Chapter 6

Recommendations
penetrate to semi urban areas and create awareness among investors of all income groups.

2. In order to make Mutual Funds more acceptable to the retail investor, the mutual fund industry has to offer **life cycle financial planning**. These would include products catering to specific life cycle needs like buying a house, funding college admission, marriage of children, retirement etc. They should market products specific to profile of investors, as they their requirements at each life stage vary.

3. Public Sector Mutual Funds should focus on giving training to **distributors** of mutual funds and the information sources to enhance their marketing and advisory capabilities. It is found in the study that most of the public sector investors get information from colleagues, than from media and agents. Private sector mutual fund have shown phenomenal growth in this aspect.

4. Mutual fund should also concentrate on Information Technology like mobile phones and ATM’s to increase retail mutual fund penetration in India. This will help them streamline their distribution and increase awareness and networks and increase efficiencies in their business. Net asset value and dividend updates as SMS alerts on mobile phones, transacting through ATM cards etc are some of the ways to promote mutual fund service and attract customers.

5. More information dissemination on mutual fund performance through **research** is required so that investors can make informed decisions about which schemes to invest in.