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RISK AND RETURN FEASIBILITY ANALYSIS AND THEIR RELATIONSHIPS FOR SELECTED SOCIAL INVESTMENT AVENUES

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Abstract:
Sustainability, which focuses on sustainable development, is “development that meets current needs without compromising the ability of future generations to meet their needs” (United Nations World Commission on Environment and Development 1987). Business concerns Concern efforts to embrace social responsibility are critical to achieving long-term growth. (Bradford, Earp, and Williams, 2017). Investment in Public Commitment in Business Concerns allows for fair, efficient and complete scans of firms to determine their performance and social, and economic impact. Responsible Investors acknowledge environmental, social and managerial factors (ESGs) as indicators of sustainability and seek to invest in firms that disclose their achievements in terms of ESG characteristics. (Mahn, 2016). As social investment is very important in India and investors also find it difficult to identify community-oriented investment strategies for investment and profitability and environmental sustainability. To this end, the paper aims to conduct performance analysis by collecting selected risks of seven investment strategies and returning them to various sectors. Once the data has been collected, General tests will be performed using SPSS software to determine if the data is standard and then continue with the analysis tool. The integration was used to find a relationship between risk analysis and the retrieval of seven social interventions. The study shows an important effect that helps the researcher as a green mark to create a large field of study that is wise in relation to the risk-taking of investment-oriented investment strategies.

Keywords: Responsible investment in the community, ESG, Risk, Return, SRI.

Introduction

Companies regard sustainability as a “three-legged chair” by incorporating economic, environmental and social activities (Butler et al., 2011). Sustainable reporting has emerged as a common practice of disclosing corporate responsibility by disclosing compliance with their sustainability practices. Various reporting guidelines are followed by a firm reporting firm, but guidelines issued by the Global Reporting Initiative (GRI) are generally accepted for business concerns.

GRI helps businesses and governments around the world understand and communicate their impact on sensitive issues such as climate change, human rights, governance and social welfare.

This allows for real action to create social, environmental and economic benefits for everyone. GRI Sustainability Reporting Standards are enhanced by actual stakeholder contributions and are based on community interests.

The GRI Sustainability Reporting Standards (GRI Standards) are the first and most widely accepted standards for sustainable reporting. GRI since its inception in 1997 has transformed dynamic reporting from a niche process to an accepted practice and collects 93% of the world's 250 largest companies reporting on dynamic performance.

GRI reporting standards include disclosures in areas such as governance, economic performance, market presence, indirect economic impact, procurement, anti-corruption, anti-morals, building materials, energy, water- and- pollution, biodiversity, pollution, pollution environmental degradation, environmental compliance, provider-environmental testing, employment, labor relations, occupational health and safety, training and education, diversity-equity-opportunity, non-discrimination, freedom-of-assembly-collection-negotiation, child labor, forced-or-forced-labor, safety-performing, indigenous human rights, human rights testing, community-based, social-service providers, social policy, customer-health-safety, marketing and label, customer privacy, compliance with social law. (Global Reporting Initiative (GRI), 2016,2018). The Global Reporting Initiative (GRI) maintains a “Sustainability Disclosure Database” that provides access to information on voluntary data that is voluntarily reported by companies. Any company that compiles the sustainability report is eligible to register with the GRI. However, reporting on any particular activity is not mandatory.

Most investors are satisfied with non-financial or ethical aspirations if a certain amount of their budget is invested in a rigorous and potentially effective way of taking a reliable investment rate on an individual's perception of profits with SRI also related, among other variables, available investment volume. (Nguyen, 2016)GRI and BSE entered into a formal MoU in mid-2016 to work collaboratively and support BSE listed companies to establish a sustainability reporting process and prepare reports for sustainability.

The BSE has provided ESG guidance to assist listed companies wishing to incorporate ESG reporting into their existing reporting processes. There is no need to regulate ESG reporting, and adherence to this ESG Guide is entirely voluntary. ESG reporting does not exclude, alter or impose other reporting obligations of companies listed under existing laws and regulations.

Essential ESG performance of unreported indicators. Companies should therefore consider an increase in the disclosure of these ESG Key Performance indicators that are considered essential to the type of business.

Investment that has a social impact is also known as sustainable, socially inclusive, green or fair than any investment strategy followed in choosing the right investment in terms of financial return and social / environmental benefits to bring about positive change.

Social investment is an investment in the environmental, social and administrative (ESG) business concern rather than just financial performance. Environmental, Social and Management (ESG) is a set of corporate performance standards that public service investors use to measure the sustainability and ethical impact of potential investment investments on businesses. Social investment investors aim to invest in well-executed and responsible companies that have a good track record in what are known as ESG elements: environment, social justice, and corporate governance.

Theoretical framework:

Ideas for Sustainable Development The ideas and concepts of sustainability and sustainable development and its interactions are expected in global economic, economic and social crises. Considering the concept of climate change and the potential impact on natural resources and their potential to support sustainable economic development, as well as a comprehensive analysis of the concepts of sustainability (definition and species) and the concept of sustainable development is provided. The concept of active sustainability is defined here as an integrated approach to long-term environmental sustainability.

• Problem-based, policy-oriented or contextual framework - In this framework indicators are categorized on the basis of various themes and problems. These structures often emerge as the result of some concern at local, national and international levels. UNCSD has adopted the body framework. The program is inspired from Agenda 21 and the chapters of this document are divided into themes and themes and are organized into four main SD dimensions - social, economic, environmental and institutional.

• Sustainable Development Paradigm - Any system, input and output, in order to be more efficient the required output of the system input must be increased and / or the unwanted output in the input rate must be reduced

ESG / Sustainable Investment Policy Policies or Entities: Businesses with ESG strategies follow these three principles:

• Environment - Avoid risks and take advantage of opportunities that generate stocks

• Social - Build trust and trust with company employees, customers and the community

• Business management - Ensure that board members and managers act in accordance with the Shareholders' Interest

Portfolio Theory: A portfolio investment portfolio was the first modern theory proposed by Markowitz (1952). Markowitz (1952) assumed that the return values of each asset correspond to each other, and there is a strong covariance, or coefficient of measurement, between the return values of each asset. Therefore, he argued that it was possible academically to create a variance-covariance matrix for all dangerous goods. Given the variance-covariance of the return of all risk assets, it is possible to statistically calculate the risk of any asset for each asset. Markowitz 's portfolio in 1952 tried to show how investors could build individual security portfolios to better manage the risk.

The Sharpe-lintner model uses beta as a market risk and market return to calculate the expected return. This model was expanded and modified by various researchers over the years, and the researcher tried to come up with a model that could accurately describe the risk relationships.

Socially Responsible (SRI) investment strategies in India

1. Mutual Funds

Joint funds carry protection in companies that adhere to social, moral, religious or environmental beliefs can be termed Mutual Funds for social security. To ensure that the selected stocks have values that are consistent with the fund's beliefs, fund managers conduct a careful audit process.

The purpose of the Social Security Scheme is to provide investors with opportunities for long-term financial growth through effective investment management in the basket of various companies that follow the Environmental, Social and Governance (ESG) process.

Different programs in the Mutual Fund

● Direct Plan and General Plan:

The 'Direct Plan' and the 'General Plan' are both part of the same mutual fund scheme, have the same / standard portfolio and are managed by the same fund manager, but have different cost estimates (recurring costs incurred by the combined fund plan).

Direct Plan has a lower cost than the standard Plan, because there is no distributor / agent involved, so there are savings in terms of distribution costs / commissions paid to the distributor / agent, which are added to the program return

Direct Plan has a different NAV, higher than the standard "standard" NAV system

Specific programs are designed for those who choose to invest FULLY in a mutual fund without the help of a distributor / agent. Investing in a Direct System is like buying a product from a direct manufacturer, where customer costs are lower

Various options in the Mutual Fund Scheme:

Joint funds, either equity or debt, provide you with 3 comprehensive programs; growth, payment of shares and restructuring programs. You can choose a plan based on what your needs are. Each plan has its own impact on periodic returns, the importance of financial planning and tax efficiency

● Growth Plan: The co-operative fund growth program does not provide any fees. Profits made from portfolio are returned to the scheme. These growth plans are the continuous integrators of your wealth.

● Divided Payment System: In this scheme, the fund deducts benefits for the benefit. The fund can only pay dividends in profit and not without capital. That applies to equity funds and loan funds. The NAV benefit plan lowers the level of dividends paid, which is why you will find the NAV fund share remains lower than the growth plan.

● Initial Investment Plan: Let's start by understanding that this system is not very popular and that is why most investors do not offer this program at all. In the benefit plan, dividends are paid in cash to unit owners. However, in a separate investment plan the joint fund buys units up to the level allocated by the fund in the NAV and in the credit units in the account.

Hybrid Funds

Investment funds from more than one asset class will be below the hybrid category

● Aggressive Hybrid Funds - Estimated Investment Funds (at least 65%) and some of the debt will be named Aggressive Hybrid Funds

● Allocation of Powerful Assets and Allocation of Assets are similar in the sense that the allocation of assets in these funds is strictly controlled based on market conditions and they do not need to have a specified share in a particular asset class at all times. The Dynamic Asset Allocation governs equity and equity and the Asset Allocation will include a third class of assets, such as gold, commodities, etc.

● Stock savings funds have a low value of 65% and some are in debt but half of their income will be fenced off making them more dangerous than aggressive hybrid funds.

● Estimated Hybrid funds will have approximately half of their investment equal to half of the debt. This debt allocation fund brings us to the end of the range of risks behind the Conservative Hybrid funds.

● Arbitrage funds continue to fall under the equity category for tax purposes. However, the rules now clearly state that they need to hold at least 65% equally. These funds usually enclose their entire equity position and take over a specific financial market. This can be considered as a very small risk in the hybrid category but with the returns included, given the enclosed portfolio

● Conservative Hybrid Fund funds make investments by combining shares and bonds in which approximately 75% of assets are invested in items such as government securities, liabilities, bonds, financial liabilities or fixed amounts for a fixed income.

● Solving Funds The solution is a joint fund that forms its own portfolio to achieve a specific purpose such as retirement planning and children's education planning. It is a newly introduced joint venture with unique features, objectives and strategies.

Joint ventures to facilitate investments make it easier to invest in corporate savings or to raise capital to pay for future expenses, such as retirement, marriage or child education, etc. , as well as risks for investors, to strengthen a portfolio that produces higher yields in line with their expectations.

Retirement planning is a joint venture

Financial independence in the post-retirement period is one of the most sought after goals by millions of investors. To cater for retirement planning purposes, various AMCs in India have used equipment for these purposes in a simple, reliable and intelligent manner. All retirement funds follow a different strategy to increase financial capacity for those who have retired

Joint Retirement Funds aim to provide financial assistance to those who have retired by collecting money during the investor's earnings. These investments follow an aggressive investment style by selecting high-risk stocks in the portfolio where the investor is in the lower and leading category. With the retirement of almost 15 years away from such investors, high-risk stocks add value to the investment that allows for more money to build a retirement plan.

Children's fund

The Children's Fund aims to provide financial assistance to young people until their education is completed. Education in India is expensive every day and for the average person, it can be a daunting task to pay a lot of money for children’s education.

Mutual funds AMCs in India have organized joint ventures aimed primarily at financial planning for children's education and other financial needs for young people.

2. Listed Equity Investments

A company that adheres to ESG's high policy principles in addition to financial performance is called a Public Entity for investing in its equity shares and social investment excluding investments in tobacco, alcohol, weapons, gambling, nuclear power, Adult Entertainment (Pornography) , animal testing (cosmetics, chemicals or health), Abortion services and the production of birth control pills, Human Rights Abuse and Bad Diversity Practices, Environmental Destruction (Bad Pollution / Waste Disposal).

3. Exchange Traded fund

The Exchange Traded Fund is a security tracking index, commodity or sector similar to the index fund or sector portfolio but trades as an exchange stock and is similar to a near-term stock exchange that meets the daily price as they are traded and traded (https://www.bseindia.com).

An indicator designed to measure security that meets the investment process as a factor in ESG while maintaining risk and performance profile, commitment to mitigating the risks of climate change, greenhouse gas emissions can be considered social trade-offs.

4. Bonds - Fixed Income Investment:

Bonds are a fixed income that contains credit security provided by companies and governments to raise money. It can be traded on and off Counter. Bonds issued by companies that comply with ESG practices and social purpose can be called Public Bond Bonds.

Literature Survey

For the purpose of this Literature study, JSTOR data, Sage Journals, Google Scholar and Emerald insights are scanned using key words Investment Responsible, Impact Investing, Ethical Investing, Sustainable Investment, Social Responsible Investor, Corporate Social responsibility, Ethical fund, Environment Social Governance (ESG) and social development of articles and full papers published from 2001 to 2019 in the English language. Mitchell et al.'s Stakeholder Identification Framework (1997). The authors have implemented the application of stakeholder theory to corporate investors as the organization manages its participants and further sheds light on the potential sources of independent regulatory processes and stakeholder requests. Research has found that the legitimacy of an organization, its ability to use and general power and management standards are the hallmarks of the PRI's wisdom and its claim. (1947) describe the investment options of SR investors who are responsible for a sustainable investment in common assets and secondly a method that incorporates the dependence of the model on the choice of the old diversification portfolio as presented by Markowitz (1952, 1959). embracing Standing's (1997) discussion of "good firm", a set of broad-based staff-based approaches that can create SRI evaluation strategies for shareholders investing in reputable firms of corporate management. The MSCI Europe ESG index, while the comparative sample included the traditional listed shares The MSCI Europe index and event learning method was used using Fama et al. (1969) model for assessing market efficiency by responding to security price in relation to specific announcements. The study considered an unusual return on a company using a market model. (Yan. S., 2018) conducted research in the U.S. and Europe to determine whether a prominent financial concept complements or competes with the social concept in the development of SRI funds. The study found that the relationship between the mainstream financial concept and the social SRI concept goes from one to the other as competition is becoming more prevalent in society and its lucrative endings are easily taken into consideration by other negotiations — those of unions, religion, and green political parties. effects. (Kathrin Lesser, 2016) embraced the evidence of the best social security funds in common funds during market turmoil by acting as a crisis insurance provider by Nofsinger and Varma (2014) , Europe, and Asia-Pacific for the period 2000 to 2012. a variety of community-based investment assessment processes in the real estate community. The study examined a critical sample of 40 social grants in Italy and the corresponding SRI control framework to find out the methods, sub-methods, indicators, significance, and features of public investment investment in Real Estate. The study used the MCDA process to study the requirements for public investment investment strategies in Real Estate that provide performance reduction using the TOPSIS approach that effectively outlines appropriate and inappropriate projections and incorporating thought-provoking and repeated attempts for effective community-based and practical solutions. .

(Malla, 2017) measured the level at which Indian consumers are aware of the CSR and whether the CSR has an impact on actual purchases by Indian consumers. The study used data collected from a systematic questionnaire from 232 respondents and a simple sample method used to select samples. The study used descriptive statistics and multiple retrospective analyzes to assess the objectives for the study.

The study examined the following relationships:

• The relationship between the purpose of the consumer purchase (related to products made by public firms) and the actual conduct of the purchase.

• The relationship between consumer-oriented fidelity (in terms of products made by public-based firms) and actual purchasing behavior.

• The relationship between influence (due to products made by social media firms) to the consumer and the actual buying behavior.

(Nguyen, 2016) examined the factors influencing the desired percentage of private investors seeking to invest in social capital (SR) when creating a portfolio. The authors conducted a worldwide online survey in English, German and French to find indications that it is sufficient for most investors to have a certain amount of their budget invested appropriately.

The study found that most investors are satisfied with non-financial or ethical aspirations if a certain amount of their budget is invested in a sustainable manner and has a significant impact on determining the value of public investment in the individual. The study concluded that investors with a high volume of investment consider investing a much lower percentage of their portfolio in terms of morality and more non-financial investments people earn in SR investments do not depend on the type of security, be it equity or debt.

(Peifer, 2013) analyzed whether dual investors are loyal towards continued investment in socially responsible mutual fund than conventional fund despite of belief that it earns lower return on investment and factors driving fund loyalty among investors. The author surveyed with random sample of 499 investors of Mennonite Mutual Aid Praxis Mutual Funds (Socially Responsible mutual fund) to analyze investor behavior and attitude towards fund return.

The study found that dual investors are highly loyal towards socially responsible funds than conventional funds and perception of socially responsible funds underperforming than conventional funds is negatively associated with fund loyalty as informing ethical attributes of socially responsible investing does not result in variance of fund loyalty including screening valuation results is in positive association with fund loyalty. The study empirically demonstrated that ethical motivation is the most important driver for fund loyalty among investors. The author reported that long term investors are attracted towards ethical behavior of corporation determining the degree of corporate social responsibilities to be engaged.

The above-mentioned literature analyses investor behaviour, demand for mutual funds, effectiveness of socially responsible investment, impact of socially responsible investment on business models, roles and responsibilities of practitioners, link between job satisfaction and firm value. In contrast, this study undergoes a feasibility analysis of the risk and return relationship influencing investors for investing in selected socially responsible investment avenues. Also it influences researcher to conduct further research considering different alternatives to be Bonds, Exchange traded funds etc considering specifically to ethical funds, green funds, religious funds etc which is sustainable in the long run.

Research Problem Statement

Public investment strategies are very common in India. There are no effective ways for investors to target socially responsible investment. Investors find it difficult to choose how to invest depending on the risks and signs of recovery. To this end, the researcher has conducted a feasibility study of driving research to assess whether a major study can be made wisely in the field of socially responsible investment avenues like debentures etc considering specifically with green funds, ethical funds, religious funds etc which are sustainable in the economy for a longer period of time.

Research objectives

1. Analyze the relationship between risk and recovery of preferred social investment strategies for investors.
2. Determining the appropriateness of preferred investment strategies for investors with the help of predictive methods.

Hypothesis

The researcher developed two different perspectives on determining risk and the return relationship of preferred investment strategies for investors. In order to assess the suitability of the socially responsible investment strategies for investors, forecasting models are adopted.

Ha1: There is a link between risk and return of preferred public investment strategies

Ha2: There is a relationship between regression forecasting models and the choice of publicly targeted investment strategies for investors.

Research Method

The study is descriptive as it explores the various forms of socially responsible investment in the financial markets and it is analytical in nature as it determines the relationship between risk and return on preferred investment strategies. The proposed research helps the researcher to create a larger study field wisely and helps investors find those community-based investment strategies that help in the recovery and preservation of the social environment.

Data collection

The research is based on secondary information through books, magazines, newspapers, journals, online information, AMFI websites, SEBI reports etc., to achieve the objectives and vision of the research.

Sample Publicly Selected Investment Avenue:

In the current study, two alternative Socially responsible investment options were selected:

1. Mutual Funds
2. Equity Shares

Under Mutual's fund, four public investment funds are selected as follows:

1. Tata Ethical Fund -Direct Plan Dividend
2. SBI Magnum Equity ESG Fund- GENERAL PROGRAM - Growth
3. Taurus Ethical Fund-Direct Plan-Growth Option
4. Taurus Ethics Fund

Under Equity shares, three public investment funds in various fields such as insurance, software and engineering, design, construction have been selected as follows:

1. ICICI Prudential Life Insurance Co Ltd.
2. Infosys limited
3. Larsen & Toubro Ltd.

The sample size selected is seven socially responsible investment funds.

The following table shows in detail about how to invest and the names of the fund, benchmark, time and age.

Table 1. fund names along with benchmark, time period and years

Sl No	**Investment Avenue**	**Fund Name**	**Benchmark/NIFTY**	**Time Period**	**Years**
1	Mutual Fund	Tata Ethical Fund - Direct Plan Dividend	Nifty Shariah 500 Index	2014-2019	5

2	Mutual Fund	SBI Magnum Equity ESG Fund-REGULAR PLAN – Growth	NIFTY 100 ESG	2014-2019	5
3	Mutual Fund	Taurus Ethical Fund-Direct Plan-Growth Option	Nifty Shariah 500 Index	2014-2019	5
4	Mutual Fund	Taurus Ethical Fund	Nifty Shariah 500 Index	Apr18-Dec18	9 months
5	Shares - Insurance	ICICI Prudential Life Insurance Co Ltd.	Nifty MidLarge Cap	Oct 2016-Dec 18	2 Year 3 months
6	Shares - Software	Infosys Limited	Nifty MidLarge Cap	2014-2019	5
7	Shares Engineering, designing, construction	Larsen & Toubro Ltd	Nifty MidLarge Cap	2014-2019	5

Source: Own compilation using secondary data

Data Analysis and interpretation

After data collection, the Normality tests namely Kolmogorov-Smirnov and Shapiro-Wilk Test were used to determine whether the collected data were normal. Typical tests are performed using various mathematical tools to achieve the objectives and research hypothesis. Consolidation is used to identify risk and recovery relationships for selected public investment methods. The return model is used to determine the appropriateness of the investor's publicly targeted investment strategies.

Table 2. Tests of Normality

	risk	Kolmogorov-Smirnovi			Shapiro-Wilk		
		Statistic	Df	Sig.	Statistic	df	Sig.
return	.65	.279	3	.	.939	3	.525
	.74	.230	6	.200*	.885	6	.292
	.75	.260	2	.			
	.78	.412	4	.	.679	4	.006
	.87	.373	3	.	.780	3	.067
	.92	.260	2	.			
	.94	.260	2	.			

Source: Generated through SPSS

The table above represents the results of two well-known standardized tests, namely the Kolmogorov-Smirnov and the Shapiro-Wilk Test. Since the Sig value is greater than 0.05, the data is standard.

Hypothesis Test:

Goal 1 - Analyze the relationship between risk and recovery of investment-oriented public investment strategies.

The opening price and closing price of the NAV are considered to determine the risk and return of selected public investment strategies. The risks of selected public investment strategies are calculated by standard deviation (SD). Common deviations help to identify complete risks including the market volatility involved between the various preferred methods of public investment.

Integration is used to determine risk and relational relationships between selected investment strategies in the community.

Table 3 shows that the result of Pearson's interaction between risk and recovery is 0.330 which explains the positive relationship between risk and return. The 5 percent value level is determined by a specific hypothesis.

Ha1: There is a link between risk and return of preferred public investment strategies

From the merger table (Table 3), it can be interpreted that there is a positive relationship between risk and return.

Table 3. Correlation analysis between risk and return of selected socially responsible investment avenues

		Return	Beta
Return	Pearson Correlation	1	.130*
	Sig. (2-tailed)		.017
	N	336	336

Beta	Pearson Correlation	.130*	1
	Sig. (2-tailed)	.017	
	N	336	336
*. Correlation is significant at the 0.05 level (2-tailed). Source: Generated through SPSS			

The critical number of two-tailed risk assessments and reversals is less than 0.05 which translates to a correlation between risk and the return on investment-oriented investment strategies. Therefore, the critical value of the combination of risk and recovery is 0.017 and therefore, Ha1 was adopted. The positive relationship between risk and recovery proves that as risk increases and returns increase.

Goal 2: Determine the effectiveness of selected investment strategies for investors with the help of forecasting methods.

In the regression model, there are dependent and independent variations. In the present study, recurrence is a dependent variability and risk for independent variability. Therefore, the regression equation is Y = a + bx whereas a is inconsistent and b is an error. Therefore, in some studies, continuous variability is dangerous. In the retrospective model (Table 4), the value of R is 0.665 which determines the correlation between risk values and recoverable values. The value of 0.665 defines a positive relationship between risks and recovery rates. R2 is 0.442 which means that the line reversal has a difference of 44.2 percent in the data surrounding the values used.

Table 4. Regression Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.665	0.332	0.425	0.32256

a. Predictors: (Constant), SD

Table 5. Coefficients model for risk and return relationship

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.011	.206		1.644	.000
	SD	.453	.445	.651	5.018	.000
a. Dependent Variable: Returns Source: Generated through SPSS						

The adjusted value of R2 is 0.332 and the standard error value is 0.322 which helps to determine errors in visual and predictable data sets. Table 5 shows that the coefficient of risk is estimated to be 0.453 from the given return value. 5 percent of the value level is determined by a different value.

Ha2: There is a relationship between regression forecasting models and community-based investment options.

In the given coefficient Table, the critical number of two-tailed risk assessments and returns is less than 0.05, which translates into a retrospective model that is an appropriate model for predicting community-based investment strategies for investors. The critical value of the retrospective model is 0.000 therefore, Ha2 was adopted. Therefore, it can be interpreted that the return forecast model is suitable for the selection of publicly targeted investment strategies for investors.

Findings

A feasibility study was conducted to identify the risk and corrective relationships between selected investment strategies in the community. The study found that there is a positive relationship between risk and return on preferred social investment strategies which proves that as risk increases returns increase. The study also found that there is a relationship between repetitive prediction models and the choice of investment-oriented investment strategies. It can, therefore, be interpreted that the predicting retreat model is appropriate for the choice of publicly targeted investment strategies for investors.

The conclusion

In today's world of sustainability, investors are keen to look at sustainable investment strategies that offer the benefits of financial return and make long-term environmental benefits. The current study helps to understand the different types of investment strategies that cater to the community. People invest a lot of their money in ethics, green funds, religious funds, environmental funds, value-added funds and social funds that help make the environmental, financial and social process more sustainable. Social investment strategies transform all investors into the work ethic, making the social and financial environment sustainable for a long time that helps to grow the Indian economy and social system. Investors and fund managers create positions of various types of community-based investment strategies that help differentiate risk and increase profits. Investors and fund managers prefer those investment companies that have a positive impact and attitude towards the social environment.

Scope of further research

Investors in today's economy need to invest their money in a sustainable and environmentally friendly environment. The researcher may look at other social investment options such as existing ones, stocks in various fields etc. Research can be done in a donation fund, green funds, ethics funds etc. . The study can accept different types of forecasts to evaluate and determine which model is most suitable for predicting selected funds. A researcher can also do research by creating an investment portfolio based on risk and return. Comparisons between general and public funds can also be made. This study analyzes the feasibility of a few selected public investment funds from Mutual funds and equity shares in the insurance industry, software and engineering industry, construction and construction industry. This study was conducted as a pilot study using the integration and retrospective model to determine whether a major study could be conducted in the same field using different alternatives such as choosing a different industry, different investment methods such as securities etc. Public investment can grow rapidly and investors can invest in savings in these ways so that the economy can sustain itself in the long run.

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