



**Skill India**  
कौशल भारत - कुशल भारत

सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP

N.S.D.C  
RE-IMAGINE FUTURE



# Facilitator Guide



Sector  
BFSI

Sub-Sector  
Fund Investment & Services

Occupation  
Independent Financial Advisory and Agency

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**Mutual Fund  
Distributor**

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**Shri Narendra Modi**

Prime Minister of India

“ Skill development of the new generation is a national need and is the foundation of Aatmnirbhar Bharat ”



## Acknowledgements

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The preparation of this guide would not have been possible without the banking sector's support. Industry feedback has been extremely beneficial since inception to conclusion, and it is with their guidance that we have tried to bridge the existing skill gaps in the industry. This facilitator guide is dedicated to the aspiring youth, who desire to achieve special skills that will be a long-term asset for their future pursuits.

## About this Guide

The Facilitator Guide for Mutual Fund Distributor has been developed to guide the trainers on how to impart training on banking related skills. The goal is to prepare industry-ready Mutual Fund Distributor by making them undergo Practical/Lab activity sessions. The Facilitator Guide is aligned to the Qualification Pack (QP) and the National Occupational Standards (NOS) drafted by the 'The Banking, Financial Services & Insurance (BFSI) Sector Skill Council of India' and ratified by National Skill Development Corporation.

It includes the following National Occupational Standards (NOS):

1. BSC/N3810: Identify and approach potential clients
2. BSC/N3811: Assist clients in mutual fund application and KYC process
3. BSC/N3820: Provide ongoing support for investment portfolio monitoring and redemptions
4. BSC/N3821: Ensure compliance and regulatory reporting
5. DGT/VSQ/N0102: Employability Skills (60 Hours)

Post this training, the participant will be able to perform tasks as an Mutual Fund Distributor. We hope that this Facilitator guide provides sound learning support to the aspiring trainers and the trainees.

## Symbols Used



Ask



Explain



Elaborate



Notes



Objectives



Do



Demonstrate



Activity



Team Activity



Facilitation Notes



Practical



Say



Resources



Example



Summary



Role Play



Learning Outcomes

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Employability Skills is available at the following location:

<https://www.skillindiadigital.gov.in/content/list>

Scan the QR code below to access the ebook



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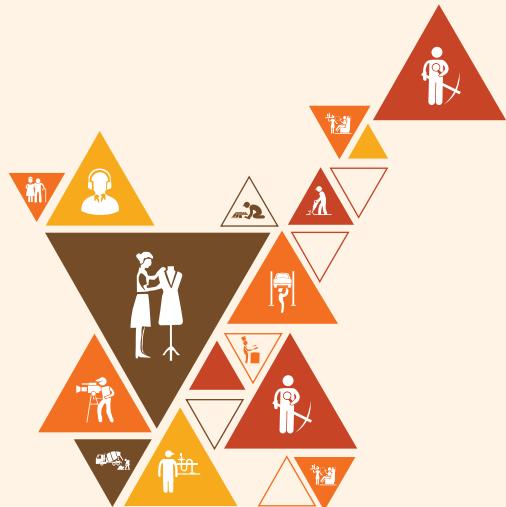


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# 1. Introduction to the Banking Sector and the Job Role of Mutual Fund Distributor

Unit 1.1 - Skill India Mission, Banking Industry, Role of a Mutual Fund Distributor



BSC/N3810

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Outline the overview of Skill India Mission
2. Discuss the banking industry and its sub-sectors
3. Define the role and responsibilities of Mutual Fund Distributor.

## Unit 1.1: Skill India Mission, Banking Industry, Role of a Mutual Fund Distributor

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Discuss the objectives and benefits of the Skill India Mission
2. Describe the scope of banking industry and its sub-sectors
3. Discuss job role and opportunities for a Mutual Fund Distributor
4. List the basic terminologies used in banking services.

### Resources to be Used

Participant handbook, notepad and pen, whiteboard and markers, presentation slides, an overhead projector or large screen, a computer or laptop with internet connection, and optionally, short videos or infographics explaining the Skill India Mission, charts showing the structure of the BFSI sector, and sample bank documents like passbooks, cheques, and account forms.

### Do

- Greet participants warmly and introduce yourself by mentioning your experience in the skill development and BFSI sector.
- Clearly state the unit objectives and explain what participants will learn in this session.
- Ensure all participants have their participant handbook, notepad, and pen ready.
- Test the projector and slides before beginning the session.
- Arrange seating for group interaction and clear visibility of visuals.
- Invite participants to share their understanding of the Skill India Mission or any banking experience.
- Inform participants that the session will include discussions, group work, and roleplay activities.
- Encourage participants to connect concepts with real-life examples from rural areas or community experiences.
- Use visuals and examples of banks and financial institutions they might know (e.g., SBI, Post Office, cooperative banks).
- Conclude the session by summarising the importance of skills for BFSI jobs and motivating them to explore related career paths.

**Say**

- Welcome to today's session on Overview of Skill India Mission and the Banking Industry.
- By the end of this session, you will understand how the Skill India Mission supports employment opportunities and skill development in India.
- You will also learn about the structure of the banking industry, its main sub-sectors, and different financial services.
- We will discuss key banking and financial terms that are commonly used in the BFSI sector.
- This session will help you understand how skill development opens pathways for jobs in banking, finance, and insurance.

**Ask**

- Have you ever heard about the Skill India Mission? What do you think it aims to do?
- What comes to your mind when you hear the word “bank”?
- How do banks help people in villages or small towns?
- What are some financial services that people commonly use?
- Why do you think learning new skills is important for working in banks or financial institutions?

**Activity**

1. **Name of the Activity:** The Wealth of Skills
2. **Objective:** To demonstrate that specialised skills (like mutual fund distribution) add more value than general labour, mirroring the mission of Skill India.
3. **Type of activity:** Interactive Game
4. **Resources:** Participant handbook, notepad, pen, whiteboard, markers, and sample pictures of banks or training centres, and a few small items (like pens or paper clips) to represent “financial products.”
5. **Duration of the activity:** 15 minutes
6. **Instructions:**
  - Ask for two volunteers: One is a “General Worker” and one is a “Skilled Distributor.”
  - Give the “General Worker” 10 items and tell them to simply move them from one side of the table to the other (General Labour).
  - Ask the “Skilled Distributor” to explain to the class why one specific item is better than the others (Applying Skill/Knowledge).
  - Ask the class: Who provided more value? The person who just moved things or the person who explained them?
  - Link this to how Skill India turns “General Workers” into “Skilled Professionals” in the banking sector.
7. **Outcome:** Participants realise that knowledge and “skilled talk” (distribution) is a valuable professional asset.

## Elaborate



- The Skill India Mission, launched by the Government of India, aims to train youth in various skills to make them employable and self-reliant.
- It includes programmes like PMKVY (Pradhan Mantri Kaushal Vikas Yojana) and focuses on both rural and urban youth.
- The Banking Industry forms a major part of the BFSI (Banking, Financial Services, and Insurance) ecosystem.
- It includes commercial banks, cooperative banks, regional rural banks, and payment banks that serve different sections of society.
- Financial services include banking, insurance, microfinance, investment, and digital payment systems.
- The BFSI sector offers a wide range of entry-level roles such as customer service representative, insurance advisor, or microfinance assistant.
- Skill development ensures that individuals have the knowledge and confidence to perform such jobs effectively.
- The combination of skill training and financial awareness promotes inclusive growth and reduces unemployment.
- Skill India's focus on BFSI training helps create professionals who can work in both organised and rural financial setups.
- This unit lays the foundation for understanding the opportunities available in the BFSI sector..
- Skill India's focus on BFSI training helps create professionals who can work in both organised and rural financial setups.
- This unit lays the foundation for understanding the opportunities available in the BFSI sector.

## Explain



- The Skill India Mission aims to train over 40 crore people in India to improve employability and self-employment.
- Its key benefit is that it bridges the gap between education and job requirements through practical training.
- The Banking Industry is the backbone of the Indian economy — it provides credit, savings, and other financial services.
- The BFSI sector includes three major sub-sectors: Banking, Financial Services, and Insurance.
- Financial services cover credit cards, investments, pension funds, mutual funds, and digital finance.
- Common banking terms include account holder, savings, deposit, interest, loan, and collateral.
- The sector creates lakhs of jobs for youth trained in communication, customer handling, and digital skills.
- The Skill India Mission plays a vital role in preparing job-ready youth for BFSI roles through structured training.
- Skill-based roles reduce dependency on formal degrees and focus on hands-on learning.
- Together, these initiatives contribute to economic empowerment and financial inclusion.

## Demonstrate



Participants will be shown short videos or slides explaining how the Skill India Mission operates — including success stories of trained youth working in banks or financial institutions. The facilitator can display simple diagrams of the BFSI ecosystem showing banks, insurance companies, and financial service providers. Participants will identify basic banking documents (passbooks, cheques, forms) and learn about their purposes.

## Role Play



- 1. Name of the Roleplay:** Connecting Skills to Banking Careers
- 2. Objective of the Roleplay:** To help participants understand how skill training prepares individuals for roles in the BFSI sector.
- 3. Resources:** Participant handbook, pen, sample bank forms, printed Skill India Mission poster, or training certificate examples.
- 4. Time Duration:** 20 minutes
- 5. Instructions:**
  - Divide participants into groups of three — assign roles such as trainer, student, and bank recruiter.
  - The “trainer” explains the Skill India Mission and its benefits to the “student.”
  - The “student” then meets the “bank recruiter” to discuss job opportunities in the BFSI sector.
  - Encourage natural conversations focusing on skills, training, and employability.
  - Conclude with a discussion on how skill development increases confidence and job readiness.
- 6. Outcome:** Participants understand the connection between skill development and employment in the banking and financial services sector.

## Notes for Facilitation



- Keep the session interactive using visuals and examples from the Indian banking system.
- Relate every concept to local examples — like Jan Dhan Yojana or digital payments in rural areas.
- Encourage participants to share community experiences about training or banking.
- Maintain a simple pace and check understanding frequently.
- Summarise after each section, especially after the Ice Breaker and Roleplay, to reinforce learning outcomes.
- End the session by linking Skill India’s objectives to real job opportunities in the BFSI sector.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. c. Develop skilled workforce
2. c. Cooperative bank
3. b. SEBI
4. b. Mobile banking
5. b. Equal Monthly Instalment

### Descriptive Questions:

1. Refer to Unit 1.1: Skill India Mission, Banking Industry, Role of a Mutual Fund Distributor  
Topic 1.1.1 Skill India Mission: Objectives and Benefits
2. Refer to Unit 1.1: Skill India Mission, Banking Industry, Role of a Mutual Fund Distributor  
Topic 1.1.2 Scope of the banking industry and its sub-sectors
3. Refer to Unit 1.1: Skill India Mission, Banking Industry, Role of a Mutual Fund Distributor  
Topic 1.1.3 Job Role and Opportunities of a Mutual Fund Distributor
4. Refer to Unit 1.1: Skill India Mission, Banking Industry, Role of a Mutual Fund Distributor  
Topic 1.1.3 Job Role and Opportunities of a Mutual Fund Distributor
5. Refer to Unit 1.1: Skill India Mission, Banking Industry, Role of a Mutual Fund Distributor  
Topic 1.1.4 Basic terminologies used in banking services





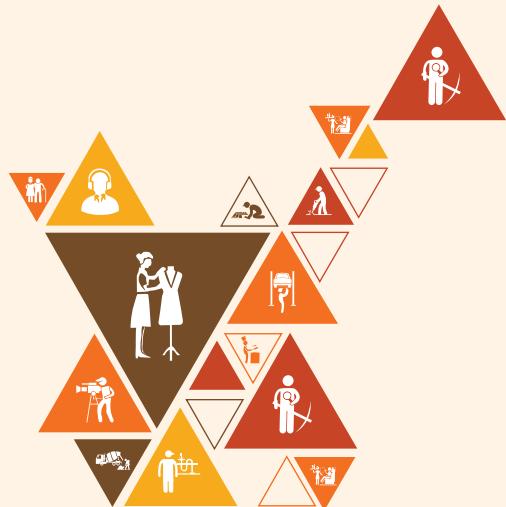
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## 2. Identify and Approach Potential Clients

Unit 2.1 - Mutual Funds and its Types, Risks Involved in it, Investor's Profiles, Investor's Communication

Unit 2.2 - Investor Leads, Conversation Skills, Techniques to Reach Goals, Follow-Ups From Clients



BSC/N3810

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Identify potential investors through market research and lead generation techniques aligned with investment preferences and financial demographics.
2. Explain the features, advantages, and associated risks of various mutual fund schemes to prospective investors in a clear and compliant manner.
3. Assess investor profiles by evaluating financial goals, risk appetite, and time horizons to recommend suitable mutual fund products.
4. Demonstrate the procedure to maintain accurate and up-to-date records of potential investors.

## Unit 2.1: Mutual Funds and its Types, Risks Involved in it, Investor's Profiles, Investor's Communication

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the concept and structure of mutual funds, including different types such as equity, debt, hybrid, and sectoral funds. Also, describe the key benefits of investing in mutual funds, such as diversification, liquidity, and professional management?
2. Outline the risks associated with mutual fund investments including market, interest rate, and credit risks.
3. Explain the importance of assessing investor profiles including risk appetite, financial goals, and investment timelines.
4. Discuss regulatory requirements and disclosures such as fund-related fees, exit loads, and taxation implications.
5. Identify the key elements of successful investor communication and how to address product-related queries.

### Resources to be Used

Participant handbook, notepad, pen, whiteboard, markers, presentation slides, overhead projector or large screen, computer or laptop with internet connection, SEBI and AMFI brochures, sample mutual fund fact sheets, example investor profiles, short videos explaining mutual fund operations, and risk profiling templates.

### Do

- Greet participants and introduce the unit by linking mutual fund investments to real-life financial planning and savings habits.
- Clearly state the unit objectives so participants understand the purpose of learning about mutual funds, risk types, and investor communication.
- Ensure all participants have their handbook, notepad, and pen ready for note-taking and exercises.
- Check the projector, laptop, and whiteboard setup before starting the session.
- Arrange seating so participants can view the screen and participate in group discussions comfortably.
- Explain that the session will include videos, examples, and small group discussions about mutual fund investment and risk management.
- Relate the concept of mutual funds to familiar financial practices like saving through chit funds, recurring deposits, or cooperative savings groups.
- Encourage participants to share their experiences or knowledge about mutual funds, SIPs, or related investment schemes.

- Ask reflective questions after each topic, such as “Which type of mutual fund would suit a person with low risk tolerance?”
- End the session with a summary of key mutual fund types, risk factors, and investor communication practices.

## Say



- Welcome to this session on Mutual Funds and its Types, Risks Involved, Investor Profiles, and Communication.
- In this unit, we will understand what mutual funds are, their different types, and how they help in building wealth through professional fund management.
- We will also discuss the various risks involved in mutual fund investments and how to assess investor profiles based on goals and risk tolerance.
- You will learn about the importance of transparency, regulatory requirements, and effective communication with investors.
- By the end of this session, you will be able to match investors with suitable funds and explain fund features and risks confidently.

## Ask



- What comes to your mind when you hear the term “mutual fund”?
- Have you or anyone you know ever invested in a mutual fund or SIP?
- Why do you think people prefer mutual funds over fixed deposits or savings accounts?
- What are some risks you think are involved in investing in the stock market or mutual funds?
- How do you think investor goals and age affect investment decisions?
- What kind of information should an investor receive before investing in a mutual fund?
- How do you think communication helps in building investor trust?
- What happens when an investor does not understand the product they are investing in?

## Elaborate



- A mutual fund is a pool of money collected from many investors and managed by professionals to invest in securities like shares, bonds, and money market instruments.
- Types of mutual funds include equity funds (high risk, high return), debt funds (low risk, steady return), hybrid funds (balanced approach), and sectoral funds (specific industry focus).
- Key benefits of mutual funds include diversification, liquidity, affordability, and professional management.
- Risks include market risk (due to market fluctuations), interest rate risk (changes in interest rates affect bond prices), and credit risk (borrowers defaulting).
- Investor profiling involves assessing factors such as financial goals, income, age, and risk appetite to recommend suitable funds.

- Regulatory requirements by SEBI ensure that fund houses disclose all fees, loads, and tax implications clearly.
- Investor communication should be transparent, timely, and educational — helping investors make informed choices.
- Mutual fund distributors should use simplified examples, charts, and past fund performance data while explaining products to clients.
- Good communication helps avoid misunderstandings and builds long-term trust with investors.
- An ethical and client-focused approach enhances credibility and career success in the mutual fund industry.

## Explain

- Mutual funds help small investors participate in the financial market with expert guidance and minimum investment.
- Equity funds invest mainly in shares, debt funds in bonds, and hybrid funds combine both for balance between growth and safety.
- Sectoral funds focus on specific industries like banking, IT, or pharma, offering high returns but higher risk.
- Risks are part of all investments; understanding them helps investors make better decisions.
- Market risk refers to loss due to stock market volatility, while credit risk occurs when issuers fail to repay.
- Assessing investor profiles ensures the right fund is chosen — for example, young investors may choose equity funds, while retirees may prefer debt funds.
- SEBI and AMFI guidelines ensure transparency, investor protection, and proper disclosure of costs.
- Exit load, expense ratio, and taxation are key elements investors should be informed about.
- Effective investor communication builds confidence — advisors should listen actively and explain in simple terms.
- Proper understanding of risks, returns, and regulations promotes responsible investing and client satisfaction.

## Demonstrate

The facilitator will show a sample mutual fund fact sheet and explain each section, including fund type, NAV, expense ratio, and risk level. Participants will see how to match investor profiles with suitable mutual fund options using a sample questionnaire. A short video will demonstrate how professional fund managers diversify investments and manage risks. The facilitator will also show how to explain key terms like SIP, exit load, and fund performance using simple visuals and real data examples.

## Activity

1. **Name of the Activity:** Matching Fund to Investor Profile
2. **Objective of the activity:** To help participants understand how to assess investor profiles and match them with suitable mutual fund types.
3. **Resources:** Participant handbook, sample investor profiles, fund fact sheets, pen, and whiteboard.
4. **Time Duration:** 25 minutes
5. **Instructions:**
  - Divide participants into small groups of 4–5 members.
  - Give each group 3–4 sample investor profiles (e.g., young salaried employee, retired teacher, small business owner).
  - Provide sample mutual fund options such as equity, debt, hybrid, and sectoral funds.
  - Ask participants to match each investor with the most suitable fund and justify their choices.
  - Each group will present their findings and explain the reasoning behind their selection.
6. **Outcome:** Participants will learn how to assess investor risk tolerance, goals, and timelines to recommend suitable mutual fund products confidently.

## Notes for Facilitation

- Use relatable examples like investing through SIPs in rural banks or post offices for comparison.
- Show visuals of fund fact sheets, SIP calculators, and SEBI/AMFI investor awareness materials.
- Encourage participants to discuss how they or their families save or invest money.
- Keep discussions practical — connect examples to everyday saving habits.
- Reinforce key terms like diversification, liquidity, and risk profiling after each topic.
- End the session with a recap linking mutual fund knowledge to real-life financial advisory and client trust-building roles in the BFSI sector.

## Unit 2.2: Investor Leads, Conversation Skills, Techniques to Reach Goals, Follow-Ups From Clients

### Unit Objectives

By the end of this unit, the participants will be able to:

1. How can potential clients be identified based on financial demographics and investment preferences, and how can online platforms, referrals, and business networks be effectively used to generate investor leads?
2. Utilise conversational skills to engage with prospective investors (including HNIs and businesses) to explain mutual fund benefits and schemes.
3. How can appropriate techniques be employed to evaluate client financial goals, match them with suitable mutual fund schemes, and maintain a structured client database for effective client management?
4. How can follow-ups with potential investors be conducted effectively, and how can role-playing be used to respond to common investor questions and concerns about mutual funds using appropriate communication techniques?

### Resources to be Used

Participant handbook, notepad, pen, whiteboard, markers, presentation slides, overhead projector or large screen, computer or laptop with internet connection, sample client data sheets, lead tracking templates, referral forms, CRM dashboard screenshots, role-play cue cards, example investor profiles, and short videos showing mutual fund client conversations and follow-up techniques.

### Do

- Greet participants and introduce the unit by linking investor lead generation and client communication to mutual fund distribution roles in the BFSI sector.
- Clearly state the unit objectives so participants understand the importance of finding, engaging, and retaining potential investors.
- Ensure all participants have their handbook, notepad, and pen ready for notes and exercises.
- Check all technical equipment (projector, laptop, whiteboard) before beginning the session.
- Arrange seating for easy visibility of screens and smooth participation in discussions and role plays.
- Explain that the session will involve examples, demonstrations, and practice activities on lead generation, conversation building, and follow-ups.
- Relate the concept of investor identification to real-life practices like community networking, local business ties, and referrals.
- Encourage participants to share experiences of how they or their families have been approached by financial advisors or fund distributors.
- Ask short reflective questions after each section such as, “What’s the best way to approach a busy investor?”
- End the session by summarising key points on identifying leads, building rapport, and conducting professional follow-ups.

**Say**

- Welcome to this session on Investor Leads, Conversation Skills, Techniques to Reach Goals, and Follow-Ups from Clients.
- In this unit, we will learn how to identify potential investors using different sources like referrals, online platforms, and business networks.
- You will also learn effective communication and conversational skills to engage with different types of investors.
- We will explore techniques to match client financial goals with mutual fund products and maintain structured client databases.
- By the end of this session, you will know how to conduct professional follow-ups, handle client queries, and build long-term investor relationships.

**Ask**

- What are some ways to find people interested in investing?
- Have you or anyone you know received a call or message from a mutual fund distributor or financial advisor?
- Why do you think communication plays such an important role in convincing investors?
- How do you think social media platforms can help in identifying potential investors?
- What kind of questions do you think investors ask before putting money into a mutual fund?
- Why is it important to understand a client's financial goals and risk appetite before suggesting products?
- What do you think is the right way to follow up after an investor meeting?
- Have you ever experienced good or bad customer service during a financial transaction? What made it good or bad?

**Elaborate**

- Investor leads can be generated through referrals, online marketing, community events, and local business networks.
- Understanding client demographics such as age, income, and investment goals helps target the right investors.
- Online platforms like LinkedIn, Facebook, and AMFI's investor awareness portals are useful for identifying leads.
- Effective conversation skills include active listening, empathy, and using simple language to explain financial products.
- Mutual fund distributors should tailor their communication based on the investor type — for example,HNIs need detailed portfolio discussions while small investors prefer simple explanations.
- Goal-based selling involves identifying financial objectives like retirement, child education, or wealth creation and matching them to suitable mutual fund schemes.
- Maintaining a structured client database helps track communication, investment history, and follow-up schedules.

- Regular follow-ups show professionalism and build trust; they can be through phone calls, emails, or personal meetings.
- Role-playing helps develop confidence and practice responses to common investor concerns like “What if the market crashes?” or “Is this fund safe?”
- Consistent and ethical communication builds credibility, leading to repeat business and referrals..

## Explain

- Investor lead generation is the first step in the advisory process — it identifies individuals or businesses likely to invest in mutual funds.
- Referrals from satisfied investors are powerful because they build trust quickly.
- Online tools and CRM systems help track investor details, preferences, and communication records efficiently.
- Conversational skills are essential to explain fund benefits clearly and build rapport with potential investors.
- Techniques like asking open-ended questions and using positive body language encourage meaningful discussions.
- Matching client goals with mutual fund products ensures client satisfaction and long-term investment success.
- Structured client databases prevent information loss and help plan follow-ups strategically.
- Follow-ups are opportunities to provide updates, clarify doubts, and remind investors of pending actions.
- Role-playing allows trainees to simulate real-life conversations, improving confidence and handling objections better.
- Strong communication, consistent follow-ups, and data-driven management make a mutual fund distributor successful and trusted.

## Demonstrate

The facilitator will demonstrate how to create a simple lead management sheet or CRM dashboard using sample data. Participants will observe how to enter investor information, classify leads (hot, warm, cold), and record conversation notes. A short video will showcase real-life distributor-investor interactions, emphasising tone, clarity, and trust-building. The facilitator will also conduct a role-play showing how to handle a client hesitant about investing in equity funds and how to follow up politely after a first meeting.

## Activity

1. **Name of the Activity:** Lead to Loyal Investor
2. **Objective of the activity:** To help participants practice identifying investor leads, communicating effectively, and conducting meaningful follow-ups.
3. **Resources:** Participant handbook, sample investor profiles, lead sheet, communication checklist, and role-play cue cards.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide participants into pairs or small groups.
  - Assign one person as the distributor and another as the investor.
  - Provide each group with a sample investor profile (e.g., young IT professional, retired banker, local business owner).
  - The “distributor” will start a short conversation to identify the investor’s goals and suggest a suitable mutual fund.
  - After the mock discussion, participants will switch roles to experience both perspectives.
  - Each group will share how they handled the conversation and follow-up plan.
6. **Outcome:** Participants will learn how to approach clients, assess goals, recommend funds, and conduct professional follow-ups using effective communication skills.

## Notes for Facilitation

- Use relatable examples like identifying investors from SHGs, small businesses, or village savings groups.
- Show visuals of referral templates, CRM dashboards, and lead tracking sheets.
- Encourage participants to share examples of successful follow-ups or investor conversations.
- Maintain a participatory flow — discuss concepts, then demonstrate, then let participants practice.
- Reinforce each topic with quick recaps and connect it to real BFSI and mutual fund distribution roles.
- End with a summary linking investor communication, goal-based selling, and follow-ups to career growth in financial services.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. c. Equity fund
2. b. Interest rate risk
3. c. To match suitable schemes with investor needs
4. c. Exit load
5. b. Online platforms and referrals

### Descriptive Questions:

1. Refer to Unit 2.1: Mutual Funds and its types, risks involved in it, Investor's profiles, Investor's Communication  
Topic 2.1.1 Concept and structure of Mutual Funds and Key benefits
2. Refer to Unit 2.1: Mutual Funds and its types, risks involved in it, Investor's profiles, Investor's Communication  
Topic 2.1.2 The risks associated with mutual fund investments
3. Refer to Unit 2.1: Mutual Funds and its types, risks involved in it, Investor's profiles, Investor's Communication  
Topic 2.1.3 Importance of assessing investor profiles
4. Refer to Unit 2.1: Mutual Funds and its types, risks involved in it, Investor's profiles, Investor's Communication  
Topic 2.1.4 Regulatory requirements and disclosures
5. Refer to Unit 2.1: Mutual Funds and its types, risks involved in it, Investor's profiles, Investor's Communication  
Topic 2.1.5 Key elements of successful investor communication and addressing product-related queries





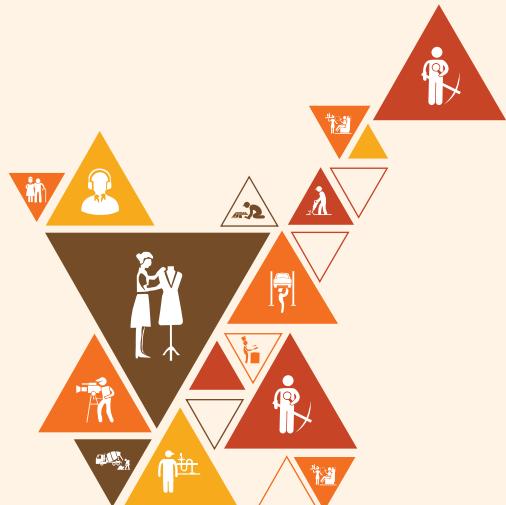
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### 3. Assist Clients in Mutual Fund Application and KYC Process

Unit 3.1 - Mutual Fund Investments, Process, SEBI guidelines for KYC

Unit 3.2 - KYC Process, Importance of FATCA Declarations



BSC/N3811

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Explain the procedures for submitting mutual fund applications, including SIP and lump sum options, in compliance with regulatory guidelines.
2. Demonstrate the process of guiding investors to accurately complete mutual fund application forms and select appropriate investment preferences.
3. Verify investor KYC documentation and validate information using SEBI-compliant methods such as Aadhaar-based e-KYC and in-person verification (IPV).
4. Update investor KYC details in regulatory systems and resolve documentation discrepancies through proper client communication and support.

## Unit 3.1: Mutual Fund Investments, Process, SEBI guidelines for KYC

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the Step-by-Step Procedure for Mutual Fund Investments, Including Lump Sum and SIP Modes, and Demonstrate How Investors Are Guided in Accurately Filling Mutual Fund Application Forms
2. Describe the significance of nominee selection, scheme preference, and investment amount in mutual fund applications.
3. Show how to check and validate completed application forms before submission.
4. Outline SEBI guidelines for KYC compliance and different KYC verification modes (Aadhaar-based e-KYC, in-person verification).

### Resources to be Used

Participant handbook, notepad, pen, whiteboard, markers, presentation slides, overhead projector or large screen, computer or laptop with internet connection, sample mutual fund application forms (physical and online), SEBI and AMFI KYC guideline booklets, short demonstration videos on e-KYC, example investor documents (PAN, Aadhaar), and checklist templates for form validation.

### Do

- Greet participants and introduce the unit by linking mutual fund investment procedures to real-life client servicing responsibilities of mutual fund distributors.
- Clearly state the unit objectives so participants understand the step-by-step investment process and KYC importance.
- Ensure all participants have their handbook, pen, and notepad ready for taking notes and participating in activities.
- Check the projector, whiteboard, and internet setup before starting.
- Display sample forms and explain each section before distributing practice copies.
- Encourage active participation by asking participants to fill in mock forms during the demonstration.
- Relate the process to familiar banking activities like filling account opening or loan application forms.
- Explain how mutual fund investments differ between Lump Sum and SIP modes with simple real-life examples.
- Clarify SEBI's KYC rules using easy-to-understand visuals or videos.
- End the session by summarising the investment process, form validation, and KYC verification modes.

**Say**

- Welcome to this session on Mutual Fund Investments, Process, and SEBI Guidelines for KYC.
- In this unit, we will learn how investors can invest in mutual funds step by step, either through a one-time lump sum or regular SIP mode.
- We will also understand how to guide investors in filling mutual fund forms correctly, including sections on personal details, bank details, nominee, and investment amount.
- Further, we will discuss SEBI's KYC guidelines and the importance of proper identity verification in ensuring safe and compliant investments.
- By the end of this session, you will be able to confidently assist clients through the entire mutual fund investment process while ensuring KYC compliance.

**Ask**

- Have you ever filled or seen a mutual fund application form?
- What details do you think are required in such a form?
- Why do you think SEBI makes KYC mandatory for investors?
- What is the difference between investing through a lump sum and through SIP?
- Why is it important to choose a nominee while investing?
- How can a distributor ensure that the form is filled accurately before submission?
- Have you heard about Aadhaar-based e-KYC? How do you think it helps investors?
- What problems can occur if investor details are incomplete or incorrect?

**Elaborate**

- Mutual fund investments can be made through two main methods: Lump Sum, where the entire amount is invested at once, and SIP, where small fixed amounts are invested regularly.
- The step-by-step process begins with understanding investor goals, choosing the right scheme, completing the KYC process, and filling in the investment application form.
- Key parts of the form include investor details (name, PAN, contact), bank details for fund transfer, investment amount, and mode of payment.
- Nominee selection ensures that the investment amount is transferred to the chosen person in case of the investor's absence.
- Scheme preference and investment amount depend on the investor's financial goals, risk appetite, and time horizon.
- Before submission, every form should be checked for signatures, bank details, and correct scheme codes to avoid rejection or delay.
- SEBI mandates KYC compliance for all investors to verify their identity and prevent fraud or money laundering.
- There are different KYC verification modes — Aadhaar-based e-KYC for online investors and In-Person Verification (IPV) for offline investors.
- KYC documents include PAN, Aadhaar, and a recent photograph for identification.
- Proper guidance during the form-filling process builds investor confidence and ensures error-free submissions.

## Explain



- The investment process begins when the distributor explains mutual fund options and helps the investor select a suitable scheme.
- In the Lump Sum mode, the investor invests a single amount, while in SIP, small amounts are auto-debited monthly.
- The distributor helps the investor fill out key sections like personal details, investment option (growth or dividend), and nominee details.
- Nominee selection is crucial for financial security and must be completed before submission.
- All mandatory fields, including PAN, bank account, and contact information, must be verified for accuracy.
- Checking forms before submission ensures compliance with fund house and SEBI norms.
- SEBI's KYC requirement protects both investors and fund houses from fraudulent or illegal transactions.
- Aadhaar-based e-KYC simplifies online investments, while in-person verification ensures identity checks in offline cases.
- Proper KYC ensures the investor's eligibility and smooth transaction processing.
- Trained distributors play a key role in helping investors navigate documentation and compliance easily.

## Demonstrate



The facilitator will display a sample mutual fund application form and explain each section — investor details, bank details, scheme name, investment mode, and nominee details. Participants will watch a short video showing how to fill and verify an online mutual fund form using Aadhaar-based e-KYC. The facilitator will demonstrate how to cross-check form completeness and validate KYC documents before submission. A live example will show how to correct common errors like mismatched signatures or missing PAN details.

## Activity



1. **Name of the Activity:** Fill and Validate a Mutual Fund Form
2. **Objective of the Activity:** To help participants practice filling out and checking mutual fund application forms for accuracy and KYC compliance.
3. **Resources:** Sample mutual fund forms, PAN and Aadhaar copies (dummy), checklist templates, and pens.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide participants into small groups of 3–4 members.
  - Distribute sample mutual fund forms and dummy investor details.
  - Ask each group to fill in the form accurately, including nominee and scheme preferences.
  - Once completed, groups will exchange forms to cross-check for missing or incorrect details using the checklist.
  - Each group will present one corrected form and explain key points they verified.
6. **Outcome:** Participants will learn how to assist clients in filling mutual fund forms, perform accuracy checks, and ensure SEBI KYC compliance confidently.

## Notes for Facilitation



- Use relatable examples, such as helping a first-time rural investor open a mutual fund SIP account.
- Show visuals of real SEBI KYC forms, e-KYC screenshots, and form-checking procedures.
- Encourage participants to share their challenges in completing documentation.
- Maintain a step-by-step pace — demonstrate each form section, then allow hands-on practice.
- Reinforce KYC importance and compliance responsibilities after every topic.
- End the session with a recap linking investment process knowledge to building client trust and ensuring compliance in mutual fund distribution.

## Unit 3.2: KYC Process, Importance of FATCA Declarations

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the process of uploading investor KYC details to the regulatory database and addressing discrepancies.
2. Explain the process of collecting and verifying PAN, Aadhaar, bank details, and investor signatures as per KYC norms, and describe the steps involved in performing e-KYC or In-Person Verification (IPV) using a digital interface or offline simulation.
3. Discuss the importance of FATCA declarations and nominee registration in investment onboarding.
4. Display the process to submit mutual fund applications to Asset Management Companies (AMC) in physical or digital formats.
5. Identify the online platforms and tools used for KYC processing and mutual fund application submissions, and explain how KYC records are updated and discrepancies are resolved through appropriate client communication.

### Resources to be Used

Participant handbook, notepad, pen, whiteboard, markers, presentation slides, overhead projector or large screen, computer or laptop with internet connection, sample client data sheets, referral templates, lead tracking forms, examples of online lead generation tools (social media screenshots, CRM dashboards), and short videos showing real-life insurance marketing or client interaction scenarios.

### Do

- Greet participants and introduce the unit by linking client identification and lead generation to real-life sales and marketing in the insurance industry.
- Clearly state the unit objectives so participants understand the importance of finding and engaging the right clients.
- Ensure all participants have their handbook, notepad, and pen ready for note-taking and exercises.
- Check the projector, laptop, and whiteboard setup before starting.
- Arrange seating to ensure everyone can see the screen and participate in discussions comfortably.
- Explain that the session will include examples, demonstrations, and small group activities on identifying leads and networking.
- Relate lead generation concepts to familiar experiences such as recommending services, word-of-mouth marketing, or local business promotions.
- Encourage participants to share how they or their family members have been approached by insurance agents or sales representatives.
- Keep participants engaged by asking reflective questions after each topic, such as “How would you find potential clients in your area?”
- End the session with a summary of lead generation strategies and how they help agents build a strong client base.

## Say

- Welcome to this session on Identifying Potential Clients and Generating Leads.
- In this unit, we will learn how insurance agents find, approach, and build relationships with potential clients.
- We will explore how to use different channels like referrals, online platforms, and networking events for generating leads.
- You will also understand how to maintain a structured prospect database for tracking client information and interests.
- By the end of this session, you will be able to plan your own client acquisition strategy using both traditional and digital methods.

## Ask

- What does the term “lead generation” mean to you?
- How do you think insurance agents find new clients?
- Have you ever been contacted by an agent through a phone call, message, or social media?
- What are some places or situations where agents can meet potential clients?
- Why do you think referrals are a powerful way to generate new leads?
- How can an agent keep track of different prospects and their interests?
- What role do you think social media plays in finding and connecting with customers today?
- Why is market research important before approaching new clients?

## Elaborate

- Market research helps agents understand who their target clients are, what they need, and where to find them.
- It involves analysing factors such as age, occupation, income, and lifestyle to match clients with suitable insurance products.
- Lead generation channels include referrals, local business tie-ups, community events, online ads, and social media platforms.
- Building strong networks through social gatherings, business meets, and local functions helps create trust and new opportunities.
- Referral strategies motivate existing clients to recommend new customers by offering incentives or appreciation rewards.
- Maintaining a prospect database helps agents record key client details such as name, contact, financial background, and product interest.
- Tracking and updating client data regularly helps personalise future interactions and improve conversion rates.
- Analysing market trends and competitor offerings helps identify gaps and underserved areas, opening up new market opportunities.
- Agents can use online tools, CRM systems, and Excel sheets to manage leads and follow-ups effectively.
- A structured approach to client identification and lead generation ensures consistent sales growth and long-term success in the BFSI sector.

## Explain

- Lead generation is the first and most crucial step in the sales process — it begins with identifying people who might need insurance.
- Market research provides valuable insights into customer preferences, financial habits, and regional trends.
- Referrals from existing clients build credibility and trust, as people are more likely to buy from recommended agents.
- Networking at business events, fairs, or local associations helps agents connect with potential clients in person.
- Online channels like Facebook, LinkedIn, and WhatsApp are cost-effective platforms for reaching larger audiences.
- Maintaining a prospect database allows agents to prioritise leads based on potential and readiness to buy.
- Elements of a database include contact details, age group, family background, financial status, and policy interests.
- Market trend analysis involves studying competitor products, pricing, and customer feedback to identify unique selling opportunities.
- Successful agents combine personal networking with digital marketing to expand their client base.
- Lead generation not only boosts business but also strengthens customer relationships and long-term career growth.

## Demonstrate

The facilitator will demonstrate how to build a simple prospect database using a spreadsheet or CRM tool. Participants will observe how to enter client details, categorise leads (hot, warm, cold), and update contact information. A short video or slide deck will show examples of real-life agents using referrals, social media, and events for lead generation. Participants will also see how to analyse market data and competitor offerings to identify untapped customer segments.

## Activity

1. **Name of the Activity:** Finding the Right Clients
2. **Objective of the Activity:** To help participants identify potential clients and practice creating a simple lead list.
3. **Resources:** Participant handbook, sample lead sheet, pen, whiteboard, and sample data sets (client profiles).
4. **Time Duration:** 25 minutes
5. **Instructions:**
  - Divide participants into small groups of 4–5 members.
  - Give each group sample client profiles with details like age, income, occupation, and interests.

- Ask them to identify which clients are most likely to purchase insurance products and why.
- Groups will then create a mini lead list with 5–7 potential clients and classify them as hot, warm, or cold leads.
- Each group will present their findings and explain their selection strategy.

6. **Outcome:** Participants will learn how to identify target clients, classify leads, and develop a basic plan for lead generation using simple data analysis.

## Notes for Facilitation



- Use local and relatable examples, such as identifying potential clients from village cooperatives, SHGs, or small business communities.
- Show visuals of sample lead forms, referral cards, and CRM screenshots.
- Encourage participants to share how they currently find clients or promote products.
- Maintain a practical and participatory pace — discuss first, then demonstrate.
- Reinforce each topic by summarising and connecting it to real BFSI job roles.
- End with a recap linking lead generation skills to career success as an insurance or financial advisor.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. b. SIP
2. c. To ensure smooth transfer of units
3. b. SEBI
4. c. PAN
5. c. FATCA declaration

### Descriptive Questions:

1. Refer to Unit 3.1: Mutual Fund Investments, Process, SEBI guidelines for KYC  
Topic 3.1.1 Procedure for Mutual Fund Investments and demonstration of guidance to investors
2. Refer to Unit 3.1: Mutual Fund Investments, Process, SEBI guidelines for KYC  
Topic 3.1.2 Significance of Nominee Selection, Scheme Preference, and Investment Amount in Mutual Fund Applications
3. Refer to Unit 3.1: Mutual Fund Investments, Process, SEBI guidelines for KYC  
Topic 3.1.4 SEBI Guidelines for KYC Compliance and Different KYC Verification Modes Bottom of Form
4. Refer to Unit 3.2: KYC Process, Importance of FATCA declarations  
Topic 3.2.3 Importance of FATCA declarations and nominee registration in investment onboarding
5. Refer to Unit 3.2: KYC Process, Importance of FATCA declarations  
Topic 3.2.1 Process of uploading investor KYC details





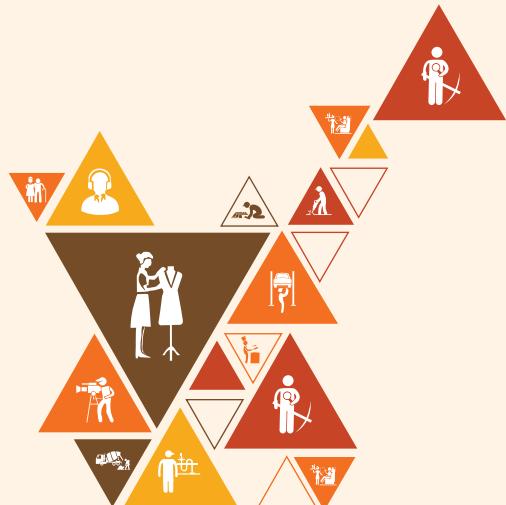
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## 4. Provide Ongoing Support for Investment Portfolio Monitoring and Redemptions

Unit 4.1 - Mutual Fund Investors, Portfolios, Performance Metrics

Unit 4.2 - Portfolio Rebalancing, Client Assistance, Tax Implications to Mutual Fund Redemptions, Investor Protection Guidelines, Client Record



BSC/N3820

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Analyse mutual fund portfolio performance using relevant indicators such as CAGR, rolling returns, and risk exposure reports.
2. Demonstrate the use of digital tools and AMC platforms to monitor investments, generate performance reports, and track investor transactions.
3. Facilitate portfolio rebalancing, scheme switches, and redemption processes based on changing client goals and market trends, ensuring compliance with regulatory norms.
4. Explain the tax implications and exit load structures associated with mutual fund redemptions to help investors make informed decisions.

## Unit 4.1: Mutual Fund Investors, Portfolios, Performance Metrics

### Unit Objectives



By the end of this unit, the participants will be able to:

1. Explain the concept and importance of portfolio monitoring for mutual fund investors.
2. Demonstrate how to track client mutual fund portfolios using AMC platforms and reports.
3. Describe key mutual fund performance metrics such as CAGR, rolling returns, and Sharpe ratio.
4. Use digital tools to analyse investment growth, asset allocation, and risk exposure.

### Resources to be Used



Participant handbook, notepad, pen, whiteboard, markers, presentation slides, overhead projector or large screen, computer or laptop with internet connection, sample AMC portfolio statements, mutual fund performance reports, online portfolio tracking dashboards (CAMS, Groww, or Value Research), calculators for CAGR and returns, short videos explaining performance metrics, and sample client portfolio data for exercises.

### Do



- Greet participants and introduce the unit by linking portfolio tracking and performance monitoring to investor servicing and retention in mutual fund distribution.
- Clearly state the unit objectives so participants understand how to monitor client portfolios and interpret performance metrics effectively.
- Ensure all participants have their handbook, pen, and notepad ready for notes and calculations.
- Check projector, laptop, and whiteboard setup before starting the session.
- Display sample AMC portfolio statements or online dashboards for demonstration.
- Encourage participants to observe how investment growth and asset allocation are reflected in portfolio reports.
- Relate portfolio tracking to real-life examples like monitoring savings, gold, or property investments over time.
- Ask participants to share how they or their families track their savings or investments.
- Use simple numerical examples to explain key metrics such as CAGR and Sharpe ratio.
- End the session by summarising the importance of portfolio analysis, digital tools, and regular performance tracking.

**Say**

- Welcome to this session on Mutual Fund Investors, Portfolios, and Performance Metrics.
- In this unit, we will learn how to monitor mutual fund portfolios, understand key performance indicators, and interpret reports from AMCs.
- You will also learn how to use digital tools to track client investments, analyse growth, and identify risks.
- We will discuss performance metrics such as CAGR, rolling returns, and Sharpe ratio in simple terms with examples.
- By the end of this session, you will be able to assess client portfolios effectively and provide insights for better financial planning.

**Ask**

- What do you think is meant by a “portfolio” in mutual funds?
- Why do you think it’s important for investors to track their portfolios regularly?
- Have you ever used an app or website to check investment performance?
- What factors do you think affect mutual fund performance over time?
- How can digital platforms make it easier to track and compare funds?
- What kind of information do you expect to find in a mutual fund statement?
- Why do you think understanding performance ratios helps investors make better decisions?
- What steps can a distributor take to help clients review and rebalance their portfolios?

**Elaborate**

- A mutual fund portfolio is a collection of investments held by an investor across various schemes such as equity, debt, and hybrid funds.
- Monitoring the portfolio helps investors assess how their investments are performing and whether they are meeting financial goals.
- AMCs and Registrar & Transfer Agents (like CAMS or KFintech) provide online reports and dashboards for tracking portfolio details and returns.
- Key performance metrics include:
- CAGR (Compound Annual Growth Rate): It shows how much an investment has grown yearly on average.
- Rolling Returns: These measure performance consistency over different time frames.
- Sharpe Ratio: It evaluates risk-adjusted returns — higher ratios indicate better performance for the same risk.
- Regular monitoring helps identify underperforming funds and decide whether to switch, redeem, or continue investments.
- Digital tools make it easy to view asset allocation, growth, and risk exposure in one dashboard.
- Portfolio diversification — spreading investments across asset types — reduces overall risk.
- Analysing metrics helps distributors give informed advice and strengthen investor confidence.
- Comparing fund returns with benchmarks like NIFTY or Sensex helps evaluate fund efficiency.
- Effective portfolio management leads to better financial outcomes and long-term client satisfaction.

## Explain



- Portfolio monitoring involves regularly checking fund performance, returns, and asset mix to ensure alignment with investor goals.
- Investors and distributors can use AMC or RTA portals to download reports showing units held, NAV, and total value.
- CAGR helps measure how fast an investment grows over several years as a consistent annual rate.
- Rolling returns indicate fund stability — they show performance over multiple overlapping periods.
- Sharpe ratio compares fund returns to their volatility, helping assess risk-adjusted performance.
- Portfolio dashboards display data like asset class breakdown, gain/loss summary, and SIP progress.
- Digital tracking tools like Groww, ET Money, and Value Research simplify analysis and comparisons.
- Regular portfolio reviews help investors rebalance — shifting between funds based on goals or market trends.
- Distributors should explain performance in simple terms using visuals and graphs to build investor understanding.
- Continuous monitoring and transparent reporting create trust and long-term investor relationships.

## Demonstrate



The facilitator will demonstrate how to access and read a mutual fund portfolio statement from an AMC or RTA website. Participants will observe how to interpret sections showing fund type, NAV, investment amount, and returns. The facilitator will then use an online CAGR calculator to show how annualised returns are computed. A short video will explain rolling returns and the Sharpe ratio using visual examples. The demonstration will also include a live view of a portfolio tracking dashboard showing asset allocation and performance comparison.

## Activity



1. **Name of the Activity:** Track and Analyse a Portfolio
2. **Objective of the activity:** To help participants understand how to monitor portfolios and interpret key performance metrics.
3. **Resources:** Sample client portfolio statements, calculators, laptops/tablets with internet, and participant handbooks.
4. **Time Duration:** 30 minutes
5. **Instructions:**
  - Divide participants into small groups of 3–4 members.
  - Provide each group with a sample portfolio report containing multiple mutual funds.
  - Ask participants to calculate CAGR for one investment and identify which fund performed best.
  - Show how to compare risk-adjusted returns using a simplified Sharpe ratio example.
  - Each group will present their findings, explaining whether the portfolio meets the investor's goals.
6. **Outcome:** Participants will learn to interpret mutual fund reports, calculate key performance metrics, and use digital tools for tracking and analysis.

## Notes for Facilitation



- Use relatable examples, such as tracking SIP growth for a school teacher or small business owner.
- Show visuals of real AMC dashboards, CAGR calculators, and sample Sharpe ratio charts.
- Encourage participants to share how they or their clients track savings and investments.
- Keep explanations simple — use numbers and graphs rather than jargon.
- Reinforce key learning after each concept using short recaps.
- End with a summary linking portfolio monitoring and performance metrics to investor satisfaction, retention, and distributor credibility.

## Unit 4.2: Portfolio Rebalancing, Client Assistance, Tax Implications to Mutual Fund Redemptions, Investor Protection Guidelines, Client Record

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Outline the principles of portfolio rebalancing and explain their role in maintaining risk-adjusted returns, and describe how clients are assisted in reviewing and rebalancing mutual fund portfolios based on risk appetite and market changes.
2. Explain the procedures and regulatory guidelines for mutual fund scheme switches and redemptions, and describe how clients are guided to initiate switch and redemption requests using online platforms.
3. Discuss the tax implications and exit load charges related to mutual fund redemptions, and explain how short-term and long-term capital gains tax and exit load impact are calculated at the time of redemption.
4. Describe investor protection guidelines and fraud prevention practices.
5. Show how to maintain and update client records related to transactions, rebalancing, and redemptions.

### Resources to be Used

Participant handbook, notepad, pen, whiteboard, markers, presentation slides, overhead projector or large screen, computer or laptop with internet connection, sample mutual fund transaction forms, AMC portal screenshots for switch/redemption, SEBI and AMFI investor protection guidelines, sample tax calculation sheets, exit load charts, short videos on portfolio rebalancing, and client record templates (Excel or CRM).

### Do

- Greet participants and introduce the unit by connecting portfolio rebalancing, taxation, and investor protection to real-world mutual fund distribution roles.
- Clearly state the unit objectives so participants understand how to assist clients in maintaining balanced portfolios and handling redemptions responsibly.
- Ensure all participants have their handbooks, pens, and notepads ready for note-taking and exercises.
- Check projector, laptop, and internet connectivity before starting the session.
- Display sample AMC dashboards and switch/redemption forms for demonstration.
- Encourage active participation during portfolio rebalancing examples and tax discussions.
- Relate rebalancing to familiar financial decisions like adjusting household savings or business budgets based on income changes.
- Explain exit loads and taxation using simple numerical examples for easy understanding.
- Highlight SEBI's investor protection measures and fraud prevention practices.
- End the session by summarising rebalancing principles, redemption process, taxation, and record management.

**Say**

- Welcome to this session on Portfolio Rebalancing, Client Assistance, Tax Implications to Mutual Fund Redemptions, Investor Protection Guidelines, and Client Records.
- In this unit, we will understand how to maintain balanced mutual fund portfolios, assist clients in making informed rebalancing decisions, and guide them through redemption processes.
- We will also learn about the tax and exit load implications involved in mutual fund redemptions.
- Additionally, we will explore investor protection guidelines, fraud prevention measures, and proper maintenance of client records.
- By the end of this session, you will be able to confidently guide clients through portfolio reviews, redemptions, and compliance processes while ensuring investor trust and data safety.

**Ask**

- What do you think portfolio rebalancing means?
- Why do investors need to rebalance their portfolios periodically?
- Have you or your family ever redeemed a mutual fund investment? What steps were followed?
- What is an exit load and when is it applicable?
- How do you think taxes affect mutual fund redemptions?
- Why is investor protection important in financial services?
- What are some ways distributors can prevent fraud or misuse of client data?
- How should client transaction records be maintained for compliance and future reference?

**Elaborate**

- Portfolio rebalancing means adjusting the mix of investments in a client's portfolio to match their risk profile and market conditions.
- It helps maintain the desired balance between equity and debt funds, ensuring stability and risk-adjusted returns.
- Rebalancing can be done by switching from one scheme to another within the same AMC or by redeeming and reinvesting funds.
- Mutual fund distributors assist clients in reviewing portfolios regularly and suggesting changes based on goals, performance, and market shifts.
- Switch and redemption procedures follow SEBI and AMC guidelines and can be performed online or through physical forms.
- Clients must be guided to use secure digital platforms like AMC portals, CAMS, or KFintech for submitting switch or redemption requests.
- Tax implications:
  - Short-Term Capital Gains (STCG): Taxed when units are sold before 12 months (for equity funds) or 36 months (for debt funds).
  - Long-Term Capital Gains (LTCG): Taxed at lower rates for investments held longer.
  - Exit Load: A small fee charged for redeeming within a specific period.

- Proper calculation of taxes and exit load helps clients plan withdrawals wisely.
- Investor protection guidelines ensure transparency, secure handling of funds, and prevention of fraud or data misuse.
- Maintaining updated client records — including portfolio details, redemption history, and communication logs — ensures compliance and smooth client servicing.

## Explain

- Rebalancing ensures a portfolio remains aligned with the investor's financial goals and risk tolerance.
- For example, if the equity portion grows too much due to market rise, some profits can be shifted to debt funds to restore balance.
- Rebalancing can be scheduled annually, semi-annually, or based on market movements.
- Switches allow investors to move money between schemes of the same AMC, while redemptions involve withdrawing money from the fund.
- Distributors should assist clients step-by-step in using AMC or RTA portals for initiating transactions securely.
- Short-term and long-term capital gains taxes must be explained clearly so clients understand post-tax returns.
- Exit loads vary by scheme and duration — explaining them prevents confusion or dissatisfaction.
- Investor protection includes verifying client identity, obtaining consent for transactions, and maintaining data confidentiality.
- Fraud prevention involves securing client credentials, using authorised portals, and keeping written records of all client communications.
- Properly maintained client records support audits, compliance checks, and future investment planning.

## Demonstrate

The facilitator will demonstrate portfolio rebalancing using a sample investor portfolio where equity funds are reallocated to debt funds based on risk changes. Participants will observe how to initiate a switch or redemption using an AMC's online portal. A short video will explain how capital gains and exit load are calculated using sample data. The facilitator will also present SEBI's investor protection guidelines and show examples of secure record-keeping templates for tracking transactions and client communication logs.

## Activity

1. **Name of the Activity:** Rebalance and Redeem Simulation
2. **Objective of the activity:** To help participants practice portfolio rebalancing, tax calculation, and secure client record maintenance.
3. **Resources:** Sample client portfolios, redemption/switch forms, calculators, tax rate charts, and sample client record sheets.
4. **Time Duration:** 35 minutes

**5. Instructions:**

- Divide participants into small groups of 3–4 members.
- Provide each group with a sample client portfolio showing varying fund performances.
- Ask them to identify how to rebalance the portfolio (e.g., reduce equity exposure, increase debt).
- Then, calculate short-term and long-term capital gains along with exit load for a redemption scenario.
- Each group will record the details on a client record sheet and present their rebalancing and redemption summary.

**6. Outcome:** Participants will learn to guide clients through portfolio adjustments, calculate tax and load implications, and maintain complete transaction records accurately.

## Notes for Facilitation



- Use relatable examples, such as helping a middle-class investor rebalance their SIP portfolio before retirement.
- Show visuals of online redemption dashboards, tax calculators, and SEBI investor protection posters.
- Encourage participants to share experiences or challenges in explaining redemptions to clients.
- Maintain a step-by-step, discussion–demonstration–practice flow throughout the session.
- Reinforce how compliance, tax awareness, and transparency build investor confidence.
- End the session with a recap linking rebalancing, taxation, investor protection, and record-keeping to professional success in mutual fund distribution.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. b. Track alignment with goals and risk
2. c. Sharpe ratio
3. c. To maintain desired asset allocation
4. b. Exit load
5. b. SEBI investor protection norms

### Descriptive Questions:

1. Refer to Unit 4.1: Mutual Fund Investors, Portfolios, Performance metrics  
Topic 4.1.1 Concept and importance of portfolio monitoring for mutual fund investors
2. Refer to Unit 4.1: Mutual Fund Investors, Portfolios, Performance metrics  
Topic 4.1.3 Key mutual fund performance metrics such as CAGR, rolling returns, and Sharpe ratio
3. Refer to Unit 4.2: Portfolio rebalancing, Client assistance, Tax implications to mutual fund redemptions, Investor protection guidelines, Client record  
Topic 4.2.1 Principles of portfolio rebalancing and clients are assisted in reviewing and rebalancing mutual fund portfolios
4. Refer to Unit 4.2: Portfolio rebalancing, Client assistance, Tax implications to mutual fund redemptions, Investor protection guidelines, Client record  
Topic 4.2.2 Procedures and regulatory guidelines for mutual fund scheme switches and redemptions and Client's guidance
5. Refer to Unit 4.2: Portfolio rebalancing, Client assistance, Tax implications to mutual fund redemptions, Investor protection guidelines, Client record  
Topic 4.2.4 Investor protection guidelines and fraud prevention practices





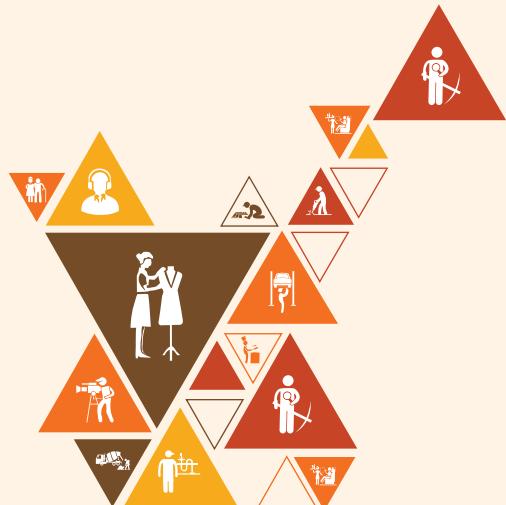
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## 5. Ensure Compliance and Regulatory Reporting

Unit 5.1 - SEBI and AMFI, AML AND KYC, Nominee Registration, FATCA Declarations, and Investor Profiling, Transaction Data

Unit 5.2 - Investor Grievance, AML and KYC Norms In Mutual Fund Operations, Transaction Reports, Development for New Norms



BSC/N3821

## Key Learning Outcomes



By the end of this module, the participants will be able to:

1. Interpret SEBI, AMFI, and other relevant regulatory guidelines to ensure compliance in mutual fund distribution activities.
2. Document investor risk profiles, product suitability assessments, and regulatory communications accurately for audit and reporting purposes.
3. Report mutual fund transactions and investor details in a timely and compliant manner to fund houses and regulatory bodies.
4. Resolve investor grievances related to compliance issues by applying prescribed redressal procedures and legal norms.

## Unit 5.1: SEBI and AMFI, AML AND KYC, Nominee Registration, FATCA Declarations, and Investor Profiling, Transaction Data

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain SEBI and AMFI regulatory frameworks governing mutual fund distribution and advisory.
2. Demonstrate how to maintain documentation of investor risk profiles and product suitability.
3. Describe anti-money laundering (AML) and Know Your Customer (KYC) norms in mutual fund operations.
4. Show how to fill in and submit periodic mutual fund transaction reports to fund houses and regulators.
5. Discuss the legal significance of nominee registration, FATCA declarations, and investor profiling.
6. Validate mutual fund transaction data for regulatory compliance.

### Resources to be Used

Participant handbook, notepad, pen, whiteboard, markers, presentation slides, overhead projector or large screen, computer or laptop with internet connection, SEBI and AMFI regulatory guideline booklets, sample KYC and AML checklists, FATCA and nominee registration forms, investor profiling templates, sample transaction reporting sheets, and short videos showing compliance workflows and regulator reporting procedures.

### Do

- Greet participants and introduce the unit by linking SEBI and AMFI's role to compliance, transparency, and investor protection in the mutual fund industry.
- Clearly state the unit objectives so participants understand the importance of regulations, documentation, and transaction data validation.
- Ensure all participants have their handbook, notepad, and pen ready for note-taking.
- Check the projector, laptop, and internet connectivity before the session begins.
- Display SEBI and AMFI compliance guidelines, along with examples of regulatory frameworks.
- Encourage participants to discuss why compliance and proper documentation are critical for mutual fund distributors.
- Relate AML and KYC norms to real-life practices like verifying identity before financial transactions.
- Use practical examples to explain nominee registration, FATCA declarations, and investor profiling.
- Guide participants through the process of validating transaction data and reporting to fund houses.
- End the session by summarising SEBI-AMFI roles, AML-KYC compliance, and record-keeping procedures.

**Say**

- Welcome to this session on SEBI and AMFI, AML and KYC, Nominee Registration, FATCA Declarations, Investor Profiling, and Transaction Data.
- In this unit, we will understand the regulatory framework established by SEBI and AMFI for mutual fund operations and distributor responsibilities.
- We will also discuss key compliance areas including AML, KYC, FATCA, nominee registration, and investor profiling.
- You will learn how to document client profiles, ensure suitability of products, and maintain transaction records for reporting.
- By the end of this session, you will be able to apply compliance guidelines in everyday mutual fund distribution and advisory activities.

**Ask**

- What do you know about SEBI and AMFI and their roles in the mutual fund industry?
- Why is compliance with SEBI and AMFI regulations important for distributors?
- What does AML stand for, and why is it necessary in financial operations?
- Have you ever gone through a KYC process for banking or investments?
- Why is nominee registration important for investors?
- What is FATCA, and how does it ensure transparency in international investments?
- How do investor profiling and risk assessment help in recommending mutual fund products?
- Why is it necessary to validate and report mutual fund transaction data accurately?

**Elaborate**

- SEBI (Securities and Exchange Board of India) regulates the securities market, ensuring investor protection and fair practices.
- AMFI (Association of Mutual Funds in India) represents mutual fund companies and enforces ethical conduct among distributors.
- Distributors must comply with both SEBI and AMFI guidelines while advising clients and processing investments.
- AML (Anti-Money Laundering) measures prevent illegal money from being invested through mutual funds.
- KYC (Know Your Customer) norms verify investor identity through documents such as PAN, Aadhaar, and address proofs.
- Investor profiling includes assessing goals, risk appetite, and financial capacity to recommend suitable products.
- Nominee registration ensures smooth fund transfer to legal heirs in case of investor's absence.
- FATCA (Foreign Account Tax Compliance Act) declarations identify investors with foreign tax residency to ensure global tax compliance.
- Periodic mutual fund transaction reports are submitted to AMCs and regulators to maintain transparency.
- Validating transaction data helps detect discrepancies, fraud, or errors, ensuring compliance and accountability.

## Explain



- SEBI sets the legal and operational framework for mutual funds, while AMFI ensures ethical practices by fund houses and intermediaries.
- Distributors must maintain proper records of investor interactions, recommendations, and risk profiles to ensure product suitability.
- AML checks help trace the source of investor funds and prevent misuse for illegal activities.
- KYC verification through PAN, Aadhaar, and bank proofs confirms investor identity and eligibility.
- Nominee registration is a legal safeguard that defines who receives the fund proceeds in case of an investor's death.
- FATCA compliance ensures that investors with foreign connections report their global income and taxes appropriately.
- Investor profiling involves understanding client objectives — such as retirement planning or education funding — and matching funds accordingly.
- Distributors must fill and submit mutual fund transaction reports periodically through AMC or RTA systems for auditing.
- Validating data includes checking transaction entries, fund codes, client IDs, and signatures before submission.
- Proper documentation, communication, and reporting practices ensure regulatory compliance and build long-term trust with clients.

## Demonstrate



The facilitator will demonstrate the process of filling out a sample investor profiling form, including risk assessment and suitability analysis. Participants will observe how AML and KYC verification are completed using PAN, Aadhaar, and bank proofs. The facilitator will then show a FATCA declaration form and nominee registration process, explaining their legal importance. Finally, a short video will display how mutual fund transaction reports are uploaded to AMC portals and validated for regulatory submission.

## Activity



1. **Name of the Activity:** Compliance in Action
2. **Objective of the activity:** To help participants practice investor profiling, AML–KYC verification, and compliance reporting for mutual fund transactions.
3. **Resources:** Sample investor profiling sheets, KYC and FATCA forms, transaction report templates, and dummy client data.
4. **Time Duration:** 35 minutes
5. **Instructions:**
  - Divide participants into groups of 3–4 members.
  - Provide each group with sample client information and transaction details.
  - Ask them to complete investor profiling, verify KYC documents, and fill FATCA and nominee forms.

- Groups must then validate and record transaction data on a sample report sheet.
- Each group will present how they ensured compliance and handled data accuracy checks.

**6. Outcome:** Participants will learn how to follow SEBI and AMFI guidelines, perform AML–KYC verification, complete investor documentation, and validate transaction data for compliance.

## Notes for Facilitation



- Use relatable examples such as assisting a new investor from a local community or NRI client with FATCA documentation.
- Show visuals of SEBI circulars, AMFI guidelines, and sample transaction reporting portals.
- Encourage participants to discuss challenges faced during compliance or documentation in real-life scenarios.
- Follow a step-by-step flow — explain, demonstrate, then allow hands-on group practice.
- Reinforce the importance of ethics, transparency, and accurate reporting at every stage.
- End the session with a recap linking SEBI and AMFI compliance, AML–KYC norms, and investor documentation to professional credibility and legal responsibility.

## Unit 5.2: Investor Grievance, AML and KYC Norms In Mutual Fund Operations, Transaction Reports, Development for New Norms

### Unit Objectives

By the end of this unit, the participants will be able to:

1. Explain the investor grievance redressal mechanisms and procedures for dispute resolution.
2. Demonstrate the process to record investor communication, risk disclosures, and compliance documentation.
3. Describe AML and KYC norms in mutual fund operations and explain the procedure for filling and submitting periodic mutual fund transaction reports to fund houses and regulators.
4. Identify the need for continuous professional development in staying updated with new norms.
5. Simulate response to an investor grievance regarding a compliance-related issue.

### Resources to be Used

Participant handbook, notepad, pen, whiteboard, markers, presentation slides, overhead projector or large screen, computer or laptop with internet connection, SEBI and AMFI circulars on grievance redressal, sample investor complaint forms, AML and KYC guideline booklets, transaction reporting templates, compliance documentation formats, and short videos showing investor grievance handling and professional development programs.

### Do

- Greet participants and introduce the unit by linking investor grievance handling and compliance documentation to professionalism in the mutual fund industry.
- Clearly state the unit objectives so participants understand how to manage grievances, follow AML-KYC norms, and stay updated with regulatory changes.
- Ensure all participants have their handbooks, pens, and notepads ready for note-taking and group activities.
- Check projector, laptop, and internet connection before starting.
- Display SEBI and AMFI grievance redressal frameworks and contact mechanisms (e.g., SCORES platform).
- Encourage participants to share any examples of investor complaints they have encountered or heard of.
- Relate grievance redressal to everyday customer service experiences like resolving billing or service disputes.
- Highlight the importance of record-keeping, compliance documentation, and continuous professional learning.

- Explain that every distributor has a responsibility to ensure prompt, fair, and compliant grievance resolution.
- End the session with a summary of grievance handling procedures, AML–KYC norms, and professional development requirements.

## Say

- Welcome to this session on Investor Grievance, AML and KYC Norms in Mutual Fund Operations, Transaction Reports, and Development for New Norms.
- In this unit, we will learn about the mechanisms and processes available for investors to raise and resolve grievances.
- We will also discuss AML and KYC compliance requirements and how to record investor communication and documentation.
- You will understand how to prepare and submit mutual fund transaction reports as per SEBI and AMFI standards.
- Finally, we will highlight the importance of continuous learning and staying updated with evolving mutual fund norms and guidelines.

## Ask

- What types of grievances do you think investors commonly raise?
- Have you ever come across the SEBI SCORES platform for complaint resolution?
- Why is it important to record all investor communications and disclosures properly?
- How do AML and KYC norms prevent fraud and protect investors?
- What kind of reports do distributors need to submit periodically to fund houses or regulators?
- Why should mutual fund professionals stay updated with new regulatory norms?
- How should a distributor respond to an investor's compliance-related complaint?
- What happens if documentation or communication records are incomplete?

## Elaborate

- Investor grievance redressal mechanisms ensure that investors can raise complaints and seek resolution through transparent and efficient channels.
- SEBI's SCORES (SEBI Complaints Redress System) and AMFI grievance cells handle issues related to transactions, miscommunication, or non-compliance.
- Distributors must maintain detailed records of all investor communications, including emails, phone calls, and in-person discussions.
- Risk disclosures and compliance documentation protect both the distributor and the investor during dispute resolution.
- AML and KYC norms ensure that investor identity is verified and that financial systems are not misused for illegal purposes.

- Periodic transaction reports summarising investor activities must be submitted to fund houses and regulators for audit and transparency.
- Reports must include details like investor ID, transaction date, fund type, and amount invested or redeemed.
- Continuous professional development helps distributors understand new SEBI circulars, taxation changes, or updated documentation requirements.
- Regular participation in AMFI or SEBI training programs builds credibility and expertise.
- Responding to grievances effectively demonstrates professionalism, improves investor trust, and ensures regulatory compliance.

## Explain

- Investor grievance mechanisms are designed to ensure transparency and accountability in the mutual fund industry.
- Distributors are the first point of contact for resolving investor issues before escalation to AMCs or SEBI.
- Grievances can be related to delays in redemptions, wrong fund recommendations, or errors in client records.
- Every communication and disclosure must be documented — this provides evidence in case of a dispute.
- AML and KYC compliance ensures that every transaction is legitimate and traceable.
- Distributors must submit periodic transaction data to fund houses, showing client activity and compliance with norms.
- Failure to maintain accurate records can lead to penalties or loss of distributor registration.
- Professional development programs and certification renewals help distributors stay compliant with evolving SEBI and AMFI standards.
- In case of a compliance-related complaint, distributors should respond politely, investigate promptly, and keep written records of the resolution steps.
- Strong compliance culture and ongoing learning build reputation and trust in the financial advisory profession.

## Demonstrate

The facilitator will demonstrate how to log a complaint using SEBI's SCORES platform and show how AMCs handle grievances at their customer service desks. Participants will observe how to record investor communication using a compliance log template. The facilitator will then display a sample AML-KYC compliance checklist and a mutual fund transaction report. A short video will highlight how professional training and refresher courses keep distributors updated with new SEBI or AMFI norms.

## Activity



1. **Name of the Activity:** Handle the Complaint
2. **Objective of the activity:** To help participants practice responding to investor grievances and maintaining compliance documentation.
3. **Resources:** Sample investor complaint forms, communication log templates, AML–KYC checklists, and dummy transaction data.
4. **Time Duration:** 35 minutes
5. **Instructions:**
  - Divide participants into pairs or small groups.
  - Assign each group a sample investor grievance scenario (e.g., delayed redemption, incorrect KYC, missing tax deduction).
  - Ask one participant to play the role of the distributor and the other as the investor.
  - The distributor must respond to the complaint using proper communication, investigation, and documentation steps.
  - Groups will record their response process and share how they ensured compliance with SEBI and AMFI norms.
6. **Outcome:** Participants will learn to handle grievances effectively, document communication properly, and maintain compliance through correct reporting and professional conduct.

## Notes for Facilitation



- Use relatable examples such as resolving a client complaint about delayed SIP credit or wrong account linking.
- Show visuals of the SEBI SCORES portal, complaint forms, and transaction reporting sheets.
- Encourage participants to discuss real or hypothetical complaint situations they have managed.
- Follow a practical flow — discuss, demonstrate, and then simulate grievance handling.
- Reinforce how timely communication, documentation, and continuous learning maintain professionalism.
- End the session with a recap linking grievance management, AML–KYC compliance, and ongoing skill development to investor trust and long-term career growth.

## Answers to Exercises for PHB

### Multiple Choice Questions:

1. b. SEBI
2. c. Ensure product suitability
3. b. Tax evasion and money laundering
4. c. FATCA declaration
5. c. SEBI and AMCs

### Descriptive Questions:

1. Refer to Unit 5.1: SEBI and AMFI, AML AND KYC, nominee registration, FATCA declarations, and investor profiling, Transaction data  
Topic 5.1.1 SEBI and AMFI regulatory frameworks governing mutual fund distribution and advisory
2. Refer to Unit 5.1: SEBI and AMFI, AML AND KYC, nominee registration, FATCA declarations, and investor profiling, Transaction data  
Topic 5.1.2 Maintaining documentation of investor risk profiles and product suitability
3. Refer to Unit 5.1: SEBI and AMFI, AML AND KYC, nominee registration, FATCA declarations, and investor profiling, Transaction data  
Topic 5.1.3 Anti-money laundering (AML) and Know Your Customer (KYC) norms in mutual fund operations
4. Refer to Unit 5.2: Investor grievance, AML and KYC norms in mutual fund operations, Transaction reports, Development for new norms  
Topic 5.2.1 Investor grievance redressal mechanisms and procedures for dispute resolution
5. Refer to Unit 5.2: Investor grievance, AML and KYC norms in mutual fund operations, Transaction reports, Development for new norms  
Topic 5.2.4 Need for continuous professional development in staying updated with new norms





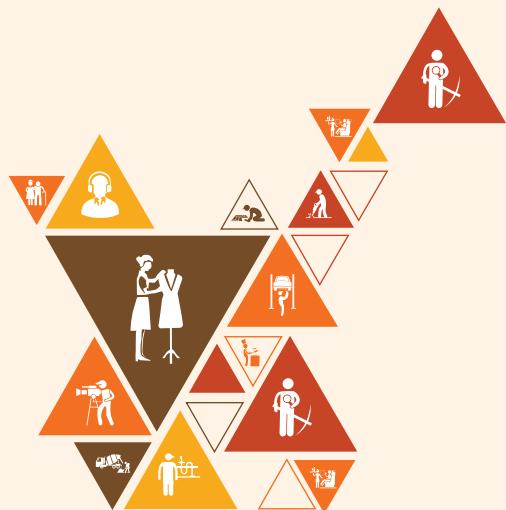
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## 6. Employability Skills



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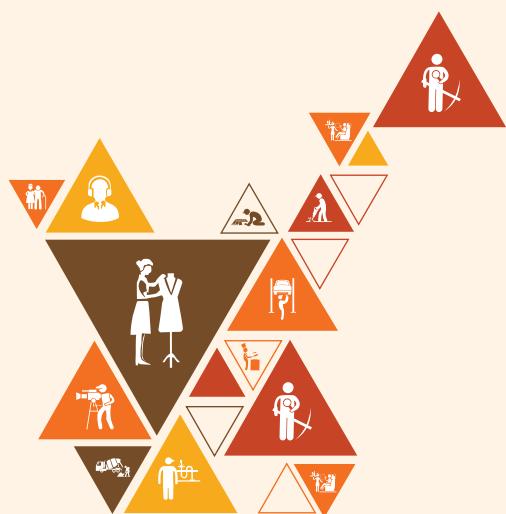


## 7. Annexures

Annexure I: Training Delivery Plan

Annexure II: Assessment Criteria

Annexure III: List of QR Codes Used in PHB



## Annexure I

### Training Delivery Plan

Training Delivery Plan			
<b>Program Name:</b>	Mutual Fund Distributor		
<b>Qualification Pack Name &amp; Ref. ID</b>	Mutual Fund Distributor & BSC/Q3802		
<b>Version No.</b>	5.0	<b>Version Update Date</b>	07/10/2028
<b>Pre-requisites to Training (if any)</b>	Not Applicable		
<b>Training Outcomes</b>	<p><b>By the end of this program, the participants will be able to:</b></p> <ol style="list-style-type: none"> <li>1. Explain the structure and functions of the banking sector and describe the job role and responsibilities of a Mutual Fund Distributor.</li> <li>2. Discuss the process of identifying and approaching potential clients for mutual fund investments through targeted outreach and relationship-building techniques.</li> <li>3. Describe how to assist clients in completing mutual fund application forms and fulfilling KYC requirements as per regulatory guidelines.</li> <li>4. Explain the process of providing ongoing client support for portfolio monitoring, redemptions, and addressing investment-related queries.</li> <li>5. Discuss the procedure for ensuring compliance with mutual fund regulations and completing accurate regulatory reporting requirements.</li> </ol>		

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
1.	Introduction to the Banking Sector and the Job Role of Mutual Fund Distributor	Market Analysis and Client Acquisition	<ul style="list-style-type: none"> <li>• Elaborate on the process of conducting market research and utilising various channels like referrals and networking to generate leads.</li> <li>• Outline the methods for engaging with diverse investors to explain investment benefits while maintaining a structured database for follow-ups.</li> <li>• Elucidate the fundamental concepts of financial markets, asset allocation, and the regulatory guidelines set by SEBI for distribution.</li> </ul>	BSC/N3810 PC1, PC2, PC3, PC5, KU1, KU3	Classroom lecture/ PowerPoint Presentation/Question & Answer and Group Discussion	Whiteboard and markers, Chart paper and sketch pens, an LCD Projector and Laptop for presentations, PCs/ Laptops, and Internet with Wi-Fi (at Least 2 Mbps Dedicated).	5 Theory (05:00) Practical (00:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Investor Profiling and Product Advisory</b>	<ul style="list-style-type: none"> <li>Illustrate the techniques used to evaluate an investor's financial objectives and risk tolerance to ensure appropriate fund recommendations.</li> <li>Describe the various mutual fund schemes, including equity, debt, and hybrid models, while clarifying associated risks and fee structures.</li> <li>Elucidate the key performance indicators such as NAV, expense ratios, and benchmark comparisons to address investor queries effectively.</li> </ul>	BSC/N3810 PC4, PC6, PC7, PC8, PC9, PC10, KU2, KU4, KU5			5 Theory (05:00) Practical (00:00)
2	<b>Identify and approach potential clients</b>	<b>Market Research and Lead Generation</b>	<ul style="list-style-type: none"> <li>Outline the process of conducting market research to identify prospective investors based on financial demographics and investment preferences.</li> <li>Elucidate the use of multiple channels such as referrals, online platforms, and business networking to effectively generate leads.</li> <li>Describe the fundamental basics of financial markets, mutual funds, and asset allocation strategies required for initial market analysis.</li> </ul>	BSC/N3810 PC1, PC2, KU1	Classroom lecture/ PowerPoint Presentation/Question & Answer and Group Discussion	Whiteboard and markers, Chart paper and sketch pens, an LCD Projector and Laptop for presentations, PCs/ Laptops, and Internet with Wi-Fi (at Least 2 Mbps Dedicated).	8 Theory (03:00) Practical (05:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Investor Engagement and Relationship Management</b>	<ul style="list-style-type: none"> <li>Illustrate the methods used to engage with individuals, HNIs, and businesses to explain the core benefits of mutual fund investments.</li> <li>Elaborate on the systematic maintenance and updating of a structured database of potential investors to ensure periodic follow-ups.</li> <li>Elucidate the regulatory requirements and SEBI guidelines that govern the distribution and engagement process.</li> </ul>	BSC/N3810 PC3, PC5, KU3			8 Theory (03:00) Practical (05:00)
		<b>Financial Assessment and Risk Profiling</b>	<ul style="list-style-type: none"> <li>Describe the evaluation of investors' financial objectives, risk tolerance, and time horizons to ensure suitable fund recommendations.</li> <li>Illustrate the specific techniques used for investor profiling and professional risk assessment.</li> <li>Elucidate the suitability of different mutual fund schemes based on various investor risk profiles.</li> </ul>	BSC/N3810 PC4, KU2, KU4			8 Theory (03:00) Practical (05:00)
		<b>Core Product Advantages and Management</b>	<ul style="list-style-type: none"> <li>Elaborate on the primary advantages of mutual funds including diversification, liquidity, and the benefits of professional fund management.</li> <li>Outline the different types of mutual fund schemes such as equity, debt, hybrid, and sectorial funds available to investors.</li> </ul>	BSC/N3810 PC6, PC7, KU5			8 Theory (03:00) Practical (05:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
			<ul style="list-style-type: none"> <li>Describe the significance of key performance indicators like Net Asset Value (NAV) and fund returns in evaluating products.</li> </ul>				
		Risk Education and Transparency	<ul style="list-style-type: none"> <li>Elucidate the various investment risks associated with mutual funds, including market fluctuations, interest rate risks, and credit risks.</li> <li>Illustrate the necessity of ensuring investors understand fund-related fees, exit loads, and specific taxation implications before investing.</li> <li>Describe the role of benchmark comparisons and expense ratios in providing transparent product education.</li> </ul>	BSC/N3810 PC8, PC9, KU5			7 Theory (02:00) Practical (05:00)
		Investment Strategy and Advisory	<ul style="list-style-type: none"> <li>Describe the process of addressing investor queries and concerns related to various mutual fund products.</li> <li>Elaborate on the recommendation of appropriate investment strategies tailored to specific financial goals.</li> <li>Outline the application of asset allocation strategies within the advisory framework.</li> </ul>	BSC/N3810 PC10, KU1			7 Theory (02:00) Practical (05:00)
		Regulatory Compliance and Standards	<ul style="list-style-type: none"> <li>Elucidate the SEBI guidelines for mutual fund distribution to ensure all lead generation and engagement activities are compliant.</li> <li>Describe the legal requirements for educating investors about different schemes and their associated risk profiles.</li> </ul>	BSC/N3810 PC5, PC7, KU3			7 Theory (02:00) Practical (05:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
			<ul style="list-style-type: none"> <li>Outline the importance of maintaining accurate records in a structured database as per regulatory expectations.</li> </ul>				
	<b>Performance Evaluation and Reporting</b>		<ul style="list-style-type: none"> <li>Illustrate the comparison of fund returns against benchmarks to provide accurate performance data to potential investors.</li> <li>Elucidate the impact of expense ratios and NAV on the overall value of an investment portfolio.</li> <li>Describe the method of explaining professional fund management metrics to build investor confidence.</li> </ul>	BSC/N3810 PC6, KU5			7 Theory (02:00) Practical (05:00)
3	<b>Assist clients in mutual fund application and KYC process</b>	<b>Investment Methodology and Onboarding</b>	<ul style="list-style-type: none"> <li>Elaborate on the procedure for mutual fund investments, including Systematic Investment Plan (SIP) and lump sum options.</li> <li>Describe the SEBI guidelines for KYC compliance and the general investor onboarding journey.</li> <li>Elucidate the specific online investment platforms and application submission procedures used in the industry.</li> </ul>	BSC/N3811 PC1, KU1, KU4	Classroom lecture/ PowerPoint Presentation/Question & Answer and Group Discussion	Whiteboard and markers, Chart paper and sketch pens, an LCD Projector and Laptop for presentations, PCs/ Laptops, and Internet with Wi-Fi (at Least 2 Mbps Dedicated).	8 Theory (03:00) Practical (05:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Application Accuracy and Data Integrity</b>	<ul style="list-style-type: none"> <li>Illustrate the process of guiding investors in filling out mutual fund application forms with high accuracy.</li> <li>Describe the methods to ensure all details such as nominee selection, scheme preference, and investment amount are correctly filled.</li> <li>Elucidate the documentation and record-keeping practices required to ensure overall compliance.</li> </ul>	BSC/N3811 PC2, PC3, KU5			8 Theory (03:00) Practical (05:00)
		<b>Asset Management Coordination</b>	<ul style="list-style-type: none"> <li>Outline the protocol for submitting completed applications to the respective Asset Management Company (AMC) for formal processing.</li> <li>Describe the role of online investment platforms in facilitating the application submission procedure.</li> <li>Elucidate the importance of following documentation practices to ensure seamless application processing at the AMC level.</li> </ul>	BSC/N3811 PC4, KU4, KU5			7 Theory (03:00) Practical (04:00)
		<b>Document Collection and Verification</b>	<ul style="list-style-type: none"> <li>Elucidate the steps to collect and verify investor KYC documents, including PAN, Aadhaar, and bank account details.</li> <li>Describe the different KYC verification modes such as Aadhaar-based e-KYC and in-person verification (IPV).</li> <li>Outline the SEBI guidelines that govern the collection and verification of sensitive investor data.</li> </ul>	BSC/N3811 PC5, KU1, KU2			7 Theory (03:00) Practical (04:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Compliance Standards and IPV</b>	<ul style="list-style-type: none"> <li>Illustrate the methods to ensure compliance with SEBI's KYC guidelines by completing e-KYC or in-person verification (IPV).</li> <li>Describe the importance of in-person verification modes and their application in the onboarding process.</li> <li>Elucidate the documentation practices necessary to maintain a compliant record of the verification process.</li> </ul>	BSC/N3811 PC6, KU2, KU5			7 Theory (03:00) Practical (04:00)
		<b>Signature Validation and Authentication</b>	<ul style="list-style-type: none"> <li>Describe the process of validating investor signatures and cross-checking them against submitted legal documents.</li> <li>Elucidate the importance of nominee registration and FATCA declarations during the validation phase.</li> <li>Illustrate the record-keeping practices used to store validated documents for regulatory compliance.</li> </ul>	BSC/N3811 PC7, KU3, KU5			7 Theory (03:00) Practical (04:00)
		<b>Regulatory Database Management</b>	<ul style="list-style-type: none"> <li>Elaborate on the procedure for uploading and updating investor KYC details in the regulatory database for approval.</li> <li>Outline the importance of FATCA (Foreign Account Tax Compliance Act) declarations in the regulatory update process.</li> </ul>	BSC/N3811 PC8, KU3, KU4			7 Theory (03:00) Practical (04:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
			<ul style="list-style-type: none"> <li>Describe the online investment platforms used for updating and maintaining the regulatory database.</li> </ul>				
		<b>KYC Discrepancy Resolution</b>	<ul style="list-style-type: none"> <li>Illustrate the ability to address discrepancies in KYC documentation and guide clients through the resolution steps.</li> <li>Describe the SEBI guidelines for KYC compliance that dictate how discrepancies should be handled.</li> <li>Elucidate the various KYC verification modes used to rectify document errors.</li> </ul>	BSC/N3811 PC9, KU1, KU2			7 Theory (03:00) Practical (04:00)
		<b>Statutory Declarations and Nominations</b>	<ul style="list-style-type: none"> <li>Elucidate the importance of nominee registration and FATCA declarations in securing an investor's portfolio.</li> <li>Describe the procedure for ensuring these specific details are correctly captured in the mutual fund application form.</li> <li>Outline the documentation and record-keeping practices required to protect these statutory declarations.</li> </ul>	BSC/N3811 PC3, KU3, KU5			7 Theory (03:00) Practical (04:00)
		<b>Platform Navigation and Submission</b>	<ul style="list-style-type: none"> <li>Describe the use of online investment platforms for the accurate submission of mutual fund applications.</li> <li>Outline the SEBI guidelines for investor onboarding as they apply to digital submission platforms.</li> </ul>	BSC/N3811 PC3, KU1, KU4			7 Theory (03:00) Practical (04:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
			<ul style="list-style-type: none"> <li>Elucidate the procedure for ensuring all investor details and scheme preferences are correctly synchronised during submission.</li> </ul>				
4	<b>Provide ongoing support for investment portfolio monitoring and redemptions</b>	Portfolio Tracking and Performance Analysis	<ul style="list-style-type: none"> <li>Elaborate on the process of regularly tracking client investments and providing comprehensive portfolio performance updates.</li> <li>Illustrate the use of digital platforms and AMC reports to analyse investment growth, risk exposure, and returns.</li> <li>Elucidate the various mutual fund performance metrics and tracking tools utilised for effective monitoring.</li> </ul>	BSC/N3820 PC1, PC2, KU1	Classroom lecture/ PowerPoint Presentation/Question & Answer and Group Discussion	Whiteboard and markers, Chart paper and sketch pens, an LCD Projector and Laptop for presentations, PCs/ Laptops, and Internet with Wi-Fi (at Least 2 Mbps Dedicated).	8 Theory (03:00) Practical (05:00)
		Market-Driven Strategy Review	<ul style="list-style-type: none"> <li>Describe the methods used to assist investors in reviewing their investment strategies based on evolving market conditions.</li> <li>Outline how market trends impact portfolio returns and the subsequent advice provided to clients.</li> <li>Elucidate the importance of maintaining detailed records of investor transactions and reinvestment strategies.</li> </ul>	BSC/N3820 PC3, PC5, KU2			8 Theory (03:00) Practical (05:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Performance Education and Metrics</b>	<ul style="list-style-type: none"> <li>Elucidate the key mutual fund performance indicators, specifically focusing on Compound Annual Growth Rate (CAGR) and rolling returns.</li> <li>Describe the practical application of tracking tools to explain these metrics to investors.</li> <li>Illustrate the relationship between historical performance data and future reinvestment strategies.</li> </ul>	BSC/N3820 PC4, PC5, KU1			7 Theory (03:00) Practical (04:00)
		<b>Strategic Asset Re-balancing</b>	<ul style="list-style-type: none"> <li>Illustrate the process of providing insights on asset rebalancing to help clients maintain a risk-adjusted portfolio.</li> <li>Describe how market trends influence the decision to adjust asset allocation across different schemes.</li> <li>Elucidate the record-keeping practices required to document portfolio changes and rebalancing actions.</li> </ul>	BSC/N3820 PC7, PC5, KU2			7 Theory (03:00) Practical (04:00)
		<b>Switching and Goal Realignment</b>	<ul style="list-style-type: none"> <li>Elaborate on the guidance provided to investors for switching between mutual fund schemes based on changing financial goals.</li> <li>Outline the specific rules and regulations regarding mutual fund switches and their operational execution.</li> <li>Elucidate the impact of market trends on the timing and selection of fund switches.</li> </ul>	BSC/N3820 PC6, KU2, KU3			7 Theory (03:00) Practical (04:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Redemption and Withdrawal Processing</b>	<ul style="list-style-type: none"> <li>Illustrate the procedure for assisting clients in initiating mutual fund redemption requests and processing withdrawals accurately.</li> <li>Describe the rules regarding the execution of redemptions and the application of exit loads.</li> <li>Elucidate the necessity of maintaining accurate records of all redemption transactions for compliance.</li> </ul>	BSC/N3820 PC8, PC5, KU3			7 Theory (03:00) Practical (04:00)
		<b>Taxation and Exit Load Advisory</b>	<ul style="list-style-type: none"> <li>Elaborate on the tax implications associated with redemptions, specifically focusing on short-term and long-term capital gains.</li> <li>Describe the calculation and impact of exit load charges on the final redemption amount.</li> <li>Elucidate the taxation policies that govern capital gains within the mutual fund industry.</li> </ul>	BSC/N3820 PC9, KU3, KU4			7 Theory (03:00) Practical (04:00)
		<b>Investor Protection and Compliance</b>	<ul style="list-style-type: none"> <li>Describe the measures taken to ensure the timely execution of redemption requests while adhering to investor protection guidelines.</li> <li>Elucidate the norms regarding investor protection and the specific fraud prevention measures in place.</li> <li>Outline the regulatory rules that govern the redemption and switching processes.</li> </ul>	BSC/N3820 PC10, KU3, KU5			7 Theory (03:00) Practical (04:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
5		<b>Risk Management and Capital Gains</b>	<ul style="list-style-type: none"> <li>Illustrate how risk exposure is analysed using digital platforms to protect the investor's long-term interests.</li> <li>Elucidate the interaction between taxation policies on capital gains and the timing of portfolio withdrawals.</li> <li>Describe the fraud prevention measures required during the processing of high-value redemption requests.</li> </ul>	BSC/N3820 PC2, KU4, KU5			7 Theory (03:00) Practical (04:00)
		<b>Documentation and Regulatory Standards</b>	<ul style="list-style-type: none"> <li>Outline the systematic maintenance of investor transaction records and portfolio changes to meet audit requirements.</li> <li>Describe the application of investor protection norms during the updates of reinvestment strategies.</li> <li>Elucidate the reporting requirements found in AMC reports for compliant portfolio review.</li> </ul>	BSC/N3820 PC5, PC2, KU5			7 Theory (03:00) Practical (04:00)
5	<b>Ensure compliance and regulatory reporting</b>	<b>Portfolio Monitoring and Growth Analysis</b>	<ul style="list-style-type: none"> <li>Elaborate on the process of regularly tracking client investments and using digital platforms or AMC reports to analyse growth and risk exposure.</li> <li>Illustrate the use of mutual fund performance metrics and tracking tools to provide accurate portfolio updates.</li> </ul>	BSC/N3821 PC1, PC2, PC3, KU1, KU2	Classroom lecture/ Power-Point Presentation/Question & Answer and Group Discussion	Whiteboard and markers, Chart paper and sketch pens, an LCD Projector and Laptop for presentations, PCs/ Laptops, and Internet with Wi-Fi (at Least 2 Mbps Dedicated).	8 Theory (03:00) Practical (05:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
			<ul style="list-style-type: none"> <li>Describe the methodology for assisting investors in reviewing investment strategies based on prevailing market conditions.</li> </ul>				
	<b>Performance Metrics and Record Keeping</b>		<ul style="list-style-type: none"> <li>Elucidate the key mutual fund performance indicators, including Compound Annual Growth Rate (CAGR) and rolling returns, for client education.</li> <li>Outline the systematic maintenance of records for investor transactions, portfolio changes, and reinvestment strategies.</li> <li>Describe how market trends and their impact on returns are integrated into client reporting and documentation.</li> </ul>	BSC/N3821 PC4, PC5, KU1, KU2			8 Theory (03:00) Practical (05:00)
	<b>Strategic Rebalancing and Redemption Support</b>		<ul style="list-style-type: none"> <li>Illustrate the guidance provided to investors for switching between schemes and rebalancing assets to maintain a risk-adjusted portfolio.</li> <li>Describe the procedure for assisting clients in initiating redemption requests and processing withdrawals.</li> <li>Elucidate the specific rules regarding mutual fund switches, redemptions, and the application of exit loads.</li> </ul>	BSC/N3821 PC6, PC7, PC8, KU3			7 Theory (02:00) Practical (05:00)

SL	Module Name	Session name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		<b>Tax Advisory and Regulatory Compliance</b>	<ul style="list-style-type: none"> <li>• Elaborate on the tax implications and exit load charges on redemptions, ensuring clients understand short-term and long-term capital gains policies.</li> <li>• Describe the measures taken to ensure timely execution of requests while adhering to investor protection norms and fraud prevention measures.</li> <li>• Elucidate the taxation policies and regulatory guidelines that govern the withdrawal of mutual fund investments.</li> </ul>	BSC/N3821 PC9, PC10, KU4, KU5			7 Theory (02:00) Practical (05:00)
<b>Total Duration</b>							Theory: 100.00
Practical: 140:00							
<b>Employability Skills (DGT/VSQ/N0102)</b> <a href="https://www.skillindiadigital.gov.in/content/list">(<a href="https://www.skillindiadigital.gov.in/content/list">https://www.skillindiadigital.gov.in/content/list</a>)</a>							60:00
<b>On-Job-Training (Mandatory) - OJT</b>							180:00
<b>Total Duration</b>							PR + TH +ES + OJT = 480:00

## Annexure II

### Assessment Criteria

### CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for Mutual Fund Distributor	
<b>Job Role</b>	<b>Mutual Fund Distributor</b>
<b>Qualification Pack</b>	<b>BSC/Q3802, V5.0</b>
<b>Sector Skill Council</b>	<b>BFSI</b>

S. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3	Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/ option NOS/set of NOS.
4	SSC/Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5	SSC/Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6	To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7	In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation		
		Theory	Practical	Viva
<b>BSC/N3810: Identify and approach potential clients</b>	Identify and acquire potential investors	15	30	5
	PC1. conduct market research to identify prospective investors based on financial demographics and investment preferences	3	6	1
	PC2. utilize multiple channels such as referrals, online platforms, and business networking to generate leads	3	6	1
	PC3. engage with individuals, High Net-Worth Individuals (HNIs), and businesses to explain the benefits of mutual fund investments	3	6	1
	PC4. evaluate investors' financial objectives, risk tolerance, and time horizons before recommending suitable funds	3	6	1
	PC5. maintain and update a structured database of potential investors, ensuring periodic follow-ups	3	6	1
	Explain mutual fund investment benefits and risks	15	30	5
	PC6. clearly explain the advantages of mutual funds, including diversification, liquidity, and professional fund management	3	6	1
	PC7. educate investors about different types of mutual fund schemes such as equity, debt, hybrid, and sectorial funds	3	6	1

	PC8. clarify investment risks associated with mutual funds, including market fluctuations, interest rate risks, and credit risks	3	6	1
	PC9. ensure investors understand fund-related fees, exit loads, and taxation implications before investing	3	6	1
	PC10. address queries and concerns related to mutual fund products and recommend appropriate investment strategies	3	6	1
	<b>NOS Total</b>	<b>30</b>	<b>60</b>	<b>10</b>
<b>BSC/N3811: Assist clients in mutual fund application and KYC process</b>	Assist clients in completing mutual fund applications	15	30	5
	PC1. explain the procedure for mutual fund investments, including SIP (Systematic Investment Plan) and lump sum investment options	4	7	1
	PC2. guide investors in filling out mutual fund application forms accurately	4	8	2
	PC3. ensure all details such as nominee selection, scheme preference, and investment amount are correctly filled	3	8	1
	PC4. submit applications to the respective Asset Management Company (AMC) for processing	4	7	1
	Verify and process KYC documentation	15	30	5
	PC5. collect and verify investor KYC documents, including PAN, Aadhaar, and bank account details	3	6	1
	PC6. ensure compliance with SEBI's KYC guidelines by completing e-KYC or in-person verification (IPV)	3	6	1
	PC7. validate investor signatures and cross-check against submitted documents	3	6	1
	PC8. upload and update investor KYC details in the regulatory database for approval	3	6	1
	PC9. address discrepancies in KYC documentation and guide clients to resolve them	3	6	1
	<b>NOS Total</b>	<b>30</b>	<b>60</b>	<b>10</b>
<b>BSC/N3820: Provide ongoing support for investment portfolio monitoring and redemptions</b>	Monitor and review mutual fund investments	15	30	5
	PC1. regularly track clients' mutual fund investments and provide portfolio performance updates	3	6	1
	PC2. use digital platforms and Annual Maintenance Contract (AMC) reports to analyze investment growth, risk exposure, and returns	3	6	1
	PC3. assist investors in reviewing their investment strategies based on market conditions	3	6	1
	PC4. educate clients on mutual fund performance indicators, including CAGR (Compound Annual Growth Rate) and rolling returns	3	6	1
	PC5. maintain records of investor transactions, portfolio changes, and reinvestment strategies	3	6	1
	Assist with portfolio rebalancing and redemptions	15	30	5
	PC6. guide investors in switching between mutual fund schemes based on their changing financial goals	3	6	1
	PC7. provide insights on asset rebalancing to maintain a risk-adjusted portfolio	3	6	1
	PC8. assist clients in initiating mutual fund redemption requests and processing withdrawals	3	6	1
	PC9. explain tax implications and exit load charges on redemptions	3	6	1

	PC10. ensure timely execution of redemption requests while maintaining compliance with investor protection guidelines	3	6	1
	<b>NOS Total</b>	<b>30</b>	<b>60</b>	<b>10</b>
<b>BSC/N3821: Ensure compliance and regulatory reporting</b>	Maintain compliance with SEBI and AMFI guidelines	15	30	5
	PC1. adhere to SEBI and AMFI (Association of Mutual Funds in India) regulations while advising investors	4	8	1
	PC2. ensure that all mutual fund transactions comply with anti-money laundering (AML) norms	4	8	1
	PC3. maintain proper documentation of investor risk profiles and product suitability assessments	4	7	2
	PC4. keep updated records of investor communications and risk disclosures	3	7	1
	Report transactions and investor details accurately	15	30	5
	PC5. submit periodic reports on mutual fund transactions to fund houses and regulators	3	6	1
	PC6. ensure timely reporting of investor details, including nominee registration and FATCA declarations	3	6	-1
	PC7. maintain compliance records for audits and inspections by financial authorities	3	6	1
	PC8. address investor grievances related to compliance issues and guide them on dispute resolution	3	6	1
	PC9. participate in regular training sessions to stay updated on new regulatory norms	3	6	1
	<b>NOS Total</b>	<b>30</b>	<b>60</b>	<b>10</b>
<b>DGT/VSQ/N0102: Employability Skills (60 Hours)</b>	Introduction to Employability Skills	1	1	
	PC1. identify employability skills required for jobs in various industries	-	-	
	PC2. identify and explore learning and employability portals	-	-	
	Constitutional values – Citizenship	1	1	
	PC3. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	
	PC4. follow environmentally sustainable practices	-	-	
	Becoming a Professional in the 21st Century	2	4	
	PC5. recognize the significance of 21st Century Skills for employment	-	-	
	PC6. practice the 21st Century Skills such as Self- Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	
	Basic English Skills	2	3	
	PC7. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	
	PC8. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	
	PC9. write short messages, notes, letters, e-mails etc. in English	-	-	
	Career Development & Goal Setting	1	2	

	PC10. understand the difference between job and career	-	-	
	PC11. prepare a career development plan with short- and long-term goals, based on aptitude	-	-	
	Communication Skills	2	2	
	PC12. follow verbal and non-verbal communication etiquette and active listening techniques in various settings	-	-	
	PC13. work collaboratively with others in a team	-	-	
	Diversity & Inclusion	1	2	
	PC14. communicate and behave appropriately with all genders and PwD	-	-	
	PC15. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	
	Financial and Legal Literacy	2	3	
	PC16. select financial institutions, products and services as per requirement	-	-	
	PC17. carry out offline and online financial transactions, safely and securely	-	-	
	PC18. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	
	PC19. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	
	Essential Digital Skills	3	4	
	PC20. operate digital devices and carry out basic internet operations securely and safely	-	-	
	PC21. use e-mail and social media platforms and virtual collaboration tools to work effectively	-	-	
	PC22. use basic features of word processor, spreadsheets, and presentations	-	-	
	Entrepreneurship	2	3	
	PC23. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	
	PC24. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	
	PC25. identify sources of funding, anticipate, and mitigate any financial/legal hurdles for the potential business opportunity	-	-	
	Customer Service	1	2	
	PC26. identify different types of customers	-	-	
	PC27. identify and respond to customer requests and needs in a professional manner.	-	-	
	PC28. follow appropriate hygiene and grooming standards	-	-	
	Getting ready for apprenticeship & Jobs	2	3	
	PC29. create a professional Curriculum vitae (Résumé)	-	-	
	PC30. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	
	PC31. apply to identified job openings using offline/online methods as per requirement	-	-	

	PC32. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	
	PC33. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	
	<b>NOS Total</b>	<b>20</b>	<b>30</b>	

## Annexure III

### List of QR Codes Used in PHB

Module No.	Unit No.	Topic Name	Page No. in PHB	Link for QR Code (s)	QR code (s)
<b>Module 1: Introduction to the Banking Sector and the Job Role of Mutual Fund Distributor</b>	Unit 1.1: Skill India Mission, Banking Industry, Role of a Mutual Fund Distributor	1.1.1 Skill India Mission: An Overview	21	<a href="https://www.youtube.com/watch?v=NDQxiSy3-SA">https://www.youtube.com/watch?v=NDQxiSy3-SA</a>	 Skill India Mission
		1.1.3 Job Role and Opportunities of a Mutual Fund Distributor	21	<a href="https://www.youtube.com/watch?v=Oz83q3r7WG8">https://www.youtube.com/watch?v=Oz83q3r7WG8</a>	 All About Mutual fund Distributor
<b>Module 2: Identify and approach potential clients</b>	Unit: 2.1: Mutual Fund Basics, Risks and Investor Management	2.1.2 The risks associated with mutual fund investments	52	<a href="https://www.youtube.com/watch?v=vvnntBvKsK8">https://www.youtube.com/watch?v=vvnntBvKsK8</a>	 Mutual Fund Investing
		2.1.5 Key elements of successful investor communication and addressing product-related queries	52	<a href="https://www.youtube.com/watch?v=BFZI2lgGr_E">https://www.youtube.com/watch?v=BFZI2lgGr_E</a>	 How to Communicate with Investors?

Module No.	Unit No.	Topic Name	Page No. in PHB	Link for QR Code (s)	QR code (s)
<b>Module 3:</b> Assist clients in mutual fund application and KYC process	Unit 2.2: Investor En-gagement and Goal-Ori-ented Com-muni-cation	2.2.3 Tech-niques to evaluate client fi-nancial goals and structured client data-base	52	<a href="https://www.youtube.com/watch?v=1ZdjnwtjN1w">https://www.youtube.com/watch?v=1ZdjnwtjN1w</a>	 How to improve Client Relationship Management in Financial Advisory & Wealth Management
		3.1.1 Pro-c-e-dure for Mutual Fund In-vest-ments and demonstra-tion of guidance to investors	80	<a href="https://www.youtube.com/watch?v=rAqzpRZa78E">https://www.youtube.com/watch?v=rAqzpRZa78E</a>	 How to do SIP?
	Unit 3.1 Mutual Fund In-vestments, Process, SEBI guide-lines for KYC	3.1.3 Pro-cess to Check and Validate Completed Mutual Fund Appli-cation Forms Be-fore Sub-mission	80	<a href="https://www.youtube.com/watch?v=cS1TS82kw3Q">https://www.youtube.com/watch?v=cS1TS82kw3Q</a>	 Mutual Fund Application Process & Form Fill up
		3.2.1 Pro-cess of up-loading in-vestor KYC details	80	<a href="https://www.youtube.com/watch?v=8LgOsKI46kY">https://www.youtube.com/watch?v=8LgOsKI46kY</a>	 Mutual Fund KYC
		3.2.4 Pro-cess to submit mu-tual fund applications to AMC in physical or digital for-mats	80	<a href="https://www.youtube.com/watch?v=l5_K8f9-j2I">https://www.youtube.com/watch?v=l5_K8f9-j2I</a>	 The Right Way to Invest in Mutual Funds in India

Module No.	Unit No.	Topic Name	Page No. in PHB	Link for QR Code (s)	QR code (s)
<b>Module 4: Provide ongoing support for in-vestment portfolio monitor-ing and re-demp-tions</b>	Unit 4.1 Mutual Fund Inves-tors, Portfo-lios, Per-formance metrics	4.1.1 Con-cept and importance of portfolio monitoring for mutual fund inves-tors	109	<a href="https://www.youtube.com/watch?v=2-qmLYW4Ppo">https://www.youtube.com/watch?v=2-qmLYW4Ppo</a>	 Type of Mutual Fund
		4.1.3 Key mutual fund per-formance metrics such as CAGR, roll-ing returns, and Sharpe ratio	109	<a href="https://www.youtube.com/watch?v=thOejbtcBjo">https://www.youtube.com/watch?v=thOejbtcBjo</a>	 Important mutual fund metrics when picking mutual funds
	Unit 4.2 Port-folio Rebal-anc-ing, Cli-ent Support, and Investor Protection	4.2.1 Prin-ciples of portfolio rebalancing and clients are assisted in review-ing and re-balancing mutual fund portfo-lios	109	<a href="https://www.youtube.com/watch?v=1d9G7Tvh9sQ">https://www.youtube.com/watch?v=1d9G7Tvh9sQ</a>	 How To Rebalance Your Port-folio The Right Way To Get Higher Returns?
		4.2.3 Tax implica-tions and exit load charges, Short-term and long-term calcu-la-tions	109	<a href="https://www.youtube.com/watch?v=wm1tCq-gyxM">https://www.youtube.com/watch?v=wm1tCq-gyxM</a>	 Mutual Fund Taxation in India

Module No.	Unit No.	Topic Name	Page No. in PHB	Link for QR Code (s)	QR code (s)
<b>Module 5: Ensure compliance and regulatory reporting</b>	Unit 5.1 Regulatory Compliance and Investor Documentation	5.1.1 SEBI and AMFI regulatory frameworks governing mutual fund distribution and advisory	150	<a href="https://www.youtube.com/watch?v=Y4dW536aQL0">https://www.youtube.com/watch?v=Y4dW536aQL0</a>	 Mutual Fund Structure Explained
		5.1.3 Anti-money laundering (AML) and Know Your Customer (KYC) norms in mutual fund operations	150	<a href="https://www.youtube.com/watch?v=LG42ISR2LvE">https://www.youtube.com/watch?v=LG42ISR2LvE</a>	 KYC AML Guidelines
	Unit 5.2 Investor Grievance Management and Regulatory Updates	5.2.1 Investor grievance redressal mechanisms and procedures for dispute resolution	150	<a href="https://www.youtube.com/watch?v=gYzzS800G0">https://www.youtube.com/watch?v=gYzzS800G0</a>	 Grievance Redressal mechanism in India
		5.2.5 Response to an investor grievance regarding a compliance-related issue	150	<a href="https://www.youtube.com/watch?v=B5ON0jzOOaI">https://www.youtube.com/watch?v=B5ON0jzOOaI</a>	 Redressal of Investor Grievance





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