

## **INTERNSHIP PROJECT REPORT**

**Academic Year 2022-2023**

**“A STUDY ON IMPACT OF CREATING AWARENESS RELATED TO FINANCE AND  
STOCK MARKET FOR UPSKILLING COURSES”**

**(with special reference to mudrabiz finance co.)**

**SUBMITTED BY:**

**Mr. Suraj Waman Junghare**

**B.com (Honours) VI Semester**

**PROJECT GUIDE:**

**Prof. Shaunak Masade**



**Shiksha Mandal, Wardha's**

**G.S. College of Commerce & Economics**

**Nagpur**

**NAAC Accredited 'A' Grade Autonomous Institution**



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

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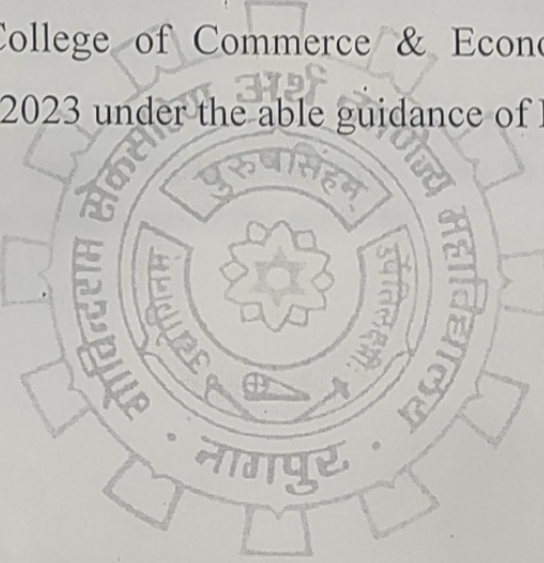
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## CERTIFICATE

This is to certify that the said internship project report titled “A study on impact of creating awareness related to finance and stock market for upskilling courses (with special reference to Mudrabiz Finance Co.)” has been completed & submitted by **Mr. Suraj Waman Junghare** 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 Prof. Shaunak Masade.

Date: 12<sup>th</sup> April 2023

Place: Nagpur



*Shaunak*

Prof. Shaunak Masade  
Project Guide

*Ranjana*

Dr. Ranjana Sahu  
Coordinator

*S.S. Kathaley*

Dr. S.S. Kathaley  
Offg. Principal  
Offg. Principal  
G.S. College of Commerce  
& Economics, Nagpur.



2023/4/13 14:47



## 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 Ms. chinmayee ma'am, Mudrabiz finance company for considering me for the internship in her esteemed organisation.

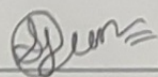
I perceive this opportunity as a big milestone in the development of my career and will strive to use the gained knowledge and exposure in the best possible way. I am thankful to Mudrabiz finance company for giving me an exposure to learn and grow on a platform.

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 Prof. Shaunak Masade, 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 outmost 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 for helping me during the project. I would also like to thanks my parents and almighty god for this opportunity.

Date: 12<sup>th</sup> April 2023

Place: Nagpur



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# MUDRABIZ FINANCE COMPANY

Since 2014

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*Date: 09-02-2022*

*To Whomsoever it May Concern,*

This is to certify that Miss/Mr **SURAJ WAMAN JUNGHARE** has undergone Experience training and undertaken the Internship work with us **Mudrabiz Finance Company** in the field of **FINANCE** 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.

Mudrabiz®

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*Sincerely*



**AMRESH DASH**

*Managing Director*

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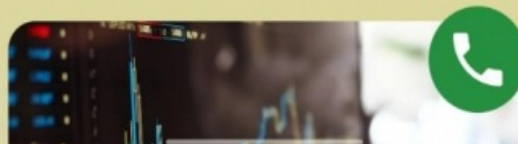
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## LINKEDIN PROFILE.

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About

Mudrabiz is a Market Research startup which offers end to end financial consulting solutions, Mudrabiz key moto is to serve valuable customer in order to assist ... see more


Website  
[mudrabiz.com](http://mudrabiz.com)

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See Mudrabiz's About Info



Mudrabiz is India's premier "Finance Services" Company, with over years of experience in helping people protect and grow their wealth. It has got its Headquarters in PUNE, INDIA. Since 2014, Mudrabiz is assisting customers to take better business and investment decisions not only in India but across the globe. As well it helps to educate the wealth of the Nation to be better in finance. It also creates professionals & provide them great opportunities with their careers in said fields.

Services provided by Mudrabiz are--

1. Stock broking-- It offers a comprehensive choice of investment alternatives, products, and services to help clients easily design a portfolio that will meet their financial goals. A stockbroker is a financial expert who places orders in the market on their customers' behalf. A stockbroker may also be referred to as an investment advisor or a registered representative (RR). The majority of stock brokers work for brokerage firms and conduct business with several individual and institutional clients.
2. Advisory-- Advisory basically provides the recommendations for Stocks-Cash and F&O traded in NSE and commodities bullion, metals and agro-commodities traded on MCX, NCDEX.
3. Education-- Mudrabiz has taken bold steps to empower the state's wealth with financial knowledge that will lead to future stability and success in homes and the economy. With 250+ successful placement record we have a target to generate more awareness about Capital Markets.

It is essential to be aware of various career opportunities in Finance to make the right choice. Here are some career paths in finance that will help anyone to make it big in the field of finance.

- **Corporate Finance-**  
Jobs like financial analyst, cost analyst, treasurer, or a business development profile are all part of a career in corporate finance. All sizes of organisations have corporate finance opportunities.
- **Financial Investment**  
As an investment banker, the candidates will work with investors to buy securities, give businesses and HNIs (high net-worth individuals) financial advice, and issue corporate securities, among other things.
- **Business Banking**  
Commercial banks offer a variety of chances because they work with big corporations, little businesses, and even the common population. Loan Officer, Branch Manager, Bank Teller, Programmer, and Trust Officer are just a few of the usual job titles in commercial banks.
- **Finance for Projects-** While reducing the risks involved with the project, project finance aids organisations in forecasting and structuring project finance arrangements. With the current economic climate mottos like Startup India Aatmanirbhar Bharat giving increased scope as project finance for people to choose it as a career to support the nation develop their business and operate it successfully, it is also one of the most promising careers.
- **Risk management-** This entails the precise forecasting and assessment of financial risks as well as the identification of actions to prevent or lessen their detrimental effects. company may only see a little impact from an unexpected incident, such as a slight increase in overhead expenditures. But in the worst-case situation, it might be disastrous and have serious ramifications, such as a significant financial burden or even the closure of business.
- **Private Equity**  
We will manage investment funds or a portfolio of private companies as a private equity analyst, and we will do due diligence, financial modelling, and company valuations.
- **Equity Analysis**  
We will be advising clients on the finest firms to choose for their investing needs as an equity research analyst.

4. Placement-- One of the primary sectors that now need highly intelligent workers and is seeing faster-than-ever growth is banking and finance. We may be sure that a placement is on the way for we thanks to our special 100% job promise.

- Provide a thorough Data Science course with a placement and internship guarantee of 100%. We will graduate from this course with the know-how and abilities needed to start a rewarding career in data science. The candidates will be able to acquire the skills required to have an effect in the field of data science with the aid of knowledgeable professors and business leaders.

- **DIPLOMA IN STOCK MARKETS**

Salary Starts From ₹25,000 to ₹40,000

- Duration 12 Months
- 100% Job Guarantee
- Inclusion Theory , Practical, Fundamental & technical (Live Market)
- Fixed Stipend ₹10,000/- PM + Incentives upto ₹10,000/-
- Training Certificate , Experience Letter & Business Proposal
- Job Preference Banks & Companies

- **PROFESSIONAL MODULE**

Salary Starts From ₹18,000 to ₹30,000

- Duration 6 Months
- 100% Job Guarantee
- Inclusion Theory , Practical, Fundamental & technical (Live Market)
- Fixed Stipend ₹7000/- PM + Incentives upto ₹8000/-
- Training Certificate & Experience Letter

- Job Preference Banks & Companies

- **ADVANCED MODULE**

Salary Starts From ₹15,000 to ₹20,000

- Duration 3 Months

- 100% Job Guarantee

- Inclusion Theory , Practical, Fundamental & technical (Live Market)

- Training Certificate & Internship Letter

- Fixed Stipend ₹3000/- PM + Incentives upto ₹7000/-

- **TECHNICAL MODULE**

Salary Starts From ₹12,000 to ₹18,000

- Duration 1 Months

- 100% Job Guarantee

- Training Certificate & Technical Certificate

- Start Career in Just 1 Month

**Professional staff that will take care of clients career**

Mudrabiz analyze the current professional status, match them with related career expectations & not only take care of career but also help with Pre and Post career needs like-

- Panel Interviews
- Personality grooming
- Post Career assistance
- Real time exposure
- Mock Practices



### **What will be the Job Role**

- Equity Advisor
- Equity Research Analyst
- Financial Advisor
- Financial Analyst
- Equity Dealer
- Portfolio Manager
- Technical Advisor
- Relationship Manager

### **Feedback of students**



Mohit Gawade, Placed in Religare Securities

”Amazing experience. Mudrabiz focus on overall development of student. You get mentored by experienced expert. I have defiantly explored new possibility in stock market. Great support team and healthy work culture. Thanks for everything.”



Nilesh Sahu, Placed in Kotak Bank

“If you want to start a career in stock market. Mudrabiz is the best platform to start it. I had done a internship of six months from Mudrabiz. Great technical knowledge and trading experience i get from Mudrabiz. The best mentor and leader amresh sir shares his trading and life experience with us which is really invaluable.”



Yogesh Sawant, Placed in SBI Bank

“Mudrabiz has helped me to get my Covid affected career back on track. I completed my 180 days internship program under the guidance of Amresh Sir and Chinmayee ma'am. I feel blessed to be trained by such mentors. Also, I feel lucky to have worked with Vaibhav and Mayur, who helped me a lot during my tenure. The theory lectures helped me to prepare for NISM Series VIII Equity derivatives exam. The practical assignment provided me many opportunities to handle clients, build teams of equity dealers, guide college interns, create awareness among investors

and students. These tasks have helped me to develop personally and professionally. Whatever I will achieve in this field, the credit will go to Mudrabiz and specially Amresh Sir. If you are passionate to make a career in stock market, I would highly recommend you to join Mudrabiz.”



DhanashreeMashere, Placed in SBI Bank

“First of all, I would like to thank Mudrabiz and their team for the quality knowledge and the support they have provided. Thank you for being so understanding as I work through situation. I’m grateful beyond measure for your encouragement. I honestly enjoyed learning at Mudrabiz and I would recommend them if you really want to learn each and every thing about stock market. Mudrabiz is a fine place to set path in stock market. they provide the best training & jobs. Work environment is very nice. If you want a permanent and secured job in finance and banking sector, Mudrabiz is the place for you. The type of training you get is very useful. I’ll recommend it to every aspiring student. You’ll definitely learn a lot and the job is guaranteed. Great place to learn and earn. Amresh sir and chinmayee ma’am they are very cooperative. I wish Mudrabiz and their team a very good luck for their bright future”

## **WHAT IS FINANCE?**

Finance is defined as the management of money and includes activities such as investing, borrowing, lending, budgeting, saving, and forecasting. There are three main types of finance-

- personal
- corporate
- public/government.

## **IMPORTANCE OF FINANCE**

1. Ensuring Adequate Capital – Finance is essential for any business to acquire the capital needed for operations and investments. It is needed to acquire resources such as buildings, land, equipment, and inventory.
2. Planning for the Future – Finance is essential to plan for the long-term success of a business. It helps businesses to measure and manage risk, plan for growth, and create strategies for the future.
3. Access to Credit – Finance is needed to access credit, which provides businesses with access to additional capital. This capital can be used to finance investments and operations, and to cover expenses in times of difficulty.
4. Managing Cash Flow – Finance is essential to manage cash flow. Without a sound financial plan, businesses can find it difficult to pay bills, cover expenses, and make investments.
5. Maximizing Profits – Finance is needed to maximize profits. It helps businesses to identify and capitalize on opportunities, and to keep expenses under control.
6. Increasing Wealth – Finance is essential to increase wealth. It provides the means to invest in assets that can generate returns, such as stocks, bonds, and real estate.



## **NEEDS OF FINANCE**

1. Start-up capital- Businesses need money to get started. Start-up capital is required to purchase equipment, inventory, and other operational costs.
2. Working capital- Working capital is used to cover day-to-day expenses such as payroll, rent, and utilities.
3. Expansion capital- Expansion capital is required to grow the business. This could include acquiring new equipment, hiring additional staff, or expanding into new markets.
4. Debt financing- Businesses may need to borrow money to cover short-term expenses or long-term investments.
5. Equity financing- Equity financing involves selling shares of the company to investors in exchange for capital.
6. Mergers and acquisitions- Mergers and acquisitions involve combining two or more businesses in order to increase efficiency and market share.

## **SCOPE OF FINANCE**

The scope of finance is the range of activities in which financial analysis and decision-making can be applied. It covers the areas of corporate finance, investments, banking, international finance, and financial markets.

1. Corporate Finance – This area focuses on the financial decisions made by corporations, such as capital structure, mergers and acquisitions, dividend policy, and working capital management. It also examines the theories and techniques used for raising capital and managing assets.
2. Investments – This area of finance deals with the evaluation of potential investments and the management of portfolios of securities, both stocks and bonds. This includes the analysis of markets, pricing, and risk management.
3. Banking – This area of finance examines the role of banks in the financial system and their activities such as lending, deposit taking, and money market operations. It also looks at the regulatory environment of banking and the impact of monetary policy on financial markets.

4. International Finance – This area of finance deals with issues related to international business, such as foreign exchange, capital flows, and currency risk management. It also looks at the macroeconomic factors that drive international capital flows.
5. Financial Markets – This area of finance examines the structure and functioning of financial markets,

### **BENEFITS OF FINANCE**

1. Access to Capital- One of the biggest benefits of finance is the ability to access capital to fund business operations, growth and investments. Through a variety of sources such as debt or equity financing, businesses are able to access funds to do things such as hire additional staff, purchase new equipment, and invest in research and development.
2. Financial Stability- Finance helps businesses maintain a certain level of financial stability. By understanding the financial health of the organization, businesses are able to better plan and budget for their future needs. This helps ensure that the business has the resources it needs to maintain operations, while also helping to identify potential areas of improvement.
3. Increased Efficiency- With a better understanding of their financials, businesses are able to make better decisions and become more efficient. By having access to better financial information, businesses can identify areas of waste or inefficiency and make adjustments to become more effective. This improved efficiency can lead to increased profits and a more successful business.
4. Improved Decision Making- Having access to a range of financial information allows businesses to make more informed decisions. Businesses can better understand the risks and rewards associated with different investments or strategies and make decisions that are in the best interest of the organization. This improved decision making.

## **LIMITATIONS OF FINANCE**

1. Time Period- State finance is limited by the period of time in which it is available, such as the duration of a budget cycle.
2. Revenue Sources- The amount of money available for state finance is limited by the sources of revenue available to the state. This may include taxes, fees, and grants from the federal government.
3. Expenditure Priorities- The amount of money available for state finance is limited by the priorities of the state in terms of how money is allocated. This may include education, health care, infrastructure, and other areas of spending.
4. Constitutional Limitations- States may have constitutional limitations that restrict the amount of money that can be allocated for specific purposes or to specific areas, such as public education or welfare.
5. Political Limitations- State finance is also limited by political considerations, such as the influence of lobbyists and special interest groups.
6. Economic Limitations- Economic conditions can also limit the amount of money available for state finance, such as a recession or declining tax revenues.

## **WHAT IS STOCK MARKET?**

The stock market is a public marketplace where people buy and sell stocks or shares of publicly-traded companies. It is a platform where investors can buy and sell securities, such as stocks and bonds, and trade derivatives and other financial products. The stock market is a key component of a free-market economy and has been an integral part of the world economy for centuries.

## **FUNCTIONS OF STOCK MARKET**

1. Raising Capital- The primary purpose of the stock market is to provide companies with capital by issuing shares. This capital can then be used to finance operations and growth, and to pay dividends to shareholders.
2. Price Discovery- The stock market is a mechanism for determining the price of a company's shares. When shares are bought and sold, the price is determined by the forces of supply and demand.

3. Liquidity- The stock market provides investors with an easy way to buy and sell shares. This liquidity makes it easier for investors to buy and sell shares quickly and at a reasonable price.
4. Risk Management- By diversifying their investments, investors can reduce their risk. The stock market provides investors with a wide variety of investment options to choose from, allowing them to diversify their portfolios and manage their risks.
5. Information Dissemination- The stock market is a source of information about companies, allowing investors to make informed decisions. By providing information on a company's financial performance, the stock market helps investors make more informed decisions about whether to buy, sell, or hold shares.

### **ROLE OF SEBI**

SEBI stands for the Securities and Exchange Board of India. It is the primary regulator of the securities market in India. SEBI's primary objective is to protect the interests of investors in securities and to promote the development of, and to regulate the securities market. SEBI has a wide range of responsibilities and powers, ranging from ensuring the orderly functioning of the securities market to establishing and enforcing regulations for the market.

SEBI's main functions include-

1. Registration of intermediaries- SEBI registers and regulates intermediaries such as stockbrokers, merchant bankers, mutual funds, and depositories.
2. Regulation of capital markets- SEBI formulates policies and regulations for the capital markets, including stock exchanges and depository participants.
3. Supervision of listed companies- SEBI supervises and regulates the activities of listed companies, including their disclosures, financial statements, and corporate governance practices.
4. Investor protection- SEBI ensures the protection of investors through various measures such as monitoring of insider trading and fraudulent activities in the market.
5. Enforcement- SEBI investigates violations of securities laws and takes punitive action against those found guilty.
6. Education and awareness- SEBI is also organizing various webinars and online courses to educate investors and increase their financial literacy. It is also running a nationwide



campaign called 'Investor Protection and Education Programm to create financial awareness among investors.



The Securities and Exchange Board of India (SEBI) is the regulator of the securities market in India. It was established in 1988 and given statutory powers in 1992 through the SEBI Act, 1992. SEBI's main objective is to protect the interests of investors in securities and to promote the development of the securities market. It is also responsible for regulating the activities of the stock exchanges, intermediaries, and other market participants.

SEBI stands for Securities and Exchange Board of India. It is an autonomous body which regulates the activities of the securities and commodities markets in India. SEBI ensures that all transactions related to the capital markets are conducted in a fair and transparent manner. In addition, it also ensures that investors are well-protected and that proper disclosure norms are followed by companies. SEBI also monitors the activities of mutual funds, venture capital funds,

and other non-banking finance companies. It also works to educate investors by providing them with investor education and awareness programs.

### **REASONS OF CREATING FINANCIAL AWARENESS**

1. **Improve Financial Literacy-** Financial literacy is the ability to understand and use financial knowledge to make informed and effective decisions. Creating financial awareness can help people understand basic financial concepts, such as budgeting, saving, investing, and credit.
2. **Avoid Financial Mistakes-** Many mistakes can be avoided with financial education. Knowing how to make informed and responsible financial decisions, such as understanding the risks of taking on debt, can help individuals and families avoid taking on more debt than they can handle.
3. **Build Wealth-** Financial education can help individuals and families make sound investments and build wealth. Investing in stocks, mutual funds, and other investments require knowledge and understanding of the markets and the products available.
4. **Secure Retirement-** Financial awareness can help people understand how to best plan for retirement. Educating yourself on the various retirement plans available, such as 401(k)s and IRAs, can help people make the best decisions for their retirement savings.
5. **Avoid Fraud-** Financial fraud is a real concern, and it's important for people to be aware of the types of fraud that exist and how they can protect themselves. Financial awareness can help people recognize the signs of fraud and protect themselves from becoming victims.

### **Importance of Financial Literacy**



## **RESPONSIBILITIES--**

MUDRABIZ is finance based company. Their main task is to create finance & stock market awareness in society by the way of schools and colleges. Their main target were youths, Creating financial awareness in youths is important because they will be the ones responsible for managing their own finances in the future. Teaching them budgeting and smart money management skills early on will help them make more informed financial decisions as adults.

1. Our first responsibility was to acquire proper and accurate information of finance, stock market, SEBI, many financial instruments from team leaders and some other resources (like google, quora, youtube, etc.). Initially this information will be used at the time of cross questioning. Having knowledge about the finance is not everyone's cup of tea.
2. I was responsible for finding out the college names on regular basis, regularly I was choosing an different area and picking up the colleges to get connected.
3. Informing the message of Mudrabiz for creating financial awareness in schools and colleges.
4. Maintaining Records of leads (the one who agrees for conducting webinars in colleges) in google sheet.
5. Taking regular follow-ups
6. Scheduling meetings
7. And main and interesting task was to sale the modules to an individual
8. Answering calls and resolving queries about product or company.
9. Conveying verbal acknowledgments of offers to our Sales group for closing.
10. Advising current and prospective clients by answering calls on a rotating basis, operating telephone equipment, automatic dialing systems, and different telecommunication technologies.
11. Maintain operations by following policies and methodology and functional changes.
12. Keeping up quality service by adhering to organization guidelines.
13. Reaching potential or existing clients to advise them about the courses.
14. Responding to inquiries.
15. Answering questions to comprehend client necessities and close sales.

16. Acquiring and updating an individual's contact details.
17. Calling active or old customers to encourage the purchase of items.

### **SKILLS & EXPERIENCE**

Responsible for making people, specially students aware about the finance and investment. I was initially given the task of cold calling. The following is a non-executive list of my learning from my intership(cold calling) with Mudrabiz.

1. Active Listening- The ability to listen carefully and intently to customers.
2. Communication Skills- The ability to communicate clearly and effectively.
3. Rapport Building- The ability to build a connection and establish trust with customers.
4. Persuasion- The ability to persuade customers to take action is an important skill.
5. Product Knowledge- The ability to provide customers with information about a product or service.
6. Time Management- The ability to manage time and stay organized when cold calling is essential.
7. Patience- The ability to remain patient and composed when dealing with difficult customers.
8. Adaptability- The ability to quickly adapt to different situations.

### **OBJECTIVES**

1. To understand the various techniques of finance.
2. To know proper techniques for lead generation.
3. To know how to create brand awareness.
4. To promote business in various ways using different techniques.
5. To reach the target audience using different techniques.
6. To increase sales via attractive and modern techniques.



7. To retain old and potential customers.

### **SCOPE**

1. To understand various techniques of finance and sales.
2. To study how various techniques are used in different institutions like school, colleges, coaching.
3. To guide nearby business on the different effective techniques to run or operate their business
4. To understand the effect of Cold calling on company and lead generation.
5. To know different ways to attract new clients.
6. To understand the use of social media for promoting.

### **NEEDS**

1. To know the techniques which is more efficient and effective for finance.
2. To know the positive and negative impact of better decision techniques in the company
3. To know the impact of using various techniques of providing modules for consumer satisfaction
4. to know the impact of using various techniques on welfare of the organization

### **LIMITATIONS**

1. Require trained professionals to maintain higher quality services.
2. May face difficulty to reach people in backward areas (inaccessibility).
3. May face many technical issues.
4. Business at rural areas may face difficulties to reach the audience there.
5. All the business may not be able to maintain the software (maintenance cost).
6. The major limitation is that financing is time consuming.
7. There is a global competition.

## WHAT WE LEARNT ABOUT THE COMPANY

### Stock Broking

Choose from a variety of investment opportunities, products, and services to create a portfolio that will easily help us achieve financial objectives.

EQUITY- Long-term wealth generation

- DERIVATIVES- High profits at a low cost
- COMMODITY-Exciting opportunity to enhance wer portfolio
- MUTUAL FUNDS- Portfolio diversification for investors
- CURRENCY- Portfolio with a global asset



## Advisory

In essence, our guidance offers suggestions for stocks-in-cash and F&O traded on the NSE as well as commodities bullion, metals, and agro-commodities traded on the MCX and NCDEX.

We employ a variety of tactics to satisfy clients and maintain market profitability. In accordance with an investor's, trader's, or broker's investments, we provide a variety of services. We adhere attentively to the investment's fundamental rules.



## Education

Mudrabiz has made a bold effort to provide the nationwide & adult with financial literacy that would enable them to succeed in their homes and the economy in the future. We are giving young people the tools they need to succeed in the banking industry. We aim to raise more knowledge about capital markets since we believe they are a significant source of the economy and have a track record of 250+ successful placements.

In terms of trading, exposure to live equities, derivative, currency, and commodities trading would be available. In addition to providing us with education, Mudrabiz also offers we a special 100% Job Guarantee, securing careers.

Become a complete Financial Market professional with us.

- Our Modules
- Basic Module
- Standard Module
- Advanced Modules
- Professional Module



## Placement

One of the key fields that now demands a high level of intelligence and is experiencing greater growth than ever before is banking and finance. Additionally, with overall industrial and economic development comes the necessity to manage the money that is transferred quickly and passes through banking and financial institutions, making this industry sector the centre of all commercial activity and the foundation of all businesses.





## **SELECTION PROCESS-**

- 1) **Reviewing the internship description and requirement-** As a perspective intern at Mudrabiz, I carefully reviewed the internship description and requirement to ensure that my qualification and interest aligned with the position.
- 2) **Registration for Internship-** After reviewing the internship description, I registered for the internship through Mudrabiz website.
- 3) **Telephonic Interview-**After registering, I was contacted for a telephonic interview with the HR department. During the interview, the hiring manager asked me question to my educational background, skills, work experience, and interest in the finance and sales & marketing field.
- 4) **Shortlisting-**Based on the telephonic interview, I was informed that I had been shortlisted for the sales and marketing internship at Mudrabiz. I was thrilled to have been chosen for the internship and looked forward to the opportunity to learn more about the finance and gain valuable experience in sales and marketing.





## **ACTIVITY**

People often find that engaging in entertaining activities is a terrific way to unwind, relax, and take a break from the rigours of daily life. Fun and exciting activities can help boost self-confidence, relieve stress, and enhance general mental health. These activities were mostly carried out every Saturday, although only for one month. This enjoyable and mentally challenging hobbies can lessen anxiety and despair while also fostering creativity and problem-solving abilities. Participating in enjoyable activities can also promote social interaction, strengthen interpersonal relationships, and enhance social skills in general. The pursuits include-

**DEBATES-** They held debates the second and fourth weeks of each month. For many reasons, debating is a vital activity. It imparts useful abilities like teamwork, public speaking, and critical thinking. Dialogue promotes thorough investigation and in-depth thought on a range of subjects. Finally, discussion fosters self-efficacy and confidence that may be used in a number of real-world circumstances.

**PRESENTATION-**Presentations were scheduled for the first and third months of the year. Presentations are crucial since they are the most effective means of sharing ideas and knowledge with an audience. It can aid in audience engagement and assist in providing simple explanations of complex subjects. Moreover, presentations can foster a sense of professionalism and credibility. Presentations are a fantastic method to make an audience remember you.

**MOCK CALLS-** The primary task was to gather financial stock market and mutual fund information. We were given a script from Team Mudrabiz to help us understand the language that must be used there, but at first we had no idea what to say. The sales process includes mock calls, which are crucial. They can aid sales representatives in honing their abilities, boosting their confidence, and making sure they are ready for actual calls. Sales representatives can improve their scripts, comprehend customer wants better, and practice managing objections by replicating an actual conversation. Sales representatives can find areas for development and create plans for handling objections with the aid of mock calls. Lastly, mock calls can give sales representatives useful feedback to enhance their performance and better serve their customers..

## **About project**

Key learning-Internship in Mudrabiz finance company helped me to know following things in more practical way are--

1. Rapport building while communicating
2. Team work in business
3. Webinar or online official meeting

### **A. RAPPORT BUILDING WHILE COMMUNICATION**

#### **why do we need to build rapport on a sales call?**

Utilizing the potential of human-to-human interactions is key to successful sales. When buying, people are more inclined to choose a seller they like and trust. But if we don't establish a relationship, it's tougher to like and trust someone. Because they don't consider their methods to sales calls, too many salespeople sabotage their chances of success right away. When we handle sales conversations better, we build greater engagement and influence that we can use later on in the relationship. Let's look at how we can steer clear of the dangers and utilise a straightforward procedure to develop real connections with the folks we deal with.



## **Do use these tips for building rapport in sales meetings**

There are some basic steps to building a connection. Let's see what they are.

### **1. Listen-**

Salespeople are excellent orators. We entered this profession because we like conversing. However, the data consistently demonstrates that the most effective salespeople spend more time listening. Additionally, they pay close attention to what is said to them. When we listen too intently in sales, we find self saying, "Uh yeah, uh huh," while we wait to explain the incredible benefits of offering. There are two reasons why this is crucial.

### **2. Understand-**

It's the sense of connection that you get when you meet someone you like and trust, and whose point of view to understand. It's the bond that forms when it discover that share one another's values and priorities in life.

### **3. Pay attention to the whole person-**

Starting with very first interaction, we can start building a connection with prospect. We must establish trust from the outset if we want prospects to believe we when we make a proposal later on (such as a closing question). Therefore, the beginning of sales discussions should be primary focus for improved sales performance rather than their conclusion. For instance, too many salespeople believe that we engage in small talk before moving on to the main topics.

### **4. Match and mirror-**

Although mirroring is frequently mentioned in relation to body language, it applies to all types of communication. Take note of their emails. Are they the type to send lengthy messages? Do they utilise acronyms and occasionally skip sentences, or are

they totally formal and grammar-perfect? Do they go into great detail or just get to the point? The same holds true for their spoken exchanges. What phrases do they employ? Try not to imitate them; we will just come out as stranger. However, make an effort to imitate their communication style. They presumably like to get information back in the same manner if that is how they give it.

5. Show respect-

If it's not genuine, it's difficult to accomplish. However, the applicant is most likely a highly successful, diligent individual who gives their work a lot of thought. They at least think of themselves in that way. They aren't a cash register on legs, that much is certain. So the more respect we can get without coming across as obeisance, the better.

**B. Team work in business**

Two or more of people working together on a single task can be called a team, whether that's an informal team or a professional one. The two horses that pull carriage are a team

**ADVANTAGES-**

1) Teamwork Improves Productivity

Teams that work together are more productive and motivated to meet their company's goals. Teams with high engagement levels saw an increase in profitability of 21%. By facilitating greater and more frequent real-time communication among all players, teamwork decreases friction and delays. All of this leads to higher-quality output.

## 2) Greater Synergy

Teams are put together with people from different backgrounds, skill levels, and knowledge. This diversity could result in a whole that is greater than the sum of its parts. As people learn from each other's mistakes and accomplishments, teamwork can enhance participant collaboration.

## 3) It Increases Innovation

An setting where staff members frequently share their ideas, analyses, suggestions, and concerns might promote better brainstorming. This sparks discussion about novel ideas and opposing opinions, which encourages continuous innovation.

## 4) Engages Employees

Teamwork allows employees to communicate, discuss openly, and have conversations outside of the office. Using a communication platform to facilitate communication between employees Building relationships while working together promotes a sense of community and uplifts the mood. If everyone works cheerfully, is willing to help others, and goes above and above the call of duty, overall success is assured.

## 5) Enhances Flexibility

Everyone in the team understands their individual tasks and responsibilities and is willing to step up if one person is unable to finish a particular task. Due to the team's increased flexibility and capacity for adaptation, new obstacles can be overcome with ease.



6) Overcomes Obstacles

When a team meets a dilemma, they can draw on their diverse learnings to develop a number of approaches to solve the issue. Teammates support one another as they overcome obstacles, making them better equipped to deal with setbacks. They may even proactively alert one another of impending dangers.

7) Improves Service levels

Teams that function well together give their clients better customer service. Teamwork raises service standards. A cohesive team provides a greater customer experience by reducing departmental fighting and finger-pointing. When it comes to a swift response of their inquiries, customers love a unified service experience, and solid team ties offer all-encompassing answers.

8) Gain Fresh Perspectives

Teams are better equipped to debate and exchange various points of view about a situation when they work together. This provides an opportunity to examine a problem from various perspectives, increasing the number of potential solutions. Members of a team that work together are more receptive to the opinions of others and open to learning about other cultures.

9) Builds Trust

Strong bonds and a team that appreciates working together are created through teamwork. Being able to trust a teammate creates a sense of safety that encourages teammates to be honest and supportive of one another. Teammate trust encourages open communication, which may in turn boost confidence in the business and management.



#### 10) Simplify solution

The potential for conflict increases when multiple points of view are brought together in a team. These disagreements can be resolved more quickly and amicably when there is a strong sense of team spirit among the participants. Teams with strong interpersonal links are more likely to find solutions to disputes among themselves than to involve management or outside parties.

#### **What is a team leader?**

A team leader is in charge of leading a group of individuals throughout a given initiative or towards a specific objective. The positions of team manager and leader are frequently distinct from those of people manager. In particular, the team leader is in charge of establishing a culture of cooperation and choosing the course for a certain project or programme.

A team leader's main responsibilities include-

- Organizing work
- Communicating goals
- Connecting work to context
- Delegating tasks
- Leading by example
- Allocating and managing resources
- Problem solving
- Managing project progress
- Reporting progress to stakeholders
- Coaching to improve team member skill sets
- Motivating team members to accomplish their goals
- Nurturing team member strengths and identifying areas for improvement
- Representing and advocating for team needs

### **C. Webinar or online official meeting**

#### **What is webinar**

A webinar is an online seminar or presentation conducted over the internet. It is typically conducted by a presenter speaking to an audience via audio and video streaming. Webinars are often interactive, allowing attendees to ask questions, provide comments, and participate in polls or quizzes.

#### **Benefit of webinar**

##### **1. Convenient to attend**

The time and effort required to go to a particular conference location or workplace can be saved by attendees by logging in to a webinar from any location that is convenient for them (such as their home, business, café, etc.). Additionally, compared to travelling to and attending an entire conference, webinars make it simple for people to attend the workshops or conferences they are interested in solely.

##### **2. Reach a wider audience**

Due to the fact that webinars are not location-specific, participants from various cities or even countries can participate, eliminating the need to transport attendees to a central place or send a trainer to several different locations. The most recent webinar hosted by Voice Project simultaneously reached participants in the UK, Germany, Japan, and the US! Additionally, while webinar capacity might be virtually unlimited, conference rooms are physically constrained by their seating capacities.

##### **3. Cost effective**

Running a webinar has substantially fewer overall expenses than holding a conventional conference. This includes both labour and money costs (such as venue rental, catering, conference materials, and travel) (e.g venue set up, employees out of the office).

#### 4. Seamlessly recorded

As part of the broadcast, a webinar can be recorded, allowing viewers to fit the training session into their own schedules at a later time. Viewers of a webinar recording get almost the same experience as live viewers because it is designed to be seen on a screen, which is not the case for a recording of a live presentation. Rewatching a recording will provide the same experience as the first time, which should help viewers remember the material delivered (according to the encoding specificity principle).



## **TASK 1**

The Mudrabiz Finance Company assisted in learning about the stock market, various forms of market instruments, mutual funds, the purpose and role of SEBI, and many other topics.

The initial step in every task is to acquire knowledge.

This is how one can communicate perfectly with another person about mutual funds and the stock market.

They simply told me to collect the contact information of colleges on a daily as our first task. I was entirely responsible for using Google, Facebook, Instagram, and other search engines to find the contact.

My collection of colleges now includes those from West Bengal, Chhattisgarh, Madhya Pradesh, Haryana, Telangana, Karnataka, Gujarat, Jammu & Kashmir, and four other states.

I picked colleges from each state in every 2-4 days.

Picking out the phone numbers from the college websites. sent emails to institutions asking for contact information. when phone numbers were providing errors or were invalid, but few answered. Most of them simply brush it off and continue. There is an 80-20 ratio in sales as well, just 2 out of every 10 calls will be commercially successful. Nobody can promise success in all cases. Nevertheless, this is only achievable if you are perfect, patient, and persistent while making calls, taking leads, and following up.

The very last step was to arrange meetings with colleges and universities that deal with the stock market and mutual funds webinars. The last meeting I had was with a college from West Bengal. Every day, I was placing 100 calls. Previously, I managed 10 leads each day, but only 2 of the follow-ups responded positively but slowly due to practice follow-ups increased by 4 here learned practice make a man perfect. I also scheduled mutual fund and stock market meetings there.

## **TASK 2 --**

Mudrabiz gave us financial and stock market expertise, but left it up to us to acquire contact information and arrange webinars with our seniors to influence students at particular universities and schools.

First and foremost, Task 1 involved training everyone about Mudrabiz via webinar. Our mentor even assembled a team of 10 people. Also, we were instructed to show them at least 10 leads each day. Our team leader gave us advice on how to one or polish our already acquired information and abilities. And this made it easier to understand the pressures that each team leader faces at work. This could be the cause of why only 5 or 6 people out of 10 made it to the end. Each of them was strict about the task anyone who disobeyed was dismissed from the internship. They moved me to another team after a month, every new team was doing far better than the prior one. Only those who put in good effort may be moved to the next team. This taught us how to function under duress.

The second responsibility we had was to inform individuals about various aspects of the stock market, including demat Accounts, Index Funds, Small Cap, Big Cap, and Mid-Size Funds, etc. This time, a call list was already prepared. Our daily objective was to make between 100 and 150 calls, of which we were to generate 15 to 20 leads. Even one of the most important factors was the sale of the modules listed on pages 14 to 15. Mudrabiz is providing 100% placement guarantee as per the modules , and this is unique selling proposition (USP) of a company.

## **DUTIES--**

- Analyzing each offering's specifics and keeping up with changes to these products.
- Obtaining and maintaining contact information databases.
- Making calls to prospective and current customers to encourage the purchase of goods.
- Promptly responding to clients' questions, complaints, and suggestions.
- Recording crucial information from each conversation.
- Providing our sales team with verbal acceptances of offers for closing.
- Keeping track of all successful and futile sales closing attempts.

- Participating in regular team meetings to discuss performance-related expectations and progress.
- Treating everyone you interact with with the utmost respect, regardless of their personalities.





## CONCLUSION

The study concluded that Mudrabiz Finance Company was a success in spreading awareness relating to finance and stock market for upskilling skills.

Mudrabiz finance company provide services like stock broking, advisory, education and placement.

Mudrabiz is striving hard to transform stock market scenario and will surely reach to a mass audience if it became affordable.

Most of the respondents agree that the courses are interactive, comfortable and effective.

The internship at Mudrabiz Finance Company proved to be highly beneficial and it contributed towards acquiring professionalism.

## SUGGESTIONS

- Physical meet in colleges can generate more sales
- Need to try for more courses like ai, data science, machine learning, etc.
- They must go for franchise business.
- Advertising through digital marketing.
- Needs to maintain employee turnover ratio.

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