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INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

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Penetration of Mutual Funds in India:

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ABSTRACT

Mutual Fund in India is growing day by day. It is important to show interest in the social uplift of all section of society by the people of the country. Mutual fund provides such an opportunity to have inclusive growth in the country. The present study outlines the possible ways of application of Mutual Fund investment for social implications. This paper is to identify the contribution of Mutual Fund industry towards economic development and also the social implication of the Mutual Funds.

This paper is written with aim to meet of the Capital industries and Particularly Mutual Fund Industry to include the larger society on its fold by working out certain strategy to encourage the low income group for investment opportunity.

This paper widens the future scope for further studies in the future in this arena to tab the new avenue for Mutual Fund investment and assist the company to tap low income group and mobilize all the segments of Market.

There is also a huge discussion and debate on the social responsibilities of corporate business houses. Many criticize that the corporate world in India is not showing social responsibilities particularly in the field of investment by the poorest of the poor of this country.

Key words: Mutual Funds, Market, Investments, Penetration, strategy