



BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY & MANAGEMENT STUDIES (BIITM), BHUBANESWAR

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SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

Mutual Fund Sahi Hai

(Is It true or just a tag of publicity of AMFI?)

SUBMITTED BY

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MBA Batch: 2023-25

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CERTIFICATE OF INTERNAL GUIDE

This is to certify that Ms Nisha Kumari Singh bearing university registration no-2306258114 of 2023-25 batch, has completed her summer internship at Odisha Capital Market & enterprise ltd. from 3rd June 2024 to 15th July 2024 under the supervision of Mr. Bipin Dutta (Manager) and has submitted this project report under my guidance in partial fulfilment of the requirements for award of the degree of Master of Business Administration at Biju Patnaik Institute of Information Technology and Management Studies, Bhubaneswar. To the best of my knowledge and belief, this project report has been prepared by the student and has not been submitted to any other institute or university for the award of any degree or diploma.

Date:

Signature of the Internal Guide

Place: Bhubaneswar

Name: Ms. Shahani Singh

CERTIFICATE FROM EXTERNAL GUIDE

This is to certify that I am Nisha Kumari Singh a student of the Master of Business Administration (MBA) at Biju Pattnaik Institute of Information Technology and Management Studies (BIITM), has successfully completed the Summer Internship Project titled “Mutual Funds Sahi Hai (Is it true or just a tag of publicity of AMFI?)” Under my guidance and Supervision.

The Project was undertaken as a part of the Student’s Summer Internship during the period at Odisha Capital Market from 03/06/2024 to 15/07/2024. I confirm that the partial fulfillment of the requirements of the MBA program.

Nisha Kumari Singh has shown a commendable level of diligence and sincerity in completing this project. The project report is genuine effort to explore the theoretical concepts learned during the Course and apply them in a real-world business setting. We have found the report to be satisfactory in terms of content, analysis, and presentation. We believe that this work demonstrates the student’s Understanding of the subject matter and their ability to apply theoretical knowledge to practical situations.

We wish the student all the best in their future endeavors.

Place: Bhubaneswar

Date:

MR. BIPIN B. DUTTA

Odisha Capital Market& Enterprises Ltd



DECLARATION

I NISHA KUMARI SINGH Bearing university registration no-2306258114 (2023-25 batch), hereby declare that the project report titled A STUDY ON MUTUAL FUND SAHI HAI (is it true or just a tag of publicity of AMFI?) is based on my internship at ODISHA CAPITAL MARKET & ENTERPRISE LTD. during the period 3rd Jun 2023 to 15th July 2024 and is an original work done by me under the supervision of Mr. BIPIN DUTTA (Manager) and MS. Shahani Singh (Internal Guide). This report is being submitted to BIJU PATNAIK INSTITUTE OF INFORMATION TECHNOLOGY AND MANAGEMENT STUDIES, Bhubaneswar, affiliated to Biju Patnaik University of Technology, Odisha, in partial fulfilment of the requirements for the award of the degree of Master of Business Administration. This project report has not been submitted to any other institute/university for the award of any degree or diploma.

Date:

Place:

ABSTRACT

In India Mutual funds plays a vital role in mobilizing funds for capital and financial markets. Mutual Funds are one in all the most effective investment choice out there to the small investors. A Mutual funds is a type of investment platform where it manages to collect investment from a lot investors to buy securities like stock, money market instrument, bonds and other assets because the investment firm sector had developed, there's been a growing acceptance by most policy holders that the assured come era may be a factor of the past. Mutual Fund are operated by professional money managers, who is allocated the funds asset and to attempt to produce capital gains or income for the fund's investors. Now days all types of investors investing in Mutual Funds. The Primary objective of the study is to assess investor's perception towards Mutual Funds through SIP and to identify the reasons for investment in mutual funds through SIP. This study also aims to measure the returns for investment made in Mutual Fund and to evaluate the risk tolerance level of investors.

This study contains with a sample of 130 different kinds of investors and their diversification of investment plan. The data was collected from the investors through circulated questionnaire Google forms in Chennai city. By this study it founded that most of the investors has a positive knowledge about SIP in Mutual Fund. Based on the findings and analysis it concluded that most of the investors are satisfied with the returns and performance of Mutual fund through Systematic investment Plan and it also found that tax-benefits, diversification and reduction in risk as more impact on the investor's perception for investing in mutual fund.

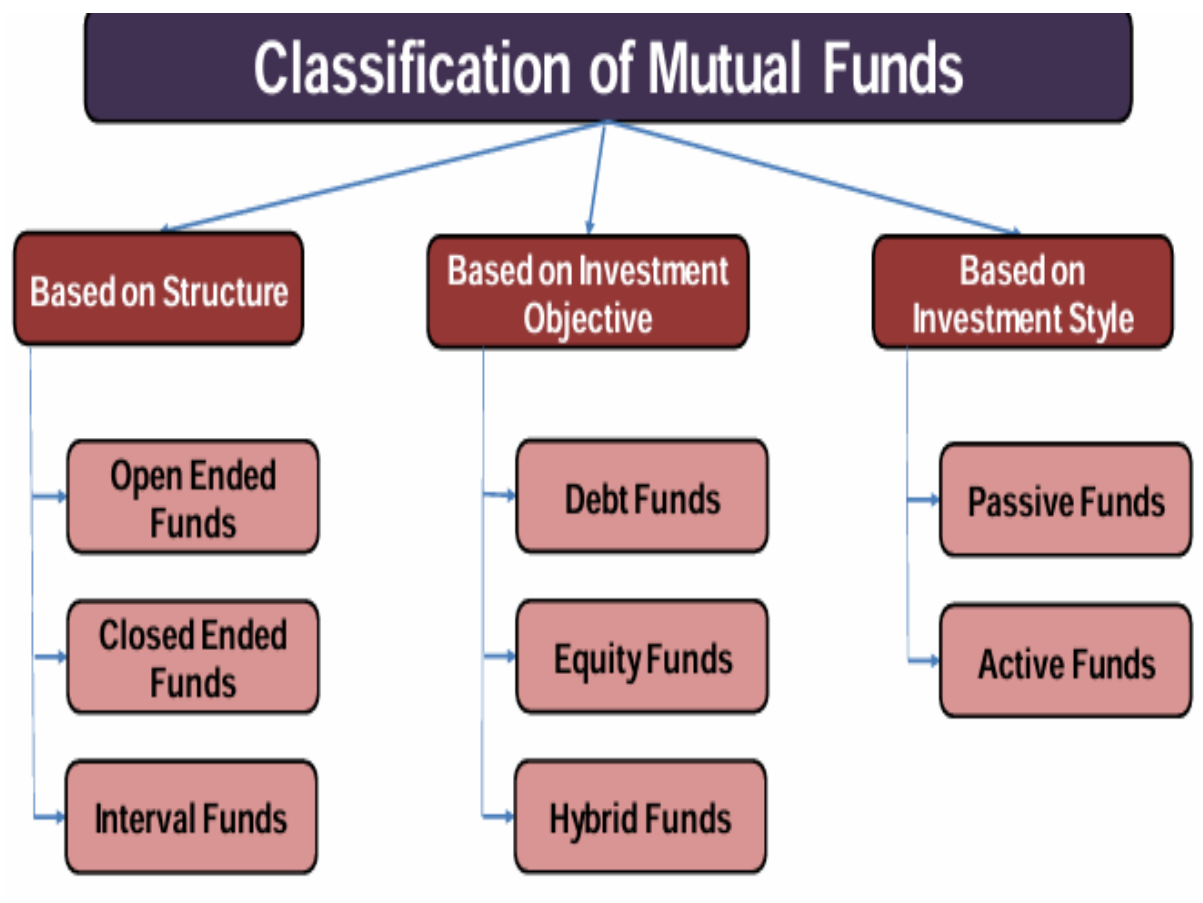
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CHAPTER- 1
INTRODUCTION

Mutual Fund

A Mutual fund is a financial mediator which collect the money from the investors who are willing to take a position of their savings in Primary and secondary securities, like money market instruments, govt and corporate bonds, equity shares of joint stock companies. A Mutual fund is a trust that pools the savings of numbers of investors who share a common financial goal. The Mutual fund is a best instrument for the common man who want to invest his savings. Mutual funds help to his investors who don't seem to be ready to invest their savings in an exceeding right direction or right securities and mutual funds play a significant role for the investors. Now days Mutual funds are one amongst the fastest growing sectors in Indian economy and have awesome potential for supportable future growth. From the last decade, Mutual funds and its various instrument like Systematic Investment Plan, equity fund, debt and hybrid funds instruments attract the most of the investors to invest and also given lots of economic growth to the industry.



INTRODUCTION



"Mutual Fund Sahi Hai" is a campaign initiated by the Association of Mutual Funds in India (AMFI) to educate and encourage individuals to invest in mutual funds. The campaign aims to demystify mutual funds and promote them as a smart and convenient investment option for all types of investors. Here are some key points about the "Mutual Fund Sahi Hai" campaign:

Objective: The primary objective is to create awareness about mutual funds and their benefits, dispelling common myths and misconceptions. It seeks to highlight that mutual funds are suitable for achieving various financial goals, whether they are short-term or long-term.

Target Audience: The campaign targets a broad audience, including young professionals, middle-aged individuals, and even retirees. It aims to reach both experienced investors and those who are new to the concept of mutual funds.

Key Messages: The campaign emphasizes that mutual funds are a viable option for wealth creation, offering diversification, professional management, and the potential for good returns. It also promotes Systematic Investment Plans (SIPs) as a disciplined and effective way to invest regularly and build a substantial corpus over time.

Marketing Strategies: The campaign uses a mix of traditional and digital marketing channels, including TV commercials, social media, print ads, and online videos. The slogan "Mutual Fund Sahi Hai" has become widely recognized, making it easier for investors to relate to and trust mutual funds as an investment option.

Educational Content: AMFI, through the campaign, provides educational content to help investors understand various aspects of mutual funds, such as different types of mutual funds (equity, debt, hybrid), the benefits of SIPs, the importance of long-term investing, and how to choose the right fund based on one's financial goals and risk appetite.

Impact: The campaign has had a significant impact on increasing the popularity and acceptance of mutual funds in India. It has contributed to a growing number of retail investors entering the mutual fund space, leading to increased investments and growth in the mutual fund industry.

Overall, "Mutual Fund Sahi Hai" has played a crucial role in transforming the investment landscape in India by making mutual funds more accessible and understandable to the general public, thereby encouraging a culture of systematic and informed investing.

SCOPE

1. Investor Education and Awareness

Understanding Mutual Funds: Educating the public about the basic concepts of mutual funds, including their types (equity, debt, hybrid), benefits, and how they work. **Investment Benefits:** Highlighting the advantages of mutual funds such as professional management, diversification, liquidity, and potential for higher returns compared to traditional savings instruments.

2. Promoting Systematic Investment Plans (SIPs)

Discipline in Investing: Encouraging investors to adopt SIPs for regular and disciplined investing, helping them to inculcate a habit of saving and investing. Teaching the concept of rupee cost averaging, which helps investors mitigate the impact of market volatility over time.

3. Broadening the Investor Base

Targeting New Investors: Reaching out to first-time investors, young professionals, and those who may not traditionally invest in financial markets. Ensuring the campaign's messages are inclusive, appealing to diverse demographics across urban and rural areas.

4. Digital and Traditional Media Outreach

Comprehensive Campaigns: Utilizing a mix of TV commercials, print ads, social media, online videos, and other digital platforms to reach a wide audience. Creating content that engages and interacts with the audience, such as webinars, Q&A sessions, and educational blogs.

5. Behavioural Change

Long-term Focus: Encouraging a shift from short-term speculative investing to long-term wealth creation. Making investors aware of the risks associated with different types of mutual funds and the importance of aligning investments with their risk tolerance and financial goals.

OBJECTIVE

The "Mutual Funds Sahi Hai" campaign, initiated by the Association of Mutual Funds in India (AMFI), aims to promote awareness and understanding of mutual funds among the general public.

To provide diversification: Mutual funds pool money from many investors to invest in a variety of assets, spreading risk and reducing the impact of individual asset performance on the overall portfolio.

To offer professional management: Mutual funds employ experienced fund managers who actively manage the investment portfolio, aiming to achieve the fund's investment objectives and maximize returns for investors.

To ensure liquidity and convenience: Mutual funds offer investors the ability to easily buy and sell shares, providing quick access to their money and simplifying the investment process.

REVIEW OF LITERATURE

Senthil. K & Maruthamut . K (2010) This study has made an attempt to understand financial behaviour of mutual funds investors towards mutual fund investment. The study was basically focused on the investor's awareness and preferences on various mutual fund's schemes and what are the factors which influence them to invest in mutual fund schemes and to know the level of satisfaction obtained by them from the mutual fund it was done with the help of the survey conducted in Dharmapuri. The authors conclude while make investing decision the investors should seek advice from expert and consultants including agents and distributor of mutual fund schemes. The investors should compare the risks and expected yields after adjustment of tax on various instrument while investment decision. To make investors aware of mutual fund an attempt to be made by providing information in question answer format which may help the investors in taking in investment decisions.

Ramesh. M & Geetha. N (2011) the study was to observe the perceptions and behaviour of the small investors located in the town of Chidambaram, Tamil Nadu, South India towards the mutual fund, and also analyses the relationship between motivating factors and reasons for making investment in mutual funds. In this research they founded that many facts which would be inevitable for mutual fund companies to alter or modify their present strategies in order to sustain the existing pace, and the sustainability and acceleration of growth pace of mutual fund investment depends how far the mutual fund organization design, alter or modify their policies, schemes and market strategies according to the perception of the investors.

Manoj Sharma et.al. (2012): The study was conducted to know the customer's perception and level of satisfaction towards mutual fund companies. In this study the researchers also want to know expectations of customers towards mutual fund companies. For this purpose, they use SERVQUAL model to identify the gaps between expectations and satisfaction level of customers. This study was conducted in Chhattisgarh. The research concludes that the relationship between customer satisfaction service quality is controversial. Service quality and customer 18 satisfaction have been abstracted as a distinct. However, they also found that there is no important relationship between customer stratification and tangible aspect of service environment. The final statement made by researchers should improve mutual fund services to increase quality in India.

Dimple Batra (2012): The main concept of this research paper to make comparison of SIP (systematic investment plan) with lumpsum investment with the help of data environment analysis this will be very useful for the policy maker and fund manager for designing policies

for future implications. The results conclude that many of people do not invested in SIP due to the lack of awareness although they have sufficient money to invest and the many investor prefer only to invest in their traditional investment options such as fixed deposits, postal savings because they think mutual funds risky then compare to other investment options. And they concluded that mutual funds organization should target more and more young investors as well as the person who want to highlight their career.

Punita.S & Iram Khan (2012) The objective of the study to understand the perception on mutual fund sip and to compare sip with other type of investment avenues. It resulted that lot of investors more aware of systematic investment plan compare to other type of investment avenue, this is because more numbers of investors chosen mutual fund systematic investment plan has a monthly based investment plan through which an individual investor can fixed amount into mutual funds every month at pre-given dates. Monthly instalment plan can attract the small investors who wish to invest a small amount regularly to build wealth for a long term.

Annapoorna. M.S & Pradeep K. Gupta (2013) The main aim of the study to evaluate the performance of the mutual fund schemes which is ranked by 1 CRISIL is an Indian analytical company and compare with these returns with the SBI company. By this research done to fulfil the belief of huge number of investors. The results obtained from the study clearly contempt that in most of the cases mutual fund have failed to give the returns of SBI domestic term deposits. It was concluded mutual funds as risky as compared to other investment platform, the investors should make good investment decision while investing.

Rupeet Kaur (2014): The study was conducted to examine the performance open ended debt mutual fund in India. The researcher has taken selected a sample of 23 schemes on the basis of weekly returns compared to benchmark returns and tools are used for the research are statistical tools average, standard deviation, beta and co-efficient of determination. The study was concluded that open-ended debt funds are not performed better the benchmark indicators and average return of the schemes are less than the market index. The funds are found to be poor in earning better return.

Ramakrishna Mishra (2015): The study was conducted to explore different aspects affecting the perception of investors investing in mutual fund and to discover aspects of other investments, the difference of perception in large and small caps of mutual fund investment is examined. The study was done in Bhubaneswar city of Odisha with a sample of 136 investors. The analysis concluded that risk and returns are the most important characteristic which is affecting investor's perception.

Mukesh. H.V (2015) the research has done to know the perception level of mutual funds and to know which variables has attract them while investing in mutual fund, and also want to know investors behaviour towards the mutual fund for returns, tax benefits and etc. It resulted that lot of respondents are low aware of systematic investment plan they were attracted only for lump-sum investment. Hence, it was concluded that mutual funds companies should create more awareness among the investors through conducting workshops on financial markets which can helps the investors to know more about the returns and risk.

Ujjwal M & Vinod Peerapur (2016): The study was conducted to investigate the performance of funds of each AMC (Asset Management company) in a different category. The funds for this research taken are only of open-ended schemes, regular plan and growth option. Risk management tools are used to analyses the performance of selected schemes. This study was

based own Birla Sun life mutual funds schemes and other asset management company's schemes. In this research they found that only Birla fund company as more value than other asset management company.

Subbalakshmi & Balachandar. R (2017) "A study on investor's Attitude towards Mutual funds as an Investment Option". The authors conducted a primary research on 100 respondents in Tamil Nadu and founded that many people have started investing in mutual funds instead of the conventional investment options. But still there are many people who unsure to invest in same due to their lack of knowledge about the benefits

Research Methodology

Research methodology is a way to systematically solve the research problems. It may be understood as a science of studying how research is done scientifically. It includes the overall research design, the sampling procedure, data collection method and analysis procedure.

.Research Design:

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data. The study design selected for this learning for both open research design and premise testing research design.

Descriptive Research Design

The reason taking descriptive research design is to get the features of individual an objective or the variable of attention in a situation. A descriptive research design is one that simply describes something such as descriptive something such as demographic characteristics of group or customers of products.

Sampling Technique:

Convenience sampling method:

A Convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

SOURCES OF DATA

Primary data

Primary data, by contrast, are collected by the investigator conducting the research. Primary data refer to demographic and socio-economic characteristics of the investors, behaviour and opinion of investors, their awareness and knowledge.

Secondary data

Secondary data has collected been collected from journals, Books, Websites and magazines.

Questionnaire

The questionnaire tried to capture the responses of the customers mainly from the Mutual fund investors and their key deliverables, derived from the survey conducted, and a few questions have been included to gauge the level of satisfaction and to gain insight into customer expectations.

STRUCTURE OF QUESTIONNAIRE:

There are three broad types of questions are used in this study are open ended questions, closed ended questions and Likert scale method. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose. Likert scale provide respondents agree to particular statement.

SAMPLE SIZE:

A sample size is a component of population which is cautiously selected to signify the population. The study was conducted with the sample size of 130 investors.

LIMITATION

The "Mutual Fund Sahi Hai" campaign, initiated by the Association of Mutual Funds in India (AMFI), aims to educate investors about the benefits of mutual funds. However, like any investment, mutual funds also have limitations. Here are some key limitations explained simply:

1. **Market Risk:** Mutual funds invest in stocks, bonds, or other securities, so their value can fluctuate based on market conditions. This means there's a risk of losing money if the market goes down.
2. **Management Fees:** Mutual funds charge management fees, which can eat into your returns. Even though these fees are usually a small percentage, they can add up over time.
3. **Lack of Control:** When you invest in a mutual fund, you hand over control of your investment choices to the fund manager. This means you don't have a say in which specific securities are bought or sold.
4. **Potential for Lower Returns:** While mutual funds can offer good returns, they might not always outperform the market. Some funds might perform worse than the market average due to poor management or other factors.

CHAPTER-2
COMPANY PROFILE & INDUSTRY ANALYSIS



1. Company Profile: Odisha Capital Market & Enterprise Limited (OCMEL)

Type of Firm

- **Type:** Odisha Capital Market & Enterprise Limited (OCMEL) is a public limited company.
- **Industry:** Finance and Investment.
- **Services:** The company primarily engages in financial services including investment management, capital market operations, financial advisory, and consultancy services.

Structure of the Firm

- **Board of Directors:** OCMEL is governed by a board of directors, which includes experienced professionals from the finance and investment sectors. The board is responsible for the overall strategic direction and governance of the company.
- **Executive Management:** The executive management team is responsible for the day-to-day operations of the company. This typically includes the CEO, CFO, COO, and other key executives.
- **Departments:** OCMEL is structured into various departments including:
 - **Investment Management:** Handles portfolio management and investment strategies.
 - **Research and Analysis:** Conducts market research and financial analysis.
 - **Sales and Marketing:** Responsible for client acquisition and relationship management.
 - **Compliance and Risk Management:** Ensures adherence to regulatory requirements and manages financial risks.

- **Support Services:** Includes HR, IT, and administrative functions.

Capital Structure

- **Equity Capital:** The equity capital of OCMEEL consists of shares held by the promoters, institutional investors, and the general public. The company may also have preferred shares issued to raise capital.
- **Debt Capital:** OCMEEL utilizes debt instruments such as bonds, debentures, and loans from financial institutions to finance its operations and growth. The debt-to-equity ratio is maintained to ensure financial stability and leverage optimization.
- **Retained Earnings:** A portion of the company's profits is retained and reinvested into the business for expansion and development, rather than being distributed as dividends.
- **Funding Sources:** In addition to equity and debt, OCMEEL may secure funding through venture capital, private equity, or public offerings

Human Resources (HR) Policy

The HR policy of Odisha Capital Market & Enterprise Limited (OCMEEL) encompasses a comprehensive framework designed to manage and support its workforce effectively. Here are the key components:

1. Recruitment and Selection:

- **Objective:** Attract and select qualified candidates to meet the company's strategic goals.
- **Process:** Transparent recruitment process including job postings, screening, interviews, and selection based on merit and organizational fit.

2. Employee Training and Development:

- **Objective:** Enhance employee skills and competencies through continuous learning.
- **Programs:** Regular training sessions, workshops, seminars, and professional development courses.
- **Career Development:** Clear career pathing and opportunities for internal promotions.

3. Compensation and Benefits:

- **Objective:** Offer competitive and fair compensation packages to attract and retain talent.
- **Components:** Base salary, performance bonuses, health insurance, retirement benefits, and other allowances.
- **Performance Reviews:** Regular performance evaluations to ensure merit-based pay and promotions.

4. Employee Relations:

- **Objective:** Foster a positive and productive work environment.
- **Initiatives:** Open communication channels, grievance redressal mechanisms, and employee engagement activities.

- **Work-Life Balance:** Policies promoting flexible working hours, remote work options, and employee wellness programs.

5. Diversity and Inclusion:

- **Objective:** Promote a diverse and inclusive workplace.
- **Policies:** Equal employment opportunities regardless of gender, race, ethnicity, religion, or disability.
- **Programs:** Awareness programs, diversity training, and inclusive practices in hiring and promotions.

Financial Performance of Odisha Capital Market & Enterprise Limited (OCMEL)

To evaluate the financial performance of Odisha Capital Market & Enterprise Limited (OCMEL), we need to consider various financial metrics and performance indicators typically available in their annual reports and financial statements. These indicators provide insights into the company's profitability, liquidity, solvency, and overall financial health.

Key Financial Performance Metrics

1. Revenue:

- **Total Revenue:** The total income generated from the company's core business operations, including investment management fees, advisory fees, and other services.
- **Revenue Growth Rate:** The percentage increase or decrease in revenue compared to the previous financial year.

2. Profitability:

- **Net Profit:** The profit after all expenses, taxes, and costs have been deducted from the total revenue.
- **Net Profit Margin:** The ratio of net profit to total revenue, indicating the efficiency of the company in converting revenue into profit.
- **Earnings Before Interest, Taxes, Depreciation, and Amortization (EBITDA):** A measure of the company's operational performance.

3. Liquidity:

- **Current Ratio:** The ratio of current assets to current liabilities, indicating the company's ability to meet short-term obligations.
- **Quick Ratio:** The ratio of liquid assets (excluding inventory) to current liabilities, providing a more stringent measure of liquidity.

4. Solvency:

- **Debt-to-Equity Ratio:** The ratio of total debt to shareholders' equity, indicating the company's leverage and financial stability.

- **Interest Coverage Ratio:** The ratio of EBITDA to interest expenses, showing the company's ability to pay interest on its debt.

5. Efficiency:

- **Return on Equity (ROE):** The ratio of net income to shareholders' equity, indicating the return generated on shareholders' investments.
- **Return on Assets (ROA):** The ratio of net income to total assets, indicating the efficiency in using assets to generate profit.

Total Revenue, Operating Profit, Net profit, Total Assets, Market Capitalization:

Total revenue (FY 2023): ₹22.4 crore

Operating Profit (FY 2023): ₹5.8 crore

Net profit (FY 2023): ₹3.6 crore

Total Assets (FY 2023): ₹52 crore

Market Capitalization: The market capitalization of Odisha Capital Market & Enterprises Ltd was approximately ₹120 crore, highlighting its value in the stock market.

Business Analysis:

Odisha Capital Market typically focuses on some core business areas within the financial services industry. These may include:

1. **Investment Advisory Services:** Providing personalized investment strategies and portfolio management based on market analysis and client goals.
2. **Financial Planning:** Offering comprehensive financial planning services to individuals and businesses, encompassing retirement planning, estate planning, and wealth preservation.
3. **Risk Management:** Developing strategies to mitigate financial risks through diversified investment portfolios and hedging techniques.
4. **Corporate Finance:** Advising on corporate restructuring, mergers and acquisitions, capital raising, and other financial transactions to enhance corporate value.
5. **Wealth Management:** Managing and growing client's assets through strategic investment allocation and asset management solutions.

Basic Objective – High sale low margin:

At Odisha Capital Market, the basic objective revolves around achieving high sales with a focus on maintaining low margins. This strategic approach aims to drive market penetration and expand client acquisition by offering competitive pricing and attractive financial services.

High margin low sales – High value product:

At Odisha Capital Market, the focus on high-margin, low-sales strategies emphasizes delivering high-value financial products and services to a discerning clientele. By prioritizing quality over quantity, Odisha Capital Market positions itself as a provider of exclusive and tailored financial solutions that meet the specific needs of high-net-worth individuals and institutional investors.

Structure of the company:

Odisha capital market & enterprise Ltd. operates with a functional organizational structure, where each department focuses on specific Financial services. This structure ensures specialization and expertise in various domains such as investment banking, and research, contribute to the company's Overall effectiveness and efficiency.

Product details, Price, Place, Promotion, Customer Segment, Positioning Strategy, and Branding Strategy.**· Product Details:**

- **Investment Advisory Services:** Customized investment strategies, portfolio management, and financial planning.
- **Market Research and Analysis:** Comprehensive market insights and trend analysis.
- **Corporate Finance:** Advisory on mergers, acquisitions, and capital raising.
- **Wealth Management:** Asset allocation and management tailored to individual client needs.

· Price:

Odisha Capital Market typically employs a premium pricing strategy, reflecting the high value and personalized nature of its financial services.

· Place:

Services are primarily delivered through physical offices in key locations, supplemented by online platforms for client convenience.

· Promotion:

Promotional activities include targeted advertising in financial publications, seminars, workshops, and digital marketing to reach high-net-worth individuals and institutional clients.

· Customer Segment:

Odisha Capital Market targets high-net-worth individuals, Institutional Investors, Corporate Clients, and Businesses seeking sophisticated financial solutions and advisory services.

· Positioning Strategy:

Odisha Capital Market positions itself as a provider of premium, personalized financial services with a focus on quality, expertise, and client-centric solutions.

· Branding Strategy:

The branding strategy emphasizes trust, expertise, and reliability in financial advisory and wealth management, aiming to establish Odisha Capital Market as a trusted partner in achieving financial goals.

2. Industry Analysis:-

No. of players, Total market size, Relative share of players, nature of competition (Monopoly, Oligopoly, Perfect) differentiation practiced by various players, Barriers in the industry (Entry - Exit):

Industry analysis typically involves examining the structure and dynamics of specific sectors within a market or economy. It helps in understanding various aspects such as market trends, competitive landscape, regulatory environment, and potential growth opportunities within that industry. If you're specifically interested in the capital market of Odisha, you'd look at factors like investment trends, the presence of financial institutions, regulatory policies affecting capital flows, and the performance of listed companies based in Odisha.

Number of Players (Participants):

This refers to the number of brokerage firms, financial institutions, and other market participants actively involved in trading and investment activities within the Odisha capital market or Bhubaneswar stock exchange.

Total Market Size:

This typically includes the total value of securities (stocks, bonds, derivatives) listed and traded on the exchange or within the capital market in Odisha.

Relative Share of Players:

This indicates the market share or dominance of key players (brokerage firms, financial Institutions) in terms of trading volumes, client base, and assets under management.

- Zerodha – 15% market share
- ICICI Direct – 10% market share
- HDFC Securities – 8% market share
- Angel Broking – 7% market share
- Kotak Securities – 6% market share

Nature of Competition:

This can vary from monopoly (dominated by a single entity), oligopoly (a few dominant players), to perfect competition (many small players with similar offerings). Understanding this helps gauge pricing power and market dynamics.

Differentiation Practiced by Players:

This refers to how companies differentiate their services, products, or market strategies to attract and retain clients. It could include factors like service quality, technology platforms, research capabilities, or customer support.

Barriers in the Industry (Entry - Exit):

Entry barriers could include regulatory requirements, capital requirements, and network effects. Exit barriers might involve high fixed costs, long-term commitments, or regulatory constraints that make it difficult for firms to leave the market.

Forces of competition – Porters 5 Forces analysis:

Threat of New Entrants:

Barriers to Entry: Assess the ease or difficulty for new firms to enter the Odisha capital market. Factors such as regulatory requirements, capital intensity, and brand loyalty among existing firms play crucial roles.

Economies of Scale: Consider whether existing firms benefit significantly from economies of scale, making it harder for new entrants to compete on cost.

Bargaining Power of Suppliers:

Number of Suppliers: Evaluate the number of suppliers in the market providing essential services such as technology platforms, data services, etc., to understand if there are few dominant suppliers.

Switching Costs: Determine how easy it is for market participants to switch between suppliers and if this impacts their bargaining power.

Bargaining Power of Buyers:

Buyer Concentration: Assess whether there are few large buyers or many small buyers in the market.

Price Sensitivity: Evaluate the sensitivity of buyers to price changes and their ability to negotiate for better terms or discounts.

Threat of Substitute Products or Services:

Availability of Substitutes: Identify potential substitutes for the services offered by the Odisha capital market, such as alternative investment options or financial instruments.

Switching Costs: Consider the costs associated with switching to substitutes and how this affects market competitiveness.

Industry Rivalry:

Number and Size of Competitors: Analyse the number of firms operating in the Odisha capital market and their relative market shares.

Growth Rate: Consider the growth rate of the market and how it impacts competition among existing firms.

Differentiation: Evaluate the degree of differentiation among firms in terms of services offered, technology, customer service, etc.

Emerging trends – PLC, rate growth, Marketing Dynamics, Changes in need innovation in technology, changes in regulatory environment.

Product Life Cycle (PLC):

In the PLC system there are 4 stages,

Introduction Stage: Introduction of new investment products such as ETFs and REITs, along with tech-driven solutions like robot-advisors, targeting early adopters seeking diversified and technologically advanced investment options.

Growth Stage: Demand grows for personalized investment solutions tailored to individual risk profiles, bolstered by digital marketing strategies and advancements in AI, machine learning, and block chain technology to enhance operational efficiency and decision-making.

Maturity Stage: Market consolidation occurs as competition intensifies, leading to differentiation through service quality, customer experience improvements, and heightened regulatory compliance in response to market maturity and increased scrutiny.

Decline Stage: Shift towards niche markets or specialized investment segments emerge as mainstream opportunities saturate, prompting consolidation.

Rate Growth:

Interest Rate Environment: Fluctuations in interest rates impacting investment decisions, particularly in fixed-income securities.

Digital Platforms: Growth of digital investment platforms and robot-advisors offering low-cost investment options and automated portfolio management.

Marketing Dynamics:

Digital Marketing Strategies: Shift towards digital marketing channels including social media, online advertising, and content marketing to reach a broader investor base.

Educational Content: Focus on providing educational content and resources to investors to enhance financial literacy and promote informed investment decisions.

Innovation in Technology:

Block chain and Distributed Ledger Technology: Exploration of block chain technology for improving transparency, security, and efficiency in transactions and settlements.

AI and Machine Learning: Adoption of AI-driven algorithms for predictive analytics, risk management, and personalized investment recommendations.

Fin tech Integration: Collaboration between traditional financial institutions and fin tech start-ups to enhance operational efficiencies and customer experience.

Changes in Regulatory Environment:

Regulatory Reforms: Continued focus on regulatory reforms to enhance market transparency, investor protection, and governance standards.

Product features matrix:

Investment Products:

Equities: Stocks and shares representing ownership in companies.

Fixed Income: Bonds, treasury bills, and other debt securities offering regular interest payments.

Derivatives: Options, futures, and swaps used for hedging and speculation.

ETFs (Exchange-Traded Funds): Investment funds traded on stock exchanges, offering diversified exposure to a specific market or sector.

Mutual Funds: Pooled funds managed professionally to invest in stocks, bonds, or other assets.

Alternative Investments: Hedge funds, private equity, real estate investment trusts (REITs), and commodities.

Technological Integration:

Digital Platforms: Online portals and mobile apps for trading and portfolio management.

Robot-Advisors: Automated investment platforms using algorithms to provide personalized financial advice.

Customer Services:

24/7 Support: Access to customer service and support around the clock.

Educational Resources: Tools and materials for investor education and financial literacy.

Regulatory Compliance:

Compliance Standards: Adherence to regulatory requirements and governance frameworks.

Transparency: Disclosure of fees, risks, and performance metrics to investors.

Customization and Personalization:

Risk Profiles: Tailored investment solutions based on individual risk tolerance and financial goals.

Performance Metrics:

Return on Investment (ROI): Measurement of financial performance relative to investment cost.

Risk Metrics: Assessment of volatility, beta, and other risk indicators.

Differential Competitor analysis.

Zerodha

Strength: Lowest brokerage fees, robust technology platform, strong brand presence.

Weakness: Limited advisory Services, primarily self-service.

ICICI Direct:

Strength: Strong research capabilities, comprehensive financial services, extensive customer base.

Weakness: Higher brokerage fees, complex fee structure.

HDFC Securities:

- Strength: Strong brand equity, extensive branch network, robust digital platform.

- Weaknesses: Higher brokerage fees compared to discount brokers, traditional operational model.

Angel Broking:

- Strength: Extensive research reports, strong customer service, competitive pricing.
- Weaknesses: High reliance on brokerage revenue, intense competition from discount brokers.

Kotak Securities:

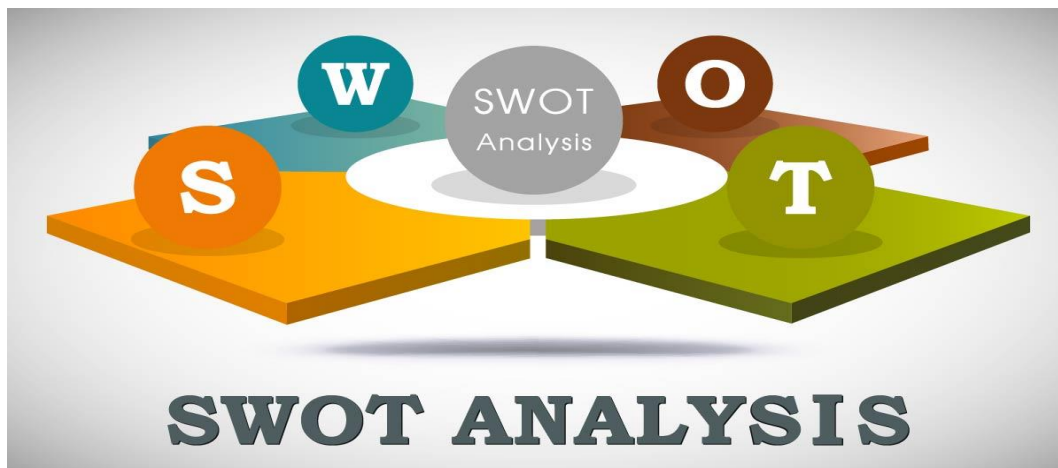
- Strength: Innovative financial products, strong customer service, extensive research and advisory services.
- Weaknesses: Higher brokerage fees, complex service offerings.

CHAPTER-3
COMPETITOR ANALYSIS



Company	Product 1	Product 2	Features
Zerodha	Trading Account	Demat Account	Low brokerage, user-friendly platform, advanced charting tools
Angel Broking	Trading Account	Investment Advisory	AI-based advisory, diverse product offerings, personalized recommendations
Sharekhan	Trading Account	Portfolio Management	Comprehensive research reports, robust trading platform, educational resources
HDFC Securities	Trading Account	Demat Account	Integrated banking and trading, reliable research, diverse investment options
Kotak Securities	Trading Account	Demat Account	Advanced trading tools, seamless banking integration, strong advisory services
OCMEL	Trading Account	Investment Advisory	Local expertise, personalized services, strong regional network

SWOT Analysis of Competitors of OCMEL



Zerodha

- **Strengths:**
 - Low brokerage fees attracting cost-conscious traders.
 - User-friendly trading platforms with advanced tools (Kite App).
- **Weaknesses:**
 - Limited personalized advisory services.
 - Primarily online presence, lacking physical branch network.
- **Opportunities:**
 - Expansion of financial product offerings.
 - Increasing financial literacy and online trading adoption.
- **Threats:**
 - Intense competition from other low-cost brokers.
 - Regulatory changes affecting brokerage models.



Angel Broking

- **Strengths:**
 - AI-driven advisory services (ARQ App).
 - Diverse range of financial products and services.
- **Weaknesses:**
 - Higher brokerage fees compared to discount brokers.
 - Dependence on technology, which may face disruptions.
- **Opportunities:**
 - Growth in AI and machine learning for better advisory services.
 - Expanding customer base through digital marketing.
- **Threats:**
 - Competition from tech-savvy brokers.
 - Regulatory changes impacting advisory services.



Sharekhan

- **Strengths:**
 - Comprehensive research and educational resources.
 - Strong brand recognition and robust trading platform (TradeTiger).
- **Weaknesses:**
 - Higher brokerage fees compared to discount brokers.
 - Slower adaptation to new technologies compared to competitors.
- **Opportunities:**
 - Leveraging educational resources to attract new investors.
 - Expanding digital presence and mobile platform capabilities.



Threats:

- Intense competition from both traditional and new-age brokers.
- Market volatility impacting investor confidence.

HDFC Securities

- **Strengths:**
 - Integration with HDFC Bank, offering seamless banking and trading.
 - Reliable research and diverse investment options.
- **Weaknesses:**
 - Higher brokerage costs.
 - Dependence on HDFC Bank's customer base.
- **Opportunities:**
 - Cross-selling opportunities with HDFC Bank customers.
 - Expanding digital and mobile trading platforms.
- **Threats:**
 - Regulatory changes in banking and financial services.
 - Competition from standalone brokerage firms.



Kotak Securities

- **Strengths:**
 - Advanced trading tools and seamless banking integration.
 - Strong advisory services and extensive research capabilities.
- **Weaknesses:**
 - Higher brokerage fees.
 - Dependence on Kotak Mahindra Bank's customer network.
- **Opportunities:**
 - Leveraging technology to enhance customer experience.
 - Expansion of investment product offerings.
- **Threats:**
 - Increasing competition from low-cost brokers.
 - Regulatory changes impacting brokerage and advisory services.

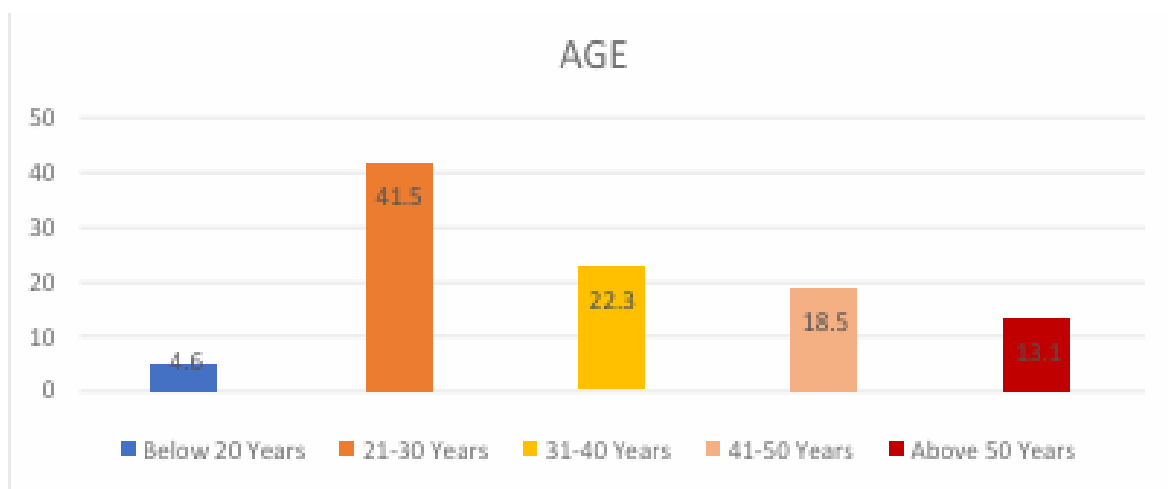


CHAPTER-4

CUSTOMER ANALYSIS

1.Respondents based on the age.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Below 20 Years	06	4.6
21-30 Years	54	41.5
31-40 Years	29	22.3
41-50 Years	24	18.5
Above 50 Years	17	13.1
TOTAL	130	100



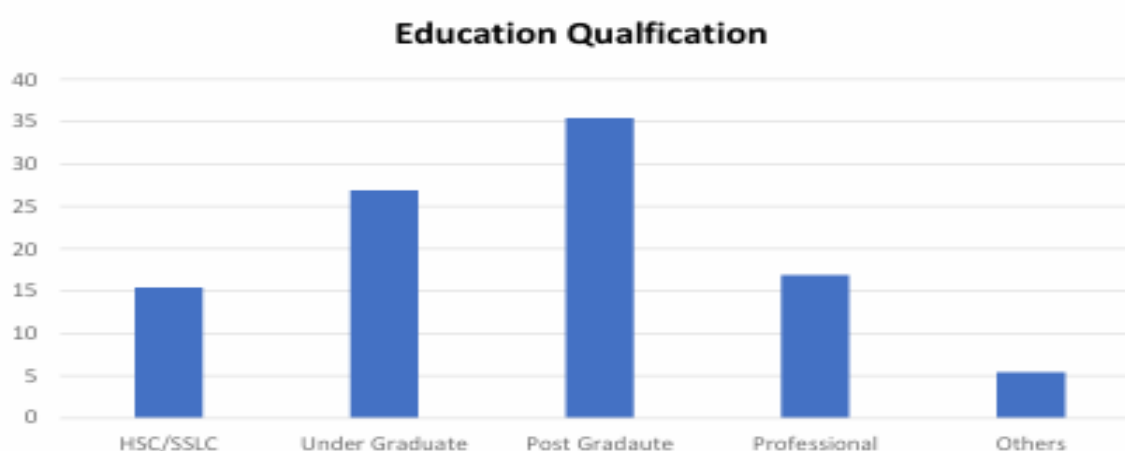
2.Respondents based on the Gender

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
MALE	72	55.4
FEMALE	58	44.6
TOTAL	130	100



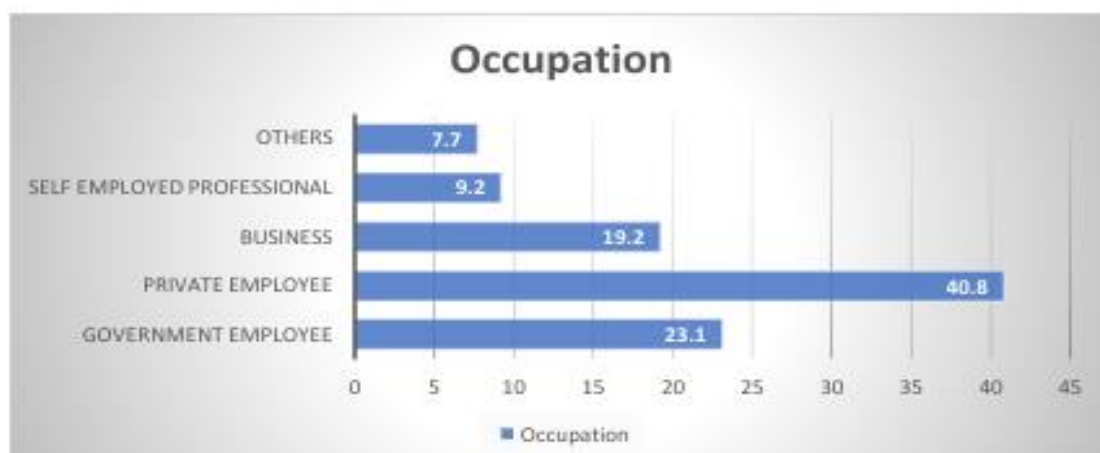
3.Respondents based on the Education Qualification.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
HSC/SSLC	20	15.4
Under Graduate	35	26.9
Post Graduate	46	35.4
Professional	22	16.9
Others	07	5.4
TOTAL	130	100



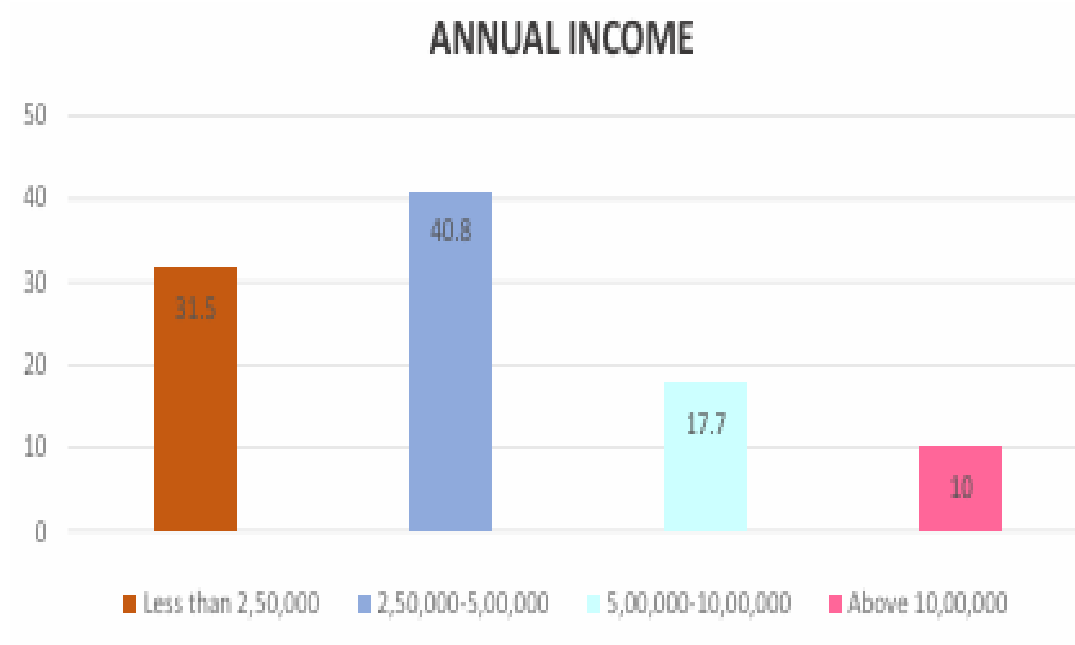
4.Respondents based on the Occupation.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Government employee	30	23.1
Private employee	53	40.8
Business	25	19.2
Self-employed Professional	12	9.2
Others	10	7.7
TOTAL	130	100



5.Respondents based on the annual- income.

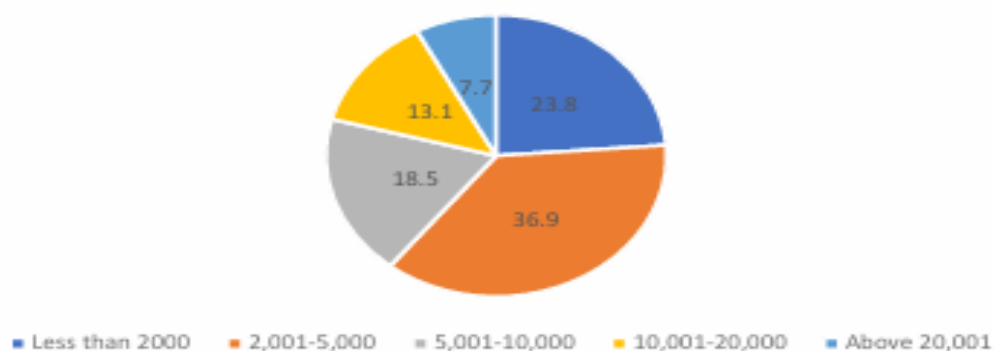
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Less than 2,50,000	41	31.5
2,50,000-5,00,000	53	40.8
5,00,000-10,00,00	23	17.7
Above 10,00,000	13	10
TOTAL	130	100



6.Respondents based on the savings from earnings

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Less than 2000	31	23.8
2,001-5,000	48	36.9
5,001-10,000	24	18.5
10,001-20,000	17	13.1
Above 20,001	10	7.7
TOTAL	130	100

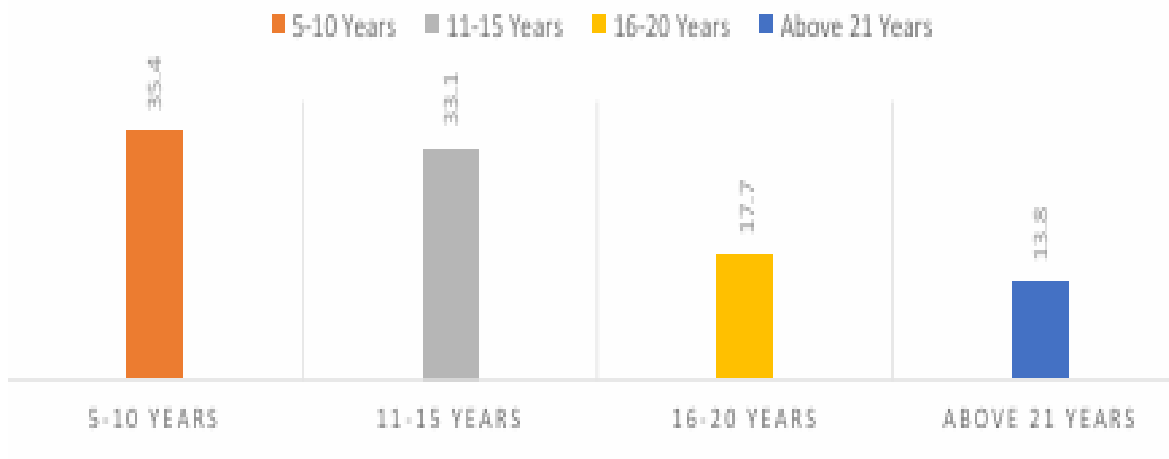
Savings from earnings



7.Respondents based on investment period:

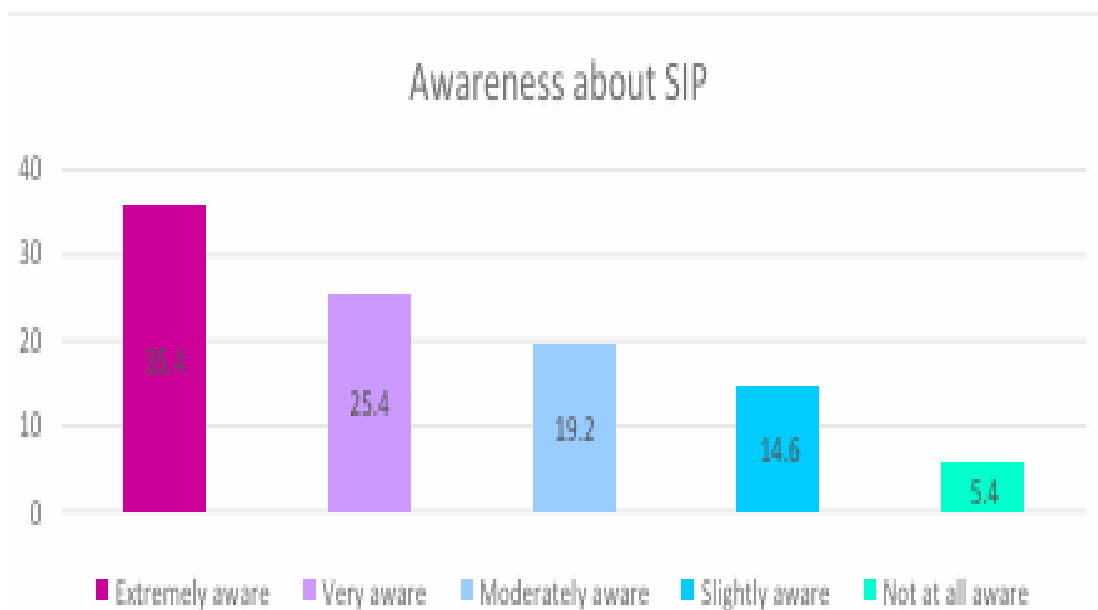
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
5-10 Years	46	35.4
11-15 Years	43	33.1
16-20 Years	23	17.7
Above 21 Years	18	13.8
TOTAL	130	100

INVESTMENT PERIOD



8.Respondents based on the awareness on SIP

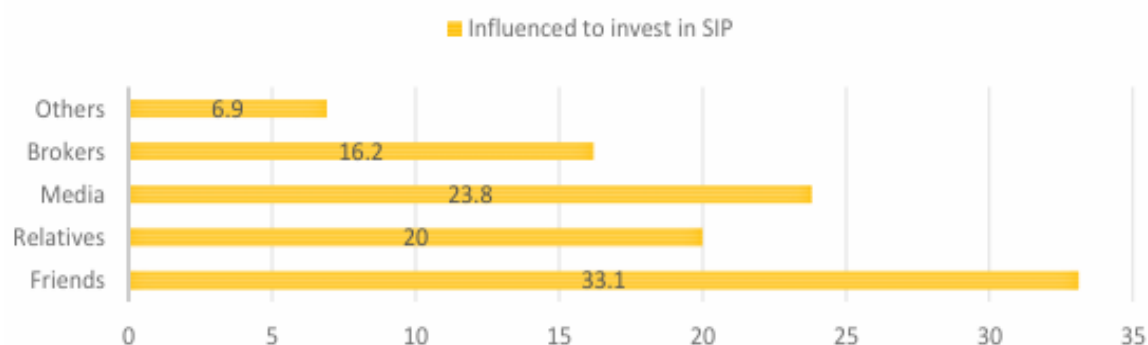
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Extremely aware	46	35.4
Very aware	33	25.4
Moderately aware	25	19.2
Slightly aware	19	14.6
Not at all aware	07	5.4
TOTAL	130	100



9.Respondents based on the influenced to invest in mutual fund through SIP.

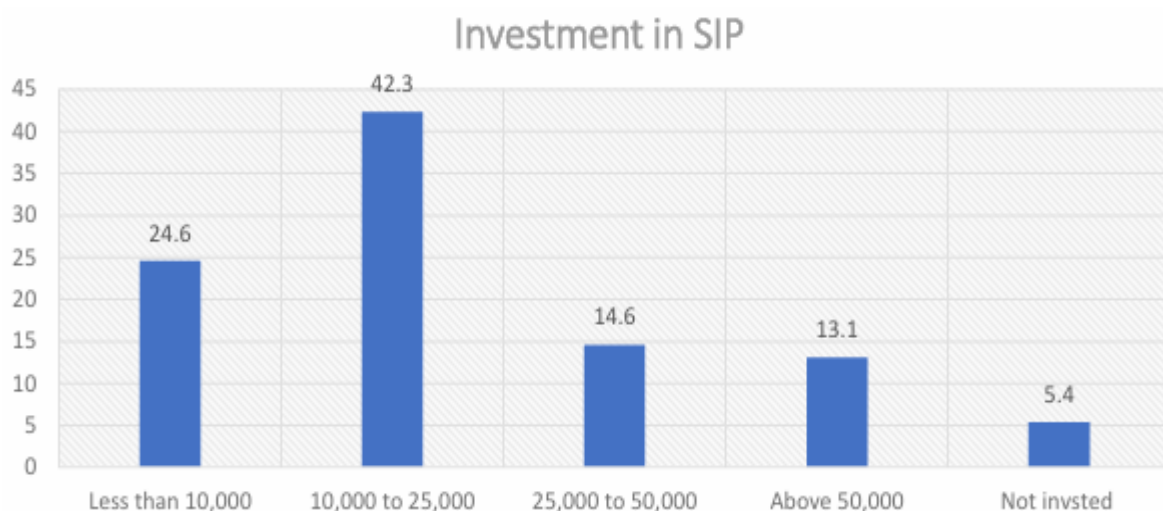
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Friends	43	33.1
Relative	26	20
Media	31	23.8
Brokers	21	16.2
Others	09	6.9
TOTAL	130	100

Influenced to invest in SIP



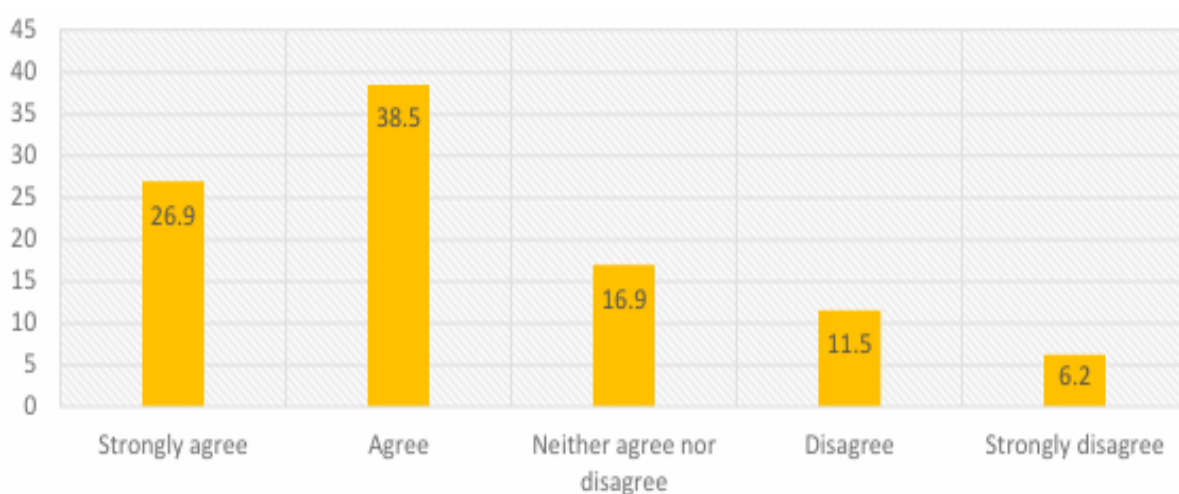
10.Respondents based on the investment in SIP.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Less than 10,000	32	24.6
10,000 to 25,000	55	42.3
25,000 to 50,000	19	14.6
Above 50,000	17	13.1
Not invested	07	5.4
TOTAL	130	100



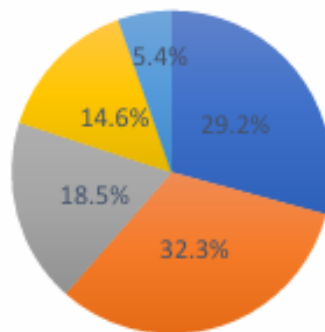
11.Respondents based on the mutual funds generates the best return.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	35	26.9
Agree	50	38.5
Neither agree nor disagree	22	16.9
Disagree	15	11.5
Strongly disagree	08	6.2
TOTAL	130	100



12.Respondents opinion as whether mutual funds has well-diversified portfolio securities.

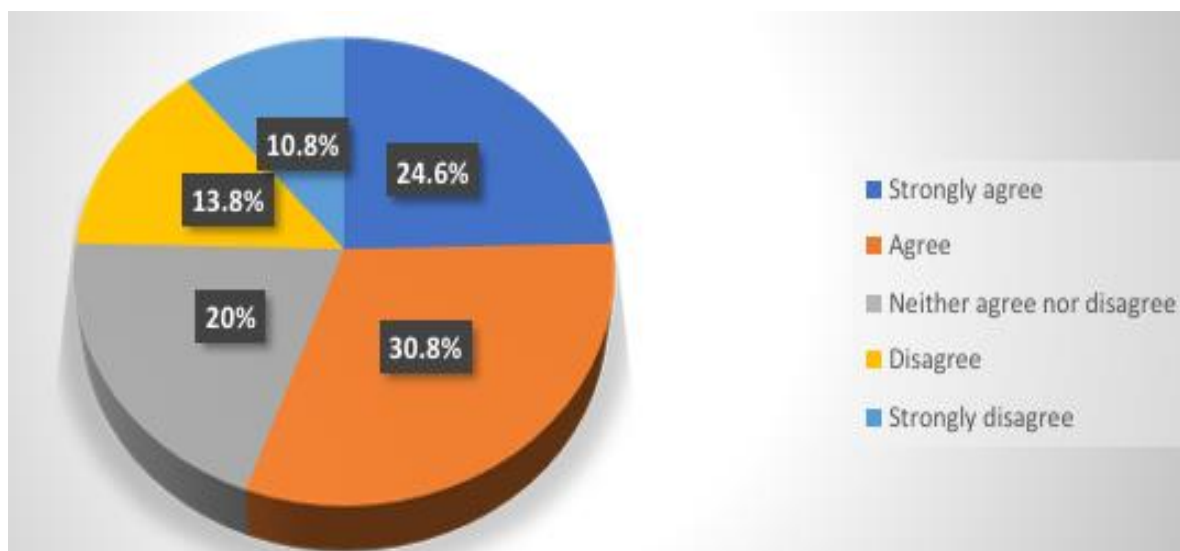
PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	38	29.2
Agree	42	32.3
Neither agree nor disagree	24	18.5
Disagree	19	14.6
Strongly disagree	07	5.4
TOTAL	130	100



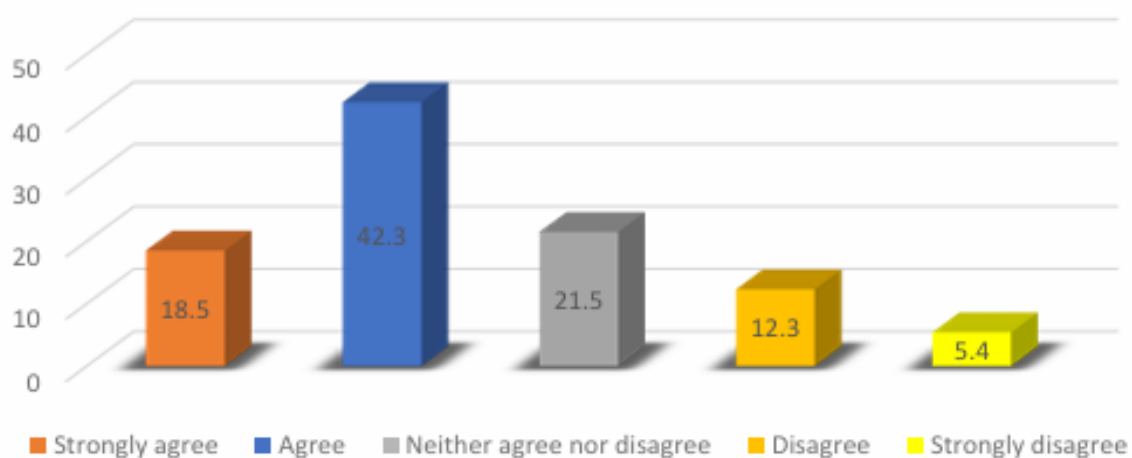
■ Strongly agree
 ■ Agree
 ■ Neither agree nor disagree
 ■ Disagree
 ■ Strongly disagree

13.Respondents based on the mutual funds are less risky way to Invest.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	32	24.6
Agree	40	30.8
Neither agree nor disagree	26	20
Disagree	18	13.8
Strongly disagree	14	10.8
TOTAL	130	100

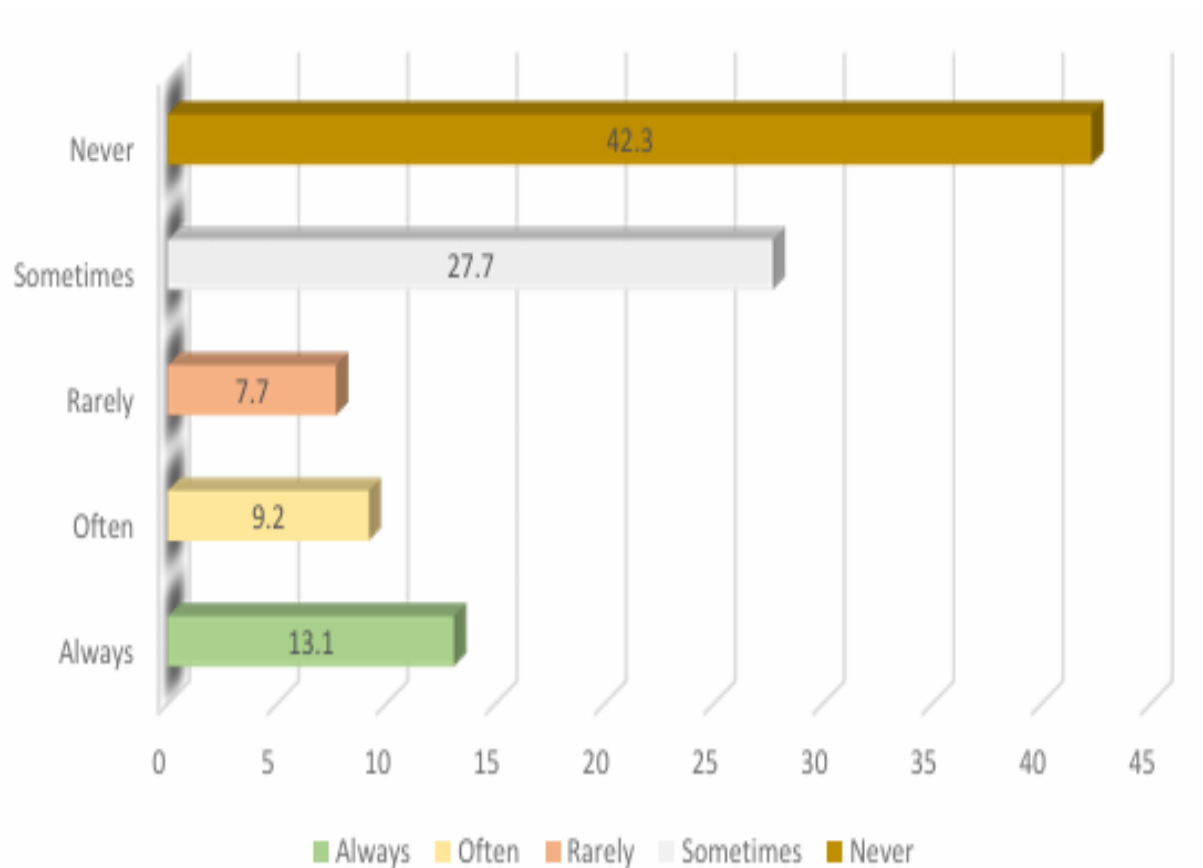


PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Strongly agree	24	18.5
Agree	55	42.3
Neither agree nor disagree	28	21.5
Disagree	16	12.3
Strongly disagree	07	5.4
TOTAL	130	100



15. Respondents based on the facing any problem while investing in mutual fund.

PARTICULARS	NO OF RESPONDENTS	PERCENTAGE OF RESPONDENTS
Always	17	13.1
Often	12	9.2
Rarely	36	7.7
Sometimes	10	27.7
Never	55	42.3
TOTAL	130	100



CHAPTER- 5
ACTUAL WORK DONE, FINDINGS, AND ANALYSIS

1. Training Experience in the Organization

Introduction to Odisha Capital Market and Enterprise Limited (OCMEL)

My internship at Odisha Capital Market and Enterprise Limited (OCMEL) was a formative experience that provided me with comprehensive exposure to the workings of a financial institution. OCMEL is a leading player in the financial sector, specializing in investment management services, including mutual funds and systematic investment plans (SIPs). During my internship, I was assigned a project focused on evaluating the benefits of SIPs for small investors, a topic of great relevance to OCMEL's clientele, which includes young professionals, middle-income families, and retirees.

Daily Diary Record

Week 1: Orientation and Introduction

- Orientation session about OCMEL's operations, mission, and vision.
- Introduction to the mutual fund department, meeting with team members.
- Training sessions on SIPs, mutual funds, and investment strategies.

Week 2: Research and Data Collection

- Meeting with project mentor to discuss research methodology.
- Conducting literature review on SIPs and mutual funds.
- Designing survey questionnaire for primary data collection.

Week 3: Primary Data Collection

- Distributing and collecting surveys from small investors.
- Conducting interviews with financial advisors and clients.

Week 4: Data Analysis and Reporting

- Analyzing survey data using quantitative methods.
- Preparing initial findings and drafting the report.

Week 5: Finalizing Report and Presentation

- Reviewing and finalizing the project report.
- Preparing presentation slides.
- Presenting findings to the OCMEL team.

2. Analysis and Findings

Analysis of SIPs for Small Investors

Survey Results

Demographics: The survey included 100 small investors, with a diverse representation of age, income levels, and investment experience.

Investment Goals: Most respondents cited wealth accumulation and retirement planning as their primary investment goals.

SIP Preferences: A significant majority preferred SIPs due to their affordability, disciplined investment approach, and potential for long-term growth.

Quantitative Analysis

Average Returns: Data indicated that investors who consistently invested in SIPs over five years saw an average annual return of 12%, compared to 9% for those who invested lump sums.

Risk Mitigation: SIPs helped mitigate market volatility, as evidenced by lower standard deviation in returns for SIP investors compared to lump-sum investors.

Qualitative Insights

Investor Sentiment: Interviews revealed that small investors appreciated the convenience and flexibility of SIPs, especially in volatile markets.

Advisory Perspective: Financial advisors emphasized the importance of starting SIPs early and staying invested for the long term to maximize benefits.

Comparative Analysis of Mutual Funds

Quant Small Cap Fund: Demonstrated strong performance with a CAGR of 15% over the past three years, appealing to aggressive investors.

HDFC Small Cap Fund: Noted for its consistent returns and stability, with a focus on quality small-cap stocks.

3. Challenges Faced and Learning from the Internship

Challenges Faced

Data Collection: Gathering primary data was challenging due to respondents' hesitancy and time constraints. However, persistence and effective communication helped in securing a reasonable response rate.

Data Analysis: Analyzing the data required proficiency in statistical tools, which I had to quickly learn and apply. Balancing qualitative and quantitative insights to provide a comprehensive analysis was also demanding.

Learning Outcomes

Practical Application: The internship provided hands-on experience in applying theoretical knowledge to real-world scenarios, particularly in the area of SIPs and mutual fund analysis.

Research Skills: I developed robust research skills, including data collection, analysis, and reporting. The experience taught me the importance of meticulous data handling and accurate interpretation of results.

Communication and Presentation: Regular interactions with clients and advisors enhanced my communication skills. Presenting my findings to the OCMEL team was a valuable experience in delivering clear and concise reports.

Problem-Solving: Overcoming challenges during the internship improved my problem-solving abilities. I learned to adapt and find solutions in dynamic situations, which is crucial for a career in finance.

My internship at OCMEL was a transformative experience that provided deep insights into the financial industry, particularly in the realm of SIPs and mutual funds. The practical knowledge gained, coupled with the challenges faced and overcome, has significantly enhanced my understanding and skills. The findings from my research underscore the benefits of SIPs for small investors, offering valuable recommendations for both investors and financial advisors. This experience has not only prepared me for a future career in finance but also highlighted the importance of continuous learning and adaptation in a constantly evolving sector.

CHAPTER-6
CONCLUSION AND SUGGESTION

Conclusions

The study on investors perception towards mutual funds through systematic investment plan this enables that the most of the respondents has positive attitude towards mutual fund through systematic investment plan. Most of the respondents are invested their savings in mutual fund through systematic investment plan and by findings it is conclude that factors which encourage them to invest in mutual fund through systematic investment plan are Easy to invest facility is most encouraged factors followed by portfolio diversification and professional management services. The risk tolerance is very low for the investors. It is also concluded that most of respondents are satisfied with mutual funds and got better returns from systematic investment plan in mutual fund

2. Suggestions

Based on the findings and conclusions of this study, the following recommendations are proposed for small investors, financial advisors, and regulatory authorities:

Mutual funds companies should bring an innovative scheme which would help the investors to invest their savings in the Mutual funds. And the Mutual fund companies should attract more youngster investors as well as investor who want height of their carrier. which will lead to develop the mutual fund industries in future.

Mutual funds companies should bring more awareness among the investors and schemes which they had. There are few people who still invest their savings in traditional investment options such as bank deposits, postal savings etc, they think that mutual funds are more risky compare to their traditional investment options.

Systematic Investment plans give more better returns compare other investment options. Systematic investment plan main concept is benefit of rupee cost averaging. SIP should attract more small term investors who want to invest their savings on basis of monthly. Tax discount should be providing to the investors for investing in mutual fund this will help them encourage to invest in Systematic Investment plan apart from Equity Linked Saving Schemes.

Systematic Investment Plan gives more returns to investors compare to Lump sum plan systematic investment plan helps to the investors to increase their wealth growth.

For achieving heights in financial sector, the mutual fund companies should express in such a way that helps in fulfilling the investor's expectation.

Mutual fund industries need to take more advantage of modern technology like social networking and telecommunication to render service to investors.

Growth of Mutual funds tends to increase the shareholdings in good companies give rise the fear of threatening among industrial group, hence introduction of nonvoting shares and lowering the debt-equity ratio helps to remove these worries.

Mutual funds companies as to create more and more impact on investors to increase their wealth for future needs.

This study's findings suggest that for small investors, SIPs in mutual funds do offer numerous advantages, such as disciplined investing, rupee cost averaging, and potential for long-term wealth creation. While the tagline effectively captures the essence of mutual funds' benefits, it is crucial for investors to understand the associated risks and conduct thorough research or seek professional advice before investing.

In conclusion, SIPs in mutual funds can be a highly beneficial investment strategy for small investors, provided they are well-informed and make decisions based on their financial goals and risk tolerance. The tagline "Mutual Fund Sahi Hai" reflects the positive aspects of mutual funds, but investors should approach it with a balanced perspective, considering both the potential benefits and risks.

CHAPTER-7
BIBLIOGRAPHY

Dr. Ravi Kumar: This paper evaluates the effectiveness of the "Mutual Funds Sahi Hai" campaign in increasing investor awareness and participation. The results indicate a significant improvement in investor knowledge and mutual fund investments post-campaign.

Dr. M. Thiripal Raju, Mr. C. Nagendra Kumar, and Dr. A. Ravi Kumar: This study examines the factors influencing investor behavior and perception towards mutual funds in India. The findings suggest that awareness campaigns like "Mutual Funds Sahi Hai" positively impact investor confidence and participation in mutual funds.

N. H. Shah: The study explores the benefits of Systematic Investment Plans (SIPs) and how they align with the objectives of the "Mutual Funds Sahi Hai" campaign. It highlights SIPs as a disciplined and effective investment strategy for small investors.

S. Gupta: This research investigates the role of mutual funds in providing stability to investors during market volatility. The study underscores the importance of campaigns like "Mutual Funds Sahi Hai" in educating investors about the long-term benefits of mutual funds.

Dr. P. K. Sharma: The paper analyzes the performance of mutual funds before and after the launch of the "Mutual Funds Sahi Hai" campaign. The findings reveal improved fund performance and increased investor trust in mutual funds.

A. B. Singh and S. K. Jain: This study explores the relationship between investor awareness and the growth of mutual funds in India. It highlights the significant contribution of awareness campaigns like "Mutual Funds Sahi Hai" to the mutual fund industry's growth.

K. V. Reddy: The paper examines the impact of digital campaigns, including "Mutual Funds Sahi Hai," on mutual fund investments. The study shows that digital campaigns effectively reach a broader audience and increase mutual fund penetration.

R. N. Aggarwal: This study investigates the risk perception of Indian investors and its impact on mutual fund investments. It emphasizes the role of educational campaigns in altering risk perceptions and promoting mutual funds as a viable investment option.

S. K. Mukherjee: The paper explores the role of financial advisors in guiding investors towards mutual funds. It highlights how campaigns like "Mutual Funds Sahi Hai" empower advisors to better educate their clients.

M. R. Patel: This research focuses on the impact of the "Mutual Funds Sahi Hai" campaign on improving financial literacy among Indian investors. The study finds a positive correlation between financial literacy and mutual fund investments.

D. Chatterjee: The study compares mutual funds with traditional investment options like fixed deposits and gold. It concludes that mutual funds offer superior returns and flexibility, supported by educational campaigns.

A. P. Singh: This paper discusses the challenges faced by investors in mutual fund investments and how campaigns like "Mutual Funds Sahi Hai" address these challenges by providing necessary information and guidance.

V. K. Mehta: The study explores the tax benefits associated with mutual fund investments and how awareness campaigns highlight these advantages to attract more investors.

L. N. Rao: This paper examines the role of mutual funds in retirement planning and how the "Mutual Funds Sahi Hai" campaign educates investors on building a retirement corpus through mutual funds.

WEBSITE

- <https://odishacap.in/>
- <https://www.schwab.com/m>
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- www.bankbazaar.com

