

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

“TITLE”

**A STUDY ON IMPACT OF SOCIAL MEDIA MARKETING AT MUDRABIZ
FINANCE**

SUBMITTED BY:

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B.com (Honours) VI Semester

PROJECT GUIDE:

Dr. Ranjana sahu



Shiksha Mandal, Wardha's
G.S. College of Commerce & Economics

MUDRABIZ FINANCE COMPANY

Since 2014



Date: 18-08-2022

To Whomsoever it May Concern,

This is to certify that Miss/Mr **EKTA DHARMENDRA VERMA** has undergone Experience training and undertaken the Internship work with us **Mudrabiz Finance Company** in the field of **Social Media Marketing** for Project titled To **Study Social Media Marketing** for the period of **3 month**.

In pursuance of the work, she/he was sincere and punctual and her/his conduct was found very well.

Sincerely



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Managing Director

It Takes Money To Make Money

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NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

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CERTIFICATE

This is to certify that the said internship project report titled “A study on Impact of Social Marketing at Mudrabiz Finance” has been completed & submitted by Miss. Ekta Dharmendra Verma as a part of partial fulfilment of mandatory requirement for the degree of B.Com. (Honours) at G.S. College of Commerce & Economics, Nagpur for the Academic Year 2022-2023 under the able guidance of Dr.Ranjana Sahu.

Date: 12/04/23

Place: Nagpur

Ranjana

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Project Guide

Ranjana

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ACKNOWLEDGEMENT

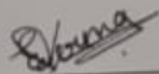
First and foremost, I would like to express my sincere gratitude to the Principal, Dr. S.S. Kathaley of G.S College of Commerce & Economics, Nagpur for having given me the opportunity to undertake my internship at MUDRABIZ FINANCE COMPANY. I am grateful to Prof. Chinmayee Sawant Desai, MUDRABIZ FINANCE COMPANY for considering me for the internship in her esteemed organisation.

I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to MUDRABIZ FINANCE COMPANY for giving me an exposure to learn and grow on a platform.

I would like to express my deepest appreciation to Dr. Ranjana Sahu (Coordinator of B. com honours) for the guidance and teachings. I would like to thank Dr. Ranjana Sahu , B. Com (Honours), who guided and helped me throughout the duration of the internship & the project completion. A special thanks to college library for the outmost knowledge provided to us on regular basis.

Date : 12/04/23

Place : Nagpur



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ACKNOWLEDGEMENT OF COMPANY

The internship opportunity I had Mudrabiz Finance Company was a great chance For learning and professional development. I would like to take this opportunity to Express my profound gratitude and deep regards to my Company Guides – Ms. Chinmayi Sawant Desai Ma'am, Tanushree Kanike Ma'am, Prajakta Mude Ma'am For their exemplary guidance, valuable feedback and constant encouragement Throughout the duration of the Internship. Their valuable suggestions were of Immense help throughout my Internship. Their positive criticism kept me working Under them was an extremely knowledgeable experience for me.

I would also like to give my since gratitude to all the friends and colleagues Who co-operated with me during this internship.

Name- Ekta D. Verma

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ABOUT INTERSHIP

1. What is Internship Program?

It is a period of work experience offered by an organization for a limited period of time. Interns may be high school students, college and university graduates or post-graduate adults. An internship enables you to gain first-hand exposure of working in the real world. It also allows students to harness the skill, knowledge and theoretical practice they learnt in university. A period of time during which a student works for a company or organization in order to get experienced of a particular type of work. The business students often do an internship during their long vacation in e-commerce companies.

2. Why doing Internship Program?

Internship Program helps to create a professional network that can assist with letter of recommendation or lead to future employment opportunity. It provides students the ability to participate in a field of their choice to receive hand on learning about particular future career, preparing them full time work. This might be the most important benefit of the Internship. Build your confidence. The Internship gives you the chance to build your stores, so that when you're ready to go on that job interview, you have the skills, the experience, the desire and the confidence to make it happen.

a. Importance and Benefits of Internship Program:

Importance:

- Discover the real world.
- Create your network.
- Top up resume.
- Test your career plan.
- Earn university credit.

Benefits:

- Actual work experience.
- Application of knowledge.
- Network with professional.
- Field experience.
- Boost in understanding of how jobs work.

b. My experience in 90 days:

- How to design professional graphics (I.e. Images and videos).
- Knowledge about eye-catching and attractive banner designing.
- How to boost leads through social media by creating and uploading posts on it.
- I have faced some rejection at the time of generating the leads.
- Faced challenges at the time of videos and images creation.
- I also experience that some people are rude, some people are talk calmly.

CHAPTER
1
INTRODUCTION

PROJECT TITLE: STUDY ON IMPACT OF SOCIAL MEDIA MARKETING AT MUDRABIZ FINANCE COMPANY

INTERNSHIP COMPANY INTRODUCTION:

1.1 COMPANY PROFILE:



Introduction:

- Mudrabiz Finance is India's premier "Finance Services". Company, with over years of experience in helping people protect and grow their wealth.
- We've helped to create more capital than any other firms in India. But it is our deep personal relationship with clients that truly set us apart.
- No other firms can match the depth of our experience and our dedication to personal service. The markets may fluctuate, but our dependability never does.

- With, Headquarters in PUNE, INDIA. Since 2014, we have assisted our valuable customers to take better business and investment decision- in India and across the Globe.
- We educate the youth of the nation to be better finance professionals and provide them great opportunities with their careers.
- **Achievements:** 10000+ free education in Covid, Marked amongst top 5 finance companies in PUNE.
- **Revenue:** \$5 Million.
- **Contact:** 8983311444.
- **Website:** www.mudrabiz.com
- **Employee:** < 25.
- **Mudrabiz's Tech Stack:** The technologies that are used by Mudrabiz are: GoDaddy DNS, Font Awesome, Microsoft IIS, Plesk.

1.2 VISIONS AND MISSION OF MUDRABIZ FINANCE COMPANY:

Visions:

Visions is to Educate the Nation and Awesome in the field of Stock Banking.

Missions:

Mission is to safeguard investors Internet and provides maximum exposure to the youth in the field of Stock markets.

1.3 SERVICES OF MUDRABIZ FINANCE COMPANY:

1. STOCK BROKING:

Stock broking is a service which gives retail and institutional investors the opportunity to buy and sell equities. Stock brokers will trade shares both on exchange and over- the-counter, dependent on where they can find the best price and liquidity. A Stock Broker is a regulated broker, broker- dealer, or registered investment advisor (in the United

States) who may provide financial advisory and investment management services and execute transactions such as the purchase or sale of stocks and other investments to financial markets participants in return for a commission, markup, or fee, which could be based on a flat rate, percentage of assets or hourly rate. The term also refers to financial companies, offering such services.

Choose from a wide range of investment options, products and services, to build a portfolio that will fulfil your goals with ease.

- **Equity-** Long- term wealth generation.

Equity Long term means a holding period of more than one year from the date of purchase. Long- term capital gains are the profits earned on the sale of listed equity shares. Some types of long-term equity include:

1. Stocks.
2. Life Insurance.
3. Mutual funds.
4. Index funds, etc.



- **Derivatives-** High profits at a low cost.

Derivatives are financial instruments which typically express a leveraged view on an underlying security or trade idea. Therefore, unless purely used for hedging purposes, derivatives trading can be highly profitable if the investment thesis works out. Higher liquidity means lower transaction costs. Lower transaction costs can also derive from the fact that trading a future on an index.



- **Commodity-** An exciting opportunity to enhance your portfolio.

Commodity funds invest in raw materials or primary agricultural products, known as commodities. These funds invest in precious metals, such as gold and silver, energy resources, such as oil and natural gas, and agricultural goods, such as wheat. Allocating some of your portfolio to commodities is recommended by many experts as it is seen as a diversified assets class.

Allocating some of your portfolio to commodities is recommended by many experts as it is seen as a diversifier asset class. Moreover, some commodities tend to be a good hedge against inflation, such precious metals and energy products.



- **Mutual Funds-** Portfolio diversification for investors.

Mutual funds

Mutual funds may be a good investment for anyone looking for diversification in their portfolios. Learn whether mutual funds can be the right investment for you. Mutual funds offer diversification and convenience at a low cost, but whether to invest in them depends on your individual situation. It is one way to balance risk and reward in your investment portfolio by diversifying your assets. Diversification is the practice of spreading your exposure to any one type of assets is limited.



- **Currency-** Portfolio with a global assets.

This currency portfolio is constructed based on the currencies in which foreign assets are priced and the weights of those assets, which can include equities, bonds, private market assets, real estate, etc. Global portfolio management or foreign markets rather than from the domestic ones. The assets grouping in GPM mainly focuses on securities. The global portfolio is a fund of funds, which goal is long-term capital appreciation by investing in equity funds that invest in companies listed on global stock markets.



ADVISORY:



- Our advisory basically provides the recommendations for Stocks-Cash and F&O traded in NSE and commodities bullion, metals and agro-commodities traded in MCX, NCDEX.
- We work with various kinds of strategies to delight the customers by providing continues profit in the market.
- We offer diversified range of services as per the investments of an investor, trader and broker.
- We strictly follow the basic principles of the investment.

EDUCATION:



- Mudrabiz have taken bold steps to empower the state's youth with financial knowledge that will lead to future stability and success in homes and the economy.
- We are empowering the youth to emerge strong in the field of finance. With 250+ Successful placement record we have a target to generate more awareness about Capital Markets believing it to be a major source of economy.
- From a trading perspective, exposure to live trading in equity, derivative, currency and commodity would be provided.
- In Mudrabiz we don't only educate you but also provide you with a unique 100% JOB GUARANTEE, Securing your careers.
- Become a complete Financial Markets Professional with us:

Our Modules:

- Basic module.
- Standard module.
- Advanced module.
- Professional module.

PLACEMENT:

Banking and finance have come up as one of main industries that are in need of high intellect and is seeing growth rate that is faster than ever before.

Further, with overall industrial as well as economic development, there is also need of handling the funds that rapidly changed hands and find way through banking and finance institutions, thus making this industry sector as a hub of all commercial activities as well as basis of every business.



Our unique 100% job guarantee assures you that placement is on your way for sure.

1.4 Topic Introduction

Social media is primarily internet or cellular phone based applications and tools to share information among people. It expedites conversation and connection among people. It includes popular networking websites, like face book and twitter; as well as bookmarking sites like Digg or Reditt and uses web page technology. Initially social media may have begun for social engagement, but the commercial value soon became apparent and it has become the marketers new best friend too. As social media use become popular and number of social media users has increased more than the population of some of the countries, marketers have had to seriously alter their game plan to take this shift in the media landscape into account. The industry is rewriting its conventional strategies and transforming the basic campaigning structure. Social media once devoid of any commercial content has had such a significant impact on the marketing industry?

Marketing before Social Media

Social media has evolved over time and its user's base has increased even more than the population of some of the countries. During 1930's news papers and magazines was the media choice. P&G was the first company to use print media advertisement. 1950's is known as TV commercial age which leads to marketer's inclination towards electronic media advertisements. In 1960's corporate social responsibility concept came into existence. During 1970's computer was born and logo, credit card and direct marketing, media research, payroll, visa card and master cards etc. find the application. Cable TV was introduced during 1980's and it has changed the landscape of advertising media. With the launch of World Wide Web i.e. www. AT&T was first company to use modern media for marketing.

Evolution of Social Media

Early pioneers of social media were

- User net (1979)
- Bulletin Board System (1979)
- Online Service (early to mid 1980's)
- CompuServe (1980)
- AOL (1983)

□ Genie (1985)

□ Internet Relay Chat (1988)

□ ICQ (mid 1990) Early Social Networks were - Dating Sites - Online Forms - 1. First true social networks were

□ Six Degrees (1997) □ Asian Avenue, MiGente, Black Planet (1997-2001) 2. Live Journal (1999) 3. Massive Multiplayer Online, Role Playing Games (MMORPGS) (Early 2000)

Impact of social media on marketing

As marketers are always interested to grab the attention of the consumer. People have embraced new media and technologies to such an extent like smart phone etc. has given marketers the opportunity to reach consumers in a 24/7 capacity through a variety of mediums. It enhances the chances of messaging being seen. Therefore it is obvious to allure the marketers towards social media. Traditional campaigning approaches are overshadowed not only by rising social media but also due to increasing difficulty to create an outstanding campaign due to very competitive market.

The problem lies with the change in the consumer's mindset. Social media has led to a culture of active engagement, immediate access to anyone and for anything and constant communication. This is of course something that the traditional advertisement and other marketing methods could not ever achieve. Whereas social media like Face book page, Twitter and YouTube etc.

Growing popularity of social media compelled the marketers to think about this media along with traditional functional areas of marketing. Social media is based primarily on internet or cellular phone based applications and tools to share information among people.

Impact of social media on marketing can be judged by comparing marketing before the social media and marketing after the introduction of social media and type of technologies used in social media

3.1 SWOT ANALYSIS:

- **Strengths :**
 - Mudrabiz Finance Company has a number of services in one platform.
 - It creates more capital than any other firms in India.
 - Mudrabiz has taken bold steps to empower the state's youth with financial knowledge that will lead to future stability and success in homes and the economy.

- **Weakness:**
 - There are number of competitors in these fields so then some candidates will divert.
 - Losing market share to your competition or unaware positions in marketplace.

- **Opportunities:**
 - Providing stock broking.
 - 100% placement, no. of education modules, Career counseling, etc.
 - Wide range of investment options, products and services to build your financial goals with ease.

- **Threats:**
 - Increase competition.
 - Some market risks.

2.1 OBJECTIVES OF STUDY:

Social media campaigns should allow you to meet your marketing objectives reliably. Here are four goals you can set as a social media marketer:

1. Create and curate content

To stay afloat as a social media marketer, you need to invest time in content creation and curation. Know your audience well. Be ready to do content marketing day in and day out. This means knowing when to show off your own content and when to highlight someone else's—perhaps praising your own product, service, or content, too.

2. Drive traffic.

Since social media users interact with major social media sites so often, using these platforms to direct traffic to your own site can really help boost your overall engagement and sales of new products.

3. Encourage lead generation.

Potential customers are also potential social media followers. Tailor your social strategy and marketing efforts toward creating social media content people love to share with their friends and family. If their loved ones give you a follow, you've just earned the ability to market to them directly, too—without any buffer—for the foreseeable future.

4. . Increase brand awareness

Your social media presence is where you have a real-time opportunity to define your brand hour by hour, minute by minute, even second by second. Each social media post you put up does more to help acquaint people with your brand's unique personality.

Tips for Creating a Social Media Marketing Plan

1. Check social media metrics.

There are a wide array of social media analytics tools that enable you to gauge things like competitive analysis—how you’re performing in relation to other rival brands—and engagement rate—how, why, when, and which kinds of people are engaging with your content. This sort of “social listening” is one of the main reasons social media has proven to be such an exciting and effective new marketing tool.

2. Define your target market

Social media marketing allows you to target your most active users and attempt to grow that base as well. See which demographics you’re appealing to and find out what appeals to them. For example, if you’re marketing to millennials on social media, you should take a different approach than you would if your target market were Gen Xers.

3. Encourage sharing.

By definition, social media is about sharing. Cater your content so that it suggests reposting. Use hashtags when it feels appropriate, but also do your best to create content strong enough that it can stand on its own.

4. Optimize your content.

Do everything you can to make your content as viral and sticky as possible. Consider which hashtags are trending, as well as the memes and talking points making their way through online discourse. Use SEO (search engine optimization) to stay on top of search engine algorithms, too.

5. Use click-through ads.

Seize upon the fact you can use social media advertising to lead directly into an ecommerce experience that gives your users an opportunity to buy, subscribe, or engage with you in some other way.

2.2 IMPORTANCE / NEED OF STUDY

Man is a social animal. We all like to be surrounded by our loved ones and get connected to as many of our known ones as possible. Below is the importance of social media for individuals.

- To stay connected with friends and family: The utmost importance of social media is that it helps in staying in touch with our loved ones. You get to know what are your friends or family doing. Even without meeting up too often, social media helps in creating and sustaining that emotional bond.
- To share your life: Social media is a great place to share your life events. You can share your photos, videos, stories on the platform. Your virtual avatar is nowadays perceived to be the real you. Since, sharing about your achievements, your happiness, sorrow, makes you feel that you have people who are ready to listen to you. This makes you feel less lonely.
- To stay updated with current news and events: Most of us use social media to stay up to date about current events and news. Social media also helps us in giving some insights on current topics. In fact, breaking news these days are spread vigorously through Twitter and WhatsApp. Also, any new development in your interest areas like science and technology, food, lifestyle, fashion, etc. Are learned through this medium.
- To share opinion or feedback: These days, if you would want to buy something, you generally look for customer reviews or feedback. Product or service reviews are easily available on social media to make informed decisions. Social media is a great place to learn about others' opinions as well as share your own. Your feedback, good or bad can be shared easily through social media. A lot of businesses now have a designated social media team. This team responds to customer queries and grievances that are channeled via a social media platform.

- To find new people or friends: With more and more people joining social media, it allows you to make new friends, meet new people from any corner of the world.
- To find entertaining content: The web space is filled with content from various genres. Social media sites are the most commonplace to get these contents based on your interest. It helps you in finding content that is entertaining and gives you a break from your daily activities. It has now become a source of entertainment.

- **Brand building**

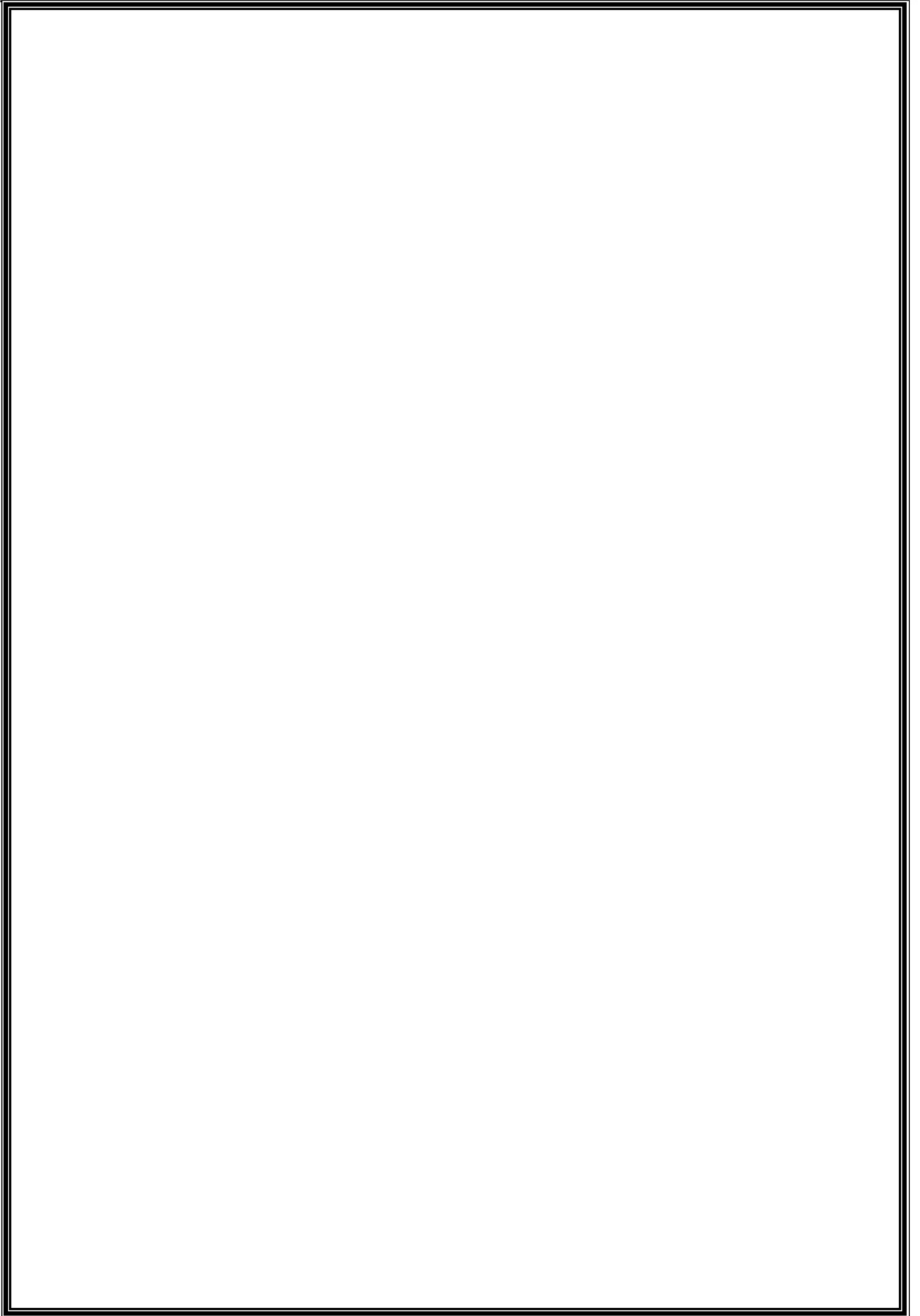
To build a brand: Considering almost half of the world's population is now on social media, it is definitely one of the best places to build a brand name for your business. Continuous customer engagement helps in building and strengthening the brand-building process. Businesses can build their own brand identity as per their niche and give a human voice to it. Social media can help create a human connection with the brand. Businesses these days understand that many customers connect with the emotional value behind the brand or products. So, many brands introduce the people who make up their company. This is one of the many ways through which the humanizing of brands are done through social media.

- **Growth**

To generate lead: Social media helps in the easy generation of leads as the platforms consist of both; customers as well as potential customers. Social media is the best way to tap into the customers irrespective of region, location, and varied taste preferences. Also, the cross-selling of products to an already existing customer is easier through social media. Since there is huge data available based on customer preference, lead generation is done sometimes through mass communication or based on the target audience.

- **Communication**

To boast about achievement: On achieving an award or any other kind of success, sharing it with your customers is very important. This reinforces customers' faith in the brand and attracts more customers. Customers always want to be associated with a brand or entity which is successful or is achieving success. Tell them about your success story or a landmark achievement.



CHAPTER
2
PROJECT
OVERVIEW

2.3 LIMITATIONS OF STUDY:

Some of the most detrimental disadvantages of social media are as follows –

1. Trouble with privacy

The trouble with privacy is arguably one of the most significantly experienced disadvantages when listing the advantages and disadvantages of social media. Tweeting inappropriate information, sharing too much of your everyday life with a large audience, or unknowingly sharing your online location are some of the disadvantages of frequent social media usage.

It is also important to note that security agencies worldwide have access to all the information you post on social media platforms. As a result, your privacy is almost always compromised.

2. Lack of emotional connect

Social media has become a significant hindrance to socio-emotional connections. The quality of conversation on social media can often be unpleasant because it is difficult to sense interest or emotion from another person.

Additionally, the celebration of special occasions and relationship milestones has a limit to sharing messages on social media platforms.

As a result, the emotional connection continues to decrease with increased social media usage. This is primarily because emotions & feelings are not easily expressed with simple text messages.

3. Cyberbullying

Cyberbullying is one of the worst aspects of regular social media usage, topping the list of disadvantages associated with the same.

Bullying that takes place online on social media platforms is cyberbullying. It uses false social media accounts to psychologically disturb or tease victims.

False social media accounts are often untraceable. Bullying happens via sending derogatory material (such as photographs and videos) and inappropriate text messages.

Being aware of this disadvantage is crucial when navigating an online presence.

4. Negative feedback for brands

People often look to social media to post content that they love. However, they also use it for poor experiences. This makes for one of the most noted disadvantages in our list of advantages & disadvantages of social media.

Therefore, if you have a business and someone has a negative experience with your brand, social media allows them to share the same with others. This can significantly reduce conversion, especially if feedback is shared across different platforms.

Negative feedback also contributes to the reviews that are on your webpage. People often look at reviews and read the negative experiences when becoming familiar with your brand and what it offers.

5. Decrease in quick-witted skill

Social media has disastrously impacted the quality of real-time face-to-face conversations with your loved ones.

Quick-witted skill is thinking fast and responding in significantly shorter periods. However, on social media, a lot of time is spent crafting responses to comments or posting relevant content.

As a result, there has been a significant decrease in quick-witted skills, contributing to the quality of your conversations. The quick-witted skill also directly affects how you respond to sudden changes in your physical and emotional environment.

2.4 SCOPE OF STUDY:

Social media has given birth to many careers, propaganda, and positivity. As a sector, social media marketing has gained immense growth in India in recent times pertaining to the fact that social media platforms enable marketers to engage and connect potential customers. They can engage their audience with a strong social media strategy and the ability to create engaging content. Social media has become a valuable communication tool for creating, spreading, and sharing information with others locally as well as worldwide. Consequently, there's a tremendous scope of social media marketing in India in 2022.

By and large, SMM refers to the methods targeting social networks and applications so as to spread brand awareness and promote specific products. Moreover, its campaigns usually revolve around establishing a social media presence on major platforms and creating shareable content and advertisement.

Owing to the numerous benefits it provides, it has become one of the fastest-growing career opportunities especially because of the increasing number of businesses growing their online presence. Therefore, it is a high-responsibility job that comes with an above-average paycheck which makes it a career worthy possessing in 2022 and the coming future. In this blog, we'll look more into the details of this sector and would see what is the scope of social media marketing in India in 2022?

Skills Required

In order to become a proficient social media marketing professional, it is advised for you to possess the following skills and abilities-

- Communication skills
- Creative thinking
- Project management
- Marketing skills
- Flexibility
- Writing skills
- Content

CHAPTER
3
ANALYSIS AND
OUTCOMES
LEARNING AS AN
INTERN

WEEKLY LEARNING :

- **Week 1 & 2:** In a week one and two they provide me training. In that training program they will guide me on how to create professional graphics and how to posting on different sites like LinkedIn, Apna, etc.
- **Week 3 & 4:** In week three and four how to make an attractive posters and videos by comedy scene, I did post on different sites and finding leads through different posting sites.
- **Week 5:** In week five prepares power point presentations on Mudrabiz services and explains it in the meeting by end of the week.
- **Week 6 & 7:** In week six and seven I shared the leads which I have generated from social media to the team leader.
- **Week 8 & 9:** Makes attractive and Eye-catching videos and shared it to team leader.
- **Week 10:** In week ten I gave brief job details to candidates via calling. In calling I talked to different types of candidates like some candidates are rude, some are calm. My experience in week ten is how to talk with different types of people and handle the situation very calmly.
- **Week 11 & 12 :** In week eleven and twelve collected forms from candidates for training session of equity dealer.

OVERALL LEARNING :

➤ Strategic social media marketing services is a great place to Work as a freshman like me, they provide training. My guide Always provides me with information about how the work Company.

➤ Because of social media marketing I discover new ideas and Trends, connect with existing and new audiences in deeper Ways, bring attention and traffic to your work. Build, craft And enhance your brand.

➤ Beautiful of Strategic social media marketing internship, I Know how to post jobs online, tackle the situation calmly and How to talk with different peoples.

➤ In my 90 days of working, I have learned how to create Professional videos and images, talk to different types of People, some are corporate people and others are students Who need an opportunity to seek a job.

➤ Here are 6 of them I got to learn during an internship:

Team work.

Work Ethics.

Adaptability skills.

Communication Skills.

Responsibility.

Time Management.

Observations:

- During the IP, it is being observed that the talent search Industry is the fastest growing industry. It is now transformed From traditional to the technological approach.

- Getting right talent on right time is the key to success for any Organization.

- Also observed that most of the academic freshman only put Their efforts on regular course curriculum but a lot of gaps Identified in a personal development like poor English, verbal And written communication, interview skills and lack of Information of general awareness.

MY POSTERS WORK IN INTERNSHIP:



**FOR
INTERNSHIP**

- ◆ DURATION 4 WEEKS + 90 DAYS INTERNSHIP PROGRAM.
- ◆ 2 WEEKS FUNDAMENTAL + 2 WEEKS TECHNICAL.
- ◆ INCLUSION THEORY & PRACTICAL (LIVE MARKET).
- ◆ SALARY RS 15,000 TO RS 20,000.
- ◆ TRAINING CERTIFICATE & INTERNSHIP LETTER.
- ◆ LOCATION PREFERENCE FOR PLACEMENT I.E NEAREST METRO OR NEAREST LOCATION POSSIBLE.
- ◆ PERFORMANCE BASED STIPEND UPTO RS 10,000 PM ON TASK COMPLETION.
- ◆ INCLUDES PANEL INTERVIEW.
- ◆ 100% JOB GUARANTEE ON NISM-8 CLEARANCE.
- ◆ JOB PROFILE: DMAT GENERATION, KYA, EQUITY DEALER, RELATIONSHIP MANAGER, FINANCIAL ADVISOR.
- ◆ FEES RS 35,000/-.

BENEFITS

- MONEY BACK GUARANTEE
- CONDITIONAL OFFER LETTER
- DISCOUNT ON SPOT RESIGNATION
- NO COST EMI

Mudrablz
Takes Money To Make Money



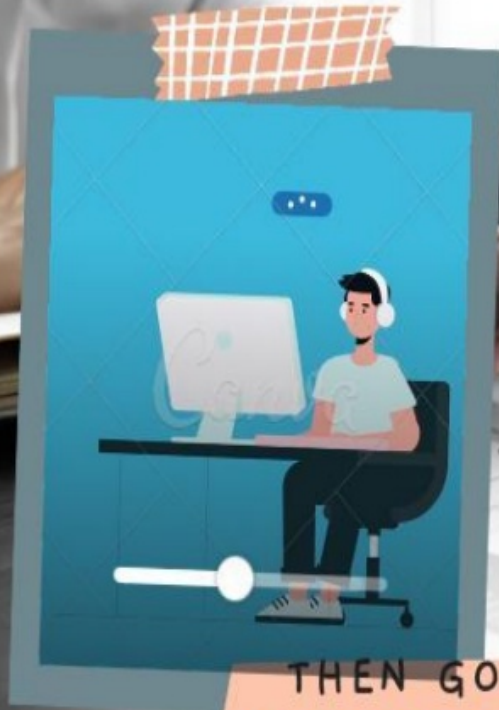
**🎓 DURATION 4 WEEKS + 90 DAYS
INTERNSHIP PROGRAM**

**🎓 2 WEEKS FUNDAMENTAL + 2
WEEKS TECHNICAL**

**🎓 INCLUSION THEORY AND
PRACTICAL (LIVE MARKET)**



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Takes Money To Make Money

Observations:

➤ During the IP, it is being observed that the talent search Industry is the fastest growing industry. It is now transformed From traditional to the technological approach.

➤ Getting right talent on right time is the key to success for any Organization.

➤ Also observed that most of the academic freshman only put Their efforts on regular course curriculum but a lot of gaps

Identified in a personal development like poor English, verbal And written communication, interview skills and lack of Information of general awareness.

CHAPTER
4
CONCLUSION
AND
SUGGESTIONS

Conclusion:

- Social Media Marketing plays a significant role in Organizations.

- In fact, the true potential of an organization can only be Realized when the productivity level of all individuals and Teams are fully aligned, committed and energized to Successfully accomplish the goals of the organization.

- Thus, the objective of every company should be to improve The desire of employees to stay in the relationship they have With the company.

- These internships gave us the opportunity to understand the Things of particular Era.

Suggestions :

How to deal with the negative effects of social media

Socializing is a vital part of our lives — it helps us feel more connected and create community. When we're apart, using social media makes it easier to stay in touch and maintain those connections. It has other benefits, too, such as allowing us to practice social skills in a low-stakes environment, find new friends through shared interests, and preserve memories. But we all know that social media isn't without its downsides.

Many of us can relate to losing track of time or feeling unmotivated after a mindless scroll. And it's easy to feel [lonely](#) when we're only communicating virtually, or worse, we might feel a sense of low self-worth in comparison to the pictures of perfection we see online — whether they represent reality or not.

If you're hoping to establish a healthier relationship with social media, understanding the impact it has on conditions like loneliness or [anxiety](#) is key. With this knowledge, we can learn how to take a mindful approach to social media use, gaining greater control over our digital behaviors and feeling less controlled by them in our real lives.

CHAPTER
5
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