

# **SUMMER INTERNSHIP PROJECT**

**“AN ANALYTICAL STUDY OF CUSTOMER CENTRIC  
OPERATIONS IN VED FORTUNE VISION PVT LTD.”**

**Submitted to:**

**DMSR**

**G. S. College of commerce & Economics, Nagpur**

**(An Autonomous institution)**

**Affiliated to:**

**Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur**

**Submitted by:**

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**Department of Management Sciences and Research,**

**G. S. College Commerce & Economics, Nagpur**

**NAAC Accredited "A" Grade Institutions**



**Academic year 2021-22**



## **CERTIFICATE**

This is to certify that the investigation describes in this report title **“To study operations”** has been carried out by **Ms. Surbhi Sanjay Indurkar** during the summer internship Project. This study was done in the organization of **“Ved Fortune Vision Pvt Ltd.”**, in partial fulfilment of the requirement for the degree of Master of Business Administration of G. S. College of Commerce & Economics (An Autonomous Institution) affiliated to R.T.M.N.U., Nagpur. This work is the own work of the candidate, complete in all respect and is to sufficiently high standard to warrant its submission to the said degree. The assistance and resources used for the work are duly acknowledged.

**Dr. Aniruddha Akarte**  
(Faculty Guide)

**Dr. Sonali Gadekar**  
(co-ordinator)



Shiksha Mandal's  
**Department of Management Sciences & Research**  
**G.S. College of Commerce & Economics**  
**(Autonomous)**

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Ref.: DMSR/GSC/ 2020-21/07

Date: 25/11/2021

To,  
Mr. Prasad Fadnavis  
Ved Fortune Vision Pvt. Ltd.  
Swawlambi Nagar, Nagpur

**Subject:** - Request letter for Summer Internship Program for MBA at your Nagpur office.

Dear Sir,

Greetings from Department of Management Sciences & Research (DMSR), G. S. College of Commerce & Economics, Nagpur...!

DMSR of G S College, Nagpur commenced its Two Year Full Time MBA program in 1987 and is one of the Institute's flagship programmes. DMSR is an integral part of Shiksha Mandal, Wardha, a century-old institution based at Wardha & carries with it over the years a rich legacy of providing values based, quality education, at an affordable cost. It is headed by Shri Rahul Bajaj, President and Shri Sanjay Bhargava, Chairman, Shiksha Mandal, Wardha eminent industry professionals and visionary leaders.

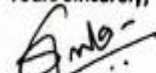
In our endeavour to carry forward the rich legacy, DMSR strives to create a student-centric environment where various tailor made value added programs are offered to aspirants to fulfil their individual career goals. We groom students to cater to industry requirements and towards building a productive & value oriented workforce for the nation.

Industry Institute Integration happens to be our prime focus. In order to groom students from the industry point of view, we expose them to various Industry centric programs. Apart from Training and Placement workshops, Corporate Guest lectures, Workshops and MOUs with industry, Summer Internship Program also is one of the Industry Institute Interface. This practical subject carries 100 marks weightage for the student in the exam and is completely depended on the kind of work the student undergoes in the stipulated 45 days. The students will decide the SIP topic in consultation with the Industry Expert and the respective faculty guide.

This communication is to request your kind approval for allowing Ms. Surbhi S Indurkar (MBA Sem-II) to undergo the 45 days SIP in Operations Management at your esteemed organisation. Eagerly looking forward to a long term mutually beneficial professional association.....!


Thank you.

Yours Sincerely,

  
Dr. Geeta Naidu

Coordinator- DMSR



  
Dr. Aniruddha Akarte  
Faculty-DMSR

Date:03/01/2022

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr/Ms **SURBHI.S.INDURKAR** a student of MBA Sem-II, Department of Management Sciences & Research, G. S. College of Commerce & Economics, Nagpur has successfully completed his/her Summer Internship Program from "15/11/2021" to "30/12/2021" under our guidance. During the period of his/her internship he/she was found punctual, hardworking and inquisitive.

We wish him/her every success in life.

VED FORTUNE VISION PVT LTD.

  
VED FORTUNE VISION PVT. LTD

PRASAD HERAMB FADNAVIS  
Director

## ACKNOWLEDGEMENT

It is a matter of pride and privilege for me to have done a summer internship project in “**Ved Fortune Vision Pvt Ltd.**” and I am sincerely thankful to them for providing this opportunity to me.

I am thankful to **Mr. Onkar Indurkar** for guiding me throughout this project and continuously encouraging me. It would not have been possible to complete this project without his support.

I am also thankful to all the faculty members of Department of Management Sciences and Research, G.S. College of Commerce and Economics, Nagpur and particularly my mentor **Dr. Aniruddha Akarte** for helping me during this project.

I am thankful to the Principal of G.S college of Commerce & Economics, Nagpur- “**Dr. N. Y. Khandait**” and to the Dean of the DMSR “**Mr. Anand Kale**”.

Finally, I am grateful to my family and friends for their unending support.

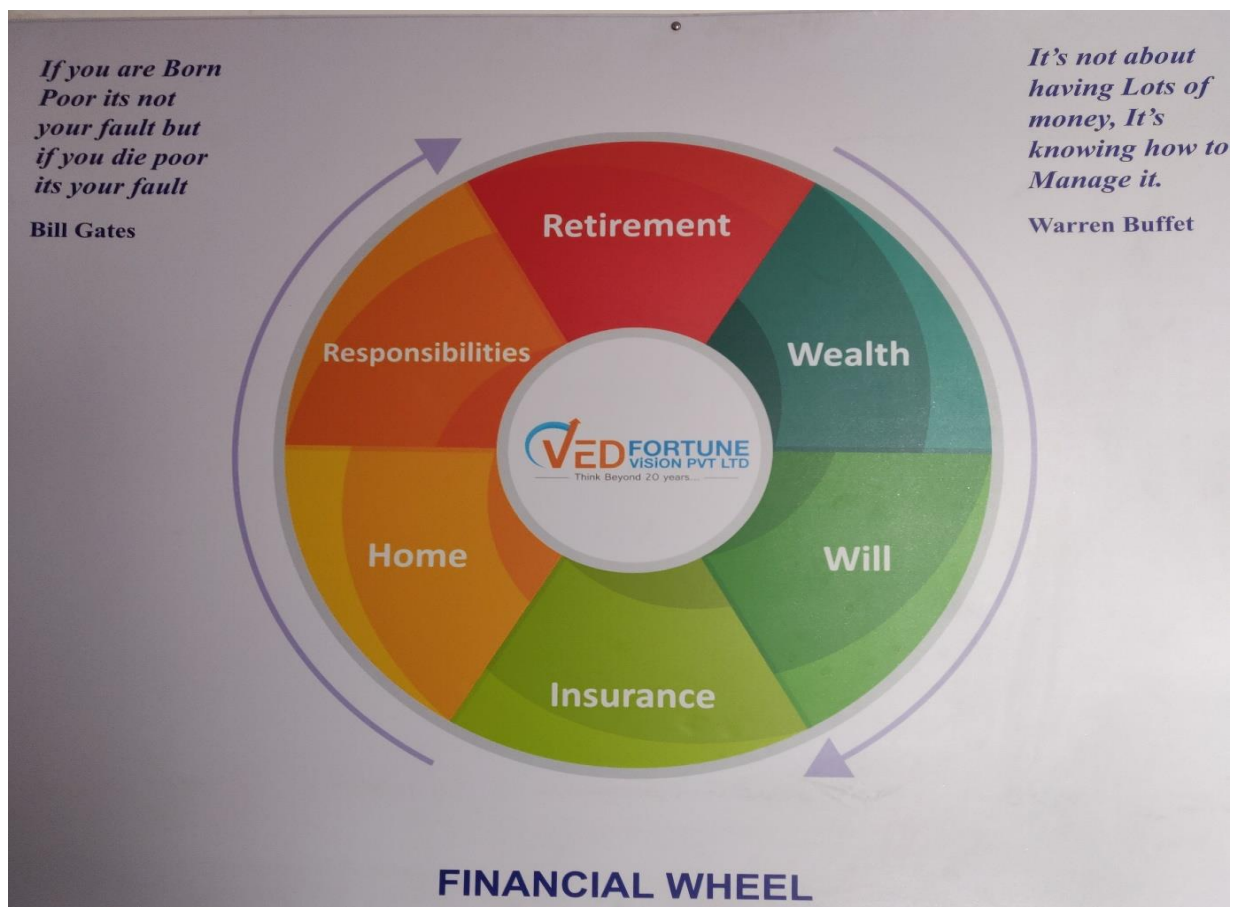
**Surbhi Sanjay Indurkar**

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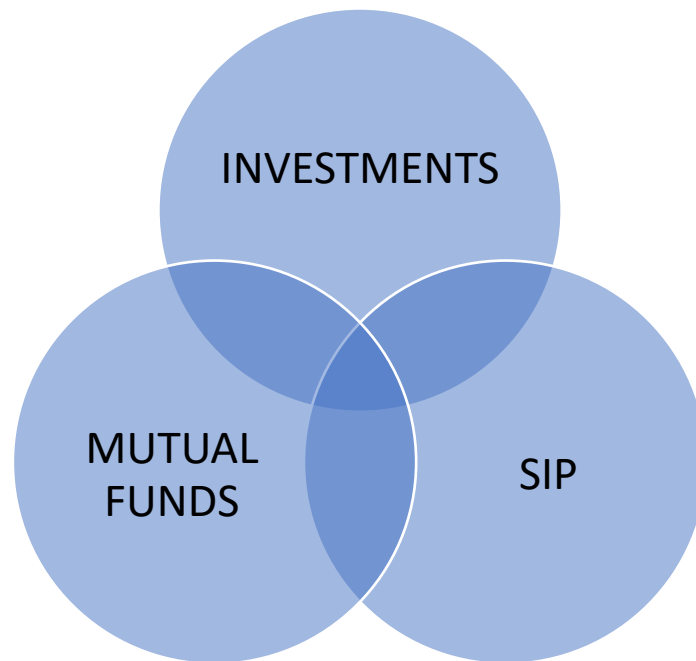
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# INTRODUCTION

To study operations in “VED FORTUNE VISION PVT LTD”. The first question that will come to mind is why mutual fund company, so here is an answer “to bring awareness among people for wealth creation” I always thought that one must always have a financial planning as a part of life.



As shown in the wheel of financial planning that includes Insurance, Home, Responsibilities, Retirement, Wealth & Will. The company I worked handles Wealth.



### **Investments:**

An investment is an asset or item acquired with the goal of generating income or appreciation. Appreciation refers to an increase in the value of an asset over time. When an individual purchase a good as an investment, the intent is not to consume the good but rather to use it in the future to create wealth.

An investment always concerns the outlay of some capital today—time, effort, money, or an asset—in hopes of a greater payoff in the future than what was originally put in.

There are four main investment types, or asset classes, that you can choose from, each with distinct characteristics, risks and benefits.

Once you are familiar with the different types of assets you can begin to think about piecing together a mix that would fit with your personal circumstances and risk tolerance.



**Growth investments:**

These are more suitable for long term investors that are willing and able to withstand market ups and downs.

**Shares:**

Shares are considered a growth investment as they can help grow the value of your original investment over the medium to long term.

If we own shares, you may also receive income from dividends, which are effectively a portion of a company's profit paid out to its shareholders.

Of course, the value of shares may also fall below the price you pay for them. Prices can be volatile from day to day and shares are generally best suited to long term investors, who are comfortable withstanding these ups and downs.

Also known as equities, shares have historically delivered higher returns than other assets, shares are considered one of the riskiest types of investment.

**Property:**

Property is also considered as a growth investment because the price of houses and other properties can rise substantially over a medium to long term period.

However, just like shares, property can also fall in value and carries the risk of losses.

It is possible to invest directly by buying a property but also indirectly, through a property investment fund.

**Defensive investments:**

These are more focused on consistently generating income, rather than growth, and are considered lower risk than growth investments.

**Cash:**

Cash investments include everyday bank accounts, high interest savings accounts and term deposits.

They typically carry the lowest potential returns of all the investment types.

While they offer no chance of capital growth, they can deliver regular income and can play an important role in protecting wealth and reducing risk in an investment portfolio.

**Fixed interest:**

The best-known type of fixed interest investments are bonds, which are essentially when governments or companies borrow money from investors and pay them a rate of interest in return.

Bonds are also considered as a defensive investment, because they generally offer lower potential returns and lower levels of risk than shares or property.

They can also be sold relatively quickly, like cash, although it's important to note that they are not without the risk of capital losses.

## **What is mutual fund?**

A mutual fund is an investment vehicle where many investors pool their money to earn returns on their capital over a period. This corpus of funds is managed by an investment professional known as a fund manager or portfolio manager. It is a job to invest the corpus in different securities such as bonds, stocks, gold and other assets and seek to provide potential returns.

## **Why invest in mutual funds?**

### **1. Professional expertise:**

Consider a situation where we purchase a new car. But the catch here is that we don't know how to drive. Now, we have two options:

- We can learn how to drive
- We can hire a full-time driver

In the first scenario, we would have to take driving lessons, pass the driving test and obtain a license. But if we don't have the time for driving classes, it is better to opt for a driver. Same is the case with investments. Investing in financial markets requires a certain amount of skill. We need to research the market and analyse the best options available. We need knowledge on matters such as macro economy, sectors, company financial, from an asset class perspective. This requires a significant amount of time and commitment from us.

But if we don't have the skill or the time to delve deep into the market, investing in mutual funds can be an excellent alternative. Here, a professional fund manager takes care of our investments and strives hard to provide reasonable returns. And just as we would pay a driver for this chauffeuring service, we have to pay specific fees for the professional management of our mutual fund investments.

## **2>Returns:**

One of the biggest mutual fund benefits is that we have the opportunity to earn potentially higher returns than traditional investment options offering assured returns. This is because the returns on mutual funds are linked to the market's performance. So, if the market is on a bull run and it does exceedingly well, the impact would be reflected in the value of your fund. However, a poor performance in the market could negatively impact our investments. Unlike traditional investments, mutual funds do not assure capital protection.

## **3.Diversification:**

We have heard the saying: don't put all your eggs in one basket. This is famous mantra to remember when we invest our money. When we invest only in a single asset, we could risk a loss if the market crashes. However, we can avoid this problem by investing in different asset classes and diversifying our portfolio. This can be a lengthy, time-consuming process. This could reduce our risk to a large extent.

## **4.Tax benefits:**

Mutual fund investors can claim a tax deduction of up to Rs. 1.5 lakh by investing in Equity Linked Savings Schemes (ELSS). This tax benefit is eligible under section 80C of the Income tax act. Another tax benefit is indexation benefit available on debt funds. In case of traditional products, all interest earned is subject to tax.

## **What are different types of mutual funds?**

When we enter a car showroom, we see lots of different cars. There are hatchbacks, sedans, SUVs and maybe even sports cars. Each car in the showroom serves a different purpose. An adventurous person may prefer a sports car while a family man with kids may opt for an SUV. In the same way, there are different types of mutual fund in India.

Each fund type aims to achieve specific goals. Here are the most popular types of mutual funds we can find:

### **Types of funds:**

#### **1. Debt funds:**

Debt funds (also known as fixed income funds) invest in assets like government securities and corporate bonds. These funds aim to offer reasonable returns to the investor and are considered relatively less risky. These funds are ideal if we aim for steady income and are averse to risk.

- **Liquid Funds:** These mutual funds invest in liquid instruments that mature within 91 days. Liquid funds offer higher returns than a savings bank account and fixed deposit.
- **Dynamic Bond Funds:** These mutual funds invest in short-term and long-term bonds and their fund managers generate higher returns by modifying the portfolio based on interest rate fluctuations.

- **Short-term Debt Funds:** These mutual funds invest in debt funds that mature in a short duration, typically one to three years.
- **Fixed Maturity Plan Funds:** Such mutual funds invest in fixed-income debt funds, such as government bonds.
- **Gilt Funds:** Such mutual funds invest in high-rated government securities that offer stable returns with low risk.
- **Credit Opportunity Funds:** Such mutual funds invest in low-rated securities, potentially good return providers.

## **2.Equity funds:**

In contrast to debt funds, equity funds invest our money in stocks. Capital appreciation is an important objective for these funds. But since the returns on equity funds are linked to market movements of stocks, these funds have a higher degree of risk. They are a good choice if we want to invest for long term goals such as retirement planning or buying a house as the level of risk comes down over time.

- **Large-Cap Funds:** Mutual funds that invest in shares of companies with the largest market capitalization, typically ranked 1st to 100th by SEBI, are called large-cap funds.
- **Mid-Cap Funds:** Mutual funds that invest in companies with medium market capitalization, typically ranked 101st to 250th by SEBI, are called the Mid-cap funds.

- **Small-Cap Funds:** Mutual funds that invest in companies with the smallest market capitalisation, typically ranked after 250th by SEBI, are called small-cap funds.
- **Multi-Cap Funds:** These mutual funds invest in all market capitalisation companies (basically, large, mid and small cap), to attain maximum returns with reduced risks.
- **Sector Funds:** These mutual funds invest in a particular sector such as financial or healthcare and are called thematic funds.
- **Index Funds:** Index funds are created considering the companies in a particular market index where the index and the index fund return will be similar. These funds basically mimic the market. Such funds invest in the same companies as that of the market index.
- **ELSS Funds:** These funds invest majorly in equity shares and are eligible to avail INR 150,000 tax deduction from total income, under section 80C of the Income Tax Act, 1964.

### **3.Hybrid funds:**

What if we want equity as well as the debt in our investment? Well, hybrid funds are the answer. Hybrid funds invest in a mix of both equity and fixed income securities. Based on the allocation between equity and debt.

- **Monthly Income Funds:** Such mutual funds invest in debt funds majorly and less than 20% in equity funds to offer regular returns monthly, quarterly, or yearly.



- **Conservative Hybrid Funds:** Such mutual funds invest at least 65% in fixed-income instruments, and the balance amount is invested in equity funds.
- **Aggressive Hybrid Funds:** Such mutual funds invest at least 65% in shares of various companies and the balance in fixed-income instruments.
- **Arbitrage Funds:** Such mutual funds offer better returns by buying the securities from one market and selling them at a higher price in another market.

Although mutual funds are safer than stock market investments, their equity involvement makes it risky in the end. While mutual funds are considered a lucrative investment choice, we must always look to balance our portfolio. Covered bonds offered by Wint wealth could be a prudent choice for those seeking decent returns as well as investing in an asset which is not as risky as equity mutual funds.

## **SIP**

Systematic Investment Plan is an investment strategy wherein an investor needs to invest the same amount of money in a particular mutual fund at every stipulated time period.

### **There are four types of SIPs:**

Fund houses have introduced multiple SIP variations to suit the needs of all the different types of investors. Some of the most popular options are:

#### **Flexible SIPs:**

Also known as Flex SIP or Flexi SIP, it allows you to adjust the SIP amount based on your financial conditions and the market conditions. There is a pre-decided formula regarding the market conditions, which enables the investors to invest more when the markets are falling and go for a lower SIP amount when markets are high.

Similarly, in case of a financial crunch, you can reduce the SIP amount and increase the same if you have more disposable funds. With flexible SIPs, the investor has the option to adjust the amount as required.

#### **Step-Up SIP:**

Step-up or top-up SIP allows you to increase the SIP amount at fixed intervals. For instance, you might start investing with Rs. 10,000 SIPs in a mutual fund scheme of your choice and instruct the fund house to increase the SIP amount by Rs. 1,000 after every six months.

As per your request, after the first six months of investing Rs. 10,000/month, the SIP amount will be increased to Rs. 11,000/month. It will again increase by Rs. 1,000/month from the 13th month. Step-up SIP can be an excellent option for salaried employees expecting a raise shortly.

### **Perpetual SIP:**

Perpetual SIP is one of the best options available in the systematic investment spectrum as it is linked to every SIP investor. When you start a SIP, the SIP mandate requires you to mention the start and end date for the same. While investors generally mention the starting date, most do not fill in the ending date.

Every SIP with no end date mentioned in the mandate turns into a perpetual SIP, which is deemed to run until 2099. However, you do get the option to stop the SIP by submitting a written application to the fund house. If you only want to invest for a fixed tenure, make sure you enter the SIP end date as well.

### **Trigger SIP:**

With the Trigger SIP, you get to set a trigger for your SIP investment. For instance, you can mention that your SIP amount should be withdrawn from your bank account and used to purchase units of the selected scheme only if the Net Asset Value (NAV) of the scheme falls to a certain level.

We get other trigger options such as specific dates and even levels of an index like Nifty or Sensex. But this option is recommended only for experienced investors who have the knowledge and experience to set such triggers effectively.

Some other SIP'S are-

### **Regular SIP:**

A regular SIP is the simplest type of investment plan. Under this SIP, the investor invests a fixed amount at regular intervals. The SIP frequency can be monthly, bi-monthly, quarterly or half-yearly. Furthermore, there are daily and weekly SIPs as well. However, these are not highly recommended ones. While choosing a SIP, investors can mention the SIP duration, instalment amount during the tenure if the investment.

### **Multi SIP:**

A multi-SIP allows investors to start investing in multiple schemes of fund house through a single instrument. This helps investors in diversifying their investment portfolio. Furthermore, it also reduces the number of paperwork. Investors can give a single form and payment instruction to start their SIP plans.

## **Benefits of Investing in SIP**

### **1) Power of compounding**

Compounding occurs when the returns we earn on our investments start earning returns. This is a simple concept in theory. But its practical implications are substantial.

When we invest regularly through SIPs, our returns get reinvested. Over time, this results in a snowball-effect, that may increase our potential returns manifold. An ideal way to maximise this gain is to invest for an extended period. This also means we may benefit by investing as early as possible.

Even a ten-year head-start can have a major impact on our returns. Here's an example to illustrate the point.

Imagine there are four investors: Varun, Gita, Henry and Mira.

Varun - 20 years

Gita - 30 years

Henry - 40 years and

Mira - 50 years

All of them invest Rs. 2,000 per month in an equity fund through SIPs.

Assuming the equity fund offers an annual return of 12%, here's how much each one could earn by the time they turn 60:

	Monthly SIP (Rs.)	No. of years	Investment amount (Rs.)	Wealth gain (Rs.)	Final corpus (Rs.)
Varun	2000	40	9.6 lakh	2.3 crore	2.4 crores
Gita	2000	30	7.2 lakh	63.4 lakh	70.6 lakhs
Henry	2000	20	4.8 lakh	15.2 lakh	20 lakhs
Mira	2000	10	2.4 lakh	2.2 lakh	4.6 lakhs

This table clearly shows the exponential nature of SIP returns. Here, Henry's overall investment (Rs. 4.8 lakh) is exactly half of Varun's investment (Rs. 9.6 lakh). However, his

wealth creation is way behind that of Varun's. Therefore, the earlier you start investing, the higher chance that we could grow your final corpus.

#### 2) Low initial investment:

we can invest in mutual funds through a SIP with just Rs. 500 per month. This can be an affordable way to invest each month without hurting our wallet. we can increase your monthly investment amount with a rise in your income via SIP step-up feature. Mutual fund houses allow investors to top up their SIPs on a regular basis. So, even if you start with Rs. 500 or Rs. 1,000 every month, we can invest more over the years. This strategy can help you reach we investment goals at a faster rate.

#### 3) Rupee cost averaging

Rupee cost averaging is a concept where we purchase more units when the Net Asset Value (NAV) of the fund is low, and lesser units when the NAV is high. Essentially, it averages out our purchasing costs over the tenure of the investment period. we don't need to worry about how to time the market when we invest through a SIP.

#### 4) Convenience

SIP can be a convenient mode of investing. Like most investors, we may not have the time for extensive market research and analysis to adjust or balance your portfolio. So, once we pick a good fund, we can give standing instructions to the bank and let the SIP take care of our monthly investments.

## **How to start SIP investment**

### **1) Complete your KYC**

Every fund house requires investors to complete the KYC documentation process before they can start investing. You need to submit your identity proof, address proof and photograph. These days, the e-KYC option is also accepted. You can complete the formalities online without visiting the AMC.

### **2) Set your investment goals**

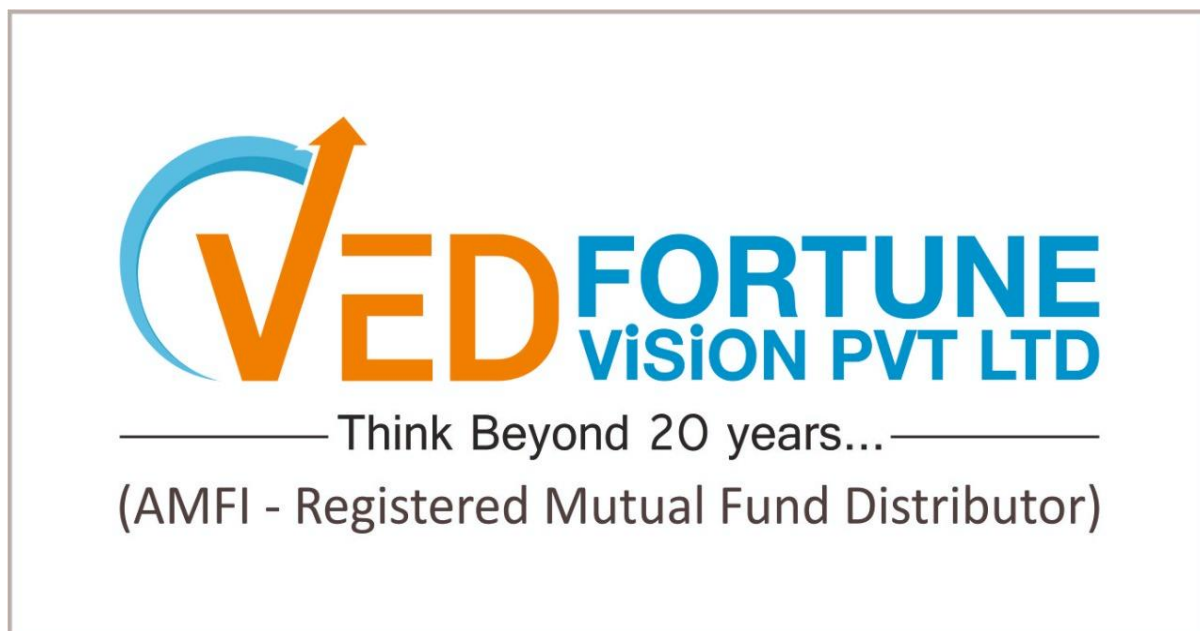
The first step is to understand what you wish to accomplish through SIP investments. List down your financial goals. This is necessary because every mutual fund is designed with a specific objective. Identify your goals and look for funds that can help you achieve these goals.

### **3) Choose the SIP**

Once you select a particular fund, choose the SIP parameters. Fill in the details for questions like:

## COMPANY PROFILE

### Company logo:



### About:

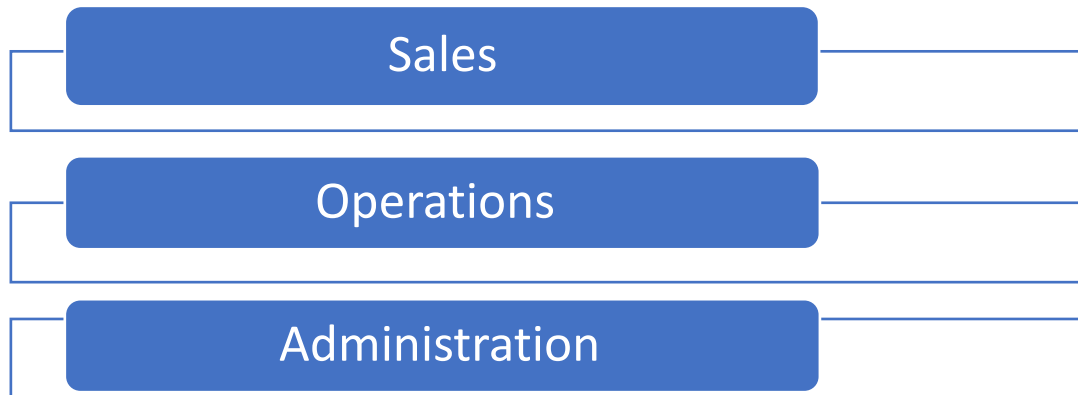
Ved Fortune Vision Pvt Ltd. is an unlisted private company incorporated on 27 March, 2017. It is classified as a private limited company and is located in Nagpur, Maharashtra. The current status of this company is- Active.

Ved Fortune Vision Pvt Ltd. has two directors- “Prasad Heramb Fadnavis” and “Prajakta Prasad Fadnavis”.

The Corporate Identification Number (CIN) of Ved Fortune Vision Pvt Ltd. is U93090MH2017PTC293062. The registered office of this company is at plot.132 Shivanand SIP house, Rajiv Nagar, Somalwada, off Wardha road, Nagpur, Maharashtra.



## Departments:



### 1.Sales:

Buy and sell securities or commodities in investment, or provide financial services to business and individuals. The company I worked had sales that worked for business generation. Approach to a client, give them information about the mutual, to convince them and taking care that they trust them 100%.

Some of their works were

- Monitor markets or positions.
- Determine customer's financial services needs and prepare proposals to sell services that address these needs.
- Contact prospective customers to present information and explain available services.
- Discuss financial options with clients and keep them informed about transactions.
- Ved Fortune Vision Pvt Ltd. handles sales in Mutual fund, Insurance and Bonds.

## **2.Operations:**

They handle Mutual funds division and end to end operations of it.

Some of their works were:

- For development new system, bug rectification.
- Day to day transaction processing.
- Day to day Query.
- Day to day Transaction processing.
- Follow up with AMC.

## **3.Administration:**

They support the team of investors, traders, and investment managers.

Some of their works were:

- Processing phone, fax, and email subscription.
- Processing paperwork for trades and related activity.
- Maintaining register and investors file.
- Reconciling daily cash account.

## **COMPANY IS EMPANALLED WITH**

- **ADITYA BIRLA SUN LIFE MUTUAL FUND.**
- **AXIS MUTUAL FUND.**
- **CANARA ROBECO MUTUAL FUND.**
- **DSP MUTUAL FUND.**
- **EDELWEISS MUTUAL FUND.**
- **FRANKLIN TEMPLETON MUTUAL FUND.**
- **HDFC MUTUAL FUND.**
- **IDFC MUTUAL FUND.**
- **ICICI PRUDENTIAL MUTUAL FUND.**
- **INVESCO MUTUAL FUND.**
- **KOTAK MUTUAL FUND.**
- **L&T MUTUAL FUND.**
- **MIRAE ASSET MUTUAL FUND.**
- **MOTILAL MUTUAL FUND.**
- **NIPPON INDIA MUTUAL FUND.**
- **SBI MUTUAL FUND.**
- **SUNDARAM MUTUAL FUND.**
- **TATA MUTUAL FUND.**
- **UTI MUTUAL FUND.**

## **TERMINOLOGIES**

### **1.SIP:**

SIP or systematic investment plan works on the principle of making periodic investments of a fixed sum. It works similar to a recurring bank deposit. For instance, an investor may or may opt for a SIP that invests Rs. 500 every 15<sup>th</sup> of the month in an equity fund for a period of three years.

### **2.NAV:**

The NAV or the net asset value is the total asset value per unit of the mutual fund after deducting all related and permissible expenses. The NAV is calculated at the end of every business day. It is the value at which the investor enters or exits the mutual fund.

### **3.Benchmark:**

A group of securities, usually a market index, whose performance is used as a standard or benchmark to measure investment performance of mutual funds, among other investments.

### **4. Asset under management (AUM):**

AUM or assets under management refers to the recent/ updated cumulative market value of investments managed by a mutual fund or any investment firm.

## **5.Association of mutual funds in India (AMFI):**

The trade association of mutual funds in India. Conceived on the lines of an industry association, AMFI represents the mutual fund industry at various policy forums and does promotional and training work.

## **6.SEBI:**

The capital market regulator, also responsible for regulating the mutual fund industry.

## **7.Unit:**

The currency of a mutual fund. A unit in a mutual fund scheme means one share in the assets of a scheme.

## **8.Unit holder:**

A person or entity who holds units in a scheme.

## **9.Holdings:**

The holdings or the portfolio is a mutual fund's latest or updated reported statement of investments/securities. These are usually displayed in terms of percentage to net assets or the rupee value or both. The objective is to give investors an idea of where their money is being invested by the fund manager.

## **10.Nature of scheme:**

The investment objective and underlying investments determine the nature of the mutual fund scheme. For instance, a mutual fund that aims at generating capital appreciation by investing in stock markets is an equity fund or growth fund.

## **11. Asset Allocation**

Asset allocation is the asset mix of equity, fixed interest rate instruments and cash or cash equivalents. The asset allocation of any fund depends upon the type and objective of the fund. The asset mix is thus decided by the fund manager. There may be pure equity funds, balanced funds, debt funds, money market funds etc. To know the asset allocation of any fund the investor may read the offer document and fund details before investment to make a proper choice according to individual risk appetite and investment objective.

**The three S — SIP, STP, SWP — The terms are very familiar but to know the true meaning we can know about them.**

## **12. STP (Systematic Transfer Plan)**

Systematic Transfer Plan gives the investor a leverage to utilise his funds in a disciplined manner. Say somebody decides to invest 10 lakh rupees in equity mutual fund, then instead of investing at one go, he may put the entire amount in debt fund of the same fund house and opt for STP. In this case every month or week as he decides a pre-determined sum shall be transferred to equity fund. The entire amount gets transferred to equity fund over a span of time safeguarding the investor from market volatility. It is quite flexible. After a certain time say 5 years again if one feels that he has accumulated enough in the equity fund he may opt for STP from equity fund to debt fund.

## **13. SWP (Systematic Withdrawal Plan)**

Systematic Withdrawal Plan as the name suggests gives investor an option to withdraw his accumulated fund over a span of time. It may also be used as pension for individuals. For instance, a person starts SIP with a meagre sum of Rs. 5000 a month at the age of 30 and continues investing till the age of 60; his investment would be Rs. 18 lakhs whereas at a CAGR of 12% the accumulated wealth would stand at Rs. 1.5crore. From here he may choose to withdraw a monthly pre-determined amount at a pre-determined date. It would be as good as pension payments.

## **14. NFO**

New Fund Offer is similar to an IPO of any company. It is an offering made to public to raise capital for a particular scheme. The offer is open for a stipulated time at unit price of usually Rs.10. After the offer is closed, anyone who intends to opt for the fund can only do so at the NAV. Whenever a new scheme is launched by an AMC it is done through NFO route to raise capital from public to buy equities, bonds etc.

## **15. Benchmark Index**

Performance is good, better or best can only be ascertained if there is a tool to compare two things. Similarly, whether a fund is doing well or not can be said only if we compare it to an underlying benchmark. A pure large-cap equity fund is usually compared to BSE-Sensex or NSE-Nifty. If in the same period say Sensex or nifty generated a return of 10% whereas the fund was able to give a return of 12% it is said that the fund has outperformed its benchmark index and is considered a well performing fund. All funds have a benchmark index to be compared with, be it equity or bond. An individual should always understand the fund performance in accordance to its benchmark before investing.



## **OBJECTIVE OF STUDY**

- To gain knowledge about Operations Management.
- To know how works are done in corporate world.
- To study Customer Centric Operations practically.
- To gain corporate experience.
- To study Customer Centric Operations.

## **SCOPE OF STUDY**

- In future as I am willing to do job in Finance and Operations, this internship will play a vital role.
- No study goes to waste, so the things I learnt here will help me to improve in corporate world.
- As this was my first experience to do internship, I learnt new things I didn't know, so this experience will add importance to my knowledge.

## **NEED OF THE STUDY**

- To know corporate world better.
- To study customer relationship.
- To know functions in operation department.
- To build confidence.
- To gain experience.

## CONTRIBUTION DURING SIP

- I have done every work in operations except solving queries of clients.
- I kept my register updated date wise to know what work I did every day.

### Week Wise information:

1 <sup>st</sup> week	<ul style="list-style-type: none"><li>• KYC form, to see status.</li><li>• Common application form.</li><li>• Statements.</li></ul>
2 <sup>nd</sup> week	<ul style="list-style-type: none"><li>• Client create.</li><li>• New NFO meeting.</li><li>• NSE login.</li></ul>
3 <sup>rd</sup> week	<ul style="list-style-type: none"><li>• e-KYC</li></ul>
4 <sup>th</sup> week	<ul style="list-style-type: none"><li>• Meeting new clients to take signature</li></ul>

5 <sup>th</sup> week	<ul style="list-style-type: none"> <li>• NSE statement.</li> <li>• NSE Login again.</li> <li>• New NFO.</li> </ul>
6 <sup>th</sup> week	<ul style="list-style-type: none"> <li>• New NFO updates.</li> <li>• NFO clients.</li> <li>• NSE- purchase.</li> <li>• NSE- switch.</li> </ul>
7 <sup>th</sup> week	<ul style="list-style-type: none"> <li>• Transactions.</li> <li>• NSE- redemption.</li> </ul>
8 <sup>th</sup> week	<ul style="list-style-type: none"> <li>• Transactions.</li> </ul>

## **JOB PROFILE**

### **Nature of job:**

My job in ved fortune vision pvt ltd was to work in back-office under an operation head. First few days I did not have any work they told me to just observe some things, they said to just observe that what others in the back-office do. After 3-4 days they told me small things like to just keep register of client's name and number updated, this continued one week then they gave me other works same as other employees in back-office.

### **Specific responsibilities of the job:**

Basically, I had to every work that back-office employee do expect handling the queries of clients.

### **Critical observation:**

The Working environment is very friendly and employees are ready to help all the time. There is a good chain of command always followed. The one thing that I admired a lot that company that they keep all data of customers in their software rather keeping it manually, in this new world of technology they know what they have to do and what not to.

## **Methodology**

Throughout the internship period I worked at Operations department and earned experience on that department. By working as a member of this department, I had opportunity to accumulate lot of information; to some extent I had excess to see company's voucher, ledger, audit report and so forth. It is worth to mention that the members of the office were very informative. Moreover, studying in detail helped me to improve in many things.

## **Limitations**

There are certain limitations in this report; otherwise the report including the analysis might be more accurate and beneficial. In addition, the report could be more informative if I were able work for more days there. This report does not carry any information concerning to the Clients they have. Several time I felt that, company maintain some privacy while giving information, hence they do not disclose many things to an internee. Because of lack of information, I have to make some assumptions that may cause few errors in the report. In spite of, all these limitations, I have tried to put my best effort as far as possible.



## **Findings**

1. Update client's data regularly, as any query comes unexpected.
2. I learnt how to keep a healthy relationship with the clients.
3. I also learnt that keeping the right information can improve many things.
4. Not always the company employee is wrong, clients sometimes do mistakes.

some other finds where:

### **1.KYC:**

The Know Your Client or Know Your Customer is a standard in the investment industry that ensures investment advisors know detailed information about their clients' risk tolerance, investment knowledge, and financial position. KYC protects both clients and investment advisors. Clients are protected by having their investment advisor know what investments best suit their personal situations. Investment advisors are protected by knowing what they can and cannot include in their client's portfolio. KYC compliance typically involves requirements and policies such as risk management, customer acceptance policies, and transaction monitoring.

### **2.e-KYC:**

The eKYC provision is important for several reasons, but mainly because of the enhanced security it provides. As customer identity verification is of prime importance, the

UIDIA has only permitted select organisation and agents to carry our e-KYC verification services. Therefore, we can stay assured that our information will never be misused or end up in possession of those with malicious intent. Further, e-KYC also doubles up on the effort to prevent identity theft and financial fraud. With the provision of biometric verification, it is among the safest customer verification provision to exist.

### **3.NSE:**

The National Stock Exchange of India Limited (NSE) is India's largest financial market. Incorporated in 1992, the NSE has developed into a sophisticated, electronic market, which ranked fourth in the world by equity trading volume. Trading commenced in 1994 with the launch of the wholesale debt market and a cash market segment shortly thereafter.

## CONCLUSION

- In this report, I have tried to identify management in Operations and each procedure they use in VED FORTUNE VISION PVT LTD.
- VED FORTUNE VISION PVT LTD. is very professional when it comes to corporate world, the things I studied helped me to know the corporate world better.
- As I was always curious about some practical things that takes place in a mutual fund company, VED FORTUNE VISION PVT LTD. helped me to gain that practical knowledge.
- The environment in the company helped me to improve in many ways which will be useful in the future, as I gained some experience from the company.
- In this report, I have studied Customer Centric Operations system they use in VED FORTUNE VISION PVT LTD. What and how they use client information for decision making and external reporting along with describing the procedure and systems of using information. In this report, I imply my acquired knowledge from Customer Centric Operation course and try to comply with the techniques, procedure and systems followed by the company.

## **SUGGESTIONS**

- The company is already doing great, there are not such suggestions to be made from my side.
- But one suggestion that I would like to make is that they can hire more employees, just to keep smoothness in work.
- The company should also focus on the weaker part of the section and come up with new plans.

# LITERATURE

## **“Conducting systematic literature review in operations management”**

### ABSTRACT:

Systematic literature review (SLR) is a well-known research method. However, there is a paucity of detailed SLR guidelines in operations management (OM). The recent interest in SLR in OM has not been followed by the same rigour observed in disciplines as medical sciences and public policy. There are no OM-specific SLR protocols, detailed step-by-step methods and reporting procedures. Therefore, this paper provides a step-by-step approach to SLR for OM scholars and an overview of SLR's evolution as a research method in OM and the resulting progression of themes. The step-by-step approach aims to serve as a guideline sufficiently broad to avoid skipping any significant step, but still being easy to be understood and applied. The paper describes procedures for rigorous SLR, reveals a growing use of literature review in OM, especially for qualitative SLR and traditional narrative reviews, assesses contemporary and emerging themes in OM, and provides a research agenda. A systematic literature review (SLR) is an important research endeavour by itself and not merely a review of previous writings. It responds to specific research questions (RQs) and is a 'methodology that locates existing studies, selects and evaluates contributions, analyses and synthesizes data, and reports the evidence in such a way that allows reasonably clear conclusions to be reached about what is and is not known'. SLR differs from narrative reviews by adopting a more rigorous and well-defined review process (Cronin, Ryan, and Coughlan 2008), by following protocols that include comprehensive searches for all potentially

significant studies (Cook, Mulrow, and Haynes 1997), and by its replicability, offering an audit trail of all the reviewers research steps in a scientific and transparent manner. SLR has been frequently applied in psychology, medical and social sciences research for many decades to provide in-depth answers to specific questions, in support of practice and policy-making (Mulrow 1994; Cook, Mulrow, and Haynes 1997; Hart 1998; Campbell et al. 2003; Petticrew and Roberts 2006; Hunter and Schmidt 2015). The successful applications in these sciences pave the way to disseminate this research method to other fields, such as operations management (OM). Scholars in the management sciences still have little training and know-how in conducting research reviews of the literature, which often result in the production of narrative reviews that lack critical assessments). Furthermore, recent interest in SLR in OM was not followed by the same rigour observed in medical sciences and public policy, where well-established SLR repositories and clearing houses such as the Cochrane Collaboration and the Campbell Collaboration exist for decades. In addition, despite the existence of guidelines for SLR in general, there are no detailed step-by-step guidelines to conduct SLRs in OM. The OM literature does offer detailed guidelines for other research methods widely adopted within this research field, such as surveys (e.g. Forza 2002), case studies (e.g. McCutcheon and Meredith 1993; Voss, Tsikriktsis, and Frohlich 2002) and action research (e.g. Coughlan and Coughlan 2002), but not for SLR in OM. One may notice the existence of the term ‘survey of the literature’. Following Forza (2002), the term survey ‘involves the collection of information from individuals about themselves or about the social units to which they belong’. When the collection of the information is from the literature, the term LR applies, while some authors may call it ‘survey of the literature’, usually denoting narrative reviews based on purposeful sampling of the literature (e.g.

Pandey and Hasin 1998). General guidelines of SLR in management and in OM are described elsewhere and are taken into account in this paper. In particular, Tranfield, Denyer, and Smart (2003) define the terminology and delineate the major phases of a SLR in management. Securing and Gold (2012) present guidance for qualitative content analysis and review the process of a number of SLR in the field of Supply Chain Management (SCM). Colicchia and Strozzi (2012) describe SLR techniques in combination with citation network analysis (CNA) and apply it to risk analysis in SCM. Cobo et al. (2011, 2012) develop quantitative techniques for content analysis of co-occurrences of citations and keywords, retracing the evolution of research themes, or thematic areas, and apply it to the field of intelligent transportation systems, among others. However, none of the authors intended to provide a detailed step-by-step approach as the one proposed in this paper and to apply it to a comprehensive review of SLR in the OM field. Within this context, the following RQs are put forward: RQ-1: How should a SLR be conducted in OM? RQ-2: Has SLR been used as a research method in OM and if so how? The main goal of this paper is twofold.

- to provide OM scholars with a step-by-step approach to conduct a SLR; and
- to provide an overview of the evolution of SLR as a research method and of the progression of themes in OM-LRs. Therefore, the authors aim to contribute to disseminate further this review technique in the OM field, alerting scholars of the research opportunities offered by its correct application. This paper is organised as follows. First, definitions of different LR techniques are given. A SLR step-by-step approach is proposed in Section 3, addressing RQ-1, and applied in Section 4, addressing RQ-2. The authors' main conclusions and recommendations for future research close the paper.



## A STEP-BY-STEP APPROACH:

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the proposed approach herein should guide the main phases of SLR. It embraces eight steps based on Cooper's (2010) seven-step approach for research synthesis, Higgins and Green (2008) guidelines for SLR updates and Zhao and Strotmann (2015) procedures for CNA. The eight steps are: (i) planning and formulating the problem; (ii) searching the literature; (iii) data gathering; (iv) quality evaluation; (v) data analysis and synthesis; (vi) interpretation; (vii) presenting results; and (viii) updating the review. Each major step comprises specific substeps or tasks. Reliability checks among researchers are performed along the entire process, with emphasis in search reliability for study

selection (Step 2) and consistency of category coding during data gathering (Step 3). Figure 1 depicts the main SLR steps.

### 3.1. Planning and formulating the problem

At the onset of the review, a team should be constituted and be involved in all the major steps of the process (Higgins and Green 2008; CRD 2009; Campbell Collaboration 2014). The use of multiple reviewers should ensure transparency, strength the search for inclusiveness and assist in synthesising and reporting results, satisfying the three Denyer and Tranfield's (2009) quality

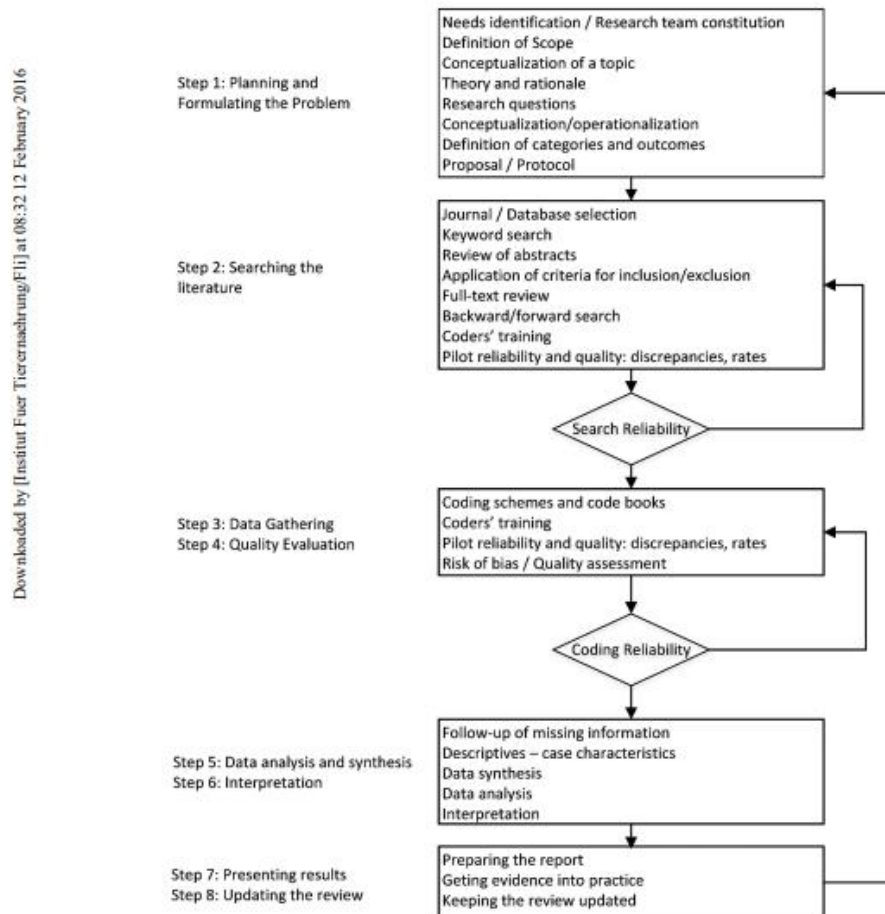


Figure 1. Eight steps to conduct a SLR in OM.

## REFERENCE:

Full review is available here-

[https://www.researchgate.net/publication/290210136\\_Conducting\\_systematic\\_literature\\_review\\_in\\_operations\\_management](https://www.researchgate.net/publication/290210136_Conducting_systematic_literature_review_in_operations_management)

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