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A Study On Performance Of Sbi Mutual Funds In Lucknow District Of Uttar Pradesh

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Abstract:

Mutual fund is that source of money from which invested can create more money just like the other persons who are investing in mutual funds so it will be right to say that purchasing and selling different types of shares and debentures in mutual funds carry some dress but provide subject amount of return in comparison to other financial products. Without commitment and without taking dress in different types of acids or schemes investment cannot generate shoes hands productive returns show in current scenario in which globalisation and privatisation is at its peak it is very convenient to explore in various types of mutual funds so that not only returns towards investment will increase but also the level and skill of investments will develop in the people of the country which will benefit the economy completely.

Therefore it is correct to say that that's for success of any investment done by different people depend on his level of risk undertaken by him knowledge towards investment ability of investors as well as right time and right place and right time of investments is done by the investors in order to get maximum return. In today's market there are so many types of mutual funds which deliver different types of returns in different fields to different stakeholders so choosing appropriate mutual fund leads to more growth in the field of investments which creates more capital formation in the country.

Keywords: shares , debentures , capital formation

Concept of mutual fund

A Mutual Fund is a trust which not only increase the savings of investors as well of the general public but it also enlarge a particular common goals of various investors seeking proper returns in their Investments. Therefore in various types of instruments like shares debentures and other securities different investors makes various types of investments in order to get their capital appreciation among various unit in the street by them. From traditional period point of view investments were only limited to fixed deposits, recurring

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deposit, small saving schemes, Life Insurance etc. but after sometime mutual fund specially hold big control in terms of investment in todays global competitive market. Mutual fund is o most reliable, appropriate, suitable for investment in today's globalized time period which offers various opportunities to invest in various diversified channels or areas so that maximum return can be insured at minimum cost by bearing some risk.

Significance of the study

It is found as per the research that mutual fund is considered most reliable from different investors point of view. So it becomes very important in order to study the various factors which influence investors for selecting mutual funds as their Investments. SBI Mutual Fund performance study in Lucknow district resumes significance in order to make policies so that growth and development of security market not only from last but also from small investors point of you will lead to economic development of a nation as Uttar Pradesh is one of the most populated state of the country so this study will be very much significant to know SBI Mutual Fund performance in one of the biggest state from population point of view of India as well as attitudes of various stakeholders will be studied from future perspective.

Scope of the study

The present study done on SBI Mutual Fund performance on the basis of investment patterns, motivational factors, portfolio investments, level of risk etc. is studied. The scope of the studies focus in Lucknow district which is also capital of Uttar Pradesh so that futuristic pattern of SBI Mutual Fund can be understood from various perspective.

Definition of the problem

In 1993 SBI mutual funds has started exploring after the arrival of economic reforms in the economy which means entry of liberalisation, privatisation and globalisation. SBI banking and finance service fund, SBI arbitrage opportunity fund, SBI Blue chip fund etc. are so many types of mutual funds provided by SBI which has gained confidence of various investors which not only provide the improper returns but also helps in having tax relaxation that is under 80c section of Income Tax Act 1961deduction of tax can be taken. Therefore various types of needs in terms of investment is fulfilled by State Bank of India mutual funds in comparison to other mutual funds offered by other companies. Against the background the researcher has taken up this topic because very few studies has been conducted on SBI Mutual Fund especially in Uttar Pradesh. Investors are facing different types of issue while selecting SBI Mutual Funds therefore it is identified as a need to do a lot of research work in the field of SBI Mutual Fund performance in Lucknow district of Uttar Pradesh.

Review of literature

The present study covered level of performance of SBI Mutual Fund on the basis of level of savings towards investment, satisfaction level, various types of mutual funds saving schemes, motivational factors of investors towards investment, level of risk involved, investment portfolio as well as issues faced by the investors.

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Objectives of the Study

To understand the study on performance of SBI Mutual Fund in Lucknow district the study was conducted by considering the following objectives towards research work which are as follows:

1. To study SBI Mutual Fund performance profile in Lucknow District.

2. To understand as well as to analyse various factors which influence investors in relation to explain Mutual Funds in Lucknow District.

3. To calculate and measure level of satisfaction of investors towards various SBI Mutual Fund in Lucknow District.

4. To identify all the issues faced by different investors in relation to SBI Mutual Funds in Lucknow District.

5. This study is also conducted in order to get valuable suggestions for SBI Mutual Fund in Lucknow District.

Hypotheses

Ho 1: Between level of satisfaction and investors no significant difference opinion happened towards SBI Mutual Fund on the basis of demographic profile occurred.

Ho 2: From demographic profile and risk factors towards SBI Mutual Fund investors point of view no significant difference was found.

Research Methodology

The present study is based on questionnaire and field survey method. The study is analytical which is only supported by primary data. Designing appropriate methodology as well as selecting proper and analytical tools are very important in order to make this research analysis meaningful so that problem of research can be identified. Sample designs, duration of study, analysis tools of Data Collection is included.

Primary data

From the selected investors the data was directly collected with the help of pre framed questionnaire which also help in providing original and accurate information to the researcher.

Secondary data

From various websites, journals, research articles, books, reports, magazines, newspapers etc secondary data were collected.

Sampling Procedure

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Judgemental sampling technique was adopted for this study. The study is limited to Lucknow district only. Sample size of 650 respondents of SBI Mutual Fund investors decided by the researcher for this study.

Statistical tools used for the Analysis

Depending on the nature of data collected from the respondents the following sample techniques had been applied like factor analysis, ANOVA, Chi square and mean scores. By using a statistical package for social science data reliability and validity analysis was analysed.

Period of the Study

Both types of data was covered and studied i.e primary and secondary data. For a period of 6 months that is from August 2017 to January 2018 for analysis and evaluation purpose primary data has been collected. For this study this time period was considered to be normal.

Limitations of the Study

The following limitations has been identified :

1. Most of the part of the study was done with the help of questionnaire technique so sometimes respondents variations in attitude creates problems in order to get accurate information.

2. No particular type of model was studied in this study.

3. The area of research work was only limited to Lucknow district of Uttar Pradesh.

4. In terms of SBI Mutual Funds investors only Government and private employees were taken into the consideration for the study.

Conclusion

Mutual Fund is acting as most promising investment tool which is one of the most important reason towards its popularity among various investors. Due to lack of funds, lack of time, some people wants maximum return in minimum time and cost so this is one of the most and basic problems faced by various investors that due to less knowledge, lack of understanding of concepts still mutual fund growth is not up to the mark. Nowadays SBI mutual fund in comparison to various companies are making different types of policy which are friendly from investors point of you so in today's time period it is correct to say that there is increase in ratio of mutual fund of SBI but it still there is need to focus on different dimensions in order to improve the level of SBI Mutual Funds from various aspects. If untouched areas which creates problem for investors of SBI Mutual Funds will be identified then there will be more customer satisfaction which is very essential for any successful business.

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