

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

**“A Study on Generating Customer for Investing in SIP’s of Mutual Fund with special
References of GIM Wealth Pvt. Ltd”**

SUBMITTED BY:

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B.com (Honours) VI Semester

PROJECT GUIDE:

Prof. Sakshee Ahluwalia



Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur

NAAC Accredited 'A' Grade Autonomous Institution



GAURANG INSURANCE MARKETING & VALUE CREATION PVT. LTD.

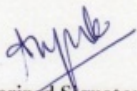
To Whomsoever it may concern

This is to certify that Miss. Mayuri Anil Khokle, a student of B.com (Honours) Sem - IV, G.S. College of Commerce & Economics, Nagpur has successfully completed her summer Internship program from "12th January 2022" to "15th March 2022" under our guidance.

During the period of her internship she was found Punctual, Hardworking and Inquisitive.

We Wish her every success in life.

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CERTIFICATE

This is to certify that the said internship project report titled
“A study on generating customers for investing in SIPs of mutual funds
with special reference to Gim Wealth” has been completed & submitted by
Ms. Mayuri Anil Khokle as a part of partial fulfillment of mandatory
requirement for the degree of B.Com. (Honours) at G.S. College of Commerce
& Economics, Nagpur for the Academic Year 2022-2023 under the able
guidance of Prof. Sakshee Ahluwalia

Date: 12/04/2023

Place: Nagpur



Sakshee Ahluwalia

Prof. Sakshee Ahluwalia
Project Guide

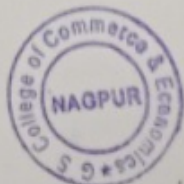
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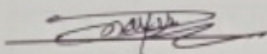
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to GIM wealth Pvt Ltd. for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours) for the guidance and teachings. I would like to thank Prof. Sakshee Ahluwalia, Assistant Professor, B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the utmost knowledge provided to us on regular basis.

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Date: 12/04/2023

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INTRODUCTION

Mutual Fund

There are various avenues available for investments. Mutual Fund also provides good investment opportunities to the investors. Like all investment, they also carry risks. Investment is divided into three parts such as ownership investment, lending investment & cash equivalents. The complexity, risk factor and various legal aspects of capital markets make it almost impossible for small investors to understand the working capital of the corporate sector. It is easier for a common man to invest his savings in mutual funds instead of facing the bulls directly. Mutual funds basically act as an intermediary between the small investor and the corporate structure.

Mutual fund is a fund that draws its functional resources from the general public, who are generally of the middle income group, and uses that fund to invest in the capital market. Mutual fund plays a vital role in converting small drops of savings into a big ocean of market capital. These little drops collected by the mutual fund are invested in various securities of the company like shares and debenture etc.

Mutual Fund is a company that collects money from different people and invests in stocks, bonds or any other assets. Mutual funds are a system of pooling the resources by issuing units to the investors.

Investing in securities is spread over a wide cross section of industries and sectors and thus reduces the risk. The profit or losses are shared by investors in proportion to their investments. Mutual Fund is registered under the Securities & Exchange Board of India (SEBI) which regulates the securities market before it can collect funds from the public.



History of Mutual Fund in India -

Unit Trust of India was the first Mutual Fund establish in India in the year 1963. The main aim of UTI was to let small, uniformed investors & other financial instruments of larger company. In early 1990's, the government permitted institution and public sector banks to set up mutual fund.

From 1964 to 1987 -

The beginning of the Mutual Fund industry dates back to 1963 with the formation of Unit Trust of India by the act of parliament. its functions under the administrative and regulatory control of RBI. Later in 1978 UTI was separated from Reserve Bank of India. By the end of the yer 1988, UTI had assets under management of rupees 6700 crore.

From 1987 to 1993 -

In this year of entry of public sector bank. SBI Mutual Fund was the first non - UTI mutual fund launched in June 1987. Subsequently, canara bank came into existence in December 1987 as canara bank mutual fund. Similarly, others banks came into existence, such as -

- August 1989 -
Punjab National Bank Mutual Fund
- November 1989 -
Indian Bank Mutual Fund
- June 1990 -
Bank of India Mutual Fund
- October 1992 -
Baroda Mutual Fund

In the year 1992, the Securities & Exchange Board of India Act (SEBI) was passed. The objective of SEBI are to protect the interests of investors in securities and to promote the development and regulation of the securities market.

From 1993 to 2003 -

The new era of mutual fund industry started in 1993 with the introduction of private sector funds. This give investors a wide choice of funds. With the establishment of SEBI in April 1992, the Indian Security Market gained prominence. All the mutual funds were governed under SEBI. The main motive was to protect the interest of investors.

From 2003 to 2014 -

In February 2003, UTI was a split into two different organization -

- *The first is the Specified Undertaking of Unit Trust of India*
- *The second is the UTI mutual fund carved out of unit Trust of India*

After the global economic meltdown in 2009 , global financial markets were at an all-time low, & so was India. Most of the investors who put their money in when the market was at its peak suffered heavy losses. The mutual fund industry has been struggling to overcome these difficulties and reinvest itself for more than two years.

Since 2014, the situation improved considerably after the formation of a new government at the centre.

There are many types of mutual funds. They can be divided into two categories like the types of mutual fund on the basis of first structure and the mutual funds on the basis of second assets.

Types Of Mutual Fund -

◆ On the basis of structure -

- i) Open ended mutual fund- These funds can be purchase & sell through out the year. The buying and selling of open ended fund is done as per the current net asset value of the fund.
- ii) Close ended mutual fund- Closes ended mutual funds are registered under stock exchange but liquidity is very low. They can only be purchased during the New Fund Offer period. They redeem after a fixed maturity period.
- iii) Interval funds- Interval funds is the combination of the open ended mutual fund and close ended mutual fund.

◆ On the basis of assets-

- i) Debts funds- Debts mutual fund is safest type of mutual fund & can regarded as long term and short term instrument. They include your money in debt instruments such as company debenture , governments bonds and other securities.
- ii) Liquid mutual fund- liquid funds invest in instruments with minimum to very short term maturity to ensure liquidity of your money. They are low yielding and ideal for short term investment. However, lower the risk, lower the return potential.
- iii) Equity funds- Equity funds have the potential for the highest return , but also come with the highest degree of the risk. Equity funds are recommended for investors with an investment horizon of at least 3-5 years. There are various types of equity funds.

iv) Money market funds- The money is mostly invested in bond and debenture, which have fixed maturities and provide fixed income. If regular income from your mutual fund investments is your goal, then income funds can be great option.

iv) Balanced mutual fund- Balanced fund is called the hybrid fund. They are the funds that invest in two or more assets classes as per the investment objective.



Investing in mutual funds is also risky , but investing in it also gives high return.

Risk-

Risk is the possibility of something bad happened. Risk involves uncertainty about the implications of an activity with respect to human values (such as money, property) often focusing on negative, undesirable outcomes.

The risk level in mutual funds depends on what one invest in. Generally, the higher the potential return, the higher the risk. For example - stocks are usually riskier than bonds, so an equity fund tends to be riskier than a fixed income fund.

The six common types of risk in mutual funds investment -

<i>Types of risk</i>	<i>Types of investment affected</i>	<i>How the fund could lose money</i>
<i>Market risk</i>	<i>All types</i>	<i>Investment decline in value due to unavoidable risks affecting the entire market</i>
<i>Liquidity risk</i>	<i>All types</i>	<i>The fund cannot sell an investments that's declining in value because there are no buyer</i>
<i>Credit risk</i>	<i>Fixed income securities</i>	<i>If a bond issuer can't pay back the bond, it may prove to be a worthless investment</i>

<i>Interest rate risk</i>	<i>Fixed income securities</i>	<i>Fixed income securities typically fall in value when interest rate rise</i>
<i>Country risk</i>	<i>Foreign investment</i>	<i>The value of foreign investment decreases due to political changes or instability in the country where the investment was issued</i>
<i>Currency risk</i>	<i>Investing in currency other than the canadian dollar</i>	<i>If the other currency depreciates against the canadian dollar, the investment will loose value</i>

◆ *Benefits outweigh risks in mutual fund -*

Benefits

- *Transference*
- *Diversification*
- *Regulatory oversight*

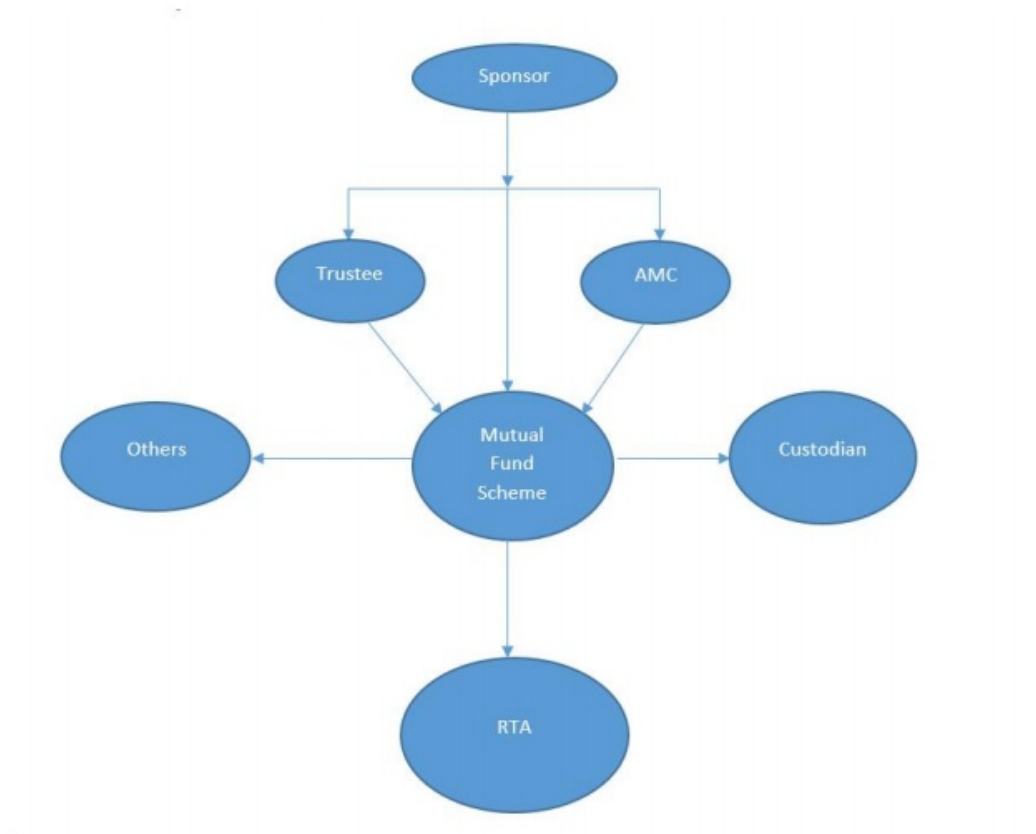
Risks

- Market risk*
- Interest rate risk*
- Fund manager risk*

Ways to invest in mutual funds-

- Direct investment
- Online mutual fund investment option
 - Using a Demat account
 - Through Karvy & CAMS
 - Mutual fund agents

Mutual Fund Structure-



The Structure Consists-

- **Sponsor** - A sponsor is the promoter of mutual fund. A sponsor is a person who sets up a mutual fund either singly or in association with any other corporate body. The sponsor is not responsible or liable for any loss or damage arising from the operation of the scheme beyond the initial contribution made to set up the mutual fund.
- **Trustee** - A trustee is a person or a firm that holds and manages property or assets for the benefits of a third party. Trustees are independent directors who are not associated with the sponsor in any way. Trustee is usually a company or a Board of Trustee.
- **Asset Management Company (AMC)** - The AMC is assigned by the trustee as the investment manager of the mutual fund. The AMC is needed to be accepted by the Securities & Exchange Board of India (SEBI). The director in the mutual fund is independent.
- **Registrar & Transfer Agent (RTA)** - These firm registered with the Securities & Exchange Board of India. The registrar process - application form - redemption request - dispatch account statement. The registrar & transfer agent also handles communications with update investor records and investors.
- **Custodian** - One who is entrusted with the guarding and maintenance of property or records or with the custody or guardianship of prisoners or inmates. The duties of custodian are performs general, to include dusting, mopping, routine custodian duties etc.

Advantages of investing in a Mutual Fund-

- i) **Expert money management** - Your collected funds are managed by a team of experts. So you have the advantage of expert guidance in creating wealth. The fund manager does careful research in deciding whether to buy & sell sectors, allocations, equities and other courses.
- ii) **Low cost** - If you count the benefits of specialization, diversification and other options of return, then definitely mutual funds are a very cost effective vehicle of investment.
- iii) **Switch fund** - Some mutual funds give you the option to switch funds if you are not happy with the performance of a particular mutual fund scheme. However, you need to be cautious while opting to switch.
- iv) **Diversification** - Mutual funds give you the benefits of diversification across asset classes that is otherwise not possible for an individual investor.
- v) **Tax benefit** - In tax saving mutual funds under ELSS, you get the twin benefits of tax saving & wealth creation. Under section 80C of the Income Tax Act, you can claim a maximum deduction of rupees 1,50,000 in a year.
- vi) **Lock-in period** - Close-ended mutual funds have a lock-in period, which means that you as an investor are not allowed to redeem the fund before a certain profit.

vii) **Ease of investing & redemption** - Now, it is very easy to sell, buy & redeem funds at NAV. Simply place a redemption request and you will receive your money in your desired bank account within a few days.

viii) **SIP option** - Systematic investment plan gives you the flexibility to invest at agreed intervals which can be weekly, monthly, quarterly.

Systematic Investment Plan (SIP)-

To get success in life, you work for long hours for achieving our goal. So, systematic Investment Plan or SIP is one of the most effective ways to invest in the stock market. It is an investment plan in which small amount can be invested. SIP can be done with a minimum amount of money such as 100, 500, or 1000 rupees can be started. This is the best way to save money. In this, there is no burden on the investor, you can invest according to your income and good returns.

SIP is a way of investing in mutual funds, which is considered to be an excellent means of creating wealth over the long term, especially for those who have monthly cash flows and cannot afford lump sum investments. It also helps in typical out the investment over a period of time.

WHY TO INVEST IN SIP



- Discipline your financial decision
- Start with as low as Rs.500
- No charges to invest in SIP
- Compounding Interest benefits
- Help to manage market volatility

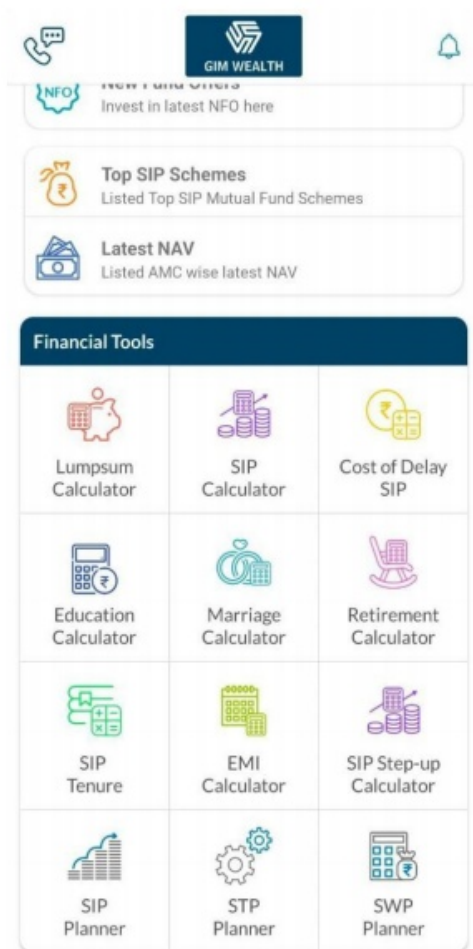
What is SIP calculator ?

A systematic Investment Plan calculator is an online financial tool that can help to calculate the returns on your SIP investment. How to calculate SIP investments ? That is the major question for many investors. The answer is a mutual fund SIP calculator online.

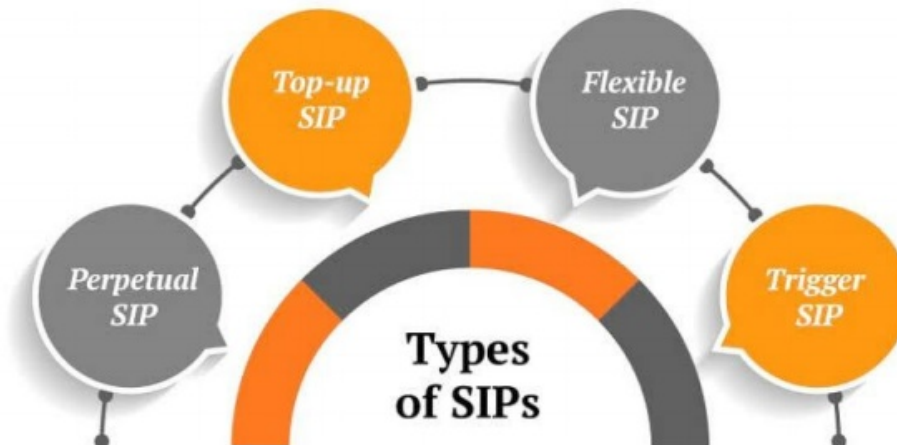
SIP return calculator for mutual funds generally has 3 input boxes -

- 1. Monthly investment amount*
- 2. Investment period*
- 3. Expected annual return*

It is also important to calculate the exact SIP amount to reduce the risks associated with the investment. Based on their investment aim , individuals should always calculate the SIP value using a SIP calculator.



Types Of SIP-



➤ **Regular SIP -**

it's a simple form of SIP. Under this plan, you're required to make contributions at regular intervals, which can be monthly , quarterly , or half-yearly.

➤ **Flexible SIP -**

it's also known as flexi SIP. A flexible SIP is similar to regular SIP. In a flexible plan , you can adjust or change the amount of contribution.

➤ **Top-up SIP -**

it's also known as step-up SIP. This type of systematic investment plan allows you to increase your contribution at certain arranged.

➤ **Trigger SIP -**

A trigger SIP only invest in a mutual fund online if a delegated event occurs. Investing in mutual funds online is prudent & secured.

➤ **Perpetual SIP -**

Perpetual SIP is a systematic investment plan which dose not have any end date i.e. runs forever. You do not need to renew your SIP & can invest as long as you want.

SIP help the average the cost as uniform amount is invested usually every month at a different NAVs. You have many financial goals in life , but you do not know how to plan & invest for them. SIP is the soul of goal-based investing. SIP works by investing a fixed amount at a defined frequency. Those investor does not need to time the market. To renew a new SIP, a new form has to be filled & the new SIP starts & you have to do the time accordingly.

Systematic investment plan gives good return. Nevertheless , there are certain risks associated with it as SIP companies invest money in various financial instruments , which include equity , debt , corporate securities , government bonds etc. The value keeps on fluctuating due to changes in various factors like price fluctuation & assets performance. So before investing in SIP it is essential to determine the risks involved.

Listed below are some of the important risks associated with SIP investments , which affect the market value of the scheme. Let's watch -

- *Market movement risk*
- *Risk of liquidity*
- *Risk portfolio concentration*
- *Interest rate change*

SIP is indeed one of the best path for investors to meet their investment objective.

Insurance-



Insurance is a legal agreement between two parties - the insured and the insurer, also known as Insurance coverage and insurance policy.

Insurance policies is a contract between the policy holder and the insurance company. You can solve all the problems that come in your life through insurance. We do not know what will happen tomorrow , so we try to compensate for the possible loss in future through insurance policy.

The basic function of insurance coverage is to -

- ✓ *provide protection*
- ✓ *provide certainty*
- ✓ *risk sharing*
- ✓ *capital formation*
- ✓ *legal requirement*

Types Of Insurance-

1. **Life Insurance** - life insurance is a type of agreement made between the insurance company & person taking the insurance. The insurance company has a given guarantee that the policy holder will die in the future , in order to protect the nominee from the term and condition of the insurance company , he will get some financial benefit.

2. **General Insurance** - General insurance is also called as non-life insurance. General insurance is a provision that takes guarantees compensation for loss , illness , or death in exchange for the payment of a premium . The various types of general insurance are marine , accident , fire etc.

There are various types of insurance available such as health , motor , travel , home , Rural , commercial and business insurance. Insurance plan helps to provide safety and security. Insurance companies play a very important role in economic development in India -

➤ *Saving & Insurance* - Saving includes refraining from current consumption. Investment can happen only after saving. Saving , investment and all domestic production is beneficial.

➤ *Capital formation & Insurance* - The country's capital can be defined in capital formation plant , tools , building , communication , machinery , etc. Three steps are necessary for capital formation -

✧ *Real saving*

✧ *The act of investment*

✧ *Increase employment*

- Obligation to rural & Social sector - In India , the insurance authority is required to fulfill its obligation towards the social & rural sectors.
- Insurance as financially intermediary - Financial intermediaries work to channelize saving domestic investment.

There are few things to consider when choosing an insurance company to work with-

- ◆ *Insurance coverage*
- ◆ *Financial strength*
- ◆ *Customer service*
- ◆ *Agency model*

COMPANY PROFILE

*There are many type of insurance companies in India, one of them is **GIM Wealth Pvt. Ltd.** **Gaurang Insurance Marketing And Value Creation Pvt Ltd** in Madhv Nagar, Nagpur is A top player in the category Financial Planners in Nagpur.*

“ Gaurang Insurance Marketing & Value Creation Private Limited ”



<i>Company Name</i>	<i>Gaurang Insurance Marketing And Value Creation Pvt Ltd</i>
<i>Date Of Incorporation</i>	<i>8th August 2016</i>
<i>Address</i>	<i>71 , madhav nagar road , opp. PMG mall , madhav nagar , Nagpur , Maharashtra</i>
<i>Phone no.</i>	<i>9422113800 , 0712-3565551</i>
<i>CIN no.</i>	<i>U66000MH2016PTC284524</i>
<i>Registration Name</i>	<i>284524</i>
<i>Age Of Company</i>	<i>6 years , 5 months , 4 days</i>
<i>Website URL</i>	<i>www.gimwealth.com</i>
<i>Email ID</i>	<i>info@gimwealth.com</i>

Gaurang Insurance Marketing And Value Creation Private limited is a private incorporated on 08/08/2016. It is classified as Non-government company & is registered at Registered of Companies , Mumbai. It's authorized share capital is rupees 1,000,000 & it's paid up capital is rupees 1,000,000. It's involved in insurance and pension funding , except compulsory social security.

***Mr. Sameer Deshpande** is the co-founder of GIM wealth . He is specialist in financial Planning & has a deep understanding in debt, equity and financial market. And also **Miss Gargee Deshpande** & **Mrs Supriya Deshpande** co-founder of GIM Wealth Pvt Ltd , with numerous years of experience in the industry and financial service industry.*



GIM Wealth Pvt Ltd provide the highest services in the categories - Finance Consultants & Financial Planner. This well known establishment acts as a one-stop destination servicing customer both local & from another parts of Nagpur. Over the course of it is journey , this business start a firm foothold in it's industry.

Their main aim is customer satisfaction & providing their best product as well as best services ,have helped this establishment garner a vast base of customers , which continues to grow by the day. In the coming future , the aim of this business expand its line of product & services and cater to a larger client base. In Nagpur , this establishment occupies a prominent location in Madhav nagar & as there are various modes of transport readily available.

GIM Wealth Pvt Ltd in Madhav Nagar has a broad scope of products and/or services to cater to the varied needed of their customer. The staff at this establishment are polite and feed at providing any assistance. They willingly answers any question or queries that may have.



Products -

- Mutual Fund - A mutual fund is a pooled collection of assets that invest in bonds , stocks , & other securities. Investors buy shares in mutual fund. Each share describe investor portion ownership of the fund and income generated from it.

- Insurance - The clearest & most important advantage of insurance is the payment of losses. Another advantage of insurance is the management of uncertainty of cash flows. Insurance provide payment for covered damages when they occur.

Services -

- *Life insurance*
- *General insurance*
- *Fixed Deposit*
- *Housing Loan*

There are various services -

Door steps service, Tax planning, Asset protection , Financial planning, Stocks & bonds consulting , Equity investment , Capital gain bonds , Fixed Maturity plans , Stock distribution , Monthly income plan , Long term investment , Value creation Financial advisor. And also provide the loan such as Educational loan , Home loan , Personal loan , Auto Loan , etc.

In the past three years have earned a lot of accolades one of them being the champion of the SIP club at the National Level & they also successfully conducted various Investor Awareness Programme , the recent one being the ‘ Financial Literacy Programme to empower the individual Investors ‘ at the Rotary Club of Chandrapur.

STUDENT ROLE

- **Data collection** - The process of obtaining and analysis data on certain variable in a established system is known as data collection or data gathering.
- **The promotion of the product and services which they were offer** - such as mutual fund , insurance etc.
- **SIP generation** - Systematic Investment Plan it is not an asset class or an investment instrument. It is helps you invest a fixed amount of money regularly in various mutual fund schemes depending on your financial goal.
- **Data interpretation** - Using diverse analytical method to review data & arrive at relevant conclusion

PROJECT OVERVIEW

Objective of the study

The specific objectives of the study are as follows -

- ❖ To understand the working of asset management company.
- ❖ To recognize the performance of many schemes using various tools to measure the performance.
- ❖ To compare and assess the performance of selected mutual fund schemes of many mutual funds companies & other Asset Management Company.
- ❖ To study the relationship between the demographic variables of individual investors and the choice of mutual fund as an investment option.
- ❖ To undertake a factor analysis of variables relating to the individual investors that have an impact on mutual fund purchase behaviour.
- ❖ To understand how different marketing strategies are utilized for the promotion of the Mutual Fund.
- ❖ To understand why it is important to take customer feedback.
- ❖ To study some of the mutual fund schemes.
- ❖ To study some mutual fund companies and their funds.
- ❖ To give an idea about the regulations of mutual fund.
- ❖ To give an idea of the types of schemes available.

Scope of the study

The scope has expanded considerably over the year. In the first era of mutual funds , when investment management companies started offering mutual fund options , there were very few. Even though people invested their money in mutual funds because these funds offered them diversified investment options for the first time.

By investing in these funds , they were able to diversify their investment across bonds, common stocks , preferred stock and other financial securities. At the same time , he also took advantage of liquidity. With mutual fund , they got the scope of easy access to their invested funds whenever needed.

But , in today's world scope of mutual funds has become so wide , that people some times spend a lot of time deciding the type of mutual funds they are going to invest in. Over the years many investment management companies have emerged that offer different types of mutual funds , each type having unique characteristics.

Need of the study

- ✧ *Investment is a big source of income. So it is necessary to invest. This can be your investments in fixed deposits , equity , mutual fund , properties & other assets. These investments will continue to earn you returns even when your regular income stops and will enable you to deal with situation comfortably.*
- ✧ *Mutual funds are a convenient way to access the stock market , avoiding the inherent risk associated with it uncertainty around returns.*
- ✧ *Various factors like dual level of income , single family , better health , financial literacy & relatively lower health bills , increased knowledge with just a swip of a finger , increased data choices & consumption has fueled a rise in investment interest among the general public.*
- ✧ *Assets under management accumulated by mutual funds are harbingers of development in the country.*
- ✧ *Trends are sun in assets under management , which correspond to buying & selling of investment done by institutional investors.*
- ✧ *Therefore it becomes necessary to study all the three streams together & find out if there is causality between the flows.*

Significance of the study -

The present study focuses on two front's i.e institutional flows at the micro economic level & micro economic level i.e. individual retail investor. There are many stakeholder who would be interested. In the present study , some of them would be government regulatory bodies , assets managements company , individual retail investor & the student community & general body of knowledge financial investing in India will be the key to the growth story in India.

A) Economy - Availability of funds for investment in what will make the cost of funds cheaper investment activities. A study on mutual fund is extremely important at this point mutual funds individual retail investors are a source to tap untapped disposable income of household where single or dual income with no children is ideal. It becomes very important to understand factors that motivate investors to buy mutual fund.

B) Government - The study will be very useful for the government on two fronts. It will help if it is found that the government imposes more restriction on foreign institutional investment. Foreign institutional investors have influences over assets under management.

C) Body of knowledge - There is little study that has been done on the effect of earlier institutional investment on mutual funds. The findings of the present study will shed light on the gap areas identified in the previous section.

D) Student community - There is no age limit to invest in mutual fund. Even student and youth can start their investment journey. This helps investors to achieve their financial goal. SIP has become the only preferred way to invest in mutual fund as it the habit of regular saving.

Analysis, Outcome & learning
As an Intern

GIM Wealth Pvt Ltd recruited interns for their own company to promote their product and services and also to help students get practical knowledge about industrial sector.

GIM Wealth Pvt Ltd conducted its campus drive in GS college of commerce & economics January to recruit interns for there internship program this internship was for three months (12th January 2022 to 15th march 2022) during which the students will get opportunity to gain the practical knowledge. They hired interns for different job profiles which were there in their company like -

- *Finance*
- *Taxation*

The steps in the selection process that had to be completed were filling out the application form and attending the interview. Selection process is the shortlisting the correct candidate with the necessary qualification and skills. As the campus drive was conducted offline mode after the covid-19.

Since all the students were new , he asked each of them only a few general questions to understand how confident they were that they would be able to do the work assigned to them.

The question was -

- ◆ *Described yourself in few words ?*
- ◆ *Why do you want to work here ?*
- ◆ *What is your greatest strength ?*
- ◆ *What are your strength & weakness ?*
- ◆ *What do you know about this company ?*

The final selection was based on this interview drive. The shortlisted students were are conducted directly through personal mail and what task will be allotted to them based on their job profile which they have chosen.

Week 1st to 4th

We were given training in this week. As soon as we joined, an orientation programme was performed where we were given information about the company. They gave us a complete overview of the company such as his vision, his mission and his values. They also provided us with the necessary information on topics such as company policies, reporting structure, benefits plans and more.

A team training program was also conducted for us. In this, how we should talk to your team member, we should also listen to their opinion, everything was told in this team training programme. They gave me training on how to do communication. They told us how to talk to the customer & how to treat them and how to tell them about the product & services as well as how to convey them. One should always talk to the customer in a positive tone.

They also told how to develop your leadership skills, skills like delegation, providing feedback etc. Technical skills is the most important for the employee. They told us about his products & services. And what services does they provide & how do they do all these things. They gave us all the technological knowledge as well as his product and services. In that we were told what are the benefits of the products and services, for what and when that product & service is useful.

Sales training combines the knowledge of product & services training with sales strategy to help close to deal. They told us everything from identifying the good prospects for a certain product or services to structuring conversation. They also gave us online training. It took me two weeks to understand all that.

They gave us the form in which we had to collect that data. The form like -

Assessing your risk profile

L&T Mutual Fund

Know your risk profile

Client Name: _____ Date: _____

Contact No: _____ Age: _____

Knowing your risk profile will help you to decide what your investment pattern should be. So go on, take the test and discover the kind of investor you are. Simply tick the box that best describes how you would react in a given situation to get started.

Have you invested any money in the past? If yes, what has been your experience so far?

☐ a. I have just started investing and do not have any prior investment experience

☐ b. I invest mainly in fixed deposits, post office savings

☐ c. Option b plus debt-based mutual funds, monthly income plans and traditional insurance plans

☐ d. Option b & c plus equity-based mutual funds and ULIPs

☐ e. Option b, c & d plus a mix of equity shares, real estate and derivatives

What percentage of your monthly income is generally available for investment?

☐ a. < 10% ☐ c. 21% - 30% ☐ e. > 41%

☐ b. 11% - 20% ☐ d. 31% - 40%

Assume that you have bought an equity share and its value fell by more than 25%, but there is no change in the fundamentals of the company. What will you do?

☐ a. Sell the entire holding

☐ b. Sell part of the holding to prevent large losses

☐ c. Maintain current holding and wait and watch further before deciding anything

☐ d. Increase holding as fundamentals continue to be good

☐ e. Buy very aggressively, to bring down the average cost of acquisition

Which statement best describes your approach as an investor?

☐ a. I want my investment to be completely safe and I don't mind accepting very low returns for it

☐ b. I want to preserve my capital in the long term, however, I don't mind taking small risks for little extra returns

☐ c. I want my investments to grow in the long run; I don't mind losing a part of my principal in the short term

☐ d. I want very high returns, and I am willing to take some amount of risk

☐ e. I want my investments to grow substantially and it should earn the highest possible returns

Which age group do you belong to?

☐ a. 61 yrs and above ☐ c. 41 to 50 yrs ☐ e. 18 to 30 yrs

☐ b. 51 to 60 yrs ☐ d. 31 to 40 yrs

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Some did not even talk properly. Then it was the time of covid-19, so some were afraid to talk face to face. So we talk to the call and collected data from them. Some numbers were wrong, some numbers were not available at all. No one picked up the call. When someone picked up, he had given the street.

Week 5th & 6th -

Digital Marketing is a part of marketing that uses the online and internet based digital technologies such as mobile phones , desktop technologies , & other digital media and platforms to encourage products and services. That time was covid-19 , so people were afraid to talk face to face. So we did our work online as well. We put status on WhatsApp put a story on Instagram so that people come to know about this policy or this company.

Finance service improves with the digital marketing , as well as customer trust can be won. The main objective behind digital marketing for financial services is to better customer and win the trust. Digital marketing also takes times , as well as the information reaches the customer immediately and the correct information is known.

Digital marketing has a huge role to play in the financial sector , which contributes significantly to the country's economy. This is the promotion of the brands using the internet and other forms of digital communication to connect with future customer.

The main objective of the digital marketing is the - constructing brand value and awareness , improve the SEO person technique , increase the number of visitors , paid advertisement , marketing with the help of electronic mail , produce unique and relevant insight regularly , reduce cost prices for new customer , etc. We were given

Digital Marketing Objectives



Week 7th & 8th

We were given task of creating customer from this week. Creating customer was a big task. They gave us training on how to talk to the customer , how to understand them , how to tell them correctly. There are four main customer needs such as price , quality , choice and convenience.

A customer is a person who buy the goods and services from another business.

Without them , business would go out of business. Customers are important because they generated revenue. Customer delight is the level of loyalty and satisfaction your customer experience after engaging with your product.

We deal with different people , told them our policy and made them understand. What is the mutual fund , how it is , hoe it works , what are its benefits , how it will be useful in future , we told all these things to the people. What are the benefits of investing in mutual funds ? like , how can we grow our own in it and how much it comes from investing in it , we told them all this. We had also told people that there is a risk in invest in mutual fund. (high risk , high return)

I had made 10-15 customer to invest in mutual fund. Out of this only a few people invested in mutual funds. They also liked the company , they also liked their policy & their way of working. Customer very happy.

In that also some people did not like this policy. Some people did not even speak properly. Someone was saying that there is a risk in it , then if our money gets drowned then who will be responsible like this. So we have to save only , so we can save it in the bank as well. There is no risk in that , so we can keep our money safe in the bank itself. We got to learn a lot from this task and also understood what people think about investing in mutual fund.

Week 9th & 10th

In this week we had to collect customer for systematic investment plan (SIP) and it was also told to sell the products of liquiloans. This are also big task. Different answers come from the people. Told us the meaning of SIP and told them how it works.

SIP is one of the best forms of systematic investment , which should be done consistently over a specified period of time. An investor can diversify his portfolio by starting SIP in two or more funds. Investment in certain funds are eligible for deduction from taxable income under section 80C of the income tax act.

Systematic Investment Plan is a better investment option as compared to fixed deposit , especially if you consider the flexibility of investment , benefits of diversification , tax benefits & higher returns. So , it is better to invest in SIP instead of fixed deposit. How SIP calculators works -

- Input the amount you want to invest
- Decide the time period you want to invest the amount for
- Fill in the expected rate of return
- If you already have an goal set input the same and follow the same process above

Now there is no particular age to invest in SIP (As long as you are 18 years and above) , the general rule is - the sooner , the better.

Example of SIP investment - Let assume that you have a monthly SIP of Rs 10,000 in mutual fund scheme. If you opt for Rs 1,000 SIP top-up on an annual basis , your monthly SIP installments will be Rs 11,000 after one year and Rs 12,000 in the following year.

We told people about liquiloans and gave them a pomp-let.

LIQUILOANS

PRIME RETAIL FIXED INCOME INVESTMENT PRODUCT

750+ Cr Disbursements

ICRA (AA-) Rated*

EARN UPTO **9.25%** RETURNS

CRISIL Assessed*

INVESTOR First Approach

★ 100% SUCCESS RATE ★

- HIGH SAFETY**
 - ★ RBI Regulated
 - ★ Escrow & Trustee Mechanism
- INFLATION BEATING RETURNS**
 - ★ Beat Inflation by 3-4%+
 - ★ Best Risk-Adjusted Returns
- EASY LIQUIDITY**
 - ★ Quick & Easy Withdrawal Facility
 - ★ Highly Active Secondary Market
- 100% TRANSPARENCY**
 - ★ Digitally Track Your Investments
 - ★ In-depth Insights On Underlying Loan Portfolio

T&C's Apply *Eligible pool of Loans as on 31st Mar 2021

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We had taken these products to the people , but there was no proper response from them. It was our last weeks. In this week , we had told our head all the reports of the tasks completed in the period of 3 months. They asked us what kind of experience we had in this time period , what difficulties we faced during this period. We also got to learn a lot of things from the internship . Because of him , we came to know hoe to communicate with people , how to tell them our point of view.

CONCLUSION

Various investment avenues available degree of risk and return. With the increasing importance of mutual funds in other regions of the country , this place is witnessing a similar growth rate in mutual fund. Customer are not properly educated about the mutual fund.

Mutual funds now represent perhaps the most suitable investment opportunity for most investors. As financial markets become more complex , investor need a financial intermediary who provides the necessary knowledge and professional expertise successful investment. As the investor always tries to maximize the returns and minimize the risk. Investors who need regular income should invest in income schemes.

The most preferred purpose for investing in saving is to secure the future rather than to maximize wealth and get tax benefits. The most preferred purpose for investing in saving is to secure the future rather than to maximize wealth and get tax benefits. Mutual fund investors prefer SIP as a form of investment than one time investment.

Customer are not properly educated about the mutual fund. There is no financial advisor who can educate investor. Posters , banners or promotional activities are rarely seen in this market. Mutual fund companies do not have aggressive strategy. Insurance products are and can be the main competitors of mutual fund.

More than half of the respondents have wrong perception about the mutual funds. They feel that mutual funds are very risky investment option. Some of the respondents are fulfilled with the current return on their investment. Most of the respondents neither do not want to take risk invest their money in mutual fund.

SUGGESTION

- ❖ It is important to understand that each mutual fund has various risk rewards. Aggressive campaign to train is urgently needed investors about various mutual fund schemes.
- ❖ Mutual fund industry should maintain consistency in its investments provide returns better than returns and market returns. The main goal of any fund manager is to maintain the unit price - i.e. the price is not high or low , a second hike is also needed consider returning the unit.
- ❖ In order to provide more liquidity to the investor , mutual fund should to develop a wide infrastructure of self-sustaining branches.
- ❖ Mutual fund companies should adopts transference operation for inter scheme transaction , inter scheme change sector in terms of allocation a fund manager handles two to three schemes at the same time.
- ❖ Apart from relying on friends , media , brokers , newspapers , professional advisor , mutual fund investors should be encouraged to use other sources of information such as financial magazines , internet and brochures of mutual funds. Mutual fund companies this aspects should be considered.
- ❖ Mutual fund companies should launch new and innovative schemes according to the different needs of the investors. Lack of innovative product in the market people have the ability to invest and this potential should be explored by mutual fund companies.
- ❖ It is important that wherever mutual fund companies make new offers fund , regulators should check the nature of fund allocation , fund and stock selection provisions.

- ❖ Investors should choose the right mutual fund schemes which suitable their requirements , offer document of mutual fund scheme must read and check thoroughly.
- ❖ Mutual fund companies are financial intermediaries between the public and the financial market. Regulators like SEBI and AMFI should keep an eye on every movement of mutual funds company and fund performance and regulating these companies.
- ❖ AMFI should conduct adequate awareness programs about it provide utility and information on investing in mutual funds to the public about various new schemes.
- ❖ Appropriate measures should be taken by the government , AMFI and helps SEBI eliminate the discouraging factors and provide conducive environment for growth of mutual funds in the country.
- ❖ It is true that market motions (up & down) affects equity mutual fund performance. That's why the fund manager should adjust your portfolio according to market conditions.
- ❖ Best way for an investor to invest a fixed amount specific interval , say every month. Each invests a fixed amount month , when the price is higher and higher they can buy fewer units when the price is low , thus reducing the average cost per unit.
- ❖ Systematic investment plan is a plan that includes these features. Its desirable to start investing early and make regular investments plan. The power of compounding allows one to earn income and money multiples at the compound rate of return.

ANNEEXURE

- <https://www.franklintempletonindia.com/investor-education/new-to-mutual-funds/video/what-is-a-mutual-fund>
- [https://www.amfiindia.com/investor-corner/knowledge-center/history-of-MF-india.html#:~:text=The%20Mutual%20Fund%20industry%20in,Bank%20of%20India%20\(RBI\)](https://www.amfiindia.com/investor-corner/knowledge-center/history-of-MF-india.html#:~:text=The%20Mutual%20Fund%20industry%20in,Bank%20of%20India%20(RBI))
- <https://www.fincash.com/l/structure-mutual-funds>
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- <https://www.yourarticlelibrary.com/mutual-funds/mutual-funds-in-india-project-report/85102>

