

INTERNSHIP PROJECT REPORT

Academic Year 2022-2023

“A study on impact of content writing on creating awareness of financial planning in society”

SUBMITTED BY:

ADITYA RADHEKRISHNA VERMA

B.com (Honours) VI Semester

PROJECT GUIDE:

Dr. Ranjana Sahu



Shiksha Mandal, Wardha's

G.S. College of Commerce & Economics Nagpur

NAAC Accredited 'A' Grade Autonomous Institution

Certificate of Internship

INTERNSHIP CERTIFICATE

05.07.2021 - 05.10.2021



*This is to certify that Mr. Aditya Radhekrishna Verma
has successfully completed the internship program in
Content Writing at SuccessR Hrtech Pvt Ltd.*

A handwritten signature in black ink that reads "Pise" with a stylized flourish.

TEJASVINI PISE

Co founder and
managing director

Recommendation letter.



Your Way to Success

Letter of Recommendation

I highly recommend Mr. Aditya Radhekrishna Verma as a candidate for employment. He was employed as a Content Writer Intern with SuccessR Hrtech Pvt Ltd from 5th July 2021 to 5th October 2021. He was responsible for the content and blogs for the company.

He has excellent communication skills. In addition, he is extremely organized, reliable, and computer literate. He can work independently and is able to follow through to ensure that the work gets done. He is flexible and willing to work on any project that is assigned to him. He was quick to volunteer to assist in other areas of company operations as well.

He would be a tremendous asset to your company and has a highest recommendation. If you have any further questions to his background or qualifications, please get in touch with me.

Sincerely,

A handwritten signature in black ink that reads "Pise" with a stylized flourish.

Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

info@successr.in or tejasvini@successr.in

SuccessR HR Tech Pvt Ltd

05.10.2021

To Whomsoever It May Concern

This is to certify that Mr. Aditya Radhekrishna Verma completed his internship as a Content writer intern in our organization from SuccessR HR Tech Pvt Ltd.

Duration of Internship-5th July 2021 to 5th October 2021.

We found him sincere, punctual and result oriented and wish success in career.

Sincerely,



Tejasvini Pise

Director, Co-founder and Head of Corporate Acquisition

SuccessR HR Tech PvtLtd

05.10.2021



Shiksha Mandal, Wardha's
G. S. COLLEGE OF COMMERCE & ECONOMICS
(AUTONOMOUS)

NAAC ACCREDITED 'A' GRADE INSTITUTION

(Affiliated to RTM Nagpur University)

A Hindi Linguistic Minority Institution

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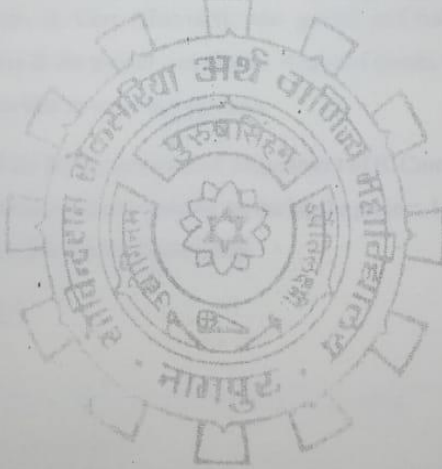
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CERTIFICATE

This is to certify that the said internship project report titled “A Study on Impact of Content writing on creating awareness of financial planning in society” has been completed & submitted by **Mr. Aditya Radheykrishna Verma** as a part of partial fulfillment of the 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: 12/4/2023

Place: Nagpur



Ranjana
Dr. Ranjana Sahu
Project Guide

Ranjana
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Coordinator

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G. S. College of Commerce
& Economics, Nagpur.



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 SuccessR. I am grateful to Ms. Tejaswini Pise Director, SuccessR pvt ltd 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 SuccessR Pvt Ltd. 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 Prof. Pooja Shukla, Prof. Komal Kale Assistant Professor, 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 utmost knowledge provided to us on regular basis.

I am also thankful to all the faculty members of Department of B. Com (Honours), G.S College of Commerce and Economics, Nagpur helping me during the project. I would also like to thanks my parents and almighty god for this opportunity

Date: 12/04/2023

Place: Nagpur

Aditya V.

Signature of Student

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CHAPTER-1

1.1 Company Profile

SuccessR HR Tech Pvt Ltd



SuccessR is a start-up company that provides agency outsourcing services of procurement and talent acquisition to different businesses. It helps to speed up the career and HR activities of MNCs and start-ups by providing concentrated HR services ranging from recruitment, selection, job profiling, HR planning, talent acquisition, training and development, job switching, HR software development and human resource management. Apart from this, they also offer consultancy and advisory services to help businesses optimize their human resource department.

The company's 9roadcastted motive is -

“Identifying and engaging the right people. That is what we do. But only if those people truly represent the answer to the question. The real question is rarely: who are you looking for? But often: where do you want your company to go? We chase the questions behind the question and help you to develop a sustainable talent strategy”

OUR MISSION

We're on a mission to improve the impact of human resources in organizations through sustainable talent acquisition and retention strategies.

Success R is on the mission to optimize businesses through human resources. By identifying the potentially right fit for the organisation.

OUR VISION

Why we do it?

We believe that HR is the most important department in any company. It holds things together and deals with innumerable human variabilities but often doesn't have the right tools to realize its full potential and deliver great results.

We want to be the platform which harnesses this potential and helps the business grow

Date of incorporation	3, July,2020
Company type	Non – Government (Private LTD by shares)
CIN	U72200MH2020PTC341402
Authorized capital	RS 100000
Paid up capital	RS 80000

A study on impact of content writing on creating awareness of financial planning in society



1.2 Introduction;

Content writing plays an important role for spreading public awareness. Of financial planning in society. It helps to understand the various components of financial. Such as Mutual fund industries commercial bank stock market insurance companies and it provide information from various search engine in easiest and simplest way which help in interpretation process the content writing is not only important for spreading awareness in society but also help in corporate world various business organization higher content writer to attract the various customers an increase the profitability of a company and branding the importance of content writing in financial and corporate world are

Finances are complicated and people don't have time. It should analyse key concepts and ideas and provide readers with the necessary financial management skills. In any financial text, it's

important to break everything into bite-sized chunks, explain industry jargon, explain options to readers, and solve problems. My financial content marketing helps you build trust and connection with your brand, positioning your product or service as the ideal solution.

We make your guides and articles a powerful resource. Use our reader-centric, SEO-friendly financial writing skills to boost your search rankings and drive people to your site. Hire me as a freelance content expert to power your financial marketing efforts and reach more clients. Whether you're a fintech startup, financial services firm, entrepreneur, marketing manager, digital agency, or content specialist, I can help. One of my values as a freelance financial writer is to make my job as easy as possible.

CHAPTER-2

2.1 Scope of Content Writing and its impact of content writing on creating awareness of financial planning in society

The scope of content writing is broad and diverse, as it covers various forms of content created for different mediums and audiences. Content writing can include:

- **Blogging:** Writing blog posts for personal or business websites on a variety of topics.
- **Social media content:** Creating short and catchy captions or longer-form posts for social media platforms such as Facebook, Instagram, Twitter, and LinkedIn.
- **Website content:** Writing product descriptions, service pages, about us pages, and other web copy for businesses and organizations.
- **Advertising copy:** Creating catchy slogans, taglines, and descriptions for advertisements.
- **Email marketing:** Writing email newsletters, promotional emails, and other email campaigns to engage subscribers and customers.
- **Video scripts:** Writing scripts for explainer videos, marketing videos, and other forms of video content.
- **E-books and whitepapers:** Creating in-depth content for longer-form content like e-books and whitepapers for businesses and organizations.
- **Technical writing:** Creating user manuals, technical guides, and other forms of technical content for products and services.
- **Educating people on financial planning:** Content writers can create informative blog posts, articles, and other forms of content that explain the basics of financial planning, the different types of financial products available, and the benefits of having a financial plan.
- **Addressing common misconceptions:** Many people have misconceptions about financial planning, such as thinking that it is only for the wealthy or that it is too complicated. Content writers can address these misconceptions through their content, showing that financial planning is important for everyone and that it can be simple and accessible.
- **Highlighting the risks of not having a financial plan:** Content writers can create content that shows the risks of not having a financial plan, such as being unprepared for unexpected expenses or not being able to retire comfortably.

- Providing practical tips and advice: Content writers can create content that provides practical tips and advice on how to create a financial plan, such as setting financial goals, creating a budget, and investing wisely.

Overall, content writing can be a powerful tool for creating awareness of financial planning in society. By creating informative and engaging content, content writers can help people understand the importance of financial planning and take steps to improve their financial well-being

2.2Objective of Content Writing impact of content writing on creating awareness of financial planning in society

- The objective of content writing when it comes to creating awareness of financial planning in society is to educate, inform, and inspire people to take control of their financial future. The impact of content writing can be significant in creating awareness of financial planning in society. Here are some ways in which content writing can help achieve this objective:
- Education: One of the primary objectives of content writing in creating awareness of financial planning is to educate people about the importance of financial planning, its benefits, and how it can help them achieve their financial goals. Through informative and engaging content, content writers can help people understand the importance of financial planning and how to get started.
- Information: Another objective of content writing is to provide accurate and up-to-date information about financial planning, such as the different types of financial products, investment options, and tax implications. This information can help people make informed decisions about their finances.
- particular action, such as purchasing a product or service, signing up for a newsletter, or supporting a cause. Persuasion may involve using techniques such as storytelling, emotional appeal, or social proof to motivate the reader to take the desired action.
- Entertaining: In some cases, the objective of content writing may be purely to entertain the target audience. This type of content may be in the form of blog posts, social media posts, or videos that provide humour, inspiration, or other forms of entertainment to the reader.

Inspiration: Content writing can also inspire people to take action and make positive changes in their financial lives. By sharing success stories, tips, and practical advice, content writers can motivate people to take control of their financial future and create a better financial life for themselves and their families.

Overall, the objective of content writing when it comes to creating awareness of financial planning in society is to provide valuable information and inspiration to help people achieve

their financial goals and improve their financial well-being. The impact of content writing can be significant, as it can help to empower people to take control of their finances and create a brighter financial future for themselves and their families.

2.3 Limitation of Content Writing impact of content writing on creating awareness of financial planning in society

While content writing can have a significant impact on creating awareness of financial planning in society, there are also limitations to this approach. Some of the limitations of content writing in creating awareness of financial planning are:

- **Reach:** Even if the content is well-written and informative, it may not reach the target audience if it is not distributed effectively. This is especially true for audiences that are not already engaged with financial planning content or do not seek out such information.
- **Bias:** Some content writers may have a bias towards certain financial products or services, which can influence the content they produce. This can lead to a skewed representation of financial planning, which can impact the effectiveness of the content.
- **Complexity:** Financial planning can be complex, and it can be challenging to explain complex concepts in a way that is easy for the general public to understand. This can limit the effectiveness of content in creating awareness of financial planning in society.
- **Limited Action:** Reading about financial planning may not be enough to motivate people to take action. The gap between knowledge and action can be challenging to bridge, and content writing may not always be successful in closing the gap.
- **Changing Regulations:** The rules and regulations governing financial planning and financial products are constantly evolving. This can make it challenging for content writers to keep up to date with the latest information and to ensure that the information they provide is accurate and up-to-date.
- **Lack of personalization:** Content writing can provide general information about financial planning, but it may not address the specific needs and circumstances of each individual reader. People's financial situations can vary greatly, and what works for one person may not work for another.
- **Limited interactive element:** Content writing is a one-way communication tool, and it may not provide the level of interaction and engagement that some people need to fully understand financial planning. For example, some people may benefit from interactive tools or personal consultations with a financial advisor.

- **Bias and inaccuracies:** Like any type of content, financial planning information can be influenced by the author's personal opinions and experiences. Inaccurate or misleading information can cause harm to readers and detract from the overall credibility of the content.
- **Difficulty in retaining information:** Financial planning can be a complex topic, and some people may struggle to retain the information presented in content writing. This may require multiple readings or additional resources to fully understand the concepts discussed.
- **Lack of accountability:** Content writing can provide information and advice, but it cannot hold people accountable for taking action on their finances. People need to take personal responsibility for their financial planning and seek out additional resources and support as needed

Despite these limitations, content writing can still be an effective tool for creating awareness of financial planning in society. By producing high-quality, engaging content, content writers can help to educate, inform, and inspire people to take control of their financial future. However, it is essential to understand the limitations of content writing and to take steps to address these limitations to achieve the desired outcomes.

2.4 Impact of Content Writing impact of content writing on creating awareness of financial planning in society

Content writing can have a significant impact on creating awareness of financial planning in society. Here are some ways in which content writing can impact creating awareness of financial planning:

- **Education:** Content writing can provide education on the importance of financial planning and its benefits, as well as the various options and strategies available to people. This can help to create awareness of financial planning among people who may not have considered it before.
- **Engagement:** Content writing can create engagement and interest among people who are curious about financial planning. By providing interesting and informative content, content writers can attract and retain the attention of readers and keep them engaged with the topic.
- **Motivation:** Good content writing can inspire and motivate people to take action and improve their financial well-being. By sharing success stories and practical advice, content writers can encourage people to make positive changes to their finances.
- **Accessibility:** Content writing can make financial planning more accessible to people by breaking down complex financial concepts into simpler terms and explaining financial jargon. This can help to make financial planning more approachable and less intimidating.
- **Empowerment:** By providing people with the information and resources they need to make informed decisions about their finances, content writing can empower people to take control of their financial future. This can lead to greater financial security, confidence, and peace of mind.

Overall, the impact of content writing on creating awareness of financial planning in society can be significant. By providing education, engagement, motivation, accessibility, and empowerment, content writers can help people to make better financial decisions and achieve their financial goals. This can ultimately lead to a more financially secure and prosperous society.

2.5 Future growth of impact of content writing on creating awareness of financial planning in society

The future growth of impact of content writing on creating awareness of financial planning in society is expected to be significant, as more people turn to online sources for information and advice on financial matters. Here are some reasons why content writing is likely to have an even greater impact in the future:

- **Increasing demand for financial planning content:** With the rise of digital platforms and the growing awareness of the importance of financial planning, there is a growing demand for high-quality financial planning content. This demand is likely to continue to grow as more people seek out information and guidance on managing their finances.
- **Advancements in technology:** Advancements in technology, such as artificial intelligence and natural language processing, are making it easier for content writers to produce high-quality, relevant, and personalized content for readers. This can help to increase the effectiveness of content in creating awareness of financial planning in society.
- **Changing consumer behaviour:** Consumers are becoming savvier and more informed about financial matters, and they are increasingly turning to digital sources for information and advice. This shift in consumer behaviour is likely to drive the growth of content writing as a means of creating awareness of financial planning in society.
- **Greater emphasis on financial education:** There is a growing recognition of the importance of financial education, and governments, employers, and educational institutions are placing greater emphasis on providing people with the knowledge and skills they need to manage their finances. Content writing can play an important role in this effort by providing accessible and engaging financial planning content.

Overall, the future growth of impact of content writing on creating awareness of financial planning in society is expected to be strong, driven by increasing demand for financial planning content, advancements in technology, changing consumer behaviour, and a greater emphasis on financial education. As a result, content writing is likely to continue to be an effective tool for creating awareness of financial planning and improving financial literacy in society.

2.6 How content writing become more popular in the society?

Content writing has become increasingly popular over the years as more businesses and individuals have recognized the value of high-quality content for building brand awareness, attracting and retaining customers, and driving website traffic. Here are some ways in which content writing can become even more popular in the future:

- **Creating high-quality, engaging content:** The key to popularizing content writing is to create high-quality, engaging content that resonates with readers and provides them with value. By producing content that is informative, entertaining, and relevant, content writers can attract a larger audience and keep them engaged.
- **Optimizing content for search engines:** Search engine optimization (SEO) is a critical component of content writing that can help to increase the visibility of content and drive traffic to websites. By using relevant keywords, optimizing meta descriptions, and improving website structure, content writers can improve the chances of their content being found by search engines and increase their reach.
- **Leveraging social media:** social media is an important platform for promoting content and reaching a wider audience. By sharing content on social media platforms, content writers can increase the visibility of their content and attract new readers.
- **Collaborating with influencers:** Influencer marketing is a growing trend in content marketing, and working with influencers can help to increase the popularity of content. By partnering with influencers who have large social media followings, content writers can reach a wider audience and attract new readers.
- **Embracing new formats:** Content writing is no longer limited to blog posts and articles. New formats, such as video content, podcasts, and infographics, are becoming increasingly popular and can help to attract a wider audience. Content writers who embrace these new formats can stay ahead of the curve and reach new audiences.

Overall, by creating high-quality, engaging content, optimizing for search engines, leveraging social media, collaborating with influencers, and embracing new formats, content writing can become even more popular in the future. As the demand for quality content continues to grow, content writing will remain an important tool for businesses and individuals looking to attract and engage their audience.

2.7 Types of content writing

- **Blog posts:** Blogging is one of the most popular forms of content writing, used by individuals and businesses to share information, insights, and opinions with their audience. Blog posts can cover a wide range of topics and are typically written in a conversational tone.
- **Articles:** Articles are typically longer than blog posts and are more in-depth. They are often used by publications and online magazines to provide informative and educational content on a variety of topics.
- **Social media content:** Social media content includes posts, captions, and descriptions that are shared on social media platforms. Social media content is often shorter and more visual than other types of content, and is designed to be easily consumed and shared.
- **Product descriptions:** Product descriptions are used to describe and promote products or services. They are typically concise and focus on the features and benefits of the product.
- **White papers:** White papers are used to provide in-depth information on a particular topic or issue. They are typically used in business-to-business (B2B) marketing and are designed to position a company as a thought leader in their industry.
- **E-books:** E-books are longer-form content pieces that provide in-depth information on a specific topic. They are often used as lead magnets to attract potential customers and build an email list.
- **Press releases:** Press releases are used to share news and information with the media and the public. They are typically written in a journalistic style and are used to announce new products, events, or other news.
- **Case studies:** Case studies are used to provide real-world examples of how a product or service has helped a customer. They are often used in B2B marketing to demonstrate the value of a product or service.

These are just a few examples of the types of content writing that are used to engage and inform audiences. The type of content writing used depends on the audience, the goals of the content, and the platform where it will be shared.

2.8 Importance of Content Writing impact of content writing on creating awareness of financial planning in society

Content writing can play a significant role in creating awareness of financial planning in society. Here are some of the key reasons why content writing is important in this regard:

- **Education:** Through content writing, individuals can learn about the importance of financial planning, different financial products, and investment strategies. This can help individuals make informed decisions and take control of their financial future.
- **Accessibility:** Content writing can make financial planning accessible to a wider audience. By creating content that is easy to read and understand, individuals who may not have a financial background can still learn about important financial topics.
- **Transparency:** Good content writing can help to increase transparency in the financial industry. By providing clear and concise information about financial products and services, individuals can make informed decisions and avoid hidden fees or charges.
- **Empowerment:** Content writing can empower individuals to take control of their financial lives. By providing education and resources, individuals can become more confident in their ability to make informed financial decisions.
- **Trust:** Content writing can help to build trust between financial institutions and consumers. By providing transparent and educational content, financial institutions can demonstrate their commitment to helping individuals achieve their financial goals.

Overall, content writing can be a powerful tool in creating awareness of financial planning in society. By providing education, accessibility, transparency, empowerment, and trust, content writing can help individuals make informed financial decisions and improve their overall financial well-being.

CHAPTER-3

3.1 Selection and recruitment

I was selected in successor as a content writer through telephonic interview, my internship in SussessR HR PVT LTD is begin from 5th of July 2021 to 5th of October 2021. Under the gardens of miss Tejaswini Pasu the CEO of successor I have received endless opportunities to enhance the skills and content writer domain they have conducted various training programme which results to the perfect knowledge about the field of content writing the activities of content writing are divided into 7 weeks and in each week there is one training session In a week we have to write minimum 3 contents. And uploaded in a Google sheet. The topics on the contents. Are based on general. Search as finance, sports, cultural education. And many more. The topics which I have selected. In mind Township. Was related to the finance. Which gives. A chance to enhance my knowledge in the field of finance. And understand. How finance. Contribute in economic development of India. It help me to boost my knowledge. And. My skills. In content writing.

3.2 Role in the Company

As the content writer intern in SuccessR the primary role was writing a high quality content. For the company. On the basis of our topic. Given back company. By keeping the following points in the mind.

- Easily understand.
- No grammatical mistakes.
- Focus on topics.
- Choosing all the latest information.
- Tune and style.
- Relevant and material information only.
- Targeted audience
- Structure
- Clarity
- Value

3.3 Task (Week Wise)

The task in the internship are divided into 7 weeks next week. The. Intern have to write minimum 3 contents. Which have to submit. The topics in industries of content writing are based on. General aspects. Search as. Body. Finance. Sports etc.

1ST WEEK

Topic
Features of organic farming.
How to detect financial fraud?
History of Financial Services.

In the first week of my internship programme. Have gone through training session. Which is organised by the company (SusscessR Pvt Ltd). With an objective of Increasing the productivity. quality of knowledge of an interns, they have took the meetings on Google meet and give the guidance about. How to write effective content which helps organization? To attract. as discuss earlier. In each week of internship. I have to write at least 3 contents. An uploaded on Google sheet. Which is use by the company. The topic which I choose in the first week of my internship was based on. Agricultural and farming. Financial frauds, how to detect financial fraud? history of financial services And The topic of features of organic farming. Help me. To gain knowledge about farming. Also. The. Problems of farmers. And what are the benefits of organic farming?

The points which are covered on the first content was.

- Environmental Sustainability and Food Security,
- improvement of Human Health,
- Rich in Nutrients,
- Rich Taste of Organic Produce,
- Analytical Authentication Assures Quality Product.

my second topic was **how to detect financial frauds**. This helps me to gain knowledge about the financial frauds. And how to detect it How anyone can do a fraud with us and how to find that the person is doing fraud? The topics which are covered in this are. Mainly based on. Deduction of financial frauds. And they are as follows.

- Monitor your accounts,
- Use online alert tools and services,
- Use a credit monitoring service,

10 warning signs of fraud.

- 1) Unexpected charges on your account,
 - 2) Unrecognizable accounts on your credit,
 - 3) Bills or statements unexpectedly stop arriving by US mail. (This could mean an identity thief has taken over your account and changed your billing address.),
 - 4) Checks are significantly out of order on your bank statement,
 - 5) Banks and financial institutions freeze accounts unexpectedly,
 - 6) Receiving credit cards without applying for them,
 - 7) Unreasonable denial of credit,
 - 8) Notification that you've been denied credit that you didn't apply for,
 - 9) Debt collectors contact you about merchandise you didn't buy
- And last but not the least,
- 10) Notifications about address, password or information changes that you did not make.

My 3rd topic in the first week of my internship programme was. History of financial services through this topic I have learnt. The various components of financial services, how they are entered in Indian market.

The financial institution which I focus on this are.

- Central Banks,
 - Retail and Commercial Banks,
 - Internet Banks,
 - Credit Unions,
 - Savings and Loan (S&L) Associations,
 - Investment Banks,
 - Brokerage Firms,
 - Insurance Companies,
 - Mortgage Companies,
-

2nd Week

TOPIC
Importance of Financial Advisor.
what do you mean by Financial Crisis?
what are the methods of solving financial problem?

After successful completion of my first week of internship. The company. Has taken. Hey. A meeting. which was focused on the reviews of the content which we had uploaded on Google Sheet. The company. Was quite impressive? Which we have done. in the first week of internship.

The topic which I have choose are.

1. Importance of Financial Advisor.
2. what do you mean by Financial Crisis?
3. what are the methods of solving financial problem?

In each week of internship, the company took a meeting on. Google, meet. To track the progress of the interns. They also guide. Like how to select the topics according to the interest area. The topics which I choose in my entire career internship was mainly focused on commerce. And finance. And. Sometimes sports. As well. The topics of our interest area health me. To gain some knowledge. About the financial services and the finance structure. In the country. The finance is not only deals with the money. It also deal. In the inflow and outflow of cash. And the cost which? The business organizations and the. Individual person are wearing to raise the funds.

The first topic of my second. Week of internship was. **The importance of financial advisor.**

The reason why I choose this unique topic was. To enhance my knowledge. About the financial advisor and what their importance. In the financial advisor. English topic. I have also covered the scope of financial advisor. And why do we need a financial advisor? As we all know that. In the corporate structure, the financial advisor play an important role. To solve the problems

of finance in the. Business organization which help. 2 in smoothly functioning. Of business operations.

- Understanding your investment needs and chalking out a financial plan,
- Financial expertise,
- Laying down SMART goals,
- Helping you choose the ideal path to being financially fit,
- Regularly monitoring your portfolio,
- Revising portfolio from time to time,

Scope of financial advisor are follow.

- Investment planning,
- Retirement planning,
- Tax planning,
- Estate planning,
- Risk management,
- Insurance planning,
- Debt management,

The second topic of my second week internship programme was. **What do you mean by financial crisis?** This topic helped me. To know about the financial classes. And how to overcome? It is not concerned with the corporate level or at individual level, but also at industrial international level. Many of countries. Are suffering from financial classes. Due to improper government policies. Lack of development. Improper facilities. Lack of knowledge. MCC. But here. Our focus area. Will be. The financial crisis at individual level and at corporate level.

Financial crises can have a variety of causes, including:

- Excessive risk-taking and speculation in financial markets, often fuelled by easy credit and low interest rates.
- Structural imbalances in the economy, such as high levels of debt, trade imbalances, and asset bubbles.
- Inadequate regulation and oversight of financial markets and institutions.

- External shocks, such as natural disasters, geopolitical events, or changes in global economic conditions.

Financial crises can have wide-ranging consequences for the economy and society, including:

- A sharp contraction in economic activity, resulting in job losses and lower standards of living for many people.
- The erosion of confidence in financial institutions and the financial system, leading to reduced investment and consumption.
- The need for government intervention to stabilize the financial system and prevent a more severe economic downturn.
- The risk of contagion, where problems in one market or institution spread to other markets and institutions, creating a wider crisis.

Financial crisis and individual level.

Financial crises can also occur at the individual level, where individuals may experience severe financial distress, inability to pay debts, or even bankruptcy. A financial crisis at the individual level can arise from a variety of factors, including:

- Excessive debt,
- Job loss or reduced income,
- Medical or other emergencies,
- Poor financial management,

The consequences of a financial crisis at the individual level can be significant, and may include,

- Inability to pay debt,
- Bankruptcy,
- Foreclosure or repossession,
- Increased stress and mental health issues.

The financial crisis as corporate level are.

- Poor financial management,
- External shocks,
- Industry-specific factors,

- Fraud or accounting irregularities.

The consequences of a financial crisis at the corporate level can be significant, and may include:

- Bankruptcy or insolvency,
- Restructuring or turnaround efforts,
- Reputation damage,
- Legal or regulatory consequences,

The 3rd topic of my second week of internship. Program was what are the methods of solving financial problem? Fortis topic. I have learn the various methods of solving financial problem. such as.

- Identify the problem,
- Lower your expenses,
- Pay in cash,
- Stop taking on debt
- Avoid buying new,
- Meet with your advisor,
- Increase your income,
- Be realistic,
- Improve your credit report.

3rd Week

Topic
Are Sport's Important
What are the five type of Financial Intuitions?
How to start Digital Marketing?

After the successful completion of my 2nd Week internship programme? The 3rd week. of internship. The had given the reviews. On the content which we have written. The company was quite impressive from our work. The company said that the contents are. Easily understandable. Less complicated. Grammatical errors. In the 3rd week of my internship programme, the topics which I have selected are. **The importance of sports**. This was the first topic of the 3rd week internship program. And the second topic was? What are the 5 types of financial institution? And the 3rd one was. How to start digital marketing? Digital marketing. Was. That kind of off topic. Which I don't have knowledge. About it to gain the knowledge about digital marketing had gone through various websites. Blogs. An articles. Which helped me a lot. To write a content on digital marketing.

The points which are covered in the first topic are

- Physical health and fitness,
- Mental health and well-being,
- Personal development,
- Economic benefits,
- Cultural and social significance,

The second topic of method making internship programme was. **What are the five types of Financial Institutions.** The reason why I choose this topic it was quite attractive. Chance. To know about the various types of financial institutions. That can help. To raise funds. As we all know that financial institutions are the backbone for every country. The financial institution are the only one who. Circulate the cash from one place to another place. Which helps in overall development of a country. Financial institution which I covered in my content

- Central Bank,
- Insurance Companies,
- Internet Banking,
- Commercial banks,
- Credit unions,

The 3rd topic of my 3rd week internship programme was. **How to start a digital marketing?** the topics which I covered are.

Starting a career in digital marketing can be an exciting and rewarding venture. Here are some steps you can take to get started

- Learn the basics,
 - Get certified,
 - Build a strong online presence,
 - Network with professionals,
 - Gain practical experience,
 - Stay up-to-date,
-

4th Week

Topic
The Impact of Organizational Culture on Outsourcing Projects
What is Financing?
Human Body

After successful completion of my 3rd week internship programme at took a break for 15 days. Because of my exams are schedule. Thankful to the company. 4. Giving me. The break. So that I can focus on my exams. After my exams end. I back to my work

In the 4th week of my internship programme. The topics which I have selected are. **The impact of organizational culture on outsourcing project.** This was the first topic and quite impressive and attractive for me because. The core area of commerce is always deal with organizational cultures. And outsourcing play an important role in an organisational culture. Nowadays, the main purpose of two outsourcing. That it Appoint. A professional. Which have. The full experience of the work. The second topic of my 4th week internship programme was what is financing. As you have noticed. In the entire internship programme. I have focus. On those topics. Which gave an overview about. An organizational culture and its finance. But sometimes I have also selected. A generalised topics such as human body.

The points which I have covered. The impact of organizational culture on outsourcing Project are

- Communication,
- Trust,
- Expectations,
- Flexibility,
- Collaboration.

The second topic. Off my 4th week internship programme was **what is financing?** As we know financing refers to a process of obtaining funds or capital to finance and activity project for investment. It involves acquisition of financial resources such as money, credit from various sources includes investor, lenders and other financial institution. The purpose of financing is to provide a necessary resources to support and. Expert enterprise or projects such as Startup a new business expand, extend one. Or investing new initiative the components of financing includes.

- Capital,
- Term.,
- Risk.

What is the process of financing? The final process of financing are divided into 10 following stages.

- Identifying the fund needed,
- Determining financing option,
- Evaluating financing option,
- Develop financing plan,
- Selecting financing option,
- Secure financing,
- Complete application process,
- Receiving funding,
- Manage financing,
- Evaluation of performance.

This topic helps me to gain my knowledge about financing and the process of financing. How? The business organization. Use. Financing option. For the project. Which gives them. High productivity and efficiency with less costs. The financing always carry risk with hand. This also help. To know how to manage the risk and give higher return to the investors. So that. This will increase. The goodwill of a company in the market and in the next time if the company need finance, they will not gone through a long process and get immediately funding. Further future projects.

The 3rd topic of my 4th week internship programme was. **Human body**. This was taken as a generalised topic. As we know that the human body is a complex biological Organism that is made up of multiple system, organs, tissues, cells and molecules that work together to sustain life. The average adult human consists about 60% of water in composition with various acts of cell includes muscle, nerves cells and blood cells. The human body is made up of several system includes nervous, cardiovascular system the respiratory system, the digestive system, the urination system, the reproductive system and the endocrine system. Each of the system has a specific organ and function that work together to maintain homeostasis and stable internal environment.

The components of human body are;

- Cell,
 - Tissues,
 - Organs,
 - Systems,
 - bones,
 - muscles,
 - nerve,
 - Blood,
 - Hormone,
 - Skin
-

5TH WEEK

TOPIC
Best outdoor sports
How to deal with financial crisis?
Importance of Financial advisor.

After the successful completion of my 4th week internship programme. The in the 5th week of internship I focus on. The sports as well as finance first topic was the best outdoor sports.

As we know that the sports are important for overall growth, it helps to stay fit and decrease. The chances of getting. Disease. Hypertension. Diabetes. etc The sports help to increase. The efficiency of work. Help to stay motivated. Sports also help in overall development of a body. It helped to stay fit and increase the life expectancy. of human being. The best outdoor sports which are cover in this topic are. As follow.

- Cycling,
- Paintball,
- Fishing,
- Horse Riding,
- Skateboarding,
- Rock climbing,
- water sports,
- football,
- Bollywood box,
- create ball,
- cricket,
- swimming,
- Badminton.

the second topic of my 5th internship programme was **How to deal with financial crises?**

The financial crises not good for everyone. It affects the growth of economy as well as. It brings. The inflation in the market the high inflation rate can cause. The increase in the price of a commodities. Without increasing the income of an individual. Nowadays, in the the neighbour country is facing financial crisis that is China. Sri Lanka. In this Sri Lanka the price of a commodities such as petroleum. Food. And other basic needs. Are very high. Because of this. And earnings of. Sri Lanka residence. Have not increased. the financial the financial not only bring the inflation, but also. It. Results in unemployment under development. To deal with the financial crisis in a country level. Every government in the country. Have to be stable. And. Have to form. Proper. Economic policies and monetary policies. Which can reduce the chances of financial crises in a country A proper financial and economic policies can also boost the development of a country. Here we are discussing. How to deal with the financial crisis?

- Maximize Your Liquid Savings,
- Make a Budget,
- Prepare to Minimize Your Monthly Bills,
- Closely Manage Your Bills,
- Take Stock of Your Non-Cash Assets and Maximize Their Value,
- Pay Down Your Credit Card Debt,
- Get a Better Credit Card Deal,
- Look for Ways to Earn Extra Cash

The third topic of my fifth Week of internship was. **The importance of financial advisor.**

The reason why I choose this unique topic was. To enhance my knowledge. About the financial advisor and what their importance. In the financial advisor. English topic. I have also covered the scope of financial advisor. And why do we need a financial advisor? As we all know that. In the corporate structure, the financial advisor play an important role. To solve the problems of finance in the. Business organization which help. 2 in smoothly functioning. Of business operations.

- Understanding your investment needs and chalking out a financial plan,
- Financial expertise,

- Laying down SMART goals,
 - Helping you choose the ideal path to being financially fit,
 - Regularly monitoring your portfolio,
 - Revising portfolio from time to time
- Scope of financial advisor are follow.
- Investment planning,
 - Retirement planning,
 - Tax planning,
 - Estate planning,
 - Risk management,
 - Insurance planning,
 - Debt management
-

6th Week

Topic
What do you mean by Finance?
Type of financial instruction
work of financial advisor

after the successful completion of 5th week internship. 6th weeks of internship. do topic which has to choose are only related to finance the first topic of my 6th week was what do you mean by finance? this help me. To know about. What is financing and how to do a proper financing?

As we know that finance is the backbone for every economy. Without a proper finance, every business organization cannot perform their business activities or transaction in a market for long run of any business organization. The finance play an important role. Nowadays. To increase the GDP offer country. The government is making policies to promote an establishment of new business entities. This can be done. If the finance is easily available in the market. To overcome the lack of finance in the market, the government has set up various kinds of financial institution. Such as

- Central Bank,
- Insurance Companies,
- Internet Banking,
- Commercial banks,
- Credit unions,
- Investment banks,
- Insurance companies,
- Brokerage firms,
- Pension funds,
- Hedge funds,
- Venture capital firms,
- Microfinance institutions

The main purpose of this financial institution. Is to provide. Liquidity. To the. Business organization. Which helps them. To start. The business. and to invest in a new projects

In the market. This financial institution generally charge low rate of interest. And give financial support for higher tenure.

The second topic of in my 6th week internship was. What are the five types of Financial Institutions. The reason why I choose this topic it was quite attractive. Chance. To know about the various types of financial institutions. That can help. To raise funds. As we all know that financial institutions are the backbone for every country. The financial institution are the only one who. Circulate the cash from one place to another place. Which helps in overall development of a country. Financial institution which I covered in my content

- Hedge funds,
- Venture capital firms,
- Microfinance institutions,
- Commercial banks,
- Credit unions,
- Investment banks,
- Insurance companies,
- Brokerage firms,
- Pension funds,
- Central Bank,
- Insurance Companies,
- Internet Banking,

The 3rd topic of my. 6th internship was. Work of financial advisor. This helped me. To know about. What is the actual work of financial advisor in the firm? This also helps me to know what is the scope of. Financial advisor in a future? Because in the Indian economy is a developing economy and every business organization need finance to perform their business operation as we know that the work of financial advisory in dynamic in nature, it keeps on changing according to the economic and government policies. Because of this every financial advisor have to keep himself updated. About the current situation of the market.

The importance of financial advisor are as follow

- Assessing a client financial situation,
- Developing financial plan,
- Implementing financial plan,

- Monitoring and adjusting the plan,
 - Promoting ongoing advance and guidance,
 - Understanding your investment needs and chalking out a financial plan,
 - Financial expertise,
 - Laying down smart goals,
 - Helping you choose the ideal path to being financially fit,
 - Regularly monitoring your portfolio,
 - Revising portfolio from time to time,
-

7th Week

Topic
What are the key issues in finance?
How to find best financial services?
The Impact of Organizational Culture on Outsourcing Projects

After completion of the 6 weeks. The 7 was the last week of internship in successor Pvt Limited. In this week I have learn many things which are related to the key issues of financing, what are the best financial services and the impact of organisational culture in outsourcing project.

The first topic of my 7th week internship programme was what are the key issues of finance? This helped me. To gain about knowledge about what are the issues of finance is faced by an organisational as well as individual level. which showing negative impact on business organization as well as India. Individuals. or society.

The key issues of finance at corporate level are follow.

- Risk management,
- Capital allocation,
- Asset valuation,
- Market trends and conditions,
- Regulatory compliances,
- Government policy,
- high capital costs,

High Competitors in the market the key issues of financing at individual level are as follow;

- Budget and cashflow management,
- Debt management,
- Retirement planning,
- Insurance,
- Financial education.

The second topic of my 7th week internship programme was. **How to find best financial services?** How to find best financial services? The best financial services can be

challenging, but. If we know. The following points. It becomes very easy. To find the best financial services this following points are as follows.

- Identify your needs,
- Research providers,
- Check qualifications,
- Read review and testimonials,
- Meet with professional providers,
- Compared fees and services.

Taking financial services from the best financial provider can help the several. Political benefits includes.

- Expertise,
- Customised solution,
- Access to top product,
- Lower cost,
- Better performance

In the 7th week of my internship programme. The topics which I have selected are. **The impact of organizational culture on outsourcing project.** This was the first topic and quite impressive and attractive for me because. The core area of commerce is always deal with organizational cultures. And outsourcing play an important role in an organisational culture. Nowadays, the main purpose of two outsourcing. That it Appoint. A professional. Which have. The full experience of the work.

The points which I have covered. The impact of organizational culture on outsourcing Project are

- Communication,
 - Trust,
 - Expectations,
 - Flexibility,
 - Collaboration.
-

CHAPTER-4

4.1 Conclusion

The contacting internship project has been a valuable learning experience that has allowed me to develop my skills in the field of contacting. Throughout the internship, I have gained hands-on experience in contacting clients, preparing proposals, negotiating contracts, and managing projects.

I have learned the importance of effective communication and relationship building in the contracting process. I have also developed my skills in project management, budgeting, and risk assessment.

Working closely with experienced professionals in the industry has given me the opportunity to learn best practices and gain insights into the real-world challenges faced in contracting. I have also gained exposure to different industries and sectors, expanding my knowledge and skillset.

Overall, this internship has been a significant milestone in my professional development, providing me with practical experience, new skills, and industry connections. I am confident that the skills and knowledge gained during this internship will prove invaluable in my future career as a contractor. I am grateful for the opportunity and appreciate the guidance and support provided by my mentor and the team throughout the internship.

1.4 Recommendation

I Having completed the content writing internship program in SuccessR HR Tech Pvt Ltd, I highly recommend this program to anyone seeking to develop their skills in content writing. The program provides an excellent opportunity to gain hands-on experience in creating high-quality content for different platforms and audiences.

During the internship, I have learned how to tailor my writing to meet the needs and interests of the target audience. I have also gained valuable experience in using SEO techniques to optimize content for search engines and increase traffic to the website.

Working with experienced professionals in the industry has provided me with insights into the best practices in content creation and marketing. The program has also given me the opportunity to work on real-world projects, collaborate with a team, and gain exposure to different sectors.

Overall, I believe that the content writing internship program is an excellent opportunity for students and professionals who are interested in pursuing a career in content writing or related fields. The program offers a dynamic learning environment, practical experience, and opportunities to develop skills and build professional networks.

I highly recommend the content writing internship program to anyone seeking to gain experience and develop their skills in content creation, marketing, or related fields.

CHAPTER-5

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