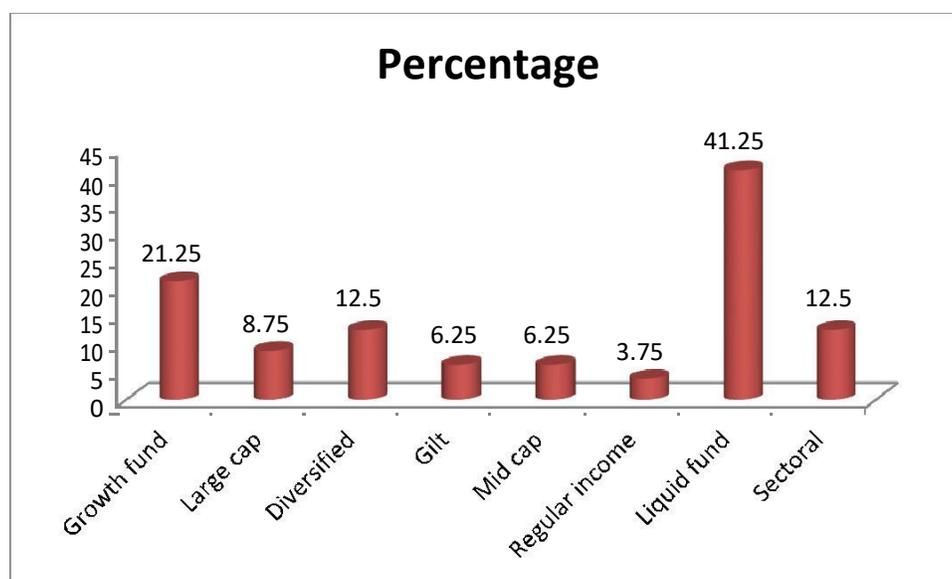


CHART 4.12

Interpretation:

From the table show that majority of the respondent will prefer liquid fund 33, and then the investors will prefer growth fund 17, and 10 respondent were choose diversified and sector, and 7 respondent choose large cap. and 5 respondent choose gilt and mid cap respectively

4.13 CLASSIFICATION ON THE BASIS OF PREFERENCE INVESTORS ON CHANNEL

CHANNEL	No of respondent	Percentage
Financial advisor	24	30
Banks	14	17.5
AMC	12	15
Online	21	26.25
Others	9	11.25
Total	80	100

TABLE 4.13

Source: Primary data

PREFERENCE INVESTORS ON CHANNEL

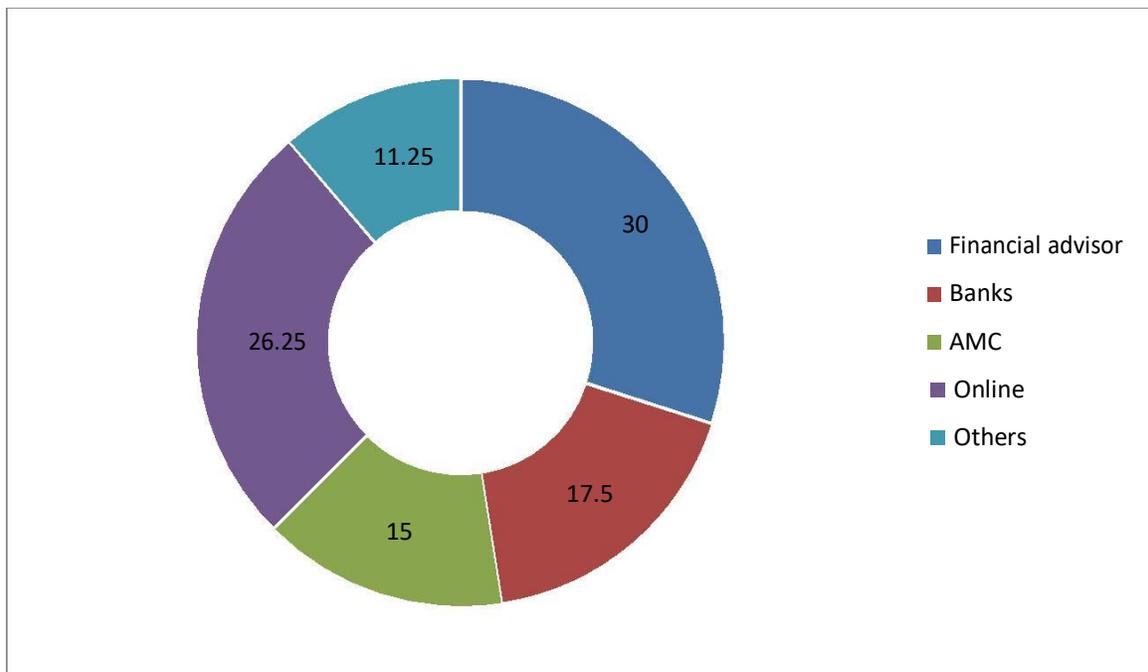


CHART 4.13

Interpretation:

From the table show that majority of the respondent will prefer financial advisors as their channel 24 and then the investors will choose online 21 and then choose banks 14 and then choose AMC 12, and then the investors will choose other channel 9.

4.14 CLASSIFICATION ON THE BASIS OF PREFERENCE AMONG THE MUTUAL FUND

PREFERENCE	NO OF RESPONDENT	PERCENTAGE
UTI	2	2.5
Franklin Templeton	5	6.25
ICICI pru	13	16.25
Birla sl	14	17.5
SBI	25	31.25
RELIANCE	18	22.5
OTHERS	3	3.75
TOTAL	80	100

TABLE 4.14

Source: Primary data

PREFERENCE AMONG THE MUTUAL FUND

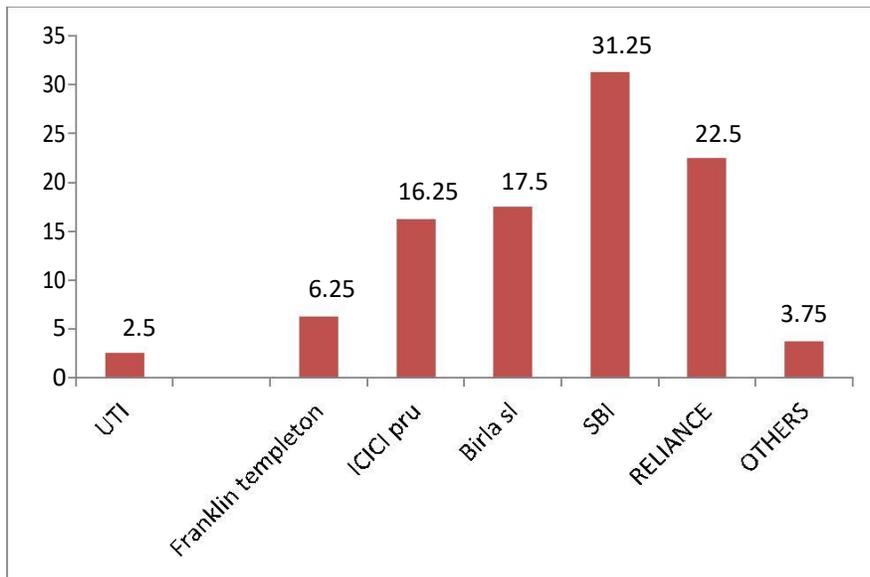


CHART 4.14

Interpretation:

From the above table it is show that majority of the respondent will prefer SBI as its investment 25.and then choose reliance 18 and then choose Birla sl 14.and then choose ICICI pru 13 ,and then choose franklin Templeton 5 and choose others 3 respectively

4.15 CLASSIFICATION ON THE BASIS OF FACTOR INFLUENCED BY THE INVESTOR

Factor	Highly influential	Influential	neutral	Lower influential	Least influential	likert score	Weighted avg	Rank
Better return	39	23	8	7	3	328	4.1	1
High growth potential	32	21	9	6	2	285	3.56	4
Performance	28	27	12	9	4	306	3.825	3
Strong pms	18	29	15	12	6	281	3.51	5
Diversification	32	27	6	14	1	315	3.93	2

TABLE 4.15

Source: Primary data

FACTOR INFLUNCED BY THE INVESTOR

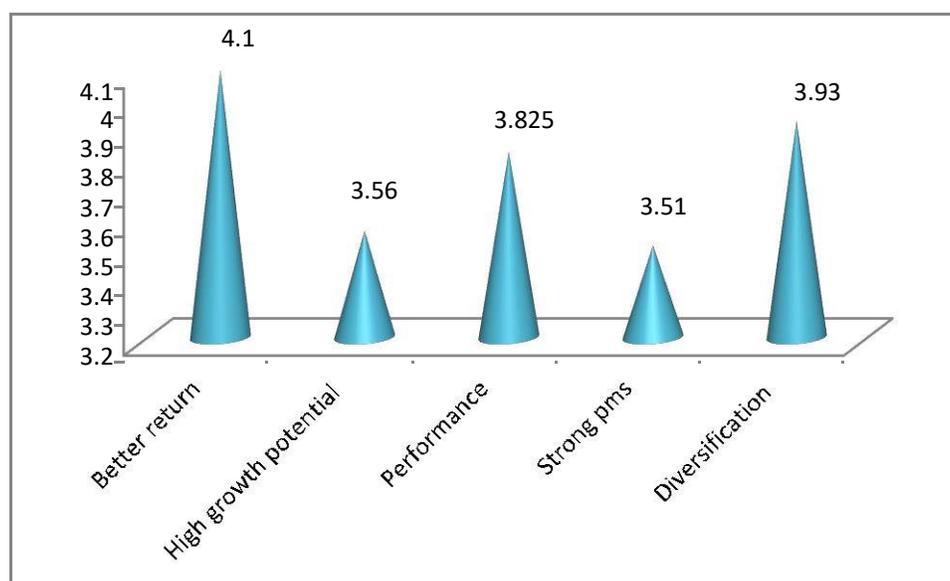


CHART 4.15

Interpretation:

From the above table it is show that factor better return get the first rank ,and diversification get the second rank ,and performance factor get the third rank ,high growth potential get the fourth rank,and strong pms get the 5 th rank

4.16 CLASSIFICATION ON THE BASIS OF TYPE OF PORTFOLIO CHOOSE BY INVESTORS

TYPE OF PORTFOLIO	NO. OF RESPONDENTS	PERCENTAGE
Equity	3	3.75
Debt	10	12.5
Commodity	10	12.5
Hybrid	57	71.2
Total	80	100

TABLE 4.16

Source: Primary data

TYPE OF PORTFOLIO CHOOSE BY INVESTORS

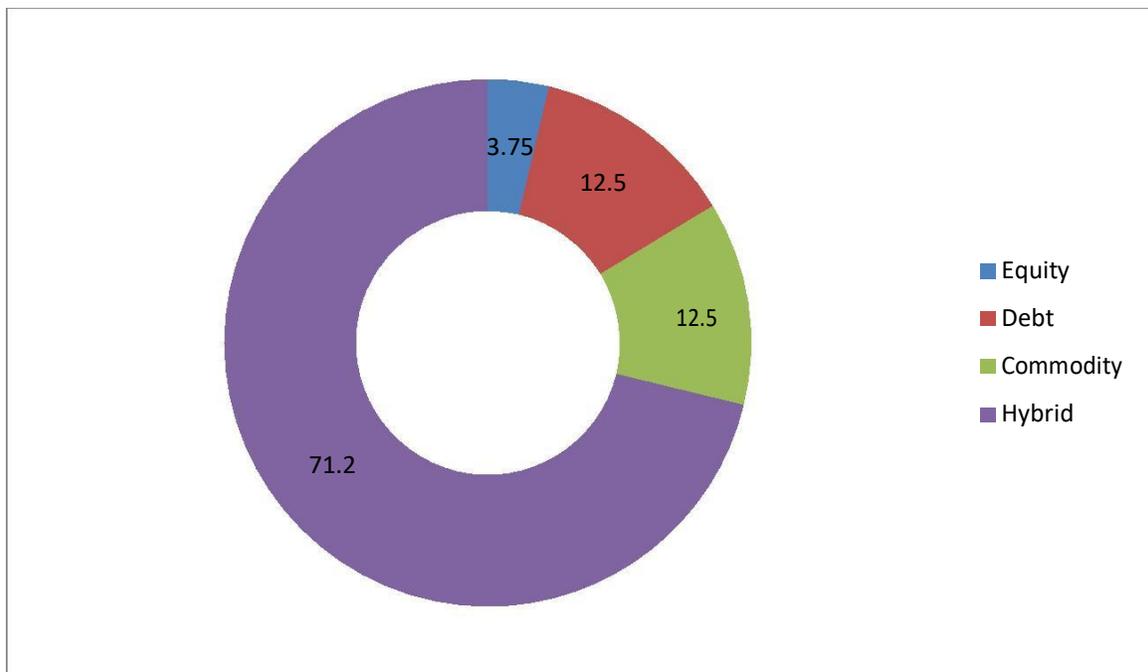


CHART 4.16

Interpretation:

From the table show that majority of the respondent will prefer hybrid (71.2%),and then the respondent will prefer the debt and commodity (12.5%).and some respondent choose equity (3.75%).

4.17 CLASSIFICATION ON THE BASIS OF MODE OF GETTING RETURN FROM MUTUAL FUND

Mode of return	No of respondent	Percentage
Dividend pay-out	21	26.25
Growth in NAV	18	22.5
Dividend re investment	36	45
Others	5	6.25
Total	80	100

TABLE 4.17 Source: Primary data

MODE OF GETTING RETURN FROM MUTUAL FUND

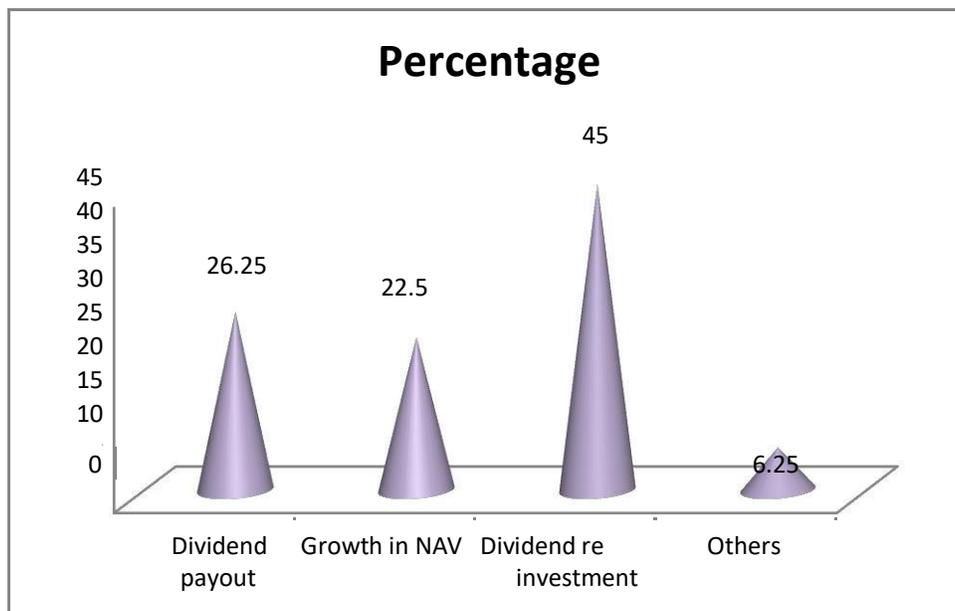


CHART 4.17

Interpretation:

From the above table show that majority of the respondent will choose dividend reinvestment (45%) and then choose dividend pay-out as mode of return (26.25%) and some respondent will prefer growth in NAV (22.5%) and choose others respectively 6.25%.

4.18 CLASSIFICATION ON THE BASIS OF RESPONDENTS EXPERIENCE IN INVESTING IN MUTUAL FUND

The following table shows experience influencing the investors while investing in mutual fund. The weighted average is used to rank the factor of investing in mutual fund. Here the factor of investing in mutual funds are analysed by taking the units highly satisfied, satisfied, neutral, dissatisfied and highly dissatisfied.

Gender	H.S	S	N	D	H.D	Likert score	Weighted avg	Rank
Male	11	26	27	3	0	246	3.075	1
Female	5	3	4	1	0	51	0.6375	2

TABLE 4.18.1

Source: Primary data

RESPONDENTS EXPERIENCE IN INVESTING IN MUTUAL FUND IN TERMS OF GENDER

Here the **Mann Whitney u test** is used to analyze the respondents experience investing in mutual funds on the basis of gender.

Ho: Experience of investing in mutual fund is identical in terms of gender.

H1: Experience of investing in mutual fund is not identical in terms of gender.

Gender	Sum of ranks	SD	Z-value	P- value	Accept/reject
Male	33	4.76	1.05	.2933	Accept
Female	22				

TABLE 4.18.2

Interpretation

Since the p-value is greater than 0.05 the null hypothesis is accepted. That means the experience of investing in mutual fund is identical in terms of gender.

4.19 CLASSIFICATION ON THE BASIS OF INVESTORS EXPECTATION FROM MUTUAL FUND SCHEMES

EXPECTATION	No of respondent	Percentage
Maximum tax saving	25	31.25
Capital appreciation	32	40
Regular income	13	16.25
Insurance benefit	5	6.25
Loan facility	3	3.75
others	2	2.5
Total	80	100

TABLE 4.19.1

Source: Primary data

INVESTORS EXPECTATION FROM MUTUAL FUND SCHEMES BASED ON GENDER

To analyze the relationship between investors expectation from mutual fund and gender of respondents a chi-square test is used. The gender is classified into male and female.

Gender	Maximum tax saving	Capital appreciation	Regular income	Insurance benefit	Loan facility	Others
Male	21	30	10	3	2	1
female	4	2	3	2	1	1

TABLE 4.19.2

Source: Primary data

HO: The two variables that the gender of the respondents and expectation from mutual fund scheme are independent.

H1: The two variables that the gender of the respondents and expectation from mutual fund scheme are dependent.

INVESTORS EXPECTATION AND GENDER

Chi-square value	7.19
Degree of freedom	5
P-value	.2071

TABLE 4.19.3

Interpretation

Since the p-value is greater than 0.05 the null hypothesis is accepted. That means, the two variables namely gender and the expectation of investors in mutual fund is independ

4.20 CLASSIFICATION ON THE BASIS OF OPINION THAT MUTUAL FUNDS ARE A POWERFUL TOOL FOR MOBILISATION OF SAVING OUR COUNTRY

The following table shows that mutual fund is a powerful tool for mobilisation saving in our country. Here the factor of investing in mutual funds are analysed by taking the sectors that govt sector,pvt sector,business,agriculture and NRI and others.And it is showed in weighted avg method.

FACTOR	LIKERT SCORE	WEIGHTED AVG	RANK
Govt sector	309	3.8625	1
Pvt sector	303	3.7875	2
Bussiness	299	3.7375	3
Agriculture	286	3.575	4
NRI	273	3.4125	6
Others	27.5	3.4375	5

TABLE4.20

Interpretation

From the above table it is showed that Govt sector get the first rank and Pvt sector get the second rank, and

business get the third rank respectively

Kruskal Wallis Test

For the purpose of finding out the level of satisfaction of the respondent towards certain sectors of mutual fund based on the occupation of the respondents kruskal wallis test is used.

H0: Level of satisfaction of the respondent is identical in terms of occupation of the respondents

H1: Level of satisfaction of the respondent is not identical in terms of occupation of the respondents

DIFFERENT SECTORS AND OCCUPATION

Sl.no	Factors	Average Rank	Median	Degree of freedom	H	P	Accept or Reject
1	Govt sector	18.90	5.00	4	11.871	.0183	Reject
		16.30	4.00				
		15.70	2.00				
		7.90	1.00				
		6.20	0.00				
2	Pvt sector	21.50	6.00	4	15.586	.0036	Reject
		11.50	1.00				
		17.60	3.00				
		7.60	0.00				
		6.80	0.00				
3	Business	19.00	9.00	4	11.478	.0217	Reject
		17.90	3.00				
		13.00	2.00				
		7.50	0.00				
		7.60	1.00				
4	Agriculture	19.50	4.00	3	10.948	0.0120	Reject
		16.20	2.00				
		14.70	4.00				
		7.60	0.00				
		7	0.00				
5	NRI	20.10	7.00	4	15.535	.0037	Reject
		16.70	4.00				
		15.70	4.00				
		6.70	1.00				
		5.80	0.00				
6	Others	21.40	7.00	3	9.993	0.0186	Reject
		14.20	2.00				
		16.10	3.00				
		7.10	0.00				
		6.20	0.00				

TABLE4.20.1

Interpretation

Since the P value of factors such as Govt sector ,Pvt sector ,Business, Agriculture, NRI, Others are less than 0.05 thus the null hypothesis is rejected.05.So level satisfaction of the respondents is not identical in terms of occupation of the respondents.

4.21 CLASIFICATION ON THE BASIS OF PROBLEM FACED BY THE INVESSTOR WHILE INVESTING IN MUTUAL FUND

The following table shows problems faced by the investor while investing in mutual fund. The weighted average is used to rank the factor of investing in mutual fund. Here the problem of investing in mutual funds are analysed by taking the units highly agree, agree, neutral, disagree and strongly disagree.

Problems	SA	A	N	D	SD	Likert score	Weighted avg	Rank
Little past experience	43	17	7	6	7	323	4.0375	1
Lack of knowledge	26	34	16	3	1	321	4.0125	2
Lack of confidence in service provided	25	31	4	13	7	294	3.675	4
Difficulty in selection of scheme	24	32	12	8	4	304	3.8	3

TABLE 4.21

Source: Primary

Interpretation

From the above table it is showed that major problem of facing mutual fund industry are lack of experience. And it get the first rank. And lack of knowledge gets the second rank. And difficulty in selection of scheme get the third rank. And lack of confidence in service provided get the forth rank.

4.22 CLASSIFICATION ON THE BASIS OF INVESTORS INVESTMENT IN MUTUAL FUND

The following table shows the volume of the investor while investing in mutual fund. The weighted average is used to rank the factor of investing in mutual fund. Here the volume of investing in mutual funds are analysed by taking below one year, and 1-3 and 3-6 year and above six year.

Experience volume	Up to 10%	10-25%	25-50%	Above 50%	Likert score	Weighted avg	Rank
Below 1 year	12	25	40	3	206	2.575	3
1-3 year	40	25	10	5	260	3.25	1
3-6 year	21	23	24	12	213	2.6625	2
Above 6 year	8	20	33	19	177	2.2125	4

TABLE 4.22

Sources: Primary Data

Interpretation

From the above table it is shown that majority of the respondent will invest in mutual fund up to 1-3 year, and it gets the 1st rank and then prefer 3-6 year and then below 1 year and above 6 year respectively.

CHAPTER 5
SUMMARY, FINDINGS, SUGGESTIONS AND
CONCLUSION

5.1 SUMMARY

The study attempted to reveal “mobilisation of savings through mutual fund with Special Reference to Malappuram District”. This study intended to make an analysis on investors towards mutual fund and their satisfaction, awareness etc... about it. This survey also studied various factors which effect the selection of mutual fund and various kinds of mutual funds available in the market. The whole project divided in to five chapters.

The first chapter contains the **INTRODUCTION** about the study. It also contains the statement of the problem, significance of the study, objectives of the study, methodology, limitation of the study, and chapterisation.

The second chapter deals with the **REVIEW OF LITERATURE**, previous projects and research’s details are included in this area.

The third chapter deals with the **INDUSTRY COMPANY PROFILE AND THEORITICAL FRAMEWORK**. It contains an overview of mutual fund.

The fourth chapter deals with the **ANALYSIS AND INTERPRETATION OF DATA**. The data which are collected by using schedule of questions are analyzed in this chapter. Simple Statistical tools like tables, graphs, diagrams etc. are used in this analysis. The responses of the respondent are arranged in such a manner so as to simplify analysis process by using the tables.

The Fifth chapter presents A **BRIEF SUMMARY OF THE STUDY**, Findings, suggestions and conclusion based on the study.

5.2 FINDINGS

- ❖ The GOVT sector investors are strongly agrees that mutual fund is a powerful tool for mobilisation of savings in our country but NRIs are least agree with this opinion.
- ❖ The study shows that, most of the respondents are satisfied with the mutual fund.
- ❖ The main purpose of saving is to meet emergencies. The other purposes are to meet educational expenses, to meet marriage expenses, etc.
- ❖ Respondents are mostly aware about Equity oriented scheme.
- ❖ On the basis of awareness of rights and AMFI majority of respondents give first rank to Right to proportionate beneficial ownership.
- ❖ 68.75% investors prefer 3 year to 6 year as investing in mutual fund.
- ❖ 36.25% respondents prefer financial advisors for getting the sources of information related in mutual fund.
- ❖ 86.25% respondents will prefer the open ended scheme.
- ❖ On the basis of choice of investors on fund scheme majority of the respondent will prefer liquid fund.
- ❖ 30% respondent will prefer financial advisors as their channel.
- ❖ Most of the investors had invested in SBI and RELIANCE mutual fund.
- ❖ The study shows that, mostly respondents preferred Return & savings while investment.
- ❖ 40% respondent's expectation from mutual fund is capital appreciation.
- ❖ Most of the respondents give first preference to Return & savings.
- ❖ Most of the respondents are influenced by the better return and diversification while investing in mutual fund.
- ❖ 71.2% respondents will prefer hybrid portfolio and the least preferred portfolio was equity.
- ❖ The study shows that 45% respondent will choose dividend re investment as mode of return.
- ❖ In malappuram district, largely the semi urban people subscribe mutual funds schemes and the investment by the rural people is very negligible.
- ❖ In malappuram district in the age group of 35 – 55 years were more numbers in investing mutual fund.
- ❖ In malappuram most of the investors were professionals or technical and under graduate there very few in numbers.
- ❖ Govt and pvt sectors investors are the main contributors to the mutual fund schemes.

- ❖ 88.5% respondents are occasional investors in mutual fund.
- ❖ 57.5% respondent's income were belonging to more than 5 lakh , 55% respondent's expenditure is between 2 - 2.5 lakh and 32.5% investors are will choose 10-to 25% as their percentage on saving.
- ❖ The study shows that, experience of investing in mutual fund is identical in terms of gender.
- ❖ The study shows that, gender and the expectation of investors in mutual fund are independent.
- ❖ The study shows that, level of satisfaction of the respondents is not identical in terms of occupation of the respondents.
- ❖ The study shows that, major problem of facing mutual fund industry are lack of experience and lack of knowledge.
- ❖ The study reveals that, majority of the respondent will invest in mutual fund up to 1-3 year.

5.3 SUGGESTIONS

The following are the main suggestions about the study

- Select mutual fund in blue chip equities it is more profitable
- More awareness and information should be given to investors and also to attract new investors.
- Improve the performance of intermediaries(brockers)
- Better to invest in more than one funds to spread the risk(diversificaition)
- Understand the investor's needs and expectations; here brockers must play a vital role to help them.
- To attract the investors to mutual fund the companies will play an important role to bring low risk, high return, safety mutual funds.
- Mutual fund companies should provide income generating schemes to attract female investors, now majority of female investors are not aware about mutual fund

5.4 CONCLUSION

The study of mobilisation of savings through mutual fund is carried with the objectives of evaluating the various kinds of mutual funds available in the market. In this study it is found that open ended fund is the most popular and more using fund in the market.

The factors influencing to the selection of mutual fund includes return, safety and risk. Investors give more importance to these three factors. There are some problems also faced by investors of mutual fund is very less and female investors are not much more invested in mutual fund. Investors use magazines as the source of information provider and brokers also play a vital role in this sector. Investors are satisfied with their funds.

The study point out some suggestions which helps to improve the performance of mutual fund. Companies and brokers it also helps to attract new investors.

BIBLIOGRAPHY

BOOKS USED

- C R Kothari “Quantitative technics”.Vikas publishing house pvt LTD,Third revised edition.
- C.H Kothari,’Research methodology,New international publications
- Mohammed Anif Pasha.’securities analysis and portfolio management”,Vrinda Publications(p)LTD,93-104
- Prasanna Chandra.”Investment analysis and portfolio management.”Ludhiana Kalyani publishers 2012

JOURNALS USED

- PreethiKhitolia(2014)investors awareness perceived risk attitude towards mutual fund:An empirical study in Delhi,international journal of commerce,Bussiness and management Vol-3,pp-450-456,www.iraest.org
- Pritham.P.Kothari and ShivagangaC Mindargi(2013)A study of investorsattitude towards mutual fund with special reference to investors in solapur city,international journal of aacounting and financial management research,Vol 3 www,tjpre.org
- Priti Mane(2016)A study of Investors pereception towards Mutual Funds in the City of Aurangabad,standard International journal,Vol,Pp30-38www.thesij.com
- SimraSaini and Dr.BimalAnjum(2011)Investors awareness and perception about mutual funds International journal of multidisciplinary Research,Vol 1 Pp14-29
- Dr.Nishi Sharma(2012)Indian investdors perception towards mutual fund,Business management Dynamics,Vol 2,Pp1-9 www.dmdynamics.com
- Mrs.PoornimaUmeshMehtha (2011)Profile and perception of investors towards mutual funds-a study of selected cities in Gujarat,www.shodhganga.inflibnet.ac.in
- Dr.Binod Kumar Singh(2009)An empirical study on awareness and acceptability of mutual fund,Pp1-11,www.researchgate.net/publication.
- Ms.T.Rajeswari and Prof.Ramamoorthy(2002)An empirical study of factors influencing the mutual fund/scheme selection by retail investors,Pp-25,www.citeseerx.ist.psu.edu
- Pritimane(2016)A study of Investors Perception towards Mutual fund in the city of Aurangabad,Standard International Journal,Vol,Pp30-38www.thesij.com

- Mrs.Nutan Vijay Pasalkar(2015) A comparative study of Mutual fund investment Vs Iquity investment of Indian individual investors.Pp 482-496,www.asmgroun.edu.in
- Dr.Rajesh Kumar Nithin Goel(2014),An empirical study on investors perception towards mutual fund,International journal of research in management and business studies,Vol,1,Pp450-456,www.iraest.org
- G.Prathap and Dr.A Rajamohan(2013) A study on status of awareness among mutual funds investors in Tamilnadu,journal of exclusive management scieebce,Vol-2 www.jems.net.in
- Gaurav Agarwal and Dr Mini jain (2013),investors preference towards mutual fund in comparison to other investment avenue,journal of Indian research,Vol 4,Pp 115-131 www.mujournal.mewaruniversity.in
- Dr.Binod Kumar Singh(2012)Astudy on investors attitude towards Mutual fund as an investment option,international journal of research in management,vol 2,Pp 61-70,www.rspublication.com
- Jayabrata Banerjee and Swarnendu(2012)customer perception on mutual fund product technical analysis,Inter science Management Review IMR vol2,Pp63-66 www.interscience.in
- Dr.Saritha Bahl and Meenakshi Rani(2012)A Comparative Analysis of Mutual fund schemes in India,international Journal of marketing,Financial services and Management Research vol 1,Pp 67-79www.Indianresearchjournals.com
- Dr.Nishi Sharma(2012) Indian investors perception towards Mutual fund Business management Dynamics vol 2 Pp1-9dmdynamics.com

WEBSITE USED

- www.thesij.com
- www.ijemhs.com
- www.iraest.com
- www.tjpre.com
- www.jems.net.in
- www.mujournal
- www.rspublication.com
- www.interscience.in
- www.dmdynamics.com

APPENDIX

QUESTIONNAIRE

Respected Madam/sir,

I am a student of sullamussalam science college arecode doing my project on the topic”**MOBILIZATION OF SAVINGS THROUGH MUTUAL FUND WITH SPECIAL REFERENCE TO MALAPPURAM DISTRICT**”.

I will be grateful to you, if you extent your support by sparing a few minutes from your busy schedule for the successful completion of my project. The answers provided by you will only be used for the academic purpose and will be kept confidential.

1. Personal details

a. NAME:

b. AGE :

c. Gender

Male female

2. Education

Post graduate graduate under graduate

Professional technical others

3. Occupation

Govt sector pvt sector business agriculture others

4. Residence location

Urban Semi-urban Rural

5. Please specify your annual income?

Below 300000 300000-500000 Above 500000

6. Please specify your annual expenditure?

Below200000 200000-250000 Above 250000

7. What percentage of your savings do you invest in mutual fund?

Up to 10% 10-25% 25-50% above 50%

8. How long you are investing in mutual fund?

Below 1year 1 year – 3 year 3 year – 6year Above 6 year

9. Can you specify the primary motive of your saving/investment?

SL NO	MOTIVES	RANK
1	Meet the emergencies	
2	Meet educational expenses	
3	Meet marriage expenses	
4	Buy properties & durables, etc	
5	Save tax	
6	Start or expand business	
7	Multiple purposes	
8	Meet other expenses	

10. Can you specify the nature of your saving habits?

Regular Occasional Not applicable

11. While investing your savings, which factor will you prefer most?

SL NO	Factors	RANK
1	Safety	
2	Liquidity	
3	Tax benefits	
4	Return & savings	
5	Performance of past schemes	
6	Rating of MF by agencies	
7	Recommendations of friends and relatives	
8	Advertisement	

12. To what extent you're aware about the following mutual fund schemes?

Mobilisation of savings through mutual fund

SL NO	M.F schemes	Highly aware	Aware	Neutral	Lower aware	Least aware
1	Balanced fund					
2	Money market/Liquid fund					
3	Tax saving scheme					
4	Index funds					
5	Growth/Equity oriented scheme					
6	Income/Debt oriented schemes					
7	Sector specific scheme					

13. Awareness about investor rights and association mutual fund in India (AMFI)

S.NO	Are you aware about	HA	A	N	LA	LA
1	Right to “proportionate beneficial ownership”					
2	Right to timely services					
3	Right to information					
4	Right to approve change in fundamental attributes of the scheme					
5	AMFI is an apex body of all asset management companies					
6	AMFI Protects and promotes the interests of mutual funds as well as their unit holders					

14. How did you become aware about the mutual fund?

Advertisement peer group Banks
 Internet Financial advisors Magazines

15. Which features of mutual fund attracted you most?

SL.NO	Features	Rank
1	Diversification	
2	Regular income	
3	better return & safety	
4	Tax benefit	
5	less risk	

16. Which type of fund you prefer?

Open ended close ended ETFs – Exchange traded fund

17. Give your choice among following mutual fund schemes?

Growth large cap diversification gilt mid cap

Regular income Liquid fund sector specific

18. Which channel will you prefer for purchasing mutual fund?

Financial advisors banks AMC online others

19. Which AMC will you prefer?

UTI SBI ICICI Birla SL reliance

Franklin Templeton Others

20. Which factors are more influenced for the above preference?

SL.NO	FACTORS	Highly influential	Influential	Neutral	Lower influential	Least influential
1	High growth potential					
2	performance					
3	strong PMS					
4	better return					
5	Diversified schemes					

21. Which type of portfolio would you chose?

Mobilisation of savings through mutual fund

Equity Debt Commodity Hybrid

22. How would you like to receive the returns from mutual fund?

Dividend pay-out growth in NAV dividend reinvestment others

23. How was your experience of investing in mutual fund?

Highly satisfied satisfied neutral dissatisfied highly dissatisfied

24. Can you give your expectation from mutual fund schemes?

Max tax savings capital appreciation regular income

Insurance benefits Loan facility others

25. Give your attitude towards the statement “mutual fund is a powerful tool for mobilization Of savings in our country”?

SECTORS	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
Govt sector					
Pvt sector					
Business					
Agriculture					
NRIs					
others					

26. What are the problems faced by you while invest in mutual fund?

SL. NO	PROBLEMS	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
1	Little past experience					
2	Lack of knowledge					
3	Lack of confidence in service provided					
4	Difficulty in selection of scheme					

27. Give your volume of investment of MFs in relation to the experience in investing?

Experience\volume	Up to 10%	10-25%	25-50%	Above 50%
Below 1 year				
1-3 years				
3-6 years				
Above 6 years				

28. If you have any suggestions please

DATE:

PLACE:

THANK YOU

