

# **CHAPTER VI**

## **FINDINGS, SUGGESTIONS AND CONCLUSION**

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## CHAPTER – VI

### FINDINGS, SUGGESTIONS AND CONCLUSION

#### 6.1 INTRODUCTION:-

As far as this project is concerned, I have analyzed many things during this session. But the new sun is almost ready to rise in the Sangli and Miraj city, as far as the mutual funds investment in the Sangli and Miraj city is concerned, as I have already mentioned that the people in the Sangli and Miraj city are very sensitive, emotional and somewhat innocent people are still dealing with the old and traditional method of saving their money in the banks and in the post offices. The concept of mutual fund is somewhat new to the people. Sangli and Miraj city even the branch managers, the employees or the person who is dealing with the mutual funds and sell the mutual fund to the investors don't know much about the mutual fund, the basic concepts and the process how to deal with a particular fund, still it is a beginning of this concept in the Sangli and Miraj city, but slow and steady this is getting pace people are getting involved in investing in the mutual fund.

#### 6.2 FINDINGS

- 1) Young investors are more who invest in mutual funds as they are ready to take some sort of risk for high returns whereas people above 60 years are not ready to take risk. **(Table No.5.3)**
  
- 2) Salaried persons, the professionals, and the businessmen are the people who are dealing with the mutual funds to some extent and obviously there are many reasons for investment and tax is the main reason. **(Table No. 5.4 & Table No. 5.5)**

- 3) Postgraduates and graduates are major portion of investors as they know the concept of mutual funds. **(Table No. 5.5)**
- 4) Income of investors lie majorly between 1 to 3 lacs, then below 1 lac and then between 3 lacs to 5 lacs . **(Table No. 5.6)**
- 5) Mostly people do not rely upon the sources like relatives, friends. **(Table No. 5.8)**
- 6) Major numbers of investors prefer SIP investment as in SIP there is flexibility of investment. **(Table No. 5.9, Table No. 5.10 & Table No. 5.11)**
- 7) Investors do not prefer long term investment as they want the money immediately when they require. **(Table No. 5.12)**
- 8) Major numbers of investors agree that mutual funds gives high returns **(Table No. 5.15)**
- 9) Most of the investors agree that past performance of mutual funds is important criteria for selecting mutual fund. **(Table No. 5.16)**
- 10) Investors of major portion say that diversified investment increases average rate of return. **(Table No. 5.17)**
- 11) Overall the satisfaction level of investors is good. **(Table No. 5.18)**

12) People of Sangli and Miraj are very much sensitive on analyzing the past many private investment companies enter into the city, they get the money from the people but with the passage of time most of the companies were fraudulent companies and they ran away after getting a huge sum of money, most among them were the local companies also. So people are afraid of putting their money in other investment alternate rather than the bank deposits and the post office time deposits. and people mostly rely and believe upon the public sector.(**Table No. 5.21**)

13) It is a trend of the whole India that the majority of the people prefer the open ended schemes so is the case in the Sangli and Miraj. People prefer the liquidity of the investment also because in the open ended schemes they can withdraw their money at any time of their need. (**Table No. 5.22**)

14) Depicted that the people mostly believe in the public sector, so here people mostly prefer the LIC and the SBI for their investment which is followed by the UTI and then KOTAK, HDFC respectively and other private companies. (**Table No. 5.27**)

15) According to testing of hypothesis, Mutual fund investment does not yield low returns comparative with the bank deposits and fixed deposits.( **Table No. 5.29**)

16) According to testing of hypothesis, most of the investors invest for tax saving. ( **Table No. 5.30**)

### **6.3 SUGGESTIONS**

**Some suggestions for the promotion of mutual funds in Sangli and Miraj City are given as follows:**

- 1) The trend is changing now, people are getting more aware and the knowledge regarding the mutual fund investment is also increasing among the people day by day.
- 2) Govt. of Maharashtra must do some awareness programmes with the mutual fund companies in order to make the people more knowledgably and aware.
- 3) The mutual funds which are already running in the Sangli and Miraj City must upgrade, enhance their programmes, their transparency and must educate the people of the city to some extent.
- 4) There is a great field and opportunities for this industry in the Sangli and Miraj City, so it should be flourished and run in a better way in the city.
- 6) Media or other source of advertisement can also play their role in the publicity of these investment alternatives.

Still it a beginning of mutual fund in the Sangli and Miraj city,it means that there is a lot of scope for this particular business and I suggest other companies to enter into the cities and get the benefit of the business.

## **6.4 CONCLUSION**

For achieving heights in the financial sector, the mutual fund companies should formulate the strategies in such a way that helps in fulfilling the investors' expectations. Today the main task before mutual fund industry is to convert the potential investors into the reality investors. New and more innovative schemes should be launched from time to time so that investor's confidence should be maintained. All this will lead to the overall growth and development of the mutual fund industry.

There are an incredibly large number of mutual funds. While some mutual funds aim to produce short term, high yield profits, others look for the long term profit. But, large segment of people are scared to invest in the capital market. Some personal and family factors are pulling them in deciding different type of investments. Age, Gender and marital status are some of the socio demographic factors that share the investors' decision and preference in making investments. Many studies have shown that age interact with financial information and issues differently.