



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

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SUMMER INTERNSHIP PROJECT 2024

REPORT TITLE

Systematic Investment plan in Mutual Fund
(How beneficial it is for small investors)

SUBMITTED BY

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MBA Batch: 2023-25

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Manager,
Odisha Capital
Market

CERTIFICATE OF INTERNAL GUIDE

This is to certify that Ms. Parul Chourasia bearing university registration no-2306258272 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:
Guide

Signature of the Internal

Place: Bhubaneswar
Nayak

Name: Mrs. Tapaswini

DECLARATION

I PARUL CHOURASIA Bearing university registration no-2306258272 (2023-25 batch), hereby declare that the project report titled SYSTEMATIC INVESTMENT PLAN IN MUTUAL FUNDS (HOW BENEFICIAL IS IT FOR SMALL INVESTORS?) 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 Mrs. Tapaswini Nayak (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:

Signature

Executive Summary

Understanding people's perspectives on the stock market reveals a diverse range of attitudes and beliefs. Some view the stock market as a vehicle for wealth creation and financial growth, a place to invest and potentially secure future prosperity. Conversely, others perceive it as a complex and volatile arena, fraught with risks and uncertainties, which can lead to significant losses. Many people recognize the importance of research, knowledge, and staying informed about market trends, often valuing long-term investment strategies.

Systematic Investment Plans (SIPs) have emerged as a popular investment strategy for small and medium-sized investors. SIPs allow investors to invest a fixed amount regularly in mutual funds, enabling them to accumulate wealth over time through disciplined investing. This study explores the benefits and drawbacks of SIPs, their role in risk diversification, and their effectiveness in achieving long-term financial goals. The study aims to provide a comprehensive understanding of SIPs and their potential as a viable investment option for small investors.

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Chapter 1

Introduction

INTRODUCTION

As a finance intern at Odisha Capital Market and Enterprise Limited (OCMEL), Bhubaneswar, my primary assignment involves an in-depth analysis of the benefits of Systematic Investment Plans (SIPs) in mutual funds, with a specific focus on small investors. This project is designed to offer a comprehensive understanding of how SIPs can serve as a valuable investment tool for individuals with limited financial resources.

Systematic Investment Plan (SIP):

Systematic Investment Plan commonly known as SIP; it is a method of investing platform in Mutual funds. SIP allows investors to invest a small sum regularly in investors preferred mutual fund schemes. By activating an SIP, a fixed amount is deducted from investors bank account every month in a chosen date, which get invested in the mutual fund of their own choices. Systematic investment plan helps the small investors who want to save smaller amount of money while benefiting from the long-term advantages of rupee cost averaging. The most of brokerages and mutual funds companies offers Systematic Investment Plan.

Systematic Investment Plan offers more schemes compare to Lump-sum investment. Many of the investors choose SIP for more returns with small amount of money. The main motive of SIP is easy way to accumulate assets and the advantage of Rupee cost averaging means buying more share when price pulls down by allocating pre-determined periodic speculation into mutual funds.

Systematic Investment Plan is only scheme which available in mutual fund, to attract the small term investors. SIP generates more returns compare to other investment options such as postal savings and bank deposits and generally in SIP investors can make their payments on monthly bases this option will gives more benefits to the investors.

Systematic Investment Plan do not assure an income and do not protect against a loss in declining market. Since systematic investment plan (SIP) investing involves permeant participation in the market regardless of performance price level of securities, investor should consider his financial ability to continue your purchases through periods of low-price levels.

Why Systematic Investment Plan?

- The systematic investment plan option is accessible with all type's funds such as; equity fund, income fund etc.
- An investor will have a choice on SIP by giving monthly post- dated cheques Rs. 500 or more than rs.500 in step with the fund's policy.
- If an investor desires to place over Rs. 500 or Rs. 1000 or above during any given method he can have to be compelled to fill a new kind of systematic investment plan intimating that he's changing his systematic investment plan. And an investor allowable to modify the systematic investment plan only within the multiples of the SIP amount.
- If an investor investing in two different schemes of the identical fund, he can fill in an exceedingly common systematic investment plan. However, if the primary holder

in those schemes is different than they need to fill different systematic investment plan forms, because the first proprietor must check in the shape.

The investor has a choice of get out of the fund he can turn his units any time no matter whether or not he completed his least amount speculation in these schemes. In such a case his post-dated cheques are come back to him.

Types of systematic investment plan:

1. Top-up SIP:

- This SIP allows you to increase your investment amount periodically giving you the flexibility to invest when you have a higher income or available amount to be invested. This is also helps in making the most out of the investments by investing in the best and high performing funds at regular intervals.

2. Flexible SIP:

- As the name suggests this SIP plan carries flexibility of amount you want to invest. an investor can increase or decrease the amount to be invested as per his own cash flow needs are preferences.

3. Perpetual SIP:

- This SIP plan allows you to carry on the investments without an end to the mandate date. Generally, an SIP carries an end date after 1 year, 3 year or 5 years of investment. The investor can hence, withdraw the amount invested whenever he wishes or as per his financial goals.

Advantages of SIP:

- SIP can be started with a minimum investment of Rs 500/- per month or RS 1000/- per month.
- It is good and effective way of creating wealth for long term.
- ECs facility is available in case of investment through SIP.
- A small withdrawal from the account does not affect the bank balance of an individual as compared to a hefty withdrawal.
- It can be for a year, two years, three years etc. if a person at any point of time could not be able to continue its SIP. He may give instructions at least 25 days before to the fund house that His SIP be discontinued.
- All type of funds except liquid funds, cash funds and other funds who invest in very short fixed return investment offers the facility of SIP.
- Capital gains, if applicable, are taxed on a first-in-first-out basis.
- As the investment made through SIP are not at one time. Some units bought at high price and some at low price. The chances of making gain through SIP is higher than the one-time investment.

Disadvantages of SIP:

1. No downside protection:

Investors should remember that despite of all the advantages that SIPs have, they are subject to market risks and do not protect investors from making a loss or ensure them profits in falling markets.

2. Portfolio risk Remains:

SIPs are also subject to security risk. Mutual fund schemes investing in portfolios that turns out to generate negative returns are bound to make investors incur a loss even if the investment is made through SIPs.

3. Ideal profile of investors:

Investors opting to invest through an SIP option should: have a long-term investment horizon, be willing to invest regularly, keep patience; and who cannot invest enough amount at one go before opting for SIPs. SIP option available for all types of funds. This arises the need for investors to do a title homework in order to get the maximum returns out of their investments.

4. Defining the investment objective:

Investors should invest with a clear objective in their mind. It helps to figure out an indicative time period for which the investments would have to be made.

5. Determining the investment surpluses:

Investors should estimate the amount that they can afford to invest on a periodical basis. Investors should be conservative while making this estimate as an over estimated periodical investment amount may turn out to be a burden for investors.

6. Selecting an appropriate scheme category:

Before investing investors Should take risk-return profile of a scheme into consideration. Investors should choose a scheme that suits their investment objective, for example: equity funds are recommended to investors who have a high-risk taking capacity, debt funds for risk averse investors and balanced funds for investors with moderate risk-taking capacity.

7. Ignore the market savings

In the short term, sentiments drive the movements in the market. Therefore, investors should not let a short-term correction or fall in the markets to bother them. As long as the long-term prospects are intact, the investments are safe.

Comparative analysis of SIP and lumpsum investment:

Mutual funds over the years have gained immensely in their popularity. Apart from the many advantages that investing in mutual funds provide like diversification, professional management, the ease of investments process has proved to be a major enabling factor. However, with the introduction of innovative products, the world of mutual funds nowadays has a lot to offer to its investors. With the introduction of diverse options, investors Needs to choose a mutual fund that meets his risk acceptance and his risk capacity levels and has similar investment objectives as the investor.

Most importantly, mutual fund Provide risk diversification: diversification of a portfolio is amongst the primary tenets of portfolio structuring, and a necessary one to reduce the level of risk assumed by the portfolio holder. Most of us are not necessarily well qualified to apply the theories of portfolio structuring to our holdings and hence would be better off leaving that to a professional. Mutual funds represent one such option.

Lastly, evaluate past performance, look for stability and although past performance of no Guarantee of future performance, it is a useful way to assess how well or badly a fund has performed in comparison to its stated objectives and peer group. A good way to do this would be to identify the five best performing funds (within your selected investment objectives) over various periods, say 3 months, 6 months, one year, two years and three years. Shortlist funds that appear in the top 5 in each of these time horizons as they would have thus demonstrated their ability to be not only good but also, consistent performers.

SIP and lump sum are the two techniques to invest in mutual funds. Any investor can choose one out of them and can invest their money into mutual funds. SIP is systematic investment plan which is very helpful to salaried and middle-class man. They can invest their saving into systematic investment plan and can collect huge funds for future.

SIP is paid in monthly or quarterly as per the scheme. But lump sum is paid only one time and the whole transactions is based on this investing money. Opting SIP, an investor can invest their saving into it and can save his money doing that. SIP is good because if it seems that market will go down in few days so an investor can safely withdraw his money and can Save Money.

Research Methodology

Problem statement: Systematic Investment Plan

(The better way to invest in mutual fund)

Research Objectives:

- To study the awareness of investment towards SIP –
- To study the which schemes are chosen by investor for investing money in mutual fund
- To study about preference of investors for entry into mutual fund
 1. Lump-sum
 2. Systematic investment plan
- To identify factor considered by investors while investing in mutual fund.

Research design:

Descriptive research design

Sample design:

In sample size I have taken 100 samples as sample size.

Data Collection:

There are two types of data

1. Primary Data:

For the purpose of the study, primary data is collected by questionnaire.

2. Secondary Data:

There are some secondary data collected from internet and websites to collect the proper information and the industry details about mutual fund.

Review of Literature:

1. Perceptual study of systematic investment plan (SIP) a case study of service class. Author- DR. B. S. Hundal, Saurabh Grover, professor department of commerce and business management GNDU Amritsar. Systematic investment plan is a disciplined way of investing, where you make regular investments according to set calendar you create. Systematic investing is a time-tested discipline that makes it easy to invest automatically. This paper is an attempt to study the perception of service class people towards systematic investment plan. Factor analysis and cluster analysis have been used to study the same and found that service class have positive attitude towards investment in these plans.
2. M. Ashok Kumar (2013) when one Know the existence of a new thing is known as awareness. External sources are responsible for creating, modifying and shaping investment decision of investors. Television, radio, print media, personal consultation for expert, relatives, friends etc are responsible for decision investment decision.
3. R. Sree Priya, p. guru Samy (2013) additional income or growth in value can be achieved by investment. Waiting for rewards is the main characteristic of investment. Investment is allocation monetary resources to get return over given period. Surplus funds are invested with different channels by salaried class people. This research analyses the different investment avenues.
4. J. Paul Sundar (2013) the study analyses the Behaviour of an investor. This study brings out the relationship between risk of investment and protection of investment. Nearly 59 respondents stick to the protection of investment rather risk for good returns. Respondents have protecting investment as a main priority.
5. M. Nandhini (2013) mutual fund is the most likely investment for the common man as it provides an opportunity to invest in a diversified professionally managed securities at a relatively low cost. Main objective of investment is wealth accumulation for investor according to these Study. Mutual funds Provides moderate rate of returns on investment with minimum risk.
6. Ashly Lynn Joseph, M Prakash (2014) Buying of financial product or any valued item with anticipation of positive returns will receive in the future is called as investment. Study analyses the different investment options such as bonds, cash, real estate etc.
7. Samreen Lodhi (2014) the determines the influence of financial Literacy, accounting information, openness to experience on decision making of investors. Investments are categorized as risk taker or risk averter. Risk taking preference investment in shares, risk aversion, information asymmetry and share investment.

8. Sharma R. (2015) in his study he discovers the investment objectives of selected mutual fund investors and to identify the types of mutual fund schemes preference by elected mutual fund investors. The results presented that the main objective behind to invest in mutual fund is good return, safety and tax benefit. The research also suggested that the growth schemes and balanced schemes are most preferred in comparison to other schemes. Male and female respondents do not Significantly different across investment experience.
9. Sharma, S. (2015) have mentioned about the ELSS of mutual fund Equity Linked Savings Scheme (ELSS) is a type of mutual fund, which invests the corpus in equity and the equity related products. These schemes offer tax rebates to the investors under specific provisions of the Indian income Tax ELSS is open-ended; hence can be subscribed to and exited from at any point of time.

Scope:

This project will help existing/prospective investor to understand what the various mode of investment in mutual fund are and why systematic investment plan gives better returns than lump-sum. So that investors can do better use of their hard -earned money to earn more profit.

LIMITATIONS OF THE STUDY

- The analysis of the present study has been carried out based on the information has collected directly from the respondents.
- The study is an opinion survey caution may have to be exercised while extending the result to other areas.
- The result fully depends on the information given by the respondents which may be based.
- This study has taken limited dependent variables like investment period, investment objectives and risk and return perception.

CHAPTER-2

COMPANY PROFILE&INDUSTRY ANALYSIS

Company profile & industry analysis

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

Odisha Capital Market & Enterprises Ltd. (OCMEL) is a Company, limited by shares, for carrying on different activities in the domain of capital market including providing/campaigning financial education for financial inclusion in the State of Odisha as per its objectives.

OCMEL is a successor company of erstwhile Bhubaneswar Stock Exchange Ltd. (BHSE). BHSE which had been functioning as a recognized stock exchange in the State of Odisha since the year 1989, has taken exit as a stock exchange w.e.f. February 09, 2015 pursuant to exit policy of Securities and Exchange Board of India (SEBI) for non-performing stock exchanges in the country.

as it was required in the exit order issued by SEBI, the name of the Company has been changed from “Bhubaneswar Stock Exchange Ltd.” to “Odisha Capital Market & Enterprises Ltd.” w.e.f. 9th June, 2015 with the approval of the Registrar of Companies, Odisha in terms of provisions of the Companies Act, 2013. After exit of BHSE as a stock exchange, the Company now functions under a new name “Odisha Capital Market & Enterprises Ltd.” with an altered set of Memorandum and Articles of Association in terms of provisions of the Companies Act, 2013 taking the assets and liabilities of erstwhile BHSE.

The Company offers investors in securities the following services.

1. Opening of Trading Account for trading in shares and securities.
2. Opening of Demat Account for electronic maintenance of shares and securities.
3. Facilitating trading in Derivative transactions.

Hr policy

The HR policies of Odisha Capital Market & Enterprises Ltd. (OCMEL) are structured to support the company's mission of providing financial education and services in the capital market domain. Here are some key elements of their HR approach:

Governance and Management Structure: The company's affairs are managed by a Board of Directors, and daily operations are overseen by the Managing Director, Mr. Thomas Mathew, assisted by other key directors and managerial staff (Odisha Capital Market & Enterprises Ltd.)

Employee Training and Development: OCMEEL places a strong emphasis on continuous education and professional development. They offer various training programs, including a Capital Market Training Program and a Certification Course in Capital Market, aimed at students, women, and retired executives interested in the securities market (Odisha Capital Market & Enterprises Ltd.).

Internship Programs: OCMEEL provides internships for management students, helping them gain practical experience in the capital market and finance sectors. This initiative has contributed significantly to the career development of many students, aiding them in securing placements in reputable corporations (Odisha Capital Market & Enterprises Ltd.)

Work Environment: The company fosters an inclusive and supportive work environment, ensuring compliance with regulatory standards and ethical practices in all its operations (Odisha Capital Market & Enterprises Ltd.)

Organizational Structure of Odisha Capital Market & Enterprises Ltd.

Board of Directors: The highest governing body responsible for the strategic direction and oversight of the company. The Board comprises:

- Chairman on the Board
- Managing Director
- Directors
- Public Representative Directors
- Independent Directors

Key Managerial Personnel: These individuals manage day-to-day operations and implement the strategic decisions made by the Board. This group includes the Managing Director and other directors responsible for various operational functions.

Departments and Functional Areas:

Operations & Services: This department focuses on stock broking and other related services. It includes functions such as trading, clearing, settlement, and risk management (Odisha Capital Market & Enterprises Ltd.)

Financial Education: This area is dedicated to promoting financial literacy and Financial includes programs like the Capital Market Training Program, Certification Course in Capital Market, and the Summer Internship Program (Odisha Capital Market & Enterprises Ltd.)

Support Functions: These functions include HR, finance, compliance, and administrative services that support the core operations and ensure regulatory adherence and operational efficiency.

Corporate Social Responsibility (CSR): OCMEEL also undertakes various initiatives to promote financial inclusion and literacy in the state of Odisha, aligning with its broader social objectives.

Financial position

Odisha Capital Market & Enterprises Limited (OCMEL) operates primarily in the financial Sector focusing on various financial services. It was incorporated on April 17, 1989, and has been in operation for over three decades. The company's activities include investment and trading in shares and securities, financial consultancy, and other related services.

Financial Overview

Revenue and Profit: OCMEL has reported a revenue of approximately INR 17 lakh, with a net profit margin of around 46.68% in recent fiscal reports.

Net Worth: The net worth of the company stands at INR 2.5 crore, with no significant changes in the percentage compared to the previous fiscal year.

Key Activities and Recent Developments

- **Annual General Meeting:** The most recent AGM was held on August 12, 2023.
- **Financial Filings:** The latest financial statements were filed on March 31, 2023.
- **Director Appointments:** Recent director appointments include Sanjay Lath and Bijay Tapuria.

Credit and Financial Health

OCMEL's credit rating and financial stability are evaluated by leading credit rating agencies, which assess factors such as debt obligations, liquidity, and profitability. These assessments help provide insights into the company's overall financial health.

Market Position

OCMEL is a key player in the financial sector in Odisha, with its business activities significantly contributing to the regional economy. It is associated with several other corporates through common directorships, enhancing its business network and influence.

Business Analysis

OCMEL has been active in the financial market for over three decades. The company operates under a model that combines financial services, investment management, and consultancy. Their revenue streams include consultancy fees, investment income, and market-related transactions. The company has seen various changes in its board of directors, which includes experienced professionals from diverse backgrounds.

Financial Performance

OCMEL's financial performance has shown steady growth over the years. The company's latest financial statements, filed on March 31, 2023, reflect their commitment to maintaining financial health and stability. The company has no open charges or loans, indicating a strong financial position. The authorized share capital is ₹1 crore, with a paid-up capital of ₹58 lakh.

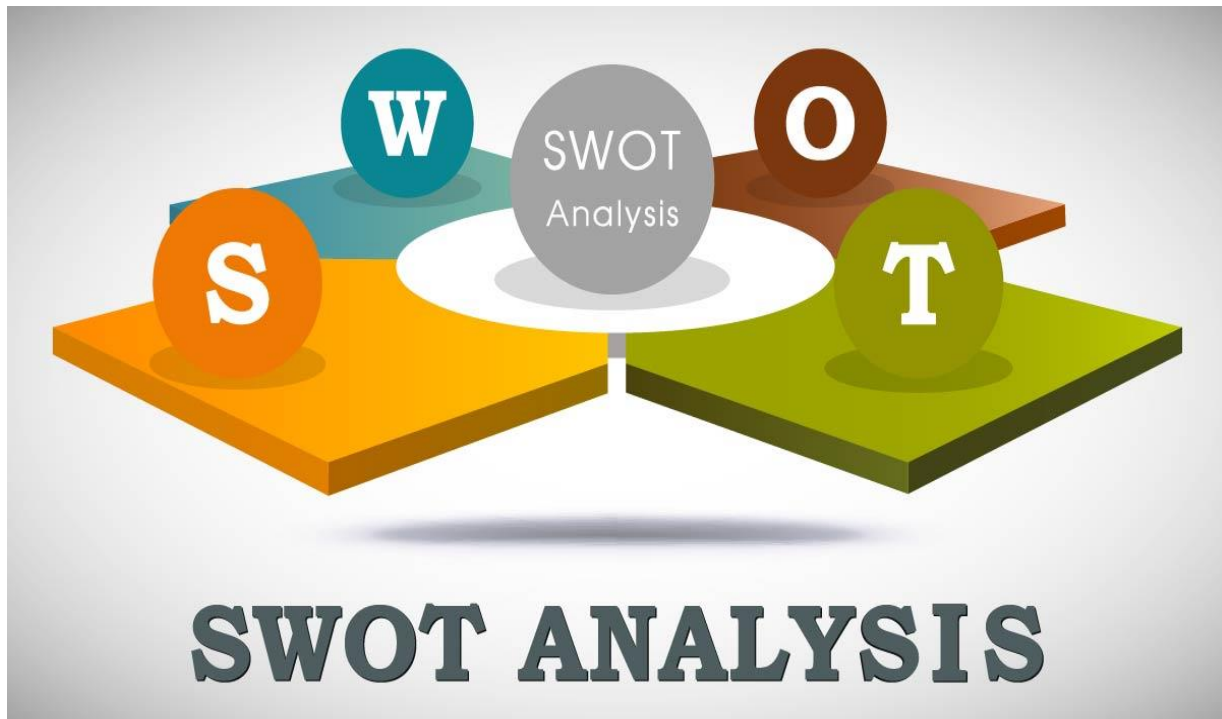
Competitors:

- **Zero Dha**
- **Angel Broking**
- **Share khan**
- **HDFC Securities**
- **Kotak Securities**

SWOT Analysis of Odisha Capital & Enterprises Ltd.

SWOT analysis is a simple and effective tool for understanding the advantage and disadvantage profile of any company according to its environmental dynamics.

Strengths:



1. Local Expertise:

- Deep understanding of the local market dynamics and investor preferences in Odisha.

2. Strong Brand Presence:

- Established brand reputation and trust within the regional market.

3. Customized Services:

- Tailored financial products and services catering to the specific needs of the local population.

4. Skilled Workforce:

- Experienced and knowledgeable staff with expertise in the regional market.

5. Strong Network:

- Extensive network of branches and customer service points across Odisha.

Weaknesses:

1. Limited National Reach:

- Compared to larger national competitors like Zerodha and Angel One, OCMEEL has a limited geographical presence.

2. Technology Adoption:

- Potential lag in adopting cutting-edge technologies and digital platforms compared to tech-savvy competitors.

3. Resource Constraints:

- Limited financial resources for marketing, technology upgrades, and expansion compared to well-funded competitors.

4. Brand Awareness:

- Lower brand awareness outside the regional market, limiting potential expansion opportunities.

Opportunities:

1. Growing Investment Awareness:

- Increasing financial literacy and investment awareness among the local population.

2. Digital Transformation:

- Leveraging digital platforms to enhance customer experience and reach a broader audience.

3. Partnerships and Collaborations:

- Opportunities to partner with larger financial institutions or fintech companies to expand service offerings.

4. Expanding Product Portfolio:

- Introducing new financial products tailored to the evolving needs of small and medium investors.

5. Government Initiatives:

- Benefiting from government policies and initiatives aimed at boosting regional economic growth and investment.

Threats:

1. Intense Competition:

- 6. Stiff competition from national and regional players like Zero Dha, Angel One, and others.

2. Regulatory Changes:

- 7. Potential impact of changing financial regulations and compliance requirements.

3. Market Volatility:

- 8. Economic downturns or market volatility affecting investor confidence and investment flows.

4. Technological Disruption:

- 9. Rapid technological advancements by competitors may outpace OCMEL's ability to keep up.

5. Customer Retention:

- 10. Challenges in retaining customers due to aggressive marketing and innovative offerings by competitors.

CHAPTER-3

COMPETITOR ANALYSIS



Company	Product 1	Product 2	Features
Zero dha	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
Share Khan	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

Zero Dha:



- **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.



Share khan

- **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.

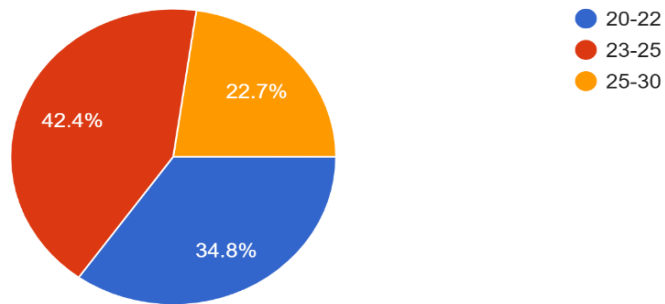


CHAPTER-4

CUSTOMER ANALYSIS

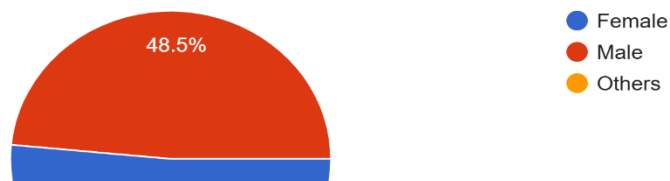
Age

66 responses



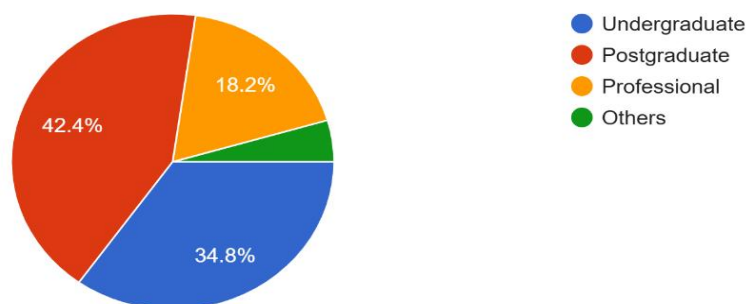
Gender

66 responses

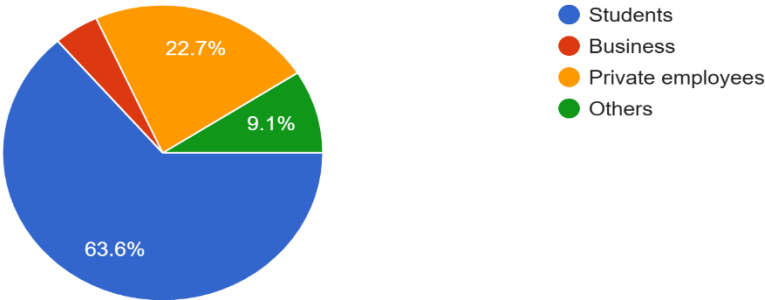


Equation Qualification

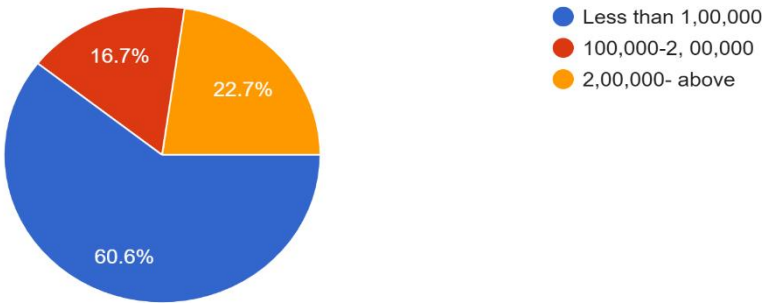
66 responses



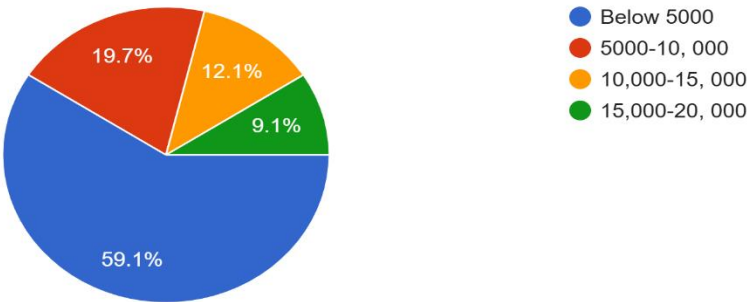
Occupation
66 responses



Annual Income
66 responses

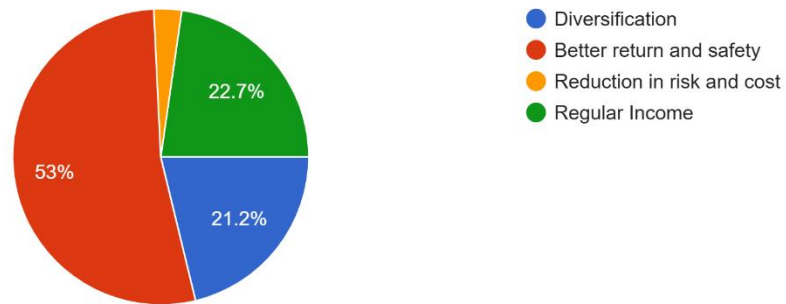


How Much Do you save from your earnings?
66 responses



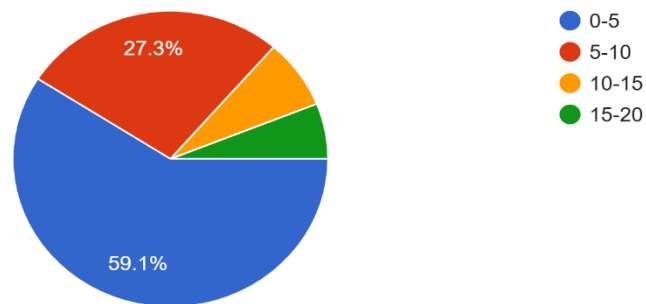
What is your Investment Objectives?

66 responses



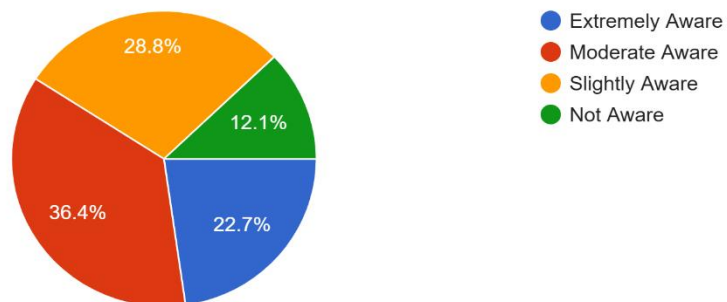
What is your Investment Period?

66 responses

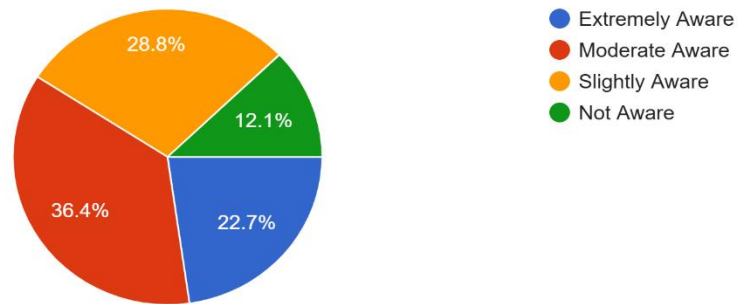


Your Awareness About Systematic investment Plan is

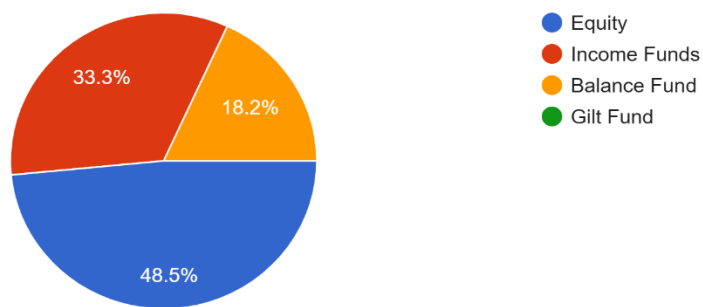
66 responses



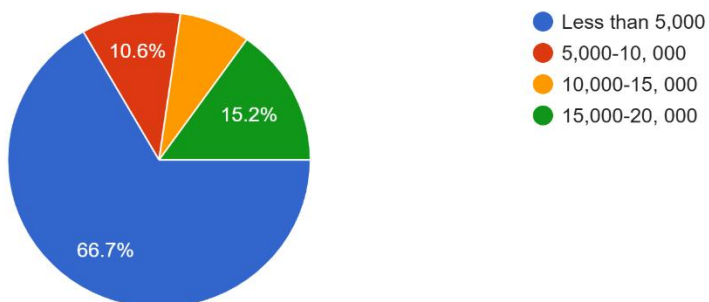
Your Awareness About Systematic investment Plan is
66 responses



Which Of the following gives you better return from systematic investment plan?
66 responses

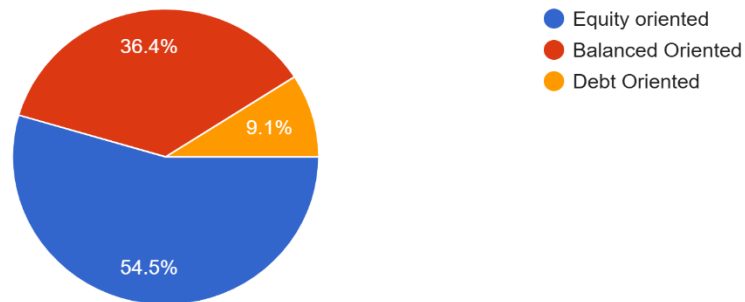


Your investment in Systematic investment plan so far is?
66 responses



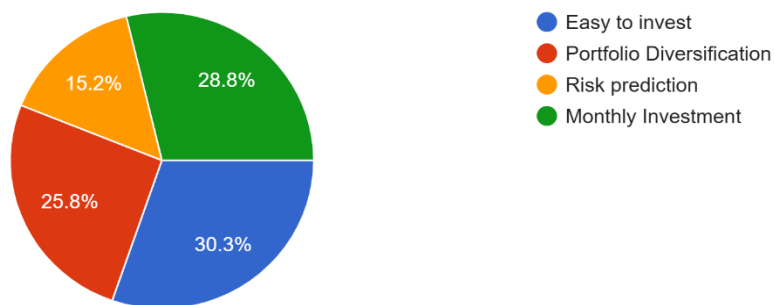
Which of the following schemes of Systematic investment plan you have invested?

66 responses



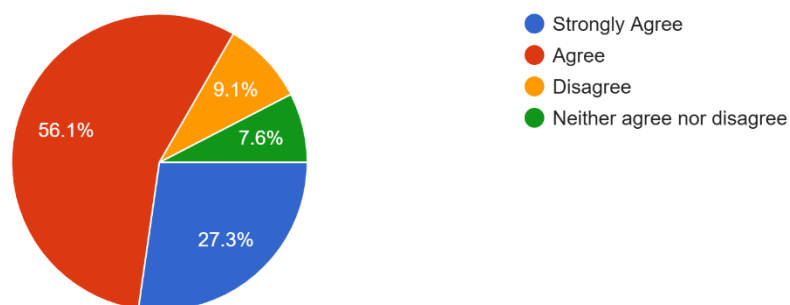
What is the primary reason you to invest in mutual fund through Systematic investment plan?

66 responses



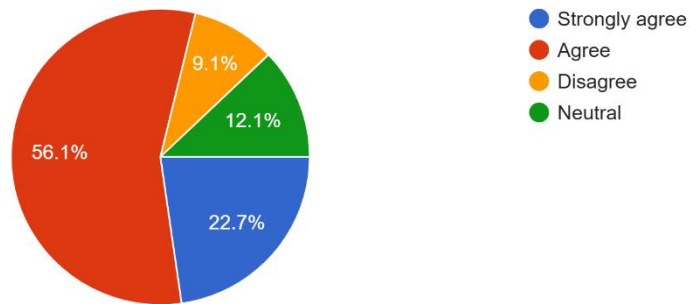
One Can invest or withdraw funds according to its needs and convince in Mutual Funds? Do you agree

66 responses



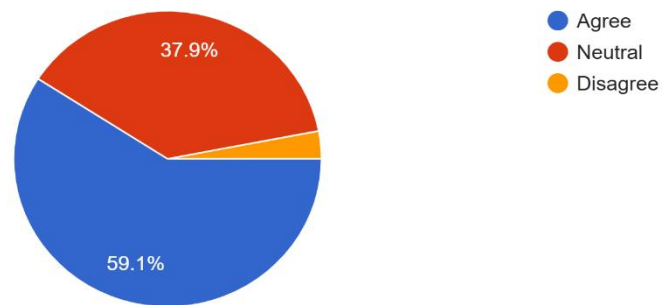
Majority of schemes of mutual funds have outperformed the market returns?

66 responses



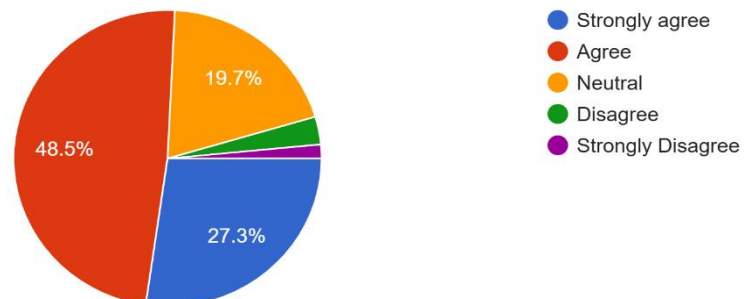
Mutual Funds good to respond to market Volatility?

66 responses



Mutual Funds Are less risky to invest as compare to direct investment in stock market?

66 responses



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

- Analysing 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.

FINDINGS:

1. Most (42.4%) of the Investors are in the age group between 23-25 years.
2. Majority (51.5%) of investors are female.
3. Most (42.4%) of the investors are post graduate.
4. Most (63.6%) of the investors are Students.
5. Most (60.6%) of the investors Annual income less than 1,00,000.
6. Most (59.1%) of the investors are saving Below 5,00 0rupees from earnings.
7. Most (53.1%) of the investors of Investment objective is better return & safety.
8. Most (36.4%) of the investors are Moderate aware about the systematic investment plan.
9. Most (37.7%) of the investors say that Equity fund gives better return from systematic investment plan.
10. Most (66.7%) of the investors are below 5,000 in systematic investment plan.
11. Most (54.5%) of the investors are invested in Equity-oriented schemes/funds of systematic investment plan.
12. Most (30.2%) of the investors say that easy to invest is a primary reason to invest in mutual fund through sip.
13. Most (56.1%) of the investors are agree that the need and convinces to invest or withdraw in mutual fund.
14.) Most (56,1%) of the investors are agree that mutual fund have outperformed the market returns.
15. Most (59.1%) of the investors are agree that mutual funds are good to respond to market volatility
16. Most (48.5%) of the investors are agree with that money invested in mutual fund is very secure.

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.

SUGGESTIONS

- 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.

Chapter-7

BIBLIOGRAPHY

Dr B. S. Hundal and Saurabh Grover (Year Unknown) conducted a perceptual study of systematic investment plans (SIPs) focusing on service class people. The study highlights SIP as a disciplined and automatic method of regular investing. Through factor analysis and cluster analysis, they found that service class individuals generally have a positive attitude towards SIP investments.

M. Ashok Kumar (2013) discusses the concept of awareness in the context of new financial products and services. The study emphasizes the role of external sources such as television, radio, print media, personal consultations, and advice from relatives and friends in shaping investors' decisions.

R. Sree Priya and P. Guru Samy (2013) explore investment as a means to achieve additional income or growth in value. Their research focuses on the salaried class, analysing different investment avenues used to allocate surplus funds for returns over a specified period.

J. Paul Sundar (2013) analyses investor behaviour, particularly the relationship between investment risk and protection. The study reveals that a significant number of respondents prioritize protecting their investments over taking risks for higher returns.

M. Nandhini (2013) identifies mutual funds as a preferred investment choice for the common man due to their low cost, professional management, and diversification. The primary objective of such investments is wealth accumulation, with mutual funds offering moderate returns with minimal risk.

Ashly Lynn Joseph and M. Prakash (2014) examine the concept of investment as the purchase of financial products or valued items with the expectation of future positive returns. Their study covers various investment options including bonds, cash, and real estate.

Samreen Lodhi (2014) investigates the impact of financial literacy, accounting information, and openness to experience on investors' decision-making. The study categorizes investments based on risk preferences, highlighting the dynamics between risk-taking, risk aversion, information asymmetry, and share investments.

R. Sharma (2015) explores the investment objectives and mutual fund scheme preferences among selected mutual fund investors. The study finds that good returns, safety, and tax benefits are the primary motivations, with growth and balanced schemes being the most favorite. It also notes no significant difference in investment experience between male and female respondents.

S. Sharma (2015) discusses Equity Linked Savings Scheme (ELSS) mutual funds, which invest in equities and related products. ELSS schemes offer tax rebates under Indian income tax provisions and are open-ended, allowing investors to subscribe and exit at any time.

WEBSITE:

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