PREFACE

The professional management of assets, such as real estate, and securities, such as equities, bond and other debt instruments, is called investment management. Investment management services are sought by investors, which could be companies, banks, insurance firms or individuals, with the purpose of meeting stated financial goals. Thus, the need for investment management arises due to: 1) The existence of a large number of complex financial products, 2) Financial market volatility, 3) Changes in regulatory requirements. There are different types of securities conferring different sets of rights on the investors and different sets of conditions under which these rights/can be exercised. The various avenues for investment, ranging from risk-less to high risk investment opportunities consist of both security and non-security forms of investment, one of them is Mutual Fund.

Mutual funds are associations or trusts of public members who wish to make investments in the financial instruments or assets of the business sector or corporate sector for the mutual benefit of its members. The fund collects the moneys of these members from their savings and invests them in a diversified portfolio of financial assets with a view to reduce risks and to maximize their income and capital appreciation for distribution to its members on a pro-rata basis. They enjoy collectively the benefits of expertise in investment by specialists in the trust, economies of scale which no single individual by himself could enjoy. Mutual fund is thus a concept of mutual help of subscribers for portfolio investment and management of these investments by experts in the field. These funds are set up under the Indian Trusts Act. UTI is governed by its own Act.
Since last few years investment in capital market for mutual fund is considered a safe investment and does not need to appoint a portfolio manager by the investors. Investors have a wide range of schemes to choose from depending on their individual profiles. But at the same time investors need detailed study or prospects of mutual fund.

Return on mutual fund investment directly or indirectly depends on fluctuations coming in the share market. Moreover public sectors and private sectors both offer various mutual fund schemes. Hence it becomes necessary to study sector wise and scheme wise resources mobilized by Indian mutual fund industry as well as to study investors’ opinion about performance of mutual fund and respective services.

Gujarat state is known as ‘Vyapur Nagri’. Majority part of the population in Gujarat State invests in share market.

The present research study “Scheme wise Analysis of Mutual Fund in Gujarat (Comparative Study of Public Sector and Private Sector)”, will provide the picture of overall performance of Indian Mutual Fund industry.

The researcher has also studied investors’ opinion about performance of Indian mutual fund industry with special reference to selected variables, which gave an idea of investment pattern in Indian mutual fund industry.

The present research study is divided into seven chapters namely. (1) Introduction (2) Profile of Mutual Fund (3) Research Methodology (4) profile of respondents and their opinion about mutual fund investment (5) Scheme wise and Sector wise analysis of mutual fund (6) Cross Distribution of respondents according to selected demographical variables with selected parameters of mutual fund. (7) Overall observations and Suggestions.
A bibliography has been provided for those who would like to undertake a more detailed study of the subject.

The research work will be useful to take investment decisions, to formulate appropriate investment portfolio and to obtain a true insight into the mutual fund industry. At the same time, it would also be useful to the researchers, academicians and students of this area.

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