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On

**“ECONOMIC CHALLENGES AND BUSINESS OPPORTUNITIES –
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PERFORMANCE EVALUATION OF MUTUAL FUNDS

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ABSTRACT

“Mutual funds”, is the modern piggy bank for the small investor. It provides an opportunity for saving and enhancing the money of investor. It is a readymade portfolio for the small investors, which is managed by ASSET MANAGEMENT COMPANY who facilitates greater diversification, better risk management. All among the financial instruments present in the market, mutual funds is one of the most attractive instruments that play a major role in the development of the country. Mutual funds scheme provides new opportunity and platform for the investor for investment. In India there is number of scheme available in the market so to make a correct selection of scheme we should have to evaluate the scheme.

INTRODUCTION

Mutual funds is a body corporate which pools up the money from different types of investors and invests those funds on behalf of the investor in diversified securities. It is the pure intermediaries that work as fundamental function of buying and selling securities on behalf of its unit holder. From investors point of view mutual funds is like a readymade portfolio created by asset Management Company. Mutual Funds Company takes money from numbers of investor; this money is employed in investment on various financial instruments like shares, debt, bonds etc. these companies have highly professional and qualified employees who are mastered in risk management of financial market.

REVIEW OF LITERATURE

Mamta & Satish Chandra Ojha (2017) in their research paper “performance evaluation of mutual funds: a study of selected equity diversified mutual funds in India”, which is published on “international journal of research in business management” vol. 5 issue 11 November (2017). They evaluate the performance of 5 Indian equity diversified mutual funds scheme for the period of 50 months (january 2013-feberwery 2017). They compare the performance of scheme by using sharpe and treynor measure and concluded as majority of sampled mutual funds scheme are outperforming under sharpe ratio as well as treynor ratio.

Samikshya Mishra (2017), in her research work on “performance evaluation of selected scheme of mutual funds in India : an empirical study” her objective is to access and compare the performance of growth scheme and balanced scheme and also examine the performance of mutual funds with the benchmark. For this she has worked on secondary data for the period of 5 year (april 2012-march 2017). She work by considering 5 top mutual funds company from which she take total 10 scheme (i.e. 5 growth scheme and 5 balanced scheme). She had found that