

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

“TITLE”

**“A Study of Promotion & Sales of Financial Products of GIM
Wealth specific to Mutual fund and Insurance Policy”**

SUBMITTED BY:

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B.com (Honours) VI Semester

PROJECT GUIDE:

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Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics

Nagpur



GAURANG INSURANCE MARKETING & VALUE CREATION PVT. LTD.

To Whomsoever it may concern

This is to certify that Miss Amisha Sohan Prasad, 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 of promotion and Sales of financial products of GIM Wealth Specific to Mutual fund and Insurance” has been completed & submitted by Ms. Amisha Sohan Prasad as a part of partial fulfilment of the 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 Dr. Ranjana Sahu.

Date: 12-04-2023

Place: Nagpur

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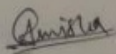
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to GIM Wealth Pvt Ltd. for giving me an exposure to learn and grow on a platform.

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CHAPTER 1

INTRODUCTION

1.1 Company profile



In an era of constant changing and volatile financial Market, Investors need an Qualified/ Trained and unbiased professional to assist them in achieving their short term and long term Investment goal. At GIM Wealth our single utmost aim is to assist clients with dedication and integrity so that we exceed their expectations and build enduring relationships. We offer technology-based services for our clients to effectively monitor their portfolio and help.

GIM Wealth

- Expert opinion from panel of Experienced Professionals
- Privacy of the clients' information
- Online Portfolio Tracking & Transaction Facility
- Transparency in working culture
- Dedicated to complete every task within deadline
- Dedicated Customer Care Team

Motto of the Company

We believe in developing long term wealth building relationship with a solid foundation of client's trust and faith, which requires a thorough understanding of the intricacies of financial world, when it comes to the institution as well as an individual. We aim to provide unbiased guidance about investment vehicles in the debt and equity spheres. Our sole watchword is to simplify and manage our client's investment needs so that they can focus on other more meaningful facts of their institution and life.

Service provided by GIM WEALTH

- Life insurance
- Housing loan
- Fixed deposit
- General insurance
- Mutual fund

Life insurance

Life insurance is a guarantee that your family will receive financial support, even in your absence. Put simply, life insurance provides your family with a sum of money should something happen to you. It thus permanently protects your family from financial crises.

Need for Life Insurance

Life insurance, especially tailored to meet financial needs. Today, there is no shortage of investment options for a person to choose from. Modern day investments include gold, property, fixed income instruments, mutual funds and of course, life insurance. Given the plethora of choices, it becomes imperative to make the right choice when investing your hard-earned money. Life insurance is a unique investment that helps you to meet your dual needs - saving for life's important goals, and protecting your assets. Let us look at these unique benefits of life insurance in detail

Housing loan

Home is where the heart is! At GIM Wealth, we understand this better than the most – the toil and sweat that goes into building / buying a house and the subsequent pride and joy of owning one. This is why our Housing loan schemes are designed to make it simple for you to make a choice at least as far as financing goes! The most reliable Home Loans Provider in the country, GIM Wealth Home Loans offers some unbeatable benefits to its customers - Doorstep Service, Simplified Documentation and Guidance throughout the Process.

Fixed deposit

Ds are one of the oldest and most common methods of investing. When it comes to assured returns, choosing the right type of savings scheme makes all the difference. Fixed Deposits let you make the most of value-added benefits as create wealth at low risk.

Types of Companies offering Fixed Deposits:

- Financial Institutions
- Non-Banking Finance Companies (NBFCs)
- Housing Finance Companies
- Banks

Mutual Fund

A mutual fund is simply a financial intermediary that allows a group of investors to pool their money together with a predetermined investment objective. The mutual fund will have a fund manager who is responsible for investing the pooled money into specific securities (usually stocks or bonds). Mutual funds are one of the best investments ever created because they are very cost efficient and very easy to invest in (you don't have to figure out which stocks or bonds).

1.2 INTRODUCTION

MUTUAL FUNDS

A mutual fund is simply a financial intermediary that allows a group of investors to pool their money together with a predetermined investment objective. The mutual fund will have a fund manager who is responsible for investing the pooled money into specific securities (usually stocks or bonds). Mutual funds are one of the best investments ever created because they are very cost efficient and very easy to invest in (you don't have to figure out which stocks or bonds to buy).



How it Works?

A mutual fund is a collection of stocks, bonds, or other securities owned by a group of investors and managed by a professional investment company. For an individual investor, having a diversified portfolio is difficult. Mutual funds help the individual investors to invest in equity and debt securities simultaneously. When investors invest a particular amount in mutual funds, he becomes the unit holder of corresponding units. In turn, mutual funds invest unit holders' money in stocks, bonds or other securities that earn interest or dividend. This money is distributed to the unit holders. If the fund gets money by selling some stocks at higher price the unit holders are liable to get the capital gains.

INSURANCE POLICY

What Is Insurance?

Most people have some kind of insurance: for their car, their house, or even their life. Yet most of us don't stop to think too much about what insurance is or how it works.

Put simply, insurance is a contract, represented by a policy, in which a policyholder receives financial protection or reimbursement against losses from an insurance company. The company pools clients' risks to make payments more affordable for the insured.

Insurance policies are used to hedge against the risk of financial losses, both big and small, that may result from damage to the insured or their property, or from liability for damage or injury caused to a third party



How Insurance Works

A multitude of different types of insurance policies is available, and virtually any individual or business can find an insurance company willing to insure them—for a price. The most common types of personal insurance policies are auto, health, homeowners, and life. Most individuals in the United States have at least one of these types of insurance, and car insurance is required by law.

Businesses require special types of insurance policies that insure against specific types of risks faced by a particular business. For example, a fast-food restaurant needs a policy that covers damage or injury that occurs as a result of cooking with a deep fryer. An auto dealer is not subject to this type of risk but does require coverage for damage or injury that could occur during test drives.

What are the types of insurance available in India?

Life insurance

As the name suggests, life insurance is insurance on your life. You buy life insurance to make sure your dependents are financially secured in the event of your untimely demise. Life insurance is particularly important if you are the sole breadwinner for your family or if your family is heavily reliant on your income. Under life insurance, the policyholder's family is financially compensated in case the policy holder expires during the terms of the policy.

Health insurance

Health insurance is bought to cover medical costs for expensive treatments. Different types of health insurance policies cover an array of diseases and ailments. You can buy a generic health insurance policy as well as policies for specific diseases. The premium paid towards a health insurance policy usually covers treatment, hospitalization, and medication costs.

Car insurance

In today's world, a car insurance is an important policy for every car owner. This insurance protects you against any untoward incident like accidents. Some policies also compensate for damages to your car during natural calamities like floods or earthquakes. It also covers third-party liability where you have to pay damages to other vehicle owners.

Education Insurance

The child education insurance is akin to a life insurance policy which has been specially designed as a saving tool. An education insurance can be a great way to provide a lump sum amount of money when your child reaches the age for higher education and gains entry into college (18 years and above). This fund can then be used to pay for your child's higher education expenses. Under this insurance, the child is the life assured or the recipient of the funds, while the parent/legal guardian is the owner of the policy.

Home insurance

We all dreaming of owning our own homes. Home insurance can help with covering loss or damage caused to your home due to accidents like fire and other natural calamities or perils. Home insurance covers other instances like lightning, earthquakes etc.

ABOUT SIP



This is a simple strategy for accumulating wealth over a period of time by investing regularly at a fixed interval of time in mutual fund schemes, this is similar to the concept of recurring deposits scheme, but this being in equity come tagged with relatively a higher risk and higher return than the recurring deposit.

What is Systematic Investment Plan

An investor commits to invest a specific amount for a continuous period at regular intervals, this ensures that he gets more units when prices are lower and fewer units when prices are high, this works on the principle of rupee cost averaging when invested at different levels and automatically participate in the swing of the market.

» Rupee-Cost averaging:

- It means averaging the cost price of your investments.
- SIP helps in averaging the cost as equal amount is invested regularly every month at different NAVs. SIP works well in a volatile market as in the months where markets are down you get more number of units as the NAV is down and when the markets are up you get less number of units. But over all the prices gets averaged out.
- Let us see how: Say you make your first investment of Rs 1,000 at a NAV of Rs 10. In this case, the units acquired will be 100 ($1,000/10$). You make the next investment of Rs 1,000 at a NAV of Rs 12. Units acquired now will be 83.33333 ($1,000/12$). Now also suppose that you make the third investment of Rs 1,000 at a NAV of Rs 9 and the units acquired will be 111.1111 ($1,000/9$). The average purchase cost works out to Rs 10.19 ($3,000/294.4444$).

» **Convenience:**

- It is very easy to start an SIP, you need to plan your saving wisely and keep aside some amount of money every month for investing in funds, investment can be done either by post-dated cheques or through ECS instructions in specific fund house scheme, its always better to start at an early age with small amount and increase the same from time to time. If you have not invested yet, start now without any delay, waiting for the right time to invest can lead to missed opportunity, a Systematic Investment Plan (SIP) is a smart way to achieve your various financial goals and ensures you with the required corpus which was initially planned for the specific requirement.
- One can take the benefit of SIP only, when you choose the right schemes and be faithful and continue to stick to it, without any deviations.
- SIP investment in well diversified and good performing scheme that can provide financial solutions to your long-term goals like child education, marriage, and your retirement.
- An investment of Rs.2000 every month for the next 15 years at 15% return per annum can fetch you Rs.12,32,731 at the end of 15th year (solution for your child education).
- An investment of Rs.3768 every month in the next 20 years @ 15% return per annum can fetch Rs.50 lakhs at the end of 20th year. This could be the solution for your retirement.

CHAPTER 2

PROJECT OVERVIEW

2.1 OBJECTIVE OF STUDY

following were the objectives of my study

1. The main objective of the study is to find out the investor's preference towards various investment like fixed deposits, housing loan, share market, mutual funds, and insurance.
2. To give a brief idea about the benefits available from Mutual Fund investment.
3. To know the preference of common investors for investment in mutual funds
4. To give an idea of the types of schemes available.
5. To study some of the mutual fund schemes. .
6. To study the behaviour of different consumers.
7. Understanding the current market trend and consumer behavior towards health insurance.

2.2 SCOPE OF STUDY

By studying or getting an education about mutual funds an individual can become financially literate. Mutual fund helps in wealth creation in long term which many people in India don't know due to lack of financial literacy.

This study has a wider scope among the insurance sector. The study which focuses on various aspects such as competitive position of company, strengths and weaknesses of insurance covers, customer's perception, etc also holds good for other companies in the life and non-life insurance segment.

The outcome of the study, which are based on the above aspects can be utilized by the marketing department of both life and non-life insurance companies.

1. The result of this research would help the company to have a better understanding about the consumer's perception towards life insurance.
2. The study helps the company by creating awareness about the consumers of different ages and income levels.
3. The study also enables the company to focus the consumer's preferences and expectations on the product which they offer
4. The study helps company about thinking of consumers towards insurance policy.
5. this study also helps to promote the insurance policy of the company, and those some people who doesn't aware about the company's insurance scheme are also aware, performance of company by the help of my work towards offline communication and provide right information about GIM WEALTH PVT LIT .
6. the study helps in increasing the customers for the company.

2.3 NEED OF STUDY

1. While studying about mutual funds I learned that investing in it is very convenient. By investing in a single fund, we can gain access to a broad range of the financial market. Mutual funds are easy to buy and sell.

One can either engage the services of a distributor or agent to transact in funds or do it over the internet themselves. Therefore, it is important to study about mutual funds as we get lots of Knowledge about financial markets.

2. During my internship my main aim is to understanding customers behaviour towards financial product of GIM WEALTH company i.e. mutual fund, insurance, loans, fixed deposit, etc.

3. It explain the needs of investment that how it is efficient for our future wealth.

4. It create awareness among those people who are not aware, some are not well educated about financial markets.

5. While studying I also learned about how insurance policy is important for our life, health, etc .

6. It promote the GIM WEALTH insurance policies by the help of showing the GIM WEALTH websites and the prospectus they give me.

7. This study helps the company to identify its competitive position among its industrial competitors by which the company can further improve its performance to enjoy high reputation among clients.

8. This study also helps in making necessary changes in the attributes of the insurance cover offered by the company so that the customers can enjoy the benefits of the insurance cover.

9. The need for the study also arises to identify and offer additional health insurance products.

2.4 LIMITATION OF STUDY

1. I have study various things about mutual funds and insurance, and investment in it by looking into portfolio of the organization.
2. The major thing I learned in the study that how to communicate with customers and how convening to customers.
3. While studying I participate in various tasks of the company and observed and learned about the systematic way of performing the tasks.

The major problem faced are:

- i. When I was doing internship the first task will be to communicate with people but due to covid pandemic people are avoid to meet in offline or physical mode so it is the major limitation of study in that period.
- ii. Most of the people are not familiar with mutual fund, investment, and various insurance schemes so I must make more efforts for explaining them.
- iii. Unable to reach more customers: During the internship my work scope included pitching the policies to my family members and friends, and not to the customers base already had GIM WEALTH company health insurance.
- iv. Nearly 97% responded belonged to the age group of 20-50 years and only 3% were above 50 years.

CHAPTER 3

ANALYSIS AND OUTCOMES LEARNING AS AN INTERN

3.1 ADVANTAGES OF MUTUAL FUNDS:

If mutual funds are emerging as the favourite investment vehicle, it is because of the many advantages they have over other forms and the avenues of investing, particularly for the investor who has limited resources available in terms of capital and the ability to carry out detailed research and market monitoring. The following are the major advantages offered by mutual funds to all investors:

1. Portfolio Diversification:

Each investor in the fund is a part owner of all the fund's assets, thus enabling him to hold a diversified investment portfolio even with a small amount of investment that would otherwise require big capital.

2. Professional Management:

Even if an investor has a big amount of capital available to him, he benefits from the professional management skills brought in by the fund in the management of the investor's portfolio. The investment management skills, along with the needed research into available investment options, ensure a much better return than what an investor can manage on his own. Few investors have the skill and resources of their own to succeed in today's fast moving, global and sophisticated markets.

3. Reduction/Diversification Of Risk:

When an investor invests directly, all the risk of potential loss is his own, whether he places a deposit with a company or a bank, or he buys a share or debenture on his own or in another form. While investing in the pool of funds with investors, the potential losses are also shared with other investors. The risk reduction is one of the most important benefits of a collective investment vehicle like the mutual fund.

4. Reduction Of Transaction Costs:

What is true of risk is also true of the transaction costs? The investor bears all the costs of investing such as brokerage or custody of securities. When going through a fund, he has the benefit of economies of scale; the funds pay lesser costs because of larger volumes, a benefit passed on to its investors.

5. Liquidity:

Often, investors hold shares or bonds they cannot directly, easily and quickly sell. When they invest in the units of a fund, they can generally cash their investments any time, by selling their units to the fund if open-ended, or selling them in the market if the fund is close-end. Liquidity of investment is clearly a big benefit.

6. Convenience and Flexibility:

Mutual fund management companies offer many investor services that a direct market investor cannot get. Investors can easily transfer their holding from one scheme to the other; get updated market information and so on.

7. Tax Benefits:

Any income distributed after March 31, 2002 will be subject to tax in the assessment of all Unit holders. However, as a measure of concession to Unit holders of open-ended equity- oriented funds, income distributions for the year ending March 31, 2003, will be taxed at a concessional rate of 10.5%.

In case of Individuals and Hindu Undivided Families a deduction upto Rs. 9,000 from the Total Income will be admissible in respect of income from investments specified in Section 80L, including income from Units of the Mutual Fund. Units of the schemes are not subject to Wealth-Tax and Gift-Tax.

8. Choice of Schemes:

Mutual Funds offer a family of schemes to suit your varying needs over a lifetime.

9. Well Regulated:

All Mutual Funds are registered with SEBI and they function within the provisions of strict regulations designed to protect the interests of investors. The operations of Mutual Funds are regularly monitored by SEBI.

10. Transparency:

You get regular information on the value of your investment in addition to disclosure on the specific investments made by your scheme, the proportion invested in each class of assets and the fund managers investment strategy and outlook.

3.2 DISADVANTAGES OF INVESTING THROUGH MUTUAL FUNDS:

1. No Control Over Costs:

An investor in a mutual fund has no control of the overall costs of investing. The investor pays investment management fees as long as he remains with the fund, albeit in return for the professional management and research. Fees are payable even if the value of his investments is declining. A mutual fund investor also pays fund distribution costs, which he would not incur indirect investing. However, this shortcoming only means that there is a cost to obtain the mutual fund services.

2. No Tailor-Made Portfolio:

Investors who invest on their own can build their own portfolios of shares and bonds and other securities. Investing through fund means he delegates this decision to the fund managers. The very-high-net-worth individuals or large corporate investors may find this to be a constraint in achieving their objectives. However, most mutual fund managers help investors overcome this constraint by offering families of funds- a large number of different schemes- within their own management company. An investor can choose from different investment plans and constructs a portfolio to his choice.

3. Managing a Portfolio of Funds:

Availability of a large number of funds can actually mean too much choice for the investor. He may again need advice on how to select a fund to achieve his objectives, quite similar to the situation when he has individual shares or bonds to select.

4. The Wisdom of Professional Management:

That's right, this is not an advantage. The average mutual fund manager is no better at picking stocks than the average nonprofessional, but charges fees.

5. No Control:

Unlike picking your own individual stocks, a mutual fund puts you in the passenger seat of somebody else's car.

6. Dilution:

Mutual funds generally have such small holdings of so many different stocks that insanely great performance by a funds top holding still doesn't make much of a difference in mutual funds total performance.

7. Buried Costs:

Many mutual funds specialize in burying their costs and in hiring salesmen who do not make Those costs clear to their clients.

3.3 MAIN INSURANCE POLICIES OF GIM WEALTH

A) LIFE INSURANCE

Life insurance is a guarantee that your family will receive financial support, even in your absence. Put simply, life insurance provides your family with a sum of money should something happen to you. It thus permanently protects your family from financial crises. In addition to serving as a protective cover, life insurance also acts as a tax-saving scheme.

Need for Life Insurance

Life insurance, especially tailored to meet financial needs. Today, there is no shortage of investment options for a person to choose from. Modern day investments include gold, property, fixed income instruments, mutual funds and of course, life insurance. Given the plethora of choices, it becomes imperative to make the right choice when investing your hard-earned money. Life insurance is a unique investment that helps you to meet your dual needs - saving for life's important goals, and protecting your assets. Let us look at these unique benefits of life insurance in detail.

Asset Protection

From an investor's point of view, an investment can play two roles - asset appreciation or asset protection. While most financial instruments have the underlying benefit of asset appreciation, life insurance is unique in that it gives the customer the reassurance of asset protection.

The core benefit of life insurance is that the financial interests of one's family remain protected from circumstances such as loss of income due to critical illness or death of the policyholder. Simultaneously, insurance products also have a inbuilt wealth creation proposition. The customer therefore benefits on two counts and life insurance occupies a unique space in the landscape of investment options available to a customer.

B] GENERAL INSURANCE

Health Insurance

In India, the prevailing health care scenario has not been of a high order compared to the developed nations. The kind of medical facilities that are provided by the governments falls grossly inadequate to meet the ever-increasing needs felt by citizens. Hence, most often, people are dependant upon private medical facilities, which over the years, have become increasingly costly with the advancement in the field of medicine. This has thrown up the need for going for voluntary health insurance commonly named as Mediclaim Policy.

How does it work?

Health insurance give the person a control over the choice of provider, facility and timing of treatment. It provides a general peace of mind that their medical expenses are covered. The policy provides for reimbursement of Hospitalization / Domiciliary hospitalization expenses for illness / disease suffered or accidental injury sustained during the policy period. The policy pays for expenses incurred under the following heads:

- Room, Boarding Expenses in the hospital / nursing home
- Nursing expenses
- Surgeon, anesthetist, medical practitioner, Consultants, Specialist fees
- An anesthesia, blood, oxygen, OT charges, Surgical appliances, Medicines and drugs, Diagnostic Materials and X-ray, Dialysis, Chemotherapy, Radiotherapy, Cost of Pacemaker, Artificial Limbs and Cost of organs and similar expenses.

Relevant medical expenses incurred during period upto 30 days prior to and period of upto 90 days after hospitalization are treated as part of the claim.

Household Insurance Policy

The most popular domestic insurance cover available in the Indian marke is the Householders' Insurance policy.

To an average Indian, home is a cherished and precious possession, not just in terms of money, but also in terms of the sentiments attached to it

3.4 INTERVIEW PROCESS

First of all for selection of interview process, I send my resume to the company ,after that I selected for my interview in the GIM Wealth company . they give me the time and address of their company for the interview process.

The interview process is in offline mode. There are various students are appearing for the interview in the GIM Wealth, I am very nervous at that time because lots of students are facing difficulties in the interview process.

In the interview they ask some questions and I gave the appropriate answers for that. The interview is almost of 15 mintues. After some days I received a message from GIM WEALTH Co. that I selected.

TRAINING PROCESS

In the training process they give the introduction to financial markets, financial investment, and financial product like mutual funds , fixed deposit and various topics which help in the understanding for what work are doing by students . the company provide details knowledge and guidance in the training process.

The company's staff and members are vary good in the behaviour with the students are work as an fresher inter in the company.

GIM Wealth company provide professional and personal training to the students. The Mr. Sameer Deshpande sir is very talented and well experience person. He is a cofounded the GIM Wealth in 2016 after 25 years of experience in financial services and insurance industry.

Iam very happy to get work under the respected Sameer Deshpande sir and team. In the training they conduct various seminar online and offline both the modes. They also provide various live session to how mutual funds are works and live domo of current scenario in the country. The training session is continuing.

3.5 MY ROLE IN THE COMPANY

My role in the GIM WEALTH PVT. Company is basically marketing and promote the products of company, the GIM Wealth financial product is mutual fund, insurance scheme, fixed deposit, liquiloans, [SIP] Systemic investment plan, etc. My role is not fixed because its changing by the tasks gave to me during my internship.

There is my following role in the company: -

1] Data collection -

The company given to me information related to mutual fund, they gave 10 forms. In that form there are various questions in the form. I collect and filling a form by customers also awearing about the mutual funds.

2] Calling to customers-

Calling is most important part in my work. I communicate various people through calling by the help of calling increase the number of good communications between me and the customer.

3] providing information and awareness to public about the company name and performance –

Basically, my work is marketing the products of GIM WEALTH company. And also company's performance.

4] Convenience the customers –

Conveniencing the coustomer for the task given by me, with the help of their form, charts, graph and also various electronic materials provided by the company.

5] Marketing -

Marketing is the main role palyed by me during my study. Major task is based on the marketing. So, I manage 6 people as a customer in the company there are my family members and my neighbour are the customers in the company.

3.6 TASKS

There are various tasks given to me during the study. The tasks are basically practical knowledge and communication based.

In the task, majorly the marketing of GIM WEALTH financial services for the public.

The task given to me is to improving my practical knowledge and how to convince the customers for purchasing the product or service of the GIM Wealth.

This task increases my confidence and I learned about how the real world is working. Marketing is the most important part in my study.

While studying I participated in various tasks of the organization and observed, learned about the systematic way of performing.



Monthly Wise tasks

There are following type of task gave to me in my study;

TASK 1]. DATA COLLECTION

TASK 2]. SIP

TASK 3]. PROVIDE INFORMATION

TASK 1]. Data collection

First of all, The company gave me the task to collect the form from the public. So, I started research on how I manage the public when they ask the questions, firstly I cleared my own doubts that how investment works and which is suitable for me. I know about my risk profile. During my study I found that everyone can invest in mutual funds. Mutual fund helps in creating wealth and gives financial solution to people as per their goals. NewDay's mutual funds give us better returns than traditional investment for the form collection. Firstly, I contacted my family, but their responses are not good enough. then I contact my friend's and mutuals but again their responses are not much good, totally I informed 10 of my friends and some neighbours but only 6 of them are ready to fil the form.

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%
- b. 11% - 20%
- c. 21% - 30%
- d. 31% - 40%
- e. > 41%

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
- b. 51 to 60 yrs
- c. 41 to 50 yrs
- d. 31 to 40 yrs
- e. 18 to 30 yrs

TASK 2]. SIP -SYSTEMATIC INVESTMENT PLAN



MY Contribution During SIP

My work is to tell and convince the People about SIP. I talked almost 40 -50 peoples about SIP and consulted with my family members and friends for the SIP. Every day I communicate with 5 people via phone call, social media, internet. I communicate with my neighbours also and give them the knowledge of health insurance and why it is important to take SIP.

- In that recently open lockdown pandemic situation the main reason for not purchasing the SIP is that most of the people have lost their jobs, source of income so they unable to pay the premium.
- I tried my level best to convince the people but most of the people had already investing various investment platform and some people has the issue of premium.

While working with GIM Wealth privet Company during my SIP my work is to provide information to the customer about SIP. Working with GIM Wealth pvt company got me to learn a lot of new things. I got a lot of information about its products and services. My job there was that I can convince more and more people to take SIP. I Tell them why investment is important.

I am handling complaints and resolve them. My work as similar as an insurance service representative. there are similar responsibilities because the person would be offering the required help and client support. Sometimes, he/she would have to forward the complaints to the designated department in order to provide a resolution.

My Duties and responsibilities in SIP

The following is a list of my duties and responsibilities during SIP

1. Attend calls to provide information related SIP and informing about any modifications in the policy to prospective as well as current clients.
2. Keep the customers well-informed and satisfied every time.
3. maintain strong customer relationship.
4. keep customer transactions and interaction records including all the compliment, inquiries, comments, and action performed.
5. Protect the company reputation.
6. send mails, messages and other correspondence form to customers.

Skills and abilities that are required me during SIP

1. Multi-tasking
 - Good communication skills
2. Pacify difficult customers and handle their problems
3. Have effective verbal and non-verbal communication skills
4. Willingness to provide assistance
5. Approachable
6. A good memory to remember details and data
7. Basic typing skills
8. Basic computer skills
9. Able to work in flexible work timings
10. Sound judgement skills with good listening abilities
11. Able to cope with a fast-paced work environment
12. Resolve problem efficiently after critically analysing situations

TASK 3]. PROVIDE INFORMATION ABOUT INSURANCE POLICY OF GIM WEALTH COMPANY

In this task I learned a systemic approach was followed to identify the requirements of a target customers to provide them with benefits and reasonable degree of change.

In my study, majority of work is to promote the insurance scheme of GIM Wealth company

So, I aware the customers about all the information for insurance policy and their importance in life.

I learn today everyone believes investment in the health insurance – it is vital for the future. health insurance has emerged as one of the fastest growing segments in the non life insurance industry with 30 percent growth in 2011 -11.for the purpose of regulation, health insurance companies are classified as non-life company.

I provide awareness among my family, friends, and neighbours about the insurance. Out of the total 50 respondents only 30 percent people knowledge about health insurance plan.

The most of the people are aware but they do not get the health insurance plan. I provide information about how health insurance is important in today's world. Response is not in the larger number.

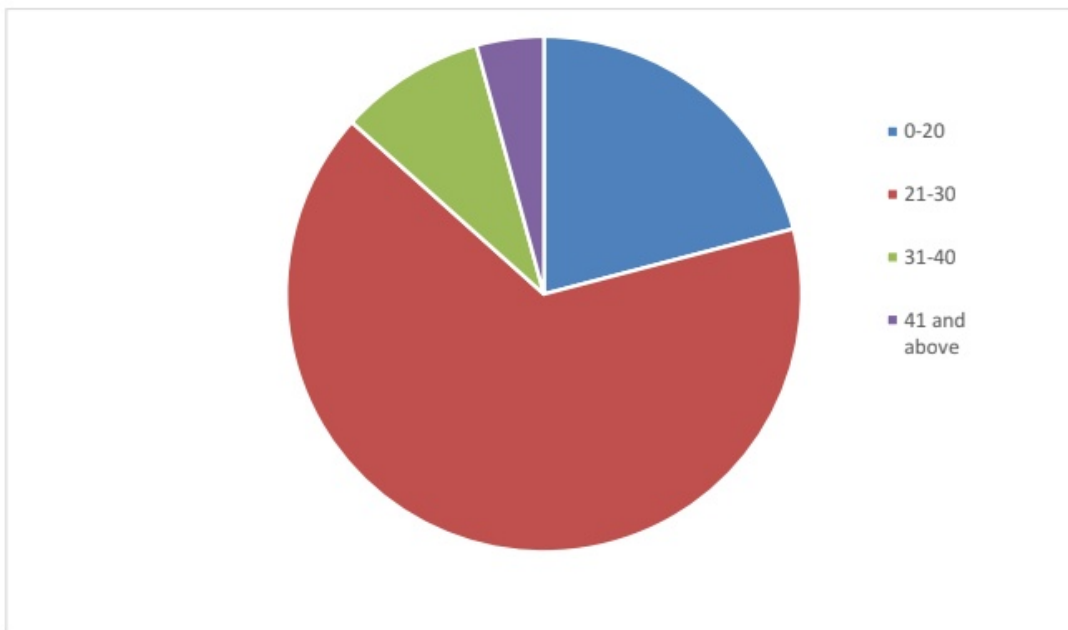
What are finding in my study is

- People are unaware about health insurance products. There were in total 25 respondents.the average age of our respondents was between 25-35 years.
- The ratio between people preferring health insurance from public sector and private sector
- was nearly the same: 48.5% for public sector and 51.7% for private sector
- Most of people know about only life insurance companies'. LIC
- They consider the fact health insurance is important in today world
- People who belong to different age groups have different perception regarding the most important critieria before taking the decision on a health insurance policy.

3.7 DATA ANALYTICS AND INTERPRETATION

Age wise Distribution of Respondent

Age of respondent	Percentage of respondent
0 -20	20.8%
21 -30	65.3%
31 - 40	9.1%
41 - and above	4.2%



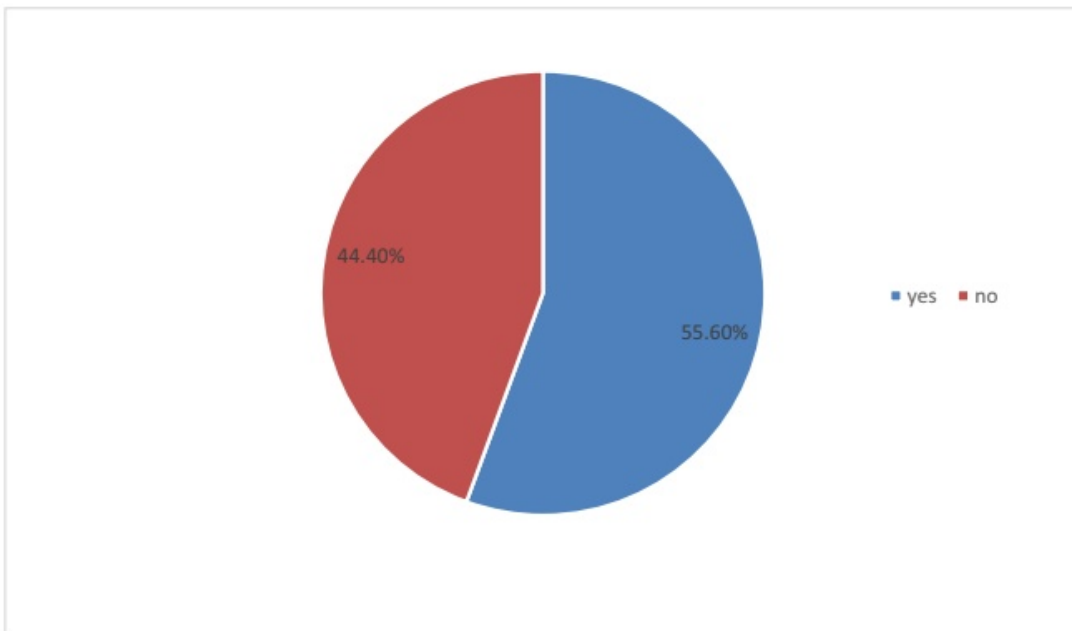
investment preference and decision-making process could change as an individual grows older. Respondents were classified in terms of age, which is presented in table. Majority of the respondents (65.3%) were from the age group of 21 – 30 years, followed by 0-20 age group. Respondents below 20 were less in number. Respondents from the 21-30 age groups were more willing to participants in the survey as comparison above 41 years.

Trends of Respondents Investment in Mutual Funds

India is predominantly known as the next big investment economy, reflected by high savings and investment rate, as compared to other world economies. In today's ever changing market environment, mutual funds are considered upon as a transparent and low cost investment, which appeals a fair share of investor attention leading to growth of the industry.

Option	Percentage of respondent
Yes	44.4%
No	55.6%

1] Do you invest in mutual fund?



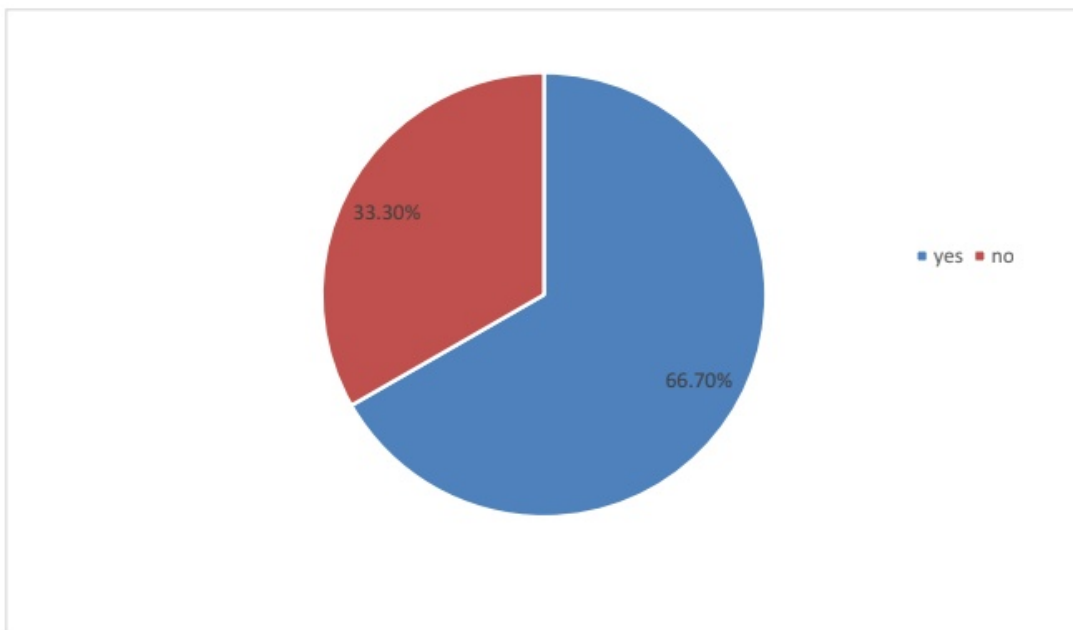
It can be observed from the table and the figure that most of the responses preferred to invest in mutual funds. The 'yes' responses are 55.6% and 'no' responses are 44.4%.

Respondent Opinions about Mutual Fund Best Investment Avenue

The advent of Mutual Funds changed the way the world invested their money. The start of Mutual Funds gave an opportunity to the common man to hope of high returns from their investments when compared to other traditional sources of investment.

Best investment avenue	Percentage of response
Yes	66.7%
No	33.3%

2] Is mutual fund is to be considered as best investment avenue?



From the above table it would be concluded that 66.7% respondents consider the mutual fund as the best investment avenue and 33.3% of respondents consider that mutual fund is not a best investment avenue.

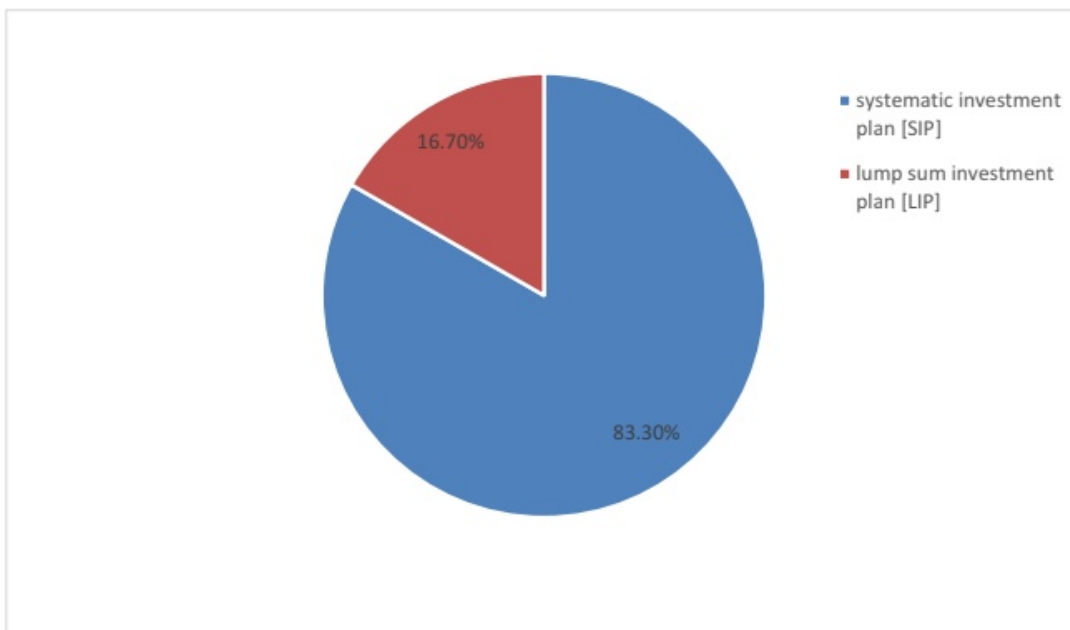
Respondent Opinion on Mutual Investment Plan

A Systematic Investment Plan (or SIP) is an investment mode through which you can invest in mutual funds. As the term indicates, it is a systematic method of investing fixed amounts of money periodically. This can be monthly, quarterly or semi-annually etc. A lump sum investment (LIP) is depositing the entire amount at one go. Lump-sum investment is a popular way of investing in mutual funds. If you invest the entire amount available with you in a mutual fund scheme, it is called the lump-sum mutual fund investment.

Mutual fund investment plan	Percentage of response
Systematic investment plan [SIP]	83.3%
Lump sum investment plan [LIP]	16.7%

3) In which investment plan to you prefer to invest in mutual fund?

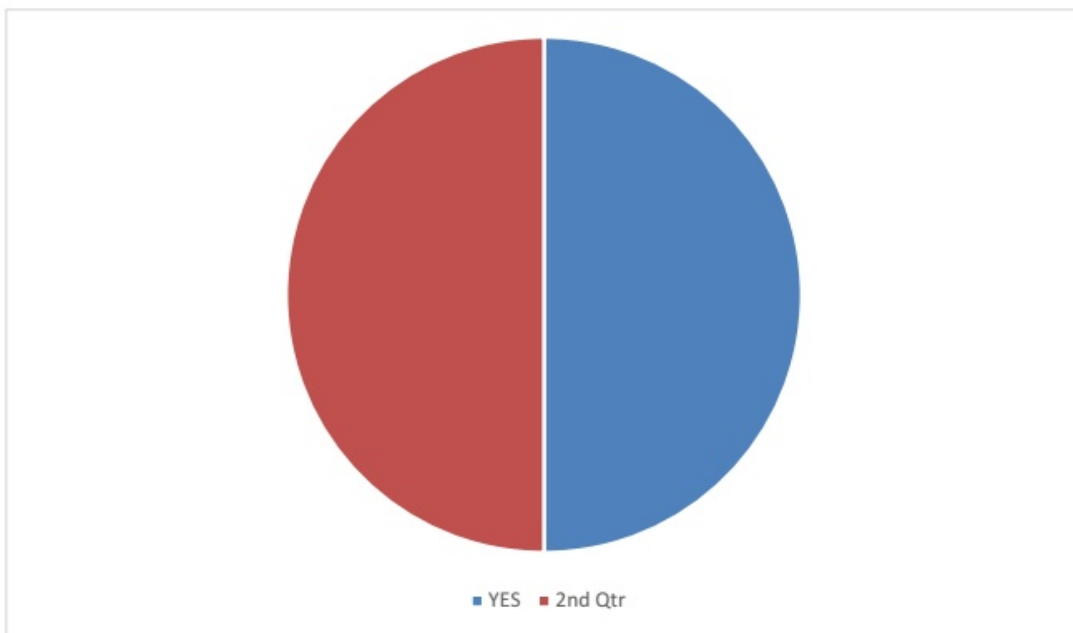
[the majority of response of public is in the favour of SIP]



Most of the respondents prefer systematic investment plan and got their source of information primarily from banks and financial advisors. The systematic investment plan majority share that is 83.3% and lumpsum investment plan has a share of 16.7%.

Do you think health insurance is important in todays world

OPTION	PERCENTAGE OF RESPONSE
yes	50%
no	50%



Response for yes is 50% and no for 50%

3.8 LEARNING AS AN INTERN



In working with GIM Wealth company I learned lots of things in the sector of financing and investing, and learned lots of practical knowledge. while I'm doing internship there are various things that are changes in my working behaviour because in my starting days, I don't have much knowledge about how to communicate with people and how to convincing the customer for the positive response. And in the ending of internship, I've lots of knowledge and little experience.

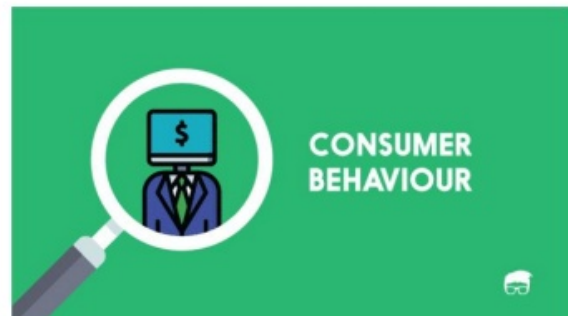
My learning as an intern in the GIM Wealth company is mentioned below;

- I learned about the basics of financial products especially mutual funds and insurance, fixed deposit etc.
- In my role there are various challenges. I faced the main problem is I couldn't convenience the customer but with the help of this company I learned how to convenience the customers.
- As a role I learn how to communicate with public.
- Learn lots of practical knowledge.
- I learn current affairs, and day to day update.
- As an intern I learned hard work and smart work, both are equally important for the perfect performance.
- I learn conversation skills, co-ordinating with team heads and how to make our strengths out of our differences.

3.9 TYPES OF CUSTOMERS AND THEIR BEHAVIOUR

In my study I learn different different types of customers with there behaviour I meet physically as well as online mode for the purpose of understanding the customer preference in the investment, some of them are mentioned below.

- a. Loyal Customer – customer that make up a minority of the customer base but generate a large portion of sales.
- b. Need based Customer – customer with the intention of buying a specific product.
- c. Aware and unaware Customer - there are two types of customers I seen in by internship, the one who are aware about mutual funds and investment & the another one is unaware Customer about how mutual funds are important for the future.



CUSTOMER RESPONSE

Customers response are not same beacuse it is different from customer to customer. Some customers are aware about mutual fund , insurance etc. at the same time some customers are unaware about the investment.

CHAPTER 4

CONCLUSION AND SUGGESTION

4.1 CONCLUSION

1. Overall the experience of the internship was great. I have learnt a lot Many things about finance and insurance .as a finance student I was lucky to a be part of the company (Gimwealth Pvt. Ltd.) which is one of the largest broking firm. It not only enhanced our knowledge related to the industry but also polished our learning skills.

2. In 3 months of my internship I learn to know that Mutual Fund Investment is beneficial for every individual. Presently Mutual Fund gives us complete financial solution and investment tools as per the requirement of individuals. Every person can choose various mutual fund schemes for their different financial needs as per their risk profile and financial goals. Mutual Fund Investment is wealth creation tool in long term.

3. Also during my internship period, I was able to improve my skills by the help this company, I got the opportunity to explore my strength & weekness and work open them.

4. The support, guidance, and suggestions from my project guide at GIM WEALTH helped me to successfully complete this intership.

4.2 SUGGESTIONS

1. In India people are aware about mutual funds but don't have any knowledge about it and also have many misconceptions. Hence, we must educate people about mutual funds like what it is, how it works, etc.

2. Advertisement on television is the main source of attention so the company must advertise its products heavily.

3. The company should conduct an effective research for making more and more awareness about its products among potential customers by the means of advertisement and effecient insurance agent, which in turn will help in increasing its customers.

CHAPTER 5

REFERENCE

REFERENCE

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