



Cooperative Education Report

Share Trading and Client Management at NAASA Securities Company Ltd.

Written by

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This Report submitted is Partial Fulfilment of the Requirements for

Cooperative Education, Faculty of Business Administration

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Title - Share trading and client management at NAASA Securities Company Ltd.

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We have approved this cooperative report as a partial fulfilment of the Cooperative education program semester 1/2020.

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Acknowledgement

The achievement and ultimate result of this internship report required a great deal of direction and help from numerous individuals, and I am incredibly blessed to have all this along the fruition of my report. Whatever I have done is just because of such direction and help and I would not neglect to express gratitude toward them.

First of all, my sincere gratitude goes to my college Kathmandu College of Management for including such a reinforcing internship program in our academic curriculum of BBA that has played an effective role for the development of our knowledge and understanding on real working environment and our Principal Mr. Bishnu Raj Adhikari for giving us such a learning opportunity. I am grateful to my mentor Mrs Maria Shrestha, our cooperative coordinator Mr Chantip Suksai and my academic supervisor Aj. Sumaia Farzana for her patience and constant helpful guidance.

With deep respect and gratitude, I would like to proffer my cardinal acknowledgement to NAASA Securities Company Ltd. for giving me the opportunity to undertake my training at their prestigious premises. The internship opportunity was an incredible chance for learning and expert advancement.

I am thankful to Mr. Madan Poudyal who in spite of busy schedule co-operated with me and supervised me during my internship. I also feel grateful to Mr. Pramod Sanjel who became my mentor later as Mr. Madan tested positive for corona and was on rest. I feel extremely obliged towards all my colleagues at the organization for helping and guiding me throughout patiently and making me feel welcomed and a part of the team. I owe my profound gratitude to the entire staff of the organization for helping me grow into a better person and I hope to apply the knowledge gained in the corporate world soon.

Project Title : Share trading and client management at NAASA Securities Company Ltd.

Credits : 6

By : Mr. Pratik Mittal (ID: 6008040050)

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Degree : Bachelor of Bachelor of Business Administration

Major : Marketing

Faculty : Business Administration

Semester / Academic year: 2/2020

Abstract

This report is a brief description of my sixteen weeks internship carried out as a compulsory component of the 4th year of BBA. My internship tenure was from 2nd August 2020 to 2nd December 2020, but I have been working with company currently as well. The internship was taken under the organization NAASA Securities Company Ltd., Kathmandu. As a student of Business Management with Finance and Banking as my major, I opted for this workplace as being the ace in its field it provides services and has my interest of working in all the core subjects. I aspired to learn a) The practical scenario of professional world, b) Trading and client management at the company, c) Understand the workflow and gain knowledge about the brokerage sector. During my internship I worked in more than one field hence had several designations such as junior accountant, junior trading officer and junior collateral manager. This report incorporates all the insights that I have gained in the period of 16 weeks (continuing the internship term). Working and cooperating with managers and executives, I learnt to approach and address everybody keeping the important things in mind. I learnt how stock markets works and how trends are considered for better outputs, in addition I also learnt how an organization does its data entries and maintains its stock and how it tries to eliminate any human error possible. Communicating with clients and managing their DMAT as well as other accounts precisely was also done by me. During this coop tenure I barely faced any issues and was able to tackle any problem accordingly with appropriate solution. This report also includes my real time working experience during busy trading hours and one to one client communication learning. This report also details on why we did this coop education, chose that company or organization for the same.

Keywords: *NAASA Securities Company Ltd., Internship, Finance & Banking.*

Important Note

How has COVID 19 affected your internship at NAASA Securities Company Ltd?

The pandemic, at first made it quite difficult to work as an intern within as twice the lockdown was imposed and some of my colleagues including my supervisor tested positive. We had to take extra precautions by wearing protective gears in order prevent the infection. The company made sure that every employee is tested without delay and also promoted the mass vaccination for the company. The situation demanded my flexibility in working hours be it in office with limited staff or work from home. Adapting to the new normal had been more difficult than I expected however we adapted with turning situation. We created COVID 19 Staff Management protocol. The pandemic also created an uncertain environment in the trading sector. This unpredictability was challenging but on a positive note it was the best time to learn, and these situations also made masses interested in trading world.

This pandemic affected my internship directly as well because halfway through the internship my supervisor Mr. Madan Poudyal was affected by covid and later on Mr. Pramod Sanjel took his substitution.

Table of Contents

Acknowledgement	3
Abstract	4
Important Note	5
List of Figures and Tables.....	6
List of Acronyms	6
Chapter 1: Introduction	8
1.1 Company Profile	8
1.1.1 Mission of the company	10
1.1.2 Vision of the company.....	10
1.1.3 Strategy of the company	10
1.1.4 Objectives of the Company	11
1.2 Organisational Structure.....	11
1.2.1 Job Position.....	13
1.2.2 Job position details	13
1.3 Intention to choose the organisation.....	13
1.4 Strategic Analysis of the organisation.....	14
1.4.1 SWOT Analysis	14
1.4.2 Value Chain Analysis	16
1.4.3 PESTEL Analysis	18
1.5 Objective of the cooperative study.....	19
Chapter 2: Co-op Study Activities.....	21
2.1 Job Description.....	21
2.2 Job Responsibilities.....	21
2.2.1 Activities in Customer Service Department	22
2.2.2 Activities in the Account Department	24
2.2.3 Activities In Demat Department.....	25
2.2.4 Assignments Performed at Trading Department	27
2.3 Activities in coordinating with co workers	31
2.4 Job Process Diagram	32
2.5 Contributions as a Co-op Student in the company.....	33
Chapter 3: Learning Process	36
3.1 Problems faced during the internship.....	36

3.2	How problem was solved	38
3.3	Learning during cooperative studies.....	42
3.4	Special skills learnt from this Co-Op Study.....	47
3.5	Application of knowledge of coop studies	47
Chapter 4: Conclusions		49
4.1	Summary of highlights of coop studies at the company.....	49
4.2	Self-assessment.....	49
4.3	Result.....	51
4.4	Limitations of Co-Op studies	51
4.5	Recommendations for the company	52
Annexure.....		54
References.....		59



List of Tables

Table 1 - Company Profile Details	9
Table 2 Application of Coop Studies in internship.....	47

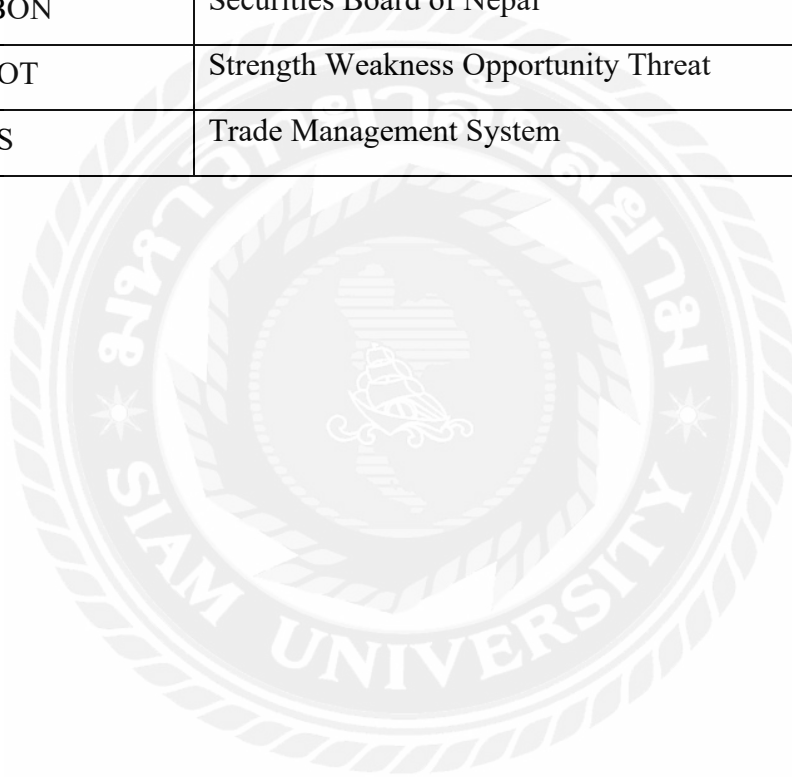
List of Figures

Figure 1 : Company Logo- NAASA Securities Company Limited	8
Figure 2 : Organizational structure of NAASA Securities Company Limited	12
Figure 3: Swot Analysis.....	16
Figure 4: Value Chain Diagram.....	17
Figure 5: Job Process as Trading Trainee	32
Figure 6: Job Process as Junior Accountant.....	32
Figure 7: Job Process as Junior Collateral Manager	33
Figure 8: Tasks as Junior Collateral Manger	33

List of Acronyms

BBA	Bachelor of Business Administration
BOD	Board Of Directors
BOID	Beneficial Owner Identification Number
BO	Beneficiary Owner
BOSS	Broker Office Solution Software
CDS	Central Depository System
CEO	Chief Executive Officer
CFO	Chief Financial Officer
CNS	Continuous Net Settlement
CRM	Customer Relationship Management
DIS	Delivery Instruction Slip

D-MAT/Demat	Dematerialization
DP	Depository Participant
HR	Human Resources
IT	Information Technology
KYC	Know Your Customer
.LTD.	Limited
NATS	Nepse Automated Trading System
NEPSE	Nepal Stock Exchange
NOTS	Nepal Online Trading System
SEBON	Securities Board of Nepal
SWOT	Strength Weakness Opportunity Threat
TMS	Trade Management System



Chapter 1: Introduction



Figure 1 : Company Logo- NAASA Securities Company Limited

1.1 Company Profile

NAASA Securities Company Ltd. (Broker number 58) is a leading Brokerage Firm of stock trading in Nepal. The company is licensed from the market regulator, Securities Board of Nepal (SEBON), and is the member of Nepal Stock Exchange Ltd. (NEPSE). Established in 2007, it has been operating in brokerage business since 2012 with a market share of roughly 10% percent of total market volume from fiscal year 2016-17 making it one of the major contributors. Having clientele from all over Nepal they are invested in stock brokerage and depository services that NAASA provides. Their services include buying and selling of stocks enlisted in Nepal stock exchange for our clients. There are services also include opening Demat Accounts, providing dematerialization services, pledge/unpledged of securities etc for clients.

According to memorandum of this company it has following objectives.

- I. To do work of securities broker as well as give required suggestions and information to invest in debentures and shares.
- II. The customer's choice – the broker of the first choice in our key markets.
- III. Meeting investor's expectation and securing the future.

Company Office Address	NAASA Securities Company Limited. Naga Pokhari, Kathmandu
Phone No	01-4440384
Website	https://NAASAscurities.com.np
Total Capital	Five Crores
No. of Employee	40

Management Team	
Managing Director	Mr. Madan Paudyal
CFO	Mr. Pramod Sanjel
Manager (Compliance)	Mr. Dilliram Upreti
Manager (Clearing and Settlement)	Mr. Hari Prasad Sharma
Company Secretary	Mr. Jit Kumar Dahal
Trading Officer	Mr. Pranish Raj Giri
Trading Officer	Mr. Binod Lamichhane
IT Manager	Mr. Mani Kumar KC

Table 1 - Company Profile Details

A. Profile of Promoters and Board of Directors

There are three members in BOD in which Mr. Rabindra Shrestha is the Chairman. Mr. Madan Paudyal and Mr. Shrish Amatya are directors for the company.

B. Services offered by NAASA.

a) Opening D-mat account:

NAASA Securities Company Limited provides its customers with the services of D-mat which helps them to dematerialise their traditional certificates. This service is an innovative service in Nepalese share market. The customers with D-mat account can easily check the information regarding their share availability.

b) Buying and selling of share.

NAASA Securities Company Limited helps the customer to buy and sell the share at their prescribed rate. NAASA also provides possible suggestion to its customer regarding their investment.

c) Advisory Services

They are witnessing growing demand for Advisory Services owing to lack of credible data and/or information one can find in case of need in any public site/domain or information centre. In view of this and to provide the clients an array of diversified services, the staffs have

been providing research-based consulting services where their findings and conclusions are presented to the clients for consideration and decision making.

d) Human Resource

As on December 2020, NAASA has a total of 25 staffs working in its head office and also have another of its branch office in Adarsha Nagar, Birgunj. Keeping in mind the value of human resource in the development and prosperity of the organization, NAASA provides regular training to the employees to ensure their creativity, productivity, business skills and management skills at utmost level. Similarly, it hires employees on the basis of desired skills and quality and provides them with necessary training.

1.1.1 Mission of the company

They aim to be a recognized brokerage service provider and enhance financial independence and stability of traders and investors by offering them powerful digital and professional guidance and the best economical niche. Their goal is to do the best individually and collectively with pure intentions and just attitude providing best quality services to customers, contributing to the capital market development of the country and creating excellent growth opportunity for employees.

1.1.2 Vision of the company

“To provide effective and efficient securities trading services that enhances the level of customer satisfaction”.

1.1.3 Strategy of the company

- a) Trust, Transparency & Professionalism.
- b) Highly Secured Transactions.
- c) Clients before Company.
- d) Focus on building Long-term Relationships.
- e) Maximizing Investors Wealth.
- f) Confidentiality of transactions.
- g) Technological advancement

The company has developed effective plans to contribute in Nepalese Security Market and Brokerage Business. The major plans of the company are as follows:

- a) To make quality, effective and efficient securities trading activities.
- b) Using state of the arts- technology in service providing.
- c) To increase small investor's role in market by opening branches in different parts of country.
- d) Providing portfolio management service and margin trading system if approved by regulatory body.
- e) To work for protect and promote the interest of small investors.
- f) To operate security market related training and awareness programs.
- g) To prepare skill manpower for share market and brokerage business.
- h) Providing financial assistance to individual who are interested to study security market related field.
- i) To operate securities market training centre in permanent way.

1.1.4 Objectives of the Company

The main objective of the company is purchase and sale of securities listed in the Nepal Stock Exchange as per the order of customers. Besides the company has the following objective.

- To promote securities market by healthy competition and professional services to the client.
- To do work of securities broker as well as give required suggestions and information to investor and respected customer.
- The customer is the first choice of broker in the market.
- Another objective of the company is to make effective, transparent and prompt international standard brokerage service to internal investors.

1.2 Organisational Structure

The company has three – tier management composition i.e., the board of directors, managing director/chief executive officer and managers. Adequate amount of supporting staff is placed in each department for smooth functioning of the organization. Currently it has 13 employees in Share and D-mat department. The structure of the company is as follows:

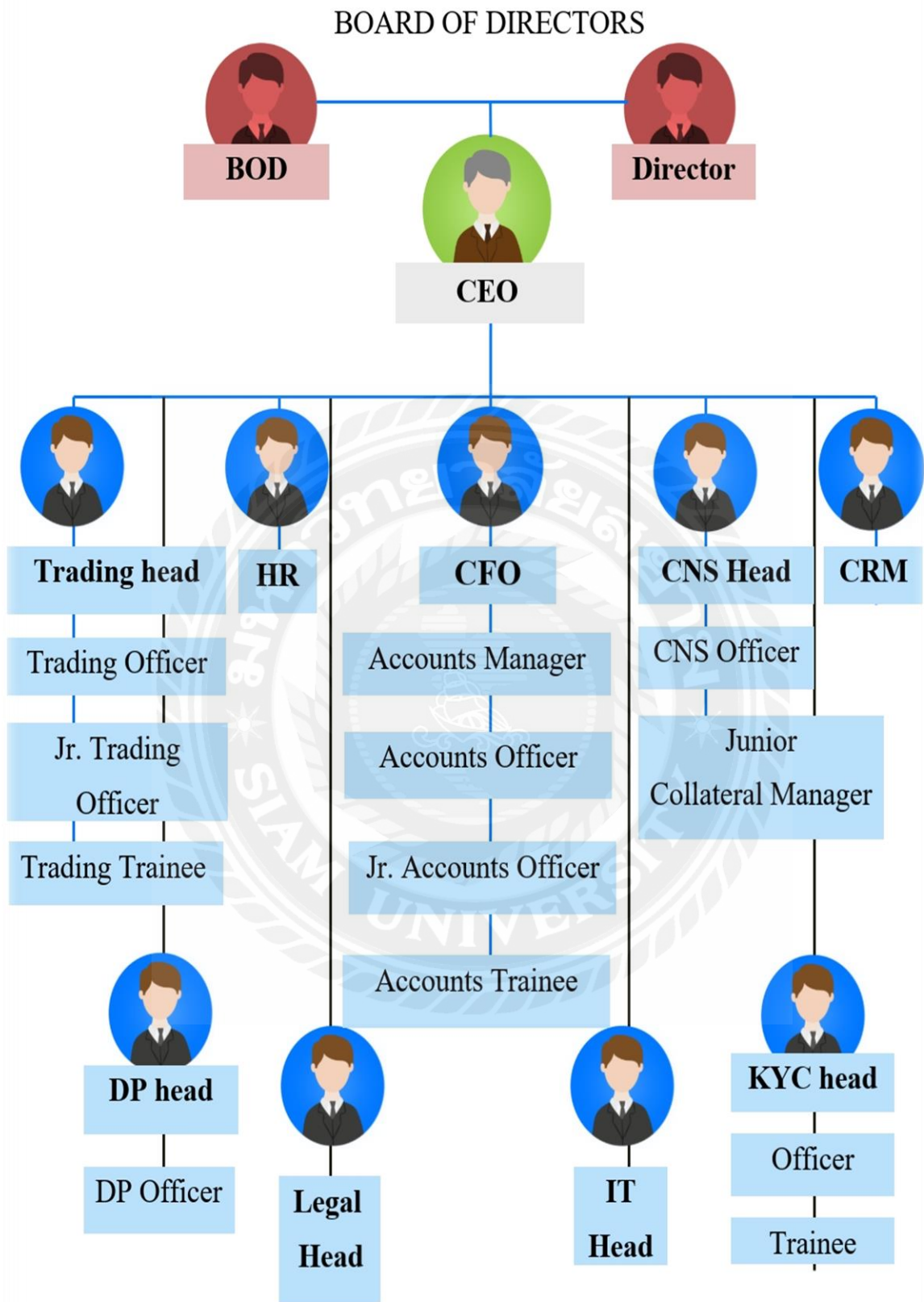


Figure 2 : Organizational structure of NAASA Securities Company Limited

1.2.1 Job Position

During my Coop period I was assigned various tasks and worked in almost all the departments of the company hence I had many positions as an intern such as junior accountant, junior trading officer and junior collateral manager. My main role was to assist the senior accountant and trading officer, manage accounts of clients and communicate with them with quick responses to their queries, and to do the tasks assigned to me. In this duration I was taught all the responsibility of transparent and quick representation of data in statements. I devoted utmost time as trading trainee.

1.2.2 Job position details

Internship is provided to perform different task and activities to gain knowledge and enrich the skill. Different types of organization can be selected as per the interest of the student. Being a student of BBA and specializing on finance, the best area for internship that I found was brokerage firm where the intern could implement the theoretical knowledge to the practical one, enhance the potentiality, and have real life knowledge in this field.

During the sixteen weeks internship program at NAASA, I was able to learn whole new things. My internship at NAASA Securities Company Limited gave me new facets of corporate culture. I was able to learn how the brokerage firms operate its different activities and how everything is guided and regulated by the SEBON so as to ensure the safety of public's interest. During the period of internship, I was placed into the following departments.

- A. Customer Service Department
- B. Demat section
- C. Account Department
- D. Trading Department

1.3 Intention to choose the organisation.

I wanted to join this organization as the position offered elevated my key interest of working in a brokerage field and as the organizational environment was also very suitable and professional which further helped me to intern at a multifaceted company. Furthermore, this organisation gave me an opportunity to explore and participate in all the departments that not

only helped me understand the process of a system in a better way but also made me multitask and learn more than one skill. The organization was a mid-range company that could offer me real time experience that could actually be important for me in my future.

I wanted to experience working for a brokerage firm and improve my knowledge on how stock market functions. I was drawn into the prospect of my work, as an intern, would not be monotonous but rather it would be more interactive.

I have heard false promises and public stories of investors striking it rich or losing everything. So, because of this, I thought it would be a high time to know about the market and how is it functioning. I had a perception that working in NAASA would help me invest in the right sector. As some of my families are involved in share business, they too suggested me that it would be a right choice. Thus, I choose NAASA for my internship.

1.4 Strategic Analysis of the organisation

1.4.1 SWOT Analysis

SWOT is an acronym used to describe particular Strengths, Weaknesses, Opportunities and Threats that are strategic factors for a specific company. It is an effective way to conduct environmental scanning of the company.

Strengths

- a) It is ranked as the top stockbroker of Nepal.
- b) It has maintained the good relationship with investors and other investment companies.
- c) NAASA Securities is equipped with highly secured Broker Back Office System.
- d) Wide ranges of products and services offered in the stock market and financial management such as opening Demat accounts, buying and selling of shares, clientele advisory and recommendation services etc.
- e) Known for their transparent functioning.
- f) Emphasis on building stronger relationship with clientele.
- g) Location advantage being the company situated in Kathmandu city with another branch in Birgunj which makes it easier for the company and the clients to be in contact. Also, location in the apex of the share market competition helps in being updated.

Weaknesses

- a) Less marketing and promotional activities of the services offered by the firm.
- b) Business is limited to the two branches.
- c) Lack of employee motivation.
- d) Centralized decision making creates delay in work.
- e) Small office premises.
- f) Issues in client Management
- g) Employee restrictions due to pandemic situation.
- h) Automation of services is required for better results.

Opportunities

- a) Increasing knowledge about the security market to general public.
- b) Increasing Number of new investors.
- c) Market is going towards the favourable condition.
- d) The policy to implement the fully automated CDS system.
- e) Capturing the new emerging technological services to investors for making their transaction secured and transparent.
- f) They have a potential to establish new branches outside Kathmandu valley and expand their business and services. Democratic government helping the investor to lift up the investment in security market.

Threats

- a) Highly competitive market.
- b) Political instability of nation.
- c) Poor economic condition of the country.
- d) Lack of education about the brokerage industry.
- e) New technology in the market.
- f) Unpredictable trends in the economic sector.

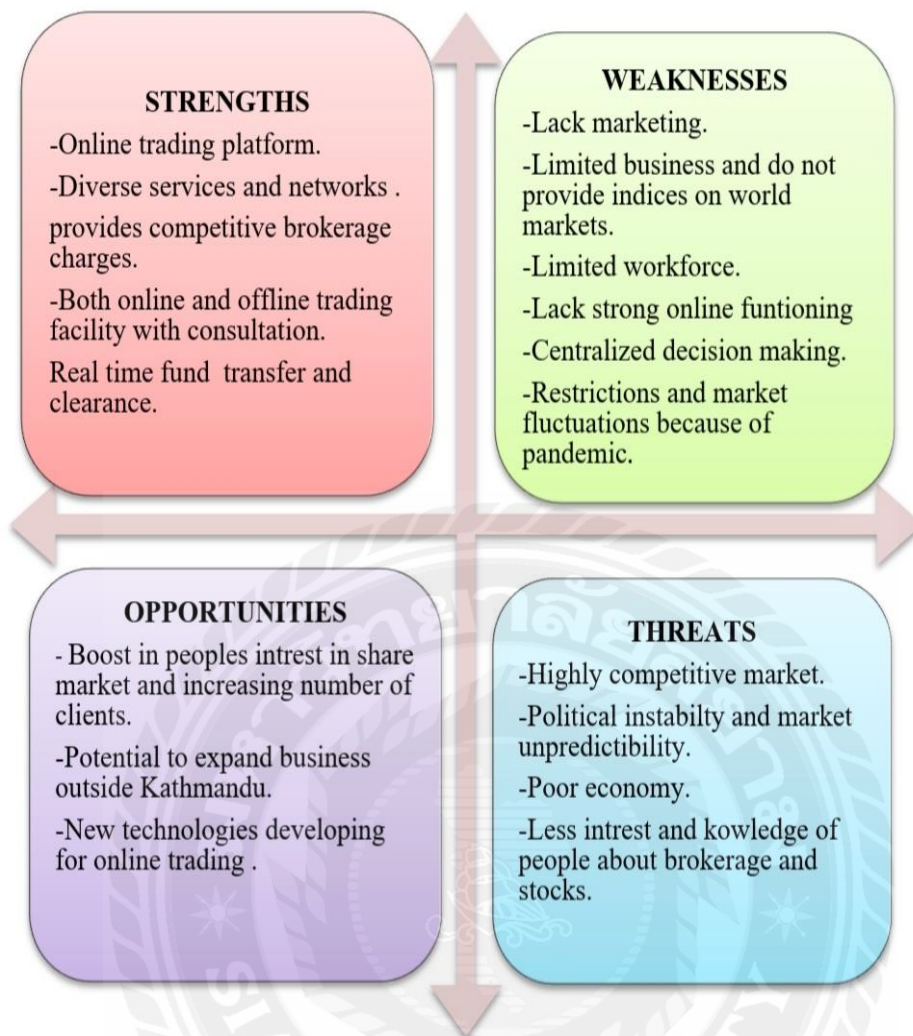


Figure 3: Swot Analysis

1.4.2 Value Chain Analysis

Value chain analysis is a strategic tool that analyses the internal activities of a firm, Value chain is formed by the internal activities and the support activities which add value directly and indirectly to the final service or product. In the value chain analysis of the company, we can see that the primary activities include the basic execution and accounting of the data and all the services that the company offer which also includes transactions and settlements. Marketing and sales are the direct primary activities as well as they influence the performance of the services directly. The value chain has four main pillars for the company that are procurement and advisory (recommendations and advisory consultancy to the clients regarding the stocks and trade), Risk management, Technological support (online assistance and offering their

services) and human resource management. The support activities that help the value chain and the primary activities in a subsidised manner as shown in figure are sales policy administration, financial accounting and data management etc.

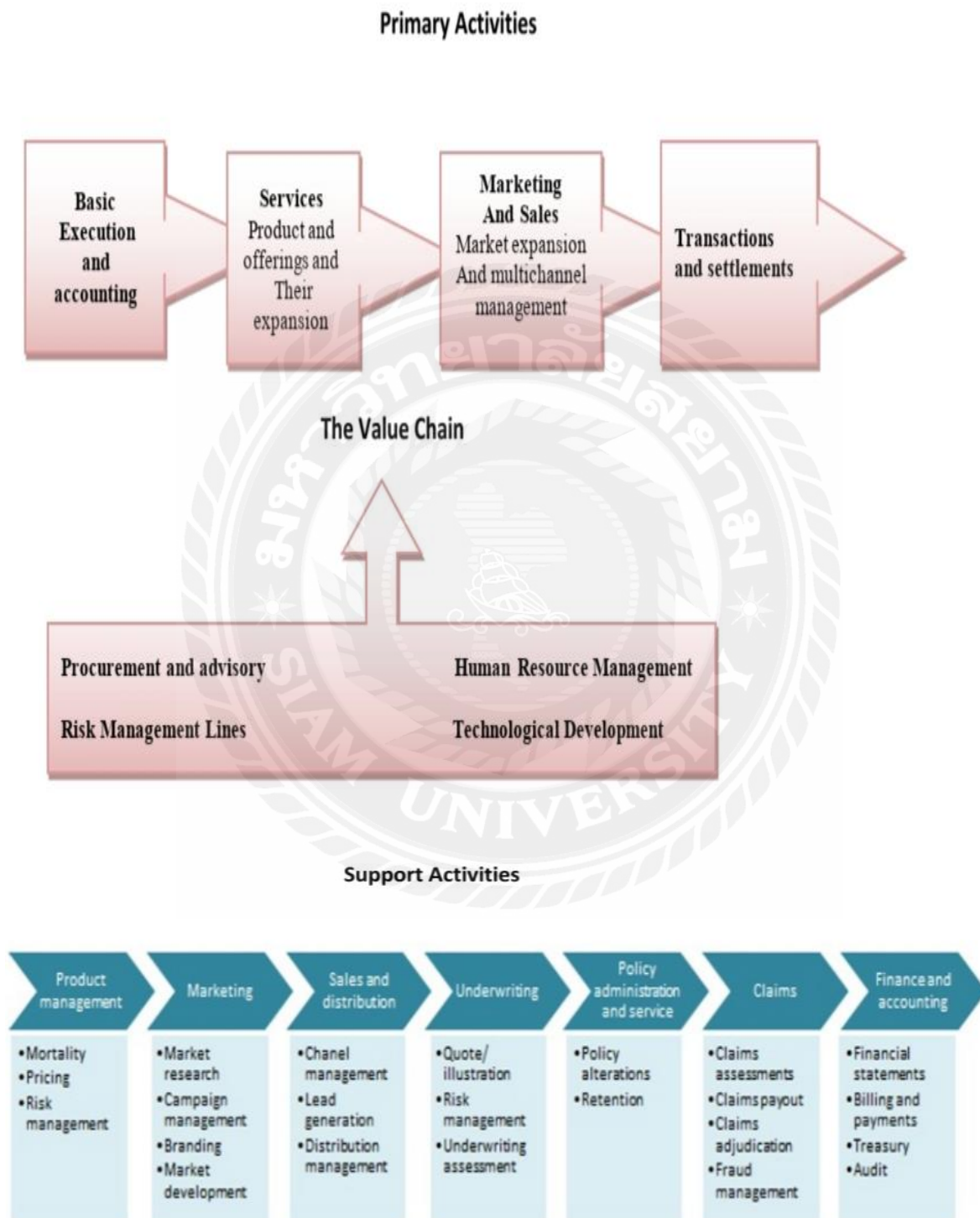


Figure 4: Value Chain Diagram

1.4.3 PESTEL Analysis

PESTEL is shortened for political, economic, social, technological, environmental and legal factors that affect a company's performance. This analysis is very extensive and detailed as it covers all the possible affecting factors that can make or break a company's growth. In the case of NAASA Securities Company Ltd. this analysis can be explained in the hierarchy as follows:

Political: A country's political situation affects its economy directly; being a brokerage firm and dealing with finances every day and the unpredictable stock market the working and performance of the company depends directly on the economic conditions of the country.

In the trends of Nepalese stock market, we have seen a rapid rise in the people interested in investing and knowing about the stock market which has increased the number of clients that the company deals with. These dynamic and opportunistic market trends of more clients coming in have been beneficial for the company.

Economic: The economic scenario has been favourable as well as spontaneous for the company. Favourable because of the increase in clients, initial public offerings and a fast-paced stock market with high gains. The cause of spontaneity has been because of the random disturbances in the trends of stocks that are affected by the pandemic situation.

Social: Though there is apprehensiveness towards making an investment in the trading sector, the company is having a good performance because of the wave of new clientele interested in the stock market.

Technological: In the current situation of the ongoing pandemic everything being virtually executed, the technology advancements are a must and have been able to establish a good communication with the clients, the company is also able to reach further and make analysis and management of their data in a good way. Minor issues because of system crashing occurred sometimes but were dealt with quickly. The online trading and registration services of the company have risen as well.

Environmental: Nepal's geographic location is prone to natural occurrences like heavy thunders, earthquakes etc. During 2020 Nepal has experienced around 47 quakes. All these affect the company and halt its working indirectly. Also, its strategic location between India and China affects its Market depending on these countries' trends.

Legal: Although the rules and regulations are in good side for the brokerage companies and have made the trading more natural some changes and amendments are still needed. The company has a separate legal department and have been working on the legal challenges and issues diligently.

1.5 Objective of the cooperative study

The primary objective of the internship is to provide an opportunity for learning as well as developing skills and to list out any and all experiences faced by the student to reflect upon in the future. Its objective is also to develop initial research skills as well as managerial skills in student to tackle the real-life problems arising in organization. This report will act as archival records of the sixteen weeks internship to help me understand the skill that I may have learned. I chose the topic Share trading and client management at NAASA Securities Company Ltd. because the two main services provided by the company were brokerage and depository services and as an intern, I worked thoroughly for both. NAASA securities managed to become a major contributor in the market in its initial operation days and became a leading firm with their ethical business practices and now cater services.

The following are the specific objective of this internship report.

- 1) To understand how share trading is operated and analysed and profits are made.
- 2) To know how the stock market process in day-to-day practices.
- 3) To know how the price of the shares goes up and down.
- 4) To know share buying and selling process with ownership transferring process.
- 5) To enhance the communication, interpersonal and public relation skill through direct interaction with the customer.
- 6) To have the practical work experience under the professional supervision.
- 7) To learn client management, manage clientele data and maintain records and communication with them.

After specifying the goals and objectives of the internship I wanted to achieve them by:

- 1) Observation of the daily operations and service rendering.
- 2) Interacting with the staffs and employees of the organization in order to gain more insight about share market.
- 3) Indulging self in some of the operations they permit and develop knowledge regarding those operations.
- 4) Taking observations of the various records and files of the company they let us go through.
- 5) Taking information from the reports and the website of the company.



Chapter 2: Co-op Study Activities

The main tasks assigned to me were to do data entries, attend clients, work with the team during trading hours, manage open and making client's Demat accounts and KYC portfolios and to double check all my tasks under the position with managing the accounts as well in NAASA Securities Company Ltd.

2.1 Job Description

During my Coop period I was assigned various tasks and worked in almost all the departments of the company hence I had many positions as an intern such as junior accountant, junior trading officer and junior collateral manager. My main role was to assist the senior accountant, manage accounts of clients and communicate with them with quick responses to their queries, and to do the tasks assigned to me. In this duration we were taught all the responsibility of transparent and quick representation of data in statements.

To describe briefly, I was assigned to do the following tasks:

- 1) To look after collateral issues of TMS (Trade Management System).
- 2) To address client collaterals and monitor them.
- 3) To keep check of client's data and updating it daily
- 4) To manage accounting entries of all the transactions done.
- 5) To Manage and coordinate online applications and group work for KYC.
- 6) To Maintain and oversee accounts.
- 7) To keep record and entries of TMS.
- 8) To attend various errors and issues of customer on all communication platforms.
- 9) Working on Trades in trading hour.
- 10) To update and keep each client well informed about every transaction via Emails and Message each day.
- 11) Problems and non-functioning of any service or transaction because of system error is to be well reported to their respective authority and client within each day.

2.2 Job Responsibilities

Internship is provided to perform different task and activities to gain knowledge and enrich the skill. Different types of organization can be selected as per the interest of the student. Being a student of BBA and specializing on finance, the best area for internship that I found was

brokerage firm where the intern could implement the theoretical knowledge to the practical one, enhance the potentiality, and have real life knowledge in this field.

During the sixteen weeks internship program at NAASA, I was able to learn whole new things. My internship at NAASA Securities Company Limited gave me new facets of corporate culture. I was able to learn how the brokerage firms operate its different activities and how everything is guided and regulated by the SEBON so as to ensure the safety of public's interest.

During the period of internship, I was placed into the following departments.

- 1) Customer Service Department
- 2) Demat section
- 3) Account Department
- 4) Trading Department

The details of activities performed under different departments during the internship program are described as follows:

2.2.1 Activities in Customer Service Department

Customer service is the provision of service to customers before, during and after a purchase or sale of securities. Good customer service provides an experience that meets customer expectation and produces satisfied customer while improper customer service can generate complains which can result in loss of sale as well shift of customers from NAASA to other. According to Investopedia, "Customer Service is an extremely important part of maintaining ongoing client relationships that are keys to continuing revenue."

The importance of customer service may vary by product or service, industry and customer. The perception of success of such interactions will be dependent on employees who can adjust themselves to the personality of the guest. A customer service is one of the important parts of NAASA Securities Company Limited. In customer service, the staffs provide the information about buying and selling to the customers. Especially this department focuses on the customer. In this department there are many files required to manage for the working of the organization. It consists of different certificate of different banks, finance companies, development banks, insurance company etc. Some of the importance of customer services that an intern learned is:

- 1) It is what customers will remember.
- 2) It reflects heavily on your entire business.
- 3) It is a great marketing angle.

I. Customer Service of NAASA Securities Company Limited

NAASA is one among the excellent service organizations in the field of share markets. They provide services of buying and selling of different company's shares in secondary market. The main objective of this organization is to make quality, effective and efficient securities trading activities. Customer service is the first and important function of this organization, which provides information of buying and selling of shares, daily price fluctuation of secondary shares, and other related information to the customers.

II. Roles: In NAASA, as an intern I have performed the following roles in Customer service department.

- Greeting the customer with smile.
- Responding the customer queries which are mostly related to opening a new Demat account, buy and sell their shares, settlement of their shares, contact information they need and grievances.
- Maintaining different types of files such as certificate of various companies, floor sheet, and daily order sheet.
- Helped the customers to fill up the order form, verification form, customer identification form, DMAT form.
- Supported customers in buying and selling process. Supporting this sentence with an example, when a client calls and give the details to buy and sell certain named share, I note that down along with their account information and exactly buy and sell the mentioned shares by them through the company's system. When this is done, I inform them and make the transactions accordingly.
- Informed about different company's book closing time - To make our clients make a good investment we inform them the deadlines and updates of the buying and selling of stocks and shares during the trading hours. This updates them in case they forget to make a certain buy or sell call.
- Called customers to submit the missed information in KYC.

- III. The outcome was that whenever customers are provided with the suggestions of investing in particular stock it provides them confidence in their investment.
- IV. Learning: The major learning from customer department was that it increases the communication skills, communicating in a good manner really satisfies the customers as well it also helps to increase the number of customers at NAASA.

2.2.2 Activities in the Account Department

The account department was responsible for the receipt and payment of the funds to and from the clients. In this department the financial transactions are recorded, and books of accounts are maintained for day-to-day transactions. I was not allowed to operate on the system, but I could observe the working in the department and allowed to do some minor activities.

In this department, floor sheet entry was done. Floor sheet refers to sheet which includes details of a day's transaction from a particular broker firm. It includes name of buyer/seller, quantity of share purchased, name of the company, rate and total amount of shares purchased. The clients who purchased the share would be informed after the trading hours about the shares they purchased via messaging system. Here the message to client would include name of the company's share, rate, quantity and total amount of purchase.

This department was also responsible to make payment to the seller clients. The payment was made through the account payee cheque in the name of respective client. This department would maintain the list of shares close out which would happen due to inability of the client to settle the shares or transfer his sold share to buyer and when excess shares are sold. In case of close out, the information must be conveyed to the respective client and request the client for the further process of penalty and close out.

- I. My role was to verify that every transaction is taken into consideration. The messaging to the client is done timely and information is made available to the respective client. The verification was done by manually entering the transaction in the purchase book. Apart from this, I need to make sure that the account payee cheque of every seller client is printed, and they are informed to collect their respective cheque. The transactions were error free and doubled checked thus minimizing the chance of the error. As a

result, timely and error free transaction can be done making the organization to operate smoothly.

- II. The outcome was the error free transaction that would help in smooth flow of operation and reducing the unnecessary mental hazard to the employee and organization.
- III. Learning: I was able to know about the accounting software of the brokerage firm, system and how the close out situation occurs. The challenging aspect in this department was settlement of the share close out. I couldn't grasp complete procedure as it includes multiple brokers. However, I would like to recommend the brokerage firm to work in coordination with other broker firms as they cannot work in isolation and to prioritize organizational interest over personal conflict.

2.2.3 Activities In Demat Department

Every client must open up a Demat account in order to trade the securities. Demat is one of the latest mandatory regulation brought by SEBON whereby the investors are required to transfer the physical shares into the electronic account. An investor can open the Demat account either in the bank in which they do their business or in the brokerage firm from where they trade their securities.

Dematerialization is the mechanism of converting the physical securities certificate into the electronic form. It is the electronic record of the ownership of the securities possessed by the beneficiary owner (BO). Shares and securities are held electronically in a Dematerialized (Demat) account, instead of the investors taking possession of physical certificates. A dematerialization account is opened by the investor while registering with an investment company or broker. The dematerialized account number is quoted for all transactions to enable electronic settlements of trades to take place. Every shareholder will have a dematerialized account for the purpose of transacting shares.

I. Opening the Demat Account of the Investor

The client can request to open the Demat account in the brokerage firm itself. For opening the Demat account, the investors are required to fill the form and provide

documents like citizenship photocopy and a passport sized photo. The clients are also charged Rs 150 as a fee for opening the Demat account.

My role was to verify the details of the clients and documents provided by them. After that, the details are entered into the software CADS provided by the NEPSE. The BOID code is generated, and statement is printed which includes the information of the clients and the BOID number which is the Demat account number. The statement would then be distributed to the concerned investors.

- II. The outcome was the generation of the BOID number that would help investors to trade. With the increase in the number of clients to open the Demat accounts, the revenue of the organization also increases to some extent.
- III. I learned about the Demat process, and its importance in trading of the securities. However, in the initial period, I faced difficulty in operating the system. The system failure would result in unnecessary trouble preventing from providing timely service to the customers. But I would like to recommend to double check the clients detail entered in the Demat account form and notify customers about the Demat account number.
- IV. **Printing the Statement, Pledging, and Freezing of the Account**
The institution is required to provide a printed copy of the Demat statement upon the request of the customer so that they can be notified about the transfer of the shares to their respective account. This helps the clients to be notified about the total number of share they possess of the respective banks. Sometimes, some customers do not make payment on time. They are given warning and even after the warning the payment is not made, the brokerage firm can freeze the Demat account restricting the client to do any sorts of transaction of shares. Some investors could use shares in their Demat account as collateral to take the loan from the bank. Depending on the share of the company they have, the bank would provide up to 50% of the total value. Also, the clients who have maintained the Demat account from the NAASA; the transfer of their share would be done from NAASA. On the last day of the week, filing of document was done.

- i. My role was to print the statement of the clients upon request and to educate on the shares information if asked by them. No works regarding the pledging and freezing was done during my tenure. The filings of documents were done on every Friday, and I was required to make sure that the documents were kept in right order and could be easily retrieved upon call.
- ii. The outcome was knowledge that I received on the aspect of pledging and freezing of the account which was unique to me. As for organization, I was able to insist them in their work.
- iii. I was educated about the activities which the brokerage firm can undertake in case of default of its money by the clients. However, maintaining the documents of the clients was a biggest challenge as there was not appropriate spacing and orders for arrangement of the client's documents like Demat account form and KYC form.

2.2.4 Assignments Performed at Trading Department

I. Introduction

The shares purchase and sales is done through the trading department. The trading of securities starts from 11:00 am to 3:00 pm every Sunday to Thursday except the public holidays. I was lucky to operate and perform some tasks on trading though it is risky and learned a lot about the investor's behaviour in purchase and sales of securities. This department was responsible to operate as per the request of the customer for purchase and sales of the securities. Activities done under trading department are as follows:

II. Generating Client ID from the System

Every client who wishes to do trading of shares from any brokerage firm for the first time has to open the client ID in that brokerage firm. For this, the clients are required to fill up the KYC form. The form includes client's name, 3 generation name, citizenship number and issue place, date of birth of client, address, phone number, bank name and account number. The client must provide a passport size photo along with Demat statement and citizenship photocopy. The information's are entered into the system to generate the client ID.

- III. My role was to ensure that all the details are filled with clarity and required documents are submitted. After the verification, the details are then entered into the system and a code is generated which is given to customer for further transactions.
- IV. The outcome was that most of the customers were satisfied with the quick service and requested more for other services in the firm. So, I was able to make new base of satisfied customers for the organization and also develop the networks with these clients which can help me in the future.
- V. My learning from this activity's is to know about the need of the client's information, importance of client id in the brokerage firm, handling and operating the CDS system. The interaction and fast service can help to develop satisfied customers but sometime the customer expects too much which cannot be met every time.
- VI. Trading of Securities (Taking Orders)
- Any client who wants to buy or sale the securities must notify in the trading department. For this, the client must fill up the order sheet whereby they provide information about the purchase/sale of securities, the company's name whose security they want to purchase/sale, price or price range, quantity of shares, brokerage client id, phone number, and client name. However, regular clients would provide order from the telephone too. For Stock Trading purpose they use the NEPSE trading system called "NEPSE Automated Trading System (NATS) which is a fully automated screen-based trading system which adopts the principle of an order driven market.
- i. My role was to verify all the details of the clients and place the order in the order sheet either buy/sale as per the request of the client and submit it to the trading officer. Apart from this, advice would be given to the clients that would benefit them.
 - ii. The outcome was that though it is one of the sensitive areas of working in the firm but was allowed to take the orders, where if any mistake done, than it can impact the organizations or the client adversely. However, there was no reported case of errors.
 - iii. I learned to know about the behaviour of the investors while trading and the basis on which they take decision. Quick and accurate service can attract the customer and make

them satisfied resulting in retaining the customers. When the effort of we intern is appreciated, it boosts the confidence and motivation to work with more sincerity. The biggest challenge faced was the time and stress management. As times of major stock price fluctuation, more order would be received either from telephone or order sheet. Handling all those orders effectively and efficiently was stressful. Also, in this course would sometime lead to customer dissatisfaction. As a result, I learned that, the better the person can handle the stress, the more successful the person can become.

VII. Assignment at Clearing and Settlement Department

The Clearing department basically deals with the transfers of the shares sold. Every client is required to settle the shares after they are sold within 3 days as per the regulation of the SEBON. In case of failure to settle, the investor is charged 20% penalty. For shares to transfer, mapping of the client information must be done in the CDS system called CNS: Clearing and Settlement, provided by the NEPSE. Mapping basically means adding the information of the client in the CDS system. After mapping is done successfully, the process of share transfer starts. In this process, the clearing member calculates the capital gain/loss tax, commission of the broker and the fee to the SEBON. The clearing member is responsible to settle the shares of the investors within the specified period.

To transfer the shares of the clients, first the client must submit the DIS slip. The DIS slip is an instrument which includes the information of the client's id, name, no. of shares sold, brokerage firm id from where the transaction was done, client signature and date of settlement. After entering all the details correctly, the DIS slip is send to the respective bank for transfer of share.

- i. My role in this department was to print the list of the clients who sold the shares. After printing the list, I was required to check the DIS slip of those clients and call the clients in case the DIS was not there. After receiving the DIS slip, I would fill the slip with the required details. Apart from this, the adjusted price of the shares was noted down which was used in calculation of the capital gain tax.

The emphasis would be given to settle the shares within the specified time so that we are able to retain the customers. For this, we would sometime visit to customers place

to get the DIS slip that would not only help the client to be saved from the penalty but also develop a value proposition for the organization.

- ii. During my tenure, I learned about the process of DIS slip, share transfer process, which helped to magnify my knowledge in the sector. The challenge I received was the carelessness of the customer in submitting the DIS slip and then tries to forge on the penalty by unethical discussion. The system of NEPSE is very rigid as brokers cannot rectify or edit the client information on the client ID account. Also, some clients would not provide proper information on contact number making it difficult to reach them. I would like to recommend ensuring and double check the client information entered specially regarding the contact number and address. Educate the clients on the penalty in case of shares close out.

VIII. Observation and Analysis of Market

Apart of being directly involved in various activities that takes place in the organization, I got the chance to observe the stock market which opens from Sunday to Thursday for 11:00am to 3:00pm. Every day when the market opens, a number of investors gather to observe the live market trading and based on that they invest/sell the share.

There are basically two types of analysis technique. First is the fundamental analysis and the second is technical analysis. Some of the investors use the technical analysis whereby they use different technical tools like candlestick, MACD, volume etc. to estimate the price fluctuation and direction from the past price data of the stock. Some use the fundamental analysis meaning studying the balance sheet of the organization and identify the strength and weakness of the company.

However, some people/investor tends to invest on shares based on the rumours, inside information rather than the analysis tools. Some investors do invest in shares because his/her friends are investing in shares.

From my experience, I learnt the market rate is determined by the demand and supply of various stocks. Different factors tend to influence the attitude of investor in different ways. I was also able to meet with some professional people who regularly invest in

the securities after in-depth analysis and learned various lessons from them. Some of my learning is as follows:

- i. Develop a mindset about the return an investor would like to have from a security. Don't be greedy and expect on higher return every time. Sometimes greediness would lead to less return.
- ii. Investing on security only after prior analysis and research.
- iii. Creating a portfolio of securities rather than investing in the single share or sector.
- iv. Updating with the information and determine the likely trend of that news with stock market.

Moreover, I learned about why the Nepalese stock market is currently declining and rising simultaneously, how the news by NRB with regards to banking institutions would impact the stock market, price fluctuation is all about the investor's emotion, how Nepalese share market is influenced by politics.

2.3 Activities in coordinating with co workers

Teamwork was a priority by making it part of the performance management system. Also, team building activities were conducted by the management for the refreshment. The benefits of team building games and activities not only affect the way teams work but it also reflect improvement in everyone's overall personality. The activity which was conducted by management was not only beneficial for co-workers and employees but also for the organization too. It helped the company to improve its productivity levels, increase morale and motivation across team members, improve workplace collaboration, and higher job satisfaction among employees last but not the least improve quality of work.

2.4 Job Process Diagram

As trading Trainee

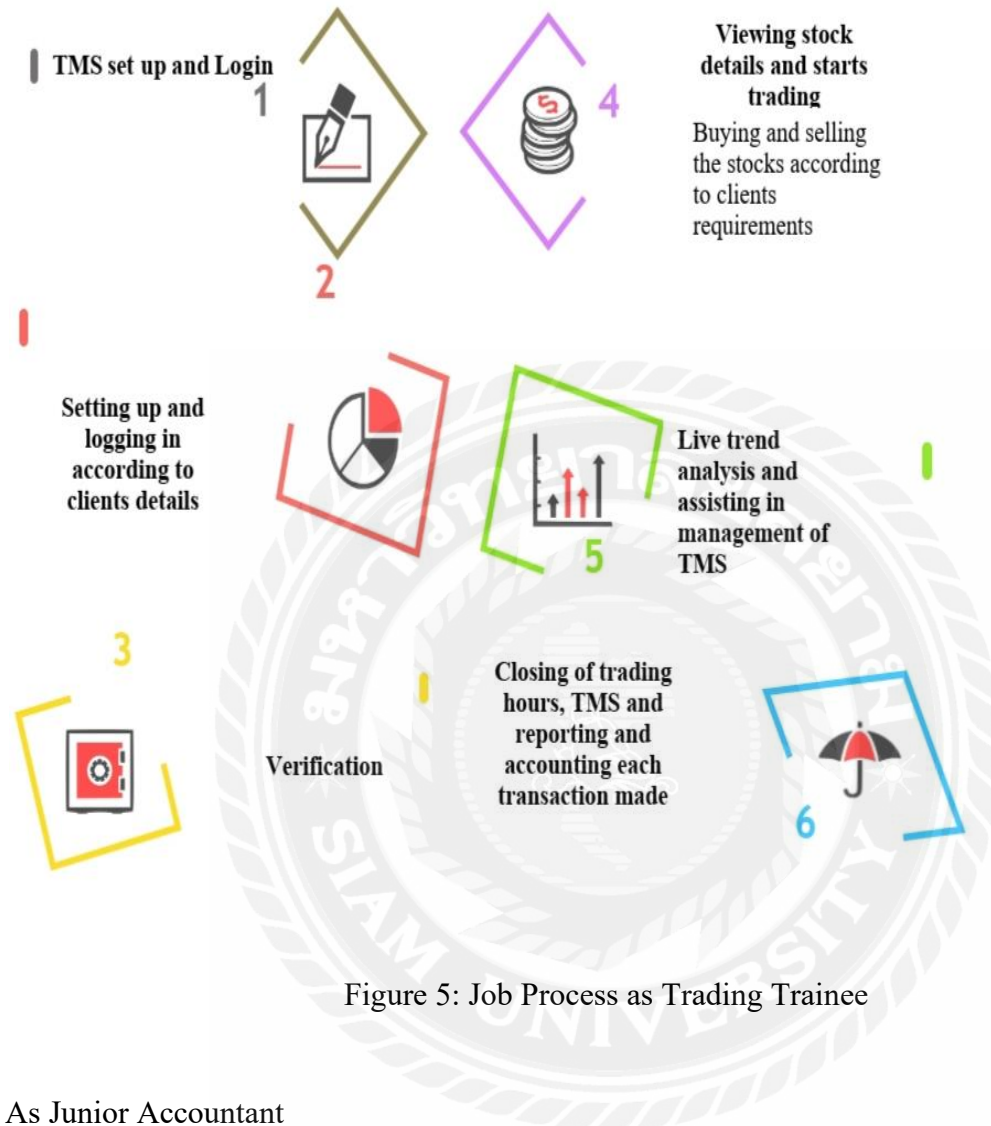


Figure 5: Job Process as Trading Trainee

As Junior Accountant

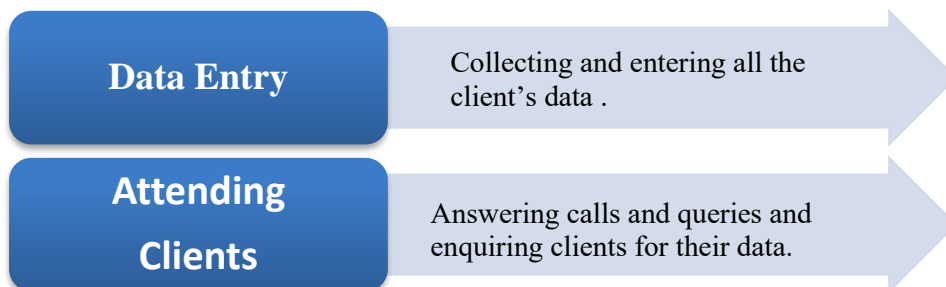


Figure 6: Job Process as Junior Accountant

As Junior Collateral Officer

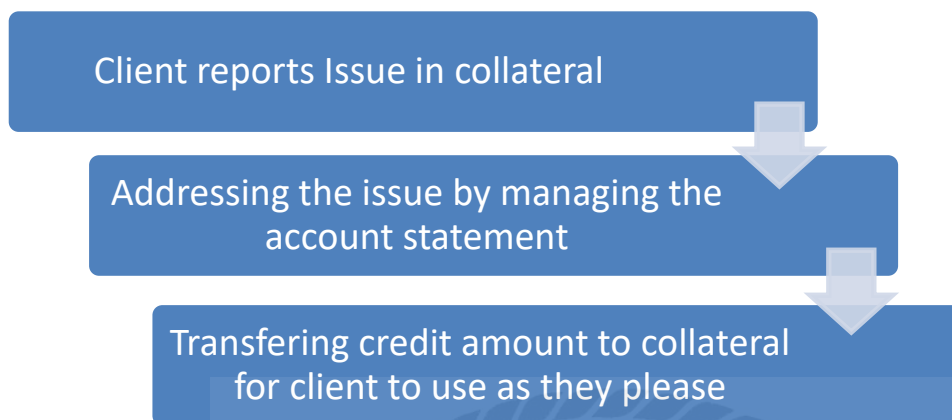


Figure 7: Job Process as Junior Collateral Manager



Figure 8: Tasks as Junior Collateral Manger

2.5 Contributions as a Co-op Student in the company

The internship period was a prolific learning experience where I was actually exposed to the real organization work setting. As all organizations have their own culture and code of conduct, I was restricted in doing some of the activities during my internship tenure at NAASA Securities Company Limited. I got an opportunity to work in the trading, Demat and accounts

department, Customer service department and communicate with investors and learned some abundant lessons from them regarding stock and stock market.

This internship taught me the importance of professionalism and how each employee has its specific set of roles for efficient management of an organization. My main contributions were:

- 1) Maintaining Demat and KYC (Know Your Customer) data entries in both physical form and electronic database.
- 2) To keep check of collateral issues in Trade management system
- 3) Recheck previously entered data that included Details of new clients, their information, their buying and selling shares and basic details. It was an important task to recheck any data sheet before final submission to the supervisor. Often the client's need their information corrected and checked too, this assigned task was entered and corrected by me.
- 4) Attend to clients on various communication platforms and keep them updated of their accounts by call and email.
- 5) The Key Responsibility Areas I get to work and manage are Customer service department. Finance department, Trading Management System, KYC department, Meroshare and other departments.
- 6) Learning about handling customers in Customer Service Department: -I learned how to attend to customer's grievances and calls. I learned managing the clients and cater to their requirements regarding buying and selling of shares. If a client contacts because of some error, misinformation or corrections to be made I first note down their issues and information, check the details in the system and correct them accordingly. Making settlements and keeping clients updated about their data and market trends.
- 7) To know process involved in buying and selling securities using NEPSE system. The buying and selling of securities process have several steps which include client information, making his ID and generation of code for transaction. After this

required security is bought or sold as per the client's wish.



Chapter 3: Learning Process

3.1 Problems faced during the internship.

Initially I was well prepared and comfortable with the work environment of the company and did not face any trouble in adapting to the workplace and understanding the work assigned to me. I have had good base of knowledge of things from my studies and various college seminars as well which helped me understand everything in a better way. There were some minor challenges during the internship which were the new things that I learned. They have been briefed down in the following points:

- I. **System Discrepancy:** The major problem that I came across was while I worked in the CMS Department where client issues were frequent due to system failure there were instances where misinformation regarding the client details by them happened or we were unable communicate in a right way. For example, if the client gave the wrong details the system would reject the presence of such client ID and they would face delay in their transactions. Similarly, many times the system would lag because of traffic on the online platform or due to server issues of the market. A major portion of client related difficulties arose from such system dysfunctions such as increase in client complaints, delay and piling up of data to be sorted and so on.
- II. **Human Error:** Incorrect data entries and their long-term impact were some mistakes that happened now and then. Even a small error had a huge impact on overall financial statements. The customer entries in Demat were also to be carefully done and were a job that required utmost caution. Clients often submit wrong information or tend to change them a lot due to which some errors occurred or there was delay in the task. I worked in more than one department and had multiple tasks on a daily basis which included entering data in excel sheets and keeping to do list updated. While doing so I once made a mistake in entering the data from files to the computer because of which I had to recheck and refill every entry again and it costed time and efforts altogether. Similarly, not one person was assigned the task but several teammates completed such entries according to their schedule and sometimes the database remained incomplete and reading them became difficult due to incompleteness. In the case of client's sending wrong misinformation the management becomes more difficult, for example if the

customer sends the wrong information for their accounts, then to contact them again and starting afresh consumed a lot of time.

- III. Pandemic: The corona virus pandemic had its own consequences as the organization was not able to fully operate and ensuring employee's wellbeing during these harsh conditions was difficult. It was difficult too because there were episodes of positive employees. Furthermore, the market trends fluctuated spontaneously in this crisis time which affected the firm and the brokerage had a hectic time in decision making regarding the trades and their performance.
- IV. Lack of employee motivation and number: The Company has a very hectic schedule and although each one has a well-defined role; they end up having additional workload too. There are currently 25 members in the company which is a bit less as compared to the shared work they are assigned. This instils a sense of repetitiveness and fatigue among the employees work under pressure. Even as an intern I was assigned in customer management, trading and collateral department each day which had been a hectic schedule because tasks like data entry and collateral settlements were very consuming and required a lot of time and focus. Sometimes such multitasking and management of all the departments was distracting and I was unable to work to my full potential.
- V. Client Management: The whole proficiency of a brokerage firm depends on its clients and for NAASA the ratio of clients to managing staff has a wide gap in between. Often clients called or texted at odd hours and even on holidays without considering the office working hours which was very tedious to handle. Repetitive calling, busy line throughout the day and some non-cooperative clients consumed a lot of energy and sometimes caused discomfort.
- VI. DNA issues in TMS login: While trading, many times the session either logs out or the login is not connected. This system error in the trading management system occurs in the stock exchange software and it doesn't allow us to trade or check the trends from our login.

- VII. Customer Experience: Being a brokerage firm the first priority is to make sure client's satisfaction but as an employee due to busy schedule and limited time slot for CRM I was unable to respond to clients call or message on time. It often happened because of the busy line or because of the fact that during trading hours or office hours I had many clients' calls to attend to or send messages. In this context I realized that I faced challenges.
- VIII. Unpredictable Market: The Sunday to Thursday trading hours were a boon and bane for the traders, investors and clients. The dynamic changes affected by current political scenario and trading patters fluctuate for good and average outcomes for the traders. During my intern as a junior trading trainee, I saw the best days in trading with highest of all time in NEPSE for several consecutive days and some average days too. This unpredictable market created an uncertain environment and affected decision making regarding buying and selling of shares. My little experience of share trading held me back into making quick decisions by myself. Another trade related issue that I came across was the system error in NEPSE. Generally, the trading or buy/sell of shares is done within the range of 2% more or less for a desired stock but due to the system error we were unable to select that buy and sell range which lagged us behind in the busy trading hours.

3.2 How problem was solved

Applying the learned knowledge in practical world, communicating well with the clients and being vigilant with the response was a meticulous task. Even a small error could have a huge impact on things like overall financial statements as well as customer entries in Demat.

The solution to all the challenges faced was to be more aware and responsive, hence I was gradually able to learn and correct all the problems I could from my side. These problems addressed earlier seem to be minor but, in my observation, halted the basic efficiency of the company. Solutions that I practiced and the ones that can be introduced at company level are as follows:

- I. Improving Online System and platforms: To address the online discrepancies I informed my supervisor about the technical glitch me and the co-workers faced and

eventually the office updated the system. Also, we learned the working of the updated software and site from our provider which helped us in controlling the updated software. This updating in system minimised the episodes of system failure in the CMS department. For the instances where miscommunication happened between clients and us regarding their details, I made sure first that the KYC details which are used for further purposes are correct and updated by confirming with each client via email or voice call before finalizing the list and making entries. this step added some work time in the procedure but was more efficient than correcting the mistakes in the later stages of the procedure. The staff including me assisted each other in the rechecking, making and finalising of important clientele lists and synchronized the work between the management of data entry/accounting and customer services like notifying them on online platforms.

- II. Focusing on Intensive work: To avoid mistakes due to lack of focus or other office diversions by me or my co-workers were in the account or data entry were removed either by rechecking of the data by myself or getting assistance from a co-worker or check up by supervisor. To avoid hastily dealing of data it was later decided with the consent of the involved staff including me that the work is to be divided and given and enough time should be given to that person to manage their schedules. As for me being the Trading trainee I completed this entry and checking account work on non-trading days and also each day after trading hours end.
- III. Following Covid protocols: To overcome the pandemic situation during Covid-19 we kept the masks on and assured sanitization of the building very well. Every office worker was tested regularly and maintained the necessary required covid behaviour at all times. The company got all the employees vaccinated timely and made sure to operate work from home when the lockdown was initiated. When some of the company members were tested positive everyone was informed timely asked to isolate and the company had everyone tested there after giving each member time off and reducing the staff strength.
- IV. Establishing Work flow efficiency: When I encountered the miscommunication between the different departments such as collateral and customer management as a mediator working in both the departments, I tried to solve this issue by making sure

that the co-workers of each team are updated about each other and the progress of their tasks which I took part in completing. This workflow got better with time when I understood the tasks and their time schedule for each member and made sure that no one forgets what is required by them. I being the mediator and worker in both the departments was assigned the tasks that were the reasons of miscommunication because I understood what each team expected from each other. Hence the crucial parts where there was delay or lack of understanding I volunteered and later on was assigned to manage such issues on behalf of both the departments involved. For example, the CMS department is responsible for sending the notification to the clients about the information of the trade that happened each day for them. The CMS department is mostly busy in handling the other client KYC and Demat issues at the peak hours. So, me as a collateral intern who also worked as a trading trainee in the trading hours had the exact idea of which buy and sell happened for which account. Hence When I did this task of informing the clients it was delivered faster.

To create a better understanding among the co-workers I participated with my full potential in all the exercises and office gatherings that took place. This improved my relationship with my colleagues. From time to time, I made sure to consult and question about various queries and granted permission from my seniors before making any important decision which made me a reliable member and they put their trust in me after seeing my efforts.

- V. **Improving Client Management:** When I informed my supervisors about clients and the management issued, they gave me the chance to apply my own set of solutions to ease out this situation. They assigned me with some co-workers for additional help, for example to manage the social media page, messages and online queries via them our superior decided to give the admin authority to all of the team members which divided the work and clients also got their answers on time. In my implementations firstly I made sure to mention on every online platform the timings for consultation or replying to texts and call hours to avoid unnecessary timings of call and keep the customer informed.
- VI. **Improving customer experience:** The client's needs and preferences should be the topmost priority of a firm. They should manage the time so that they can respond to the

customer as fast as possible. They also need to follow up with the customer because it's very important to follow up with the customer to see how they feel about the resolution and to make sure the problem was indeed resolved. And the customer service is never considered as a one-time problem fixed and forgotten so any problem should be addressed to the company.

From my side regarding the problem in client management and compliance, with Initial guidance in TMS and past experience of KYC and client management I have been able to work together with the team and achieve my daily goals well. To work out the issues with trades I took reference from my studied knowledge and kuberwiz program experience. With my interactive skills and friendly approach, I have been able to attend to clients and address their queries and whenever any system glitch or miscommunication occurred, I responded to it quickly and tried to solve it by letting the supervisor know and keeping the link with the client as well.

- VII. Learning Share trading: Trading was something I was curious and was eager to learn. As a trading trainee my knowledge and interest grew immensely. I always assisted my supervisors and managed the collateral issues by myself each day of my internship. Although I had some knowledge of the trading and market that I learned from my course and seminars that I attended every day I got to see a new pattern and data to compare to. My supervisors gave me various topics or trade patterns to learn everyday which I later on polished by discussions with them and studying about them. These daily tasks helped me in understanding the patterns that stock market follows. I also consulted with my acquaintances that work in this sector and discussed with them as to how can I improve my prediction and trading knowledge and noted their insights which helped me.
- VIII. Working on alternative for trading when system shows error: As mentioned in the previous topic that at times we are unable to achieve the buying and selling margin due to system failure which halts our trading. When this problem occurs firstly, we notify the Stock exchange and to compensate the error we trade directly in the market according to the requests. This direct trading from market is vague for us as brokers as it not certain for us that chosen share will be bought or sold according to us as in general the open direct trading works on the first priority basis. It becomes unfavourable

sometimes, but I learned worthy supervisors and later understood how to make fast buy or sell decisions. This method with proper guidance became a good back up for me when the error occurred.

- IX. Notifying needed authorities: Whenever we came across any technical fault that was not under our control but an outside authority like NEPSE and their system, I was responsible to file a complaint o the concerned authorities for reconnecting us with the server.

3.3 Learning during cooperative studies

During this internship period with initial guidance in TMS and past experience of KYC and client management I have been able to work together with the team and achieve my daily goals well. To work and cater my skills in accounting and client management thoroughly my studied knowledge and various college program experiences helped me in my internship. With my interactive skills and friendly approach, I have been able to attend to clients and address their queries quite well.

Management of accounting was a skill I have been well known to because of my curriculum and personal interest so work in this department has been familiar. I gave full working hours to my internship and worked in all departments with proper time slots given which helped me maintain a proper schedule throughout my internship. To manage client's data and updating them timely with attending to their information and queries simultaneously was quite a task but with my superiors and colleagues I have been able to give my best hours of the day to this internship and have become a part of this niche.

I faced some minor problems and took time to and get used to the daily routine and covid protocols but with continuous support of my peers and supervisors I was able to adapt and learn numerous kinds of skills. This 16-week required internship made me realise that how things become versatile and dynamic when we apply our theoretical knowledge into practical world and know more in depth about the topic whilst testing the theories out in the real world. For example, we only studied about importance of each value to be correct in any form of accounting entries but while actually practically entering the data the impact that one wrong value had was huge. Similarly studying about stocks, Trade and market and experiencing them

in real time was completely a new a learning process for me because the real-life dynamics and patterns of stocks and trade are fine and versatile.

Upon self-reflection I think that the past internships that were encouraged by the college had helped a great a deal to prepare me mentally in tackling all the problems and to adapt to the changing environment and learn from each opportunity possible.

Things I learned from my course offered by AIM are as:

- I. **Organizational Behaviour:** As it is difficult to cope with the new working environment where we must encounter people of different nature, culture and work setting. However, the lessons in the organization behaviour regarding organizational culture, organizational relationship, group behaviour, perception of people, etc. helped me to work and cope in the new environment very easily. Because of this I was able to adjust in the NAASA comfortably.
- II. **Business Communication:** The communication skills such as writing reports, letters, and even the way to communicate with the people in the organization which were part of course under Business Communication proved to be helpful. Communication is most important aspect in any organization. It helps to communicate with others and present individual more confident in the real work environment. Interaction with people was done with ease and it was easy to develop networks with them.
- III. **Investment Analysis and Portfolio Management:** As per the regulation by SEBON, those working in the brokerage firm cannot invest in the stock market securities. So, I was not able to invest in the stock securities directly however, I got the chance to observe the market and investors. The stock trading takes place from 11:00am to 3:00pm every Sunday to Thursday. The theories learned in the Investment Analysis and Portfolio Management such as fundamental analysis, technical analysis, types of indexes, calculation of capital gain tax and commission, margin lending, margin call, etc. help me to easily grasp the knowledge and working of the secondary market. The process of IPO, its price commencement for first transaction, analysis of different ratios helped me to do better analysis of the stocks and provide recommendation to other investors.

- IV. Financial Institutions and Market: The NEPSE is an organized stock exchange that incorporates the shares of different financial institutions such as commercial banks, development banks, finance companies, microcredit companies, etc. apart from banking sector, hydro companies, manufacturing and trading companies, hotel industry etc. company's shares were traded. I was able to know why the prices of this institution were different, the reason for the downfall of the price of Microcredit companies, prices of some commercial banks more than others even after having the comfortable CAR ratios etc. Further, FIM helped me to analyse the balance sheet of the different companies more precisely.
- V. Financial Reporting and Analysis: Financial reporting and analysis is related to recording of financial transactions and reporting to the concerned parties thereafter. The theoretical knowledge regarding purchase book, recording of the receivable and payables helped to understand the accounting activities easily. Though I was not allowed to do the activities in the accounting department but understanding the process was easy to a great extent.
- VI. Management Information System: It is concerned with the information system used within an organization for the easy operation of the organization. Use of computers, software and other application together make management information system. The study of MIS helped me to be friendly with the organizational software. The BOSS software used in the accounting and the clearing department was a smaller version of Enterprise Resource Planning (ERP) in which the details of the purchase and sales of share by individual investors from the brokerage firm till the date can be obtained.

However, as for intern like me, all the employees were cooperative and helpful. They helped me to better understand the working of the brokerage firm. The work environment for me was comfortable.

Thus, the internship program has expanded my knowledge learnt in the classroom and developed my managerial and technical skills. The theories applied, the concept acquired, and developed through academic classroom experience has been very useful during the period of

my internship. I believe the objectives of practical learning that I establish for myself from the internship has been fulfilled on most of the part.

The objective of the internship program was to get the exposure of the real working environment, gain knowledge about the stock market and its operation as it surely helps me out in the future. Finally, I can say that due to this internship program I was able to apply the theoretical knowledge that I have gained at college into the practical life. Thus, I enjoyed the internship program as well as I gained valuable knowledge during this period.

S.No.	Course Name	Learning	Usage /Application in internship
1	101-109 Human Relation and Personality Development	Interaction and relationship accordance at social and professional level. Building confidence and etiquettes.	Helped in getting comfortable and understanding the work setting and made it easier to make cordial relationship with people as co-workers and as clients.
2	134-201 Principles of Management	Planning, Organizing, Decision Making	Helped me in understanding the workflow and make decision on my own to manage the challenges.
3	101-301 Digital Literacy for 21st Century	Content Creation, Digital presence, Collaboration, effective digital interaction, Consumption of online resources	Managing online platforms for communicating with clients, preparing social media posts and surveys.
4	131-104 Financial Accounting II	Financial statements. Statements on cash flow, financial position, Balance sheet Statement, Financial Analysis and ratios.	In preparation of financial statements, checking and creating accounts sheets and financial statements analysis.

5	133-202 Principles of Marketing & Digital Marketing	Segmentation, Marketing, Market and customer research, Promotion and advertisement	Promoting the company, interacting with clients and site users on various platforms, preparing media posts and keeping check of response and client queries via online medium.
6	132-311 Financial and Investment Markets 130-212 Investment in Money Market and Capital Market	Financial systems/ institutions/ services and products, Money and capital market, investments and its types, portfolio analysis.	Helped me in understanding the organisation financial working. Analysis of trends and market situation. Portfolio analysis and applications of it in trading.
	136-301 Production and Operations Management	Planning and marketing of a service or product, supply chain management, production plan and execution	Harmonising my position in all the departments I worked in. Helped in coordinating my work and other co-worker's tasks among the departments.
7	132-316 Financial Tech. Application & Innovation	Technical use in finances, software and technologies for security, data privacy and operations. Usage of technology in digitalization of a financial firm.	Introducing and suggesting new updating in the system. Understanding the problems that aroused due to lack of financial technology. Working on the trading software or managing the system or website etc.
8	130-405 Strategic Management for Competitiveness	Market and financial plan, strategies for management and analysis of the firm.	Implementation of different strategies in the organisation's scenario. Analysis of the organisation.

			Planning my work in accordance with the firm's plan.
9	132-412 Financial Planning and Control	Monitoring, analysing and implementing a financial plan to check and control the resources and growth in check	Helped in making the financial statements. Studying the financial scenario and understanding the decision-making process of the firm regarding finances.

Table 2 Application of Coop Studies in internship

3.4 Special skills learnt from this Co-Op Study.

- i. Knowledge about the buying and selling of shares.
- ii. Knowledge about the day-to-day processing of share market.
- iii. Knowledge about how to handle customer in different situations.
- iv. Knowledge about dematerialization and its process.
- v. Knowledge about what and how works are done by NEPSE and SEBON.
- vi. Knowledge of the procedure of pledging of shares.
- vii. Knowledge about the duty and responsibility of different department.
- viii. Knowledge about how to fill up the document in convenient way.
- ix. Knowledge about the receipt and payment of the cash.
- x. Knowledge about commission taken by the broker and way of tax paid to government while buying and selling the shares.
- xi. Knowledge about the factors that affect in daily share prices.
- xii. Knowledge about the duty and responsibility of CDS.
- xiii. Knowledge about organization culture regarding the communication skills of employees, teamwork, and employee participation will have the greater importance in producing synergy.

3.5 Application of knowledge of coop studies

This report comprises knowledge sharing and experience sharing throughout the internship program at NAASA securities. As I was appointed to work in various departments, I was able

to create a good relationship with the clients and became a recognisable part of the work process. Ability to understand, and adapt to, the workplace culture plays an important role to be versatile employee and I have practiced a lot of homework on the basis of academic knowledge. When you start from the base it becomes much easier to make a decision or to choose upon a path that would benefit the company as well as the customers. Just having theoretical knowledge isn't enough to work in the real world, practical insights aligned to the knowledge and learning we had played a very important role in the business. All the basic to complex things that we have come across during our lectures has helped a lot during the internship period. Not only my previous learned knowledge of accounting, finances, communication, customer management and formal communication were helpful to me but the extra curriculum as it has a great role to play to ensure efficiency and effectiveness in the workplace. There was some knowledge from coursework which really helped me in managing the work and also in fulfilling my responsibilities as well like:

Digital media in business: As due to the current situation (Covid) all the people are going digital. Everything from managing clients to solving queries and trading were online. Digital platform reaches out to more consumers. I was able to use all my learning in this field.

Proper communication and coordination: While following the government-imposed instructions during this trying time, work from home techniques had been the choice of many companies so was with ours, but I have the opportunity to work in the office most times. As before sending any details, I used to discuss with my seniors and complete our work. This was possible because of the constant communication, cooperation with the team.

Time management: As we were taught, effective and efficient time management leads to success so having proper time management in the workplace helped me to work smarter rather than harder. Time management helped me to get rid of delaying and also helped to complete work in targeted time.

Analytical thinking: While making different analyses like data analysis, financial analysis or making decisions in NAASA securities analytical thinking helped me to look into situations accurately by understanding how it will work in the current environment and lastly coming up with thoughtful solutions.

Chapter 4: Conclusions

4.1 Summary of highlights of coop studies at the company

As per the requirement for the partial fulfillment of BBA, I completed my Sixteen weeks internship in NAASA securities Company Limited (Broker No #58). Working as an intern at NAASA Securities; I got the opportunity to learn the real work setting of an organization. I started this internship program with an objective to learn market mechanism, trading in NEPSE, ownership transfer of certificates, clearing & settlement of NEPSE, client and TMS management etc. The total internship period was very fruitful as I got the opportunity to fulfill my objectives cooperatively guided by all the staffs.

NAASA Securities is among the top brokers in Nepal and provides a wide range of services related to the trading of securities, counseling the investors regarding when to buy the stock and either to hold or sell the stock.

Within the short span of internship, I have been acquainted with the general activities of the security broker like- share trading, ownership transfer, clearing and settlement of transactions, dealing with investors, share verification, and share split etc. Being placed in Customer Service Department, Documentation Department, Settlement Department, and Finance Department and trading department I got the opportunity to develop the interpersonal skills. Also, the friendly work environment was a key factor to help get accustomed to work life balance. My supervisor helped me overcome any obstacles that I encountered on the path of achieving my goals by providing any additional support or resources needed.

In conclusion, I can say that this internship program is a great opportunity provided by the college for the students to get a head start on their career and know about the industry that they have a self-interest in before they step out to excel in it and I can say that NAASA Securities Company Ltd has provided me with that wonderful experience.

4.2 Self-assessment

The internship period at NAASA was a prolific learning experience. This internship has helped me achieve both my professional and personal goals to improve and develop my performance in the future. During my internship in NAASA Securities Company Ltd. I was able to achieve

both professional and career growth. As the internship period is concluded I am proud of being part of the office that stands as one of the popular broker firm of Nepal and feel very grateful that my supervisors consider me as a employee and not just an intern as I am still working with NAASA post internship period. To conclude I would say that the total internship experience was a very good one, it was rather above my expectation and a very satisfying experience. This was due to one main reason that I was given a free environment where my learning was not restricted. NAASA Securities Company Ltd. gave me the opportunity to work as an intern in their organization which helped me to gain a lot of professional knowledge and experience by applying all the theoretical learning, we acquired during these past 3 years in college. NAASA Securities Company Ltd. Being the ace in this field in Nepal market has helped me to become a better professional and value my work and taught me the importance of dynamic management and financing.

Whatever I expected and kept as my objectives of the internship were fulfilled to a larger extent. This internship program gives the opportunity to implement the theoretical knowledge in the real world. The experience of working with the professional stock trader and investors was amazing. The internship period provides the exposure of the real work environment as well as allows individual to correlate the practical and theoretical knowledge. The activities I performed in various department of NAASA boost up my confidence and make me independent. Also, I am confident to work in any of these departments in any other organization.

I got a chance to observe live share market which helped me to learn about the investment analysis. Apart from this, I also learned about the investor's attitude while investing. As Nepal is weak in the regulation part, due to which it is very difficult to properly analyse the share market. Small news can divert the direction of stock price making it difficult to analyse both the magnitude and direction of change.

During the internship period, I felt more confident every time I talked with the investors or clients. This internship duration has helped me to be more confident and be more independent. It has been effective and fulfilled my expectations. Apart from this I have also obtained skills to critically analyse the stock and to some extent the direction of the news that can divert the direction of the stock price.

4.3 Result

- I. The internship experience at NAASA Securities Company Ltd. I learnt how time management works under pressure of trading hours between 11:00AM to 3:00 PM on TMS system. Learning the skill to manage collateral issues in TMS has been a skill update as well. Maintaining clients, accounts and KYC has helped me understand the entire process that a brokerage goes through. This internship has made me more precise about stocks and market and side by side instilled professionalism in me.
- II. This internship also gave me the opportunity to work on my soft skills such as work ethics, Communication, teamwork, general management of working systems etc. Interacting with clients via various media has helped me improve my communication skills with clients and how should I approach to various issues regarding their queries. Solving the queries has helped me to look at the various management systems in depth and have created a better understanding thereafter. Analysing and working during trading hours has not only created interest in me for trades but also have helped me learn about the patterns and various boon and bane about the trade management. Being Multitasking and vigilant to be able to give quick and proper response within the time limit. Every detail and information about keeping client updated about their transactions or errors via message or email.
- III. It helped me understand the importance of teamwork and coordination which can provide best results in an organization. The staffs of the organization were very helpful throughout 16 weeks and were supportive in every way possible. I also learnt that accounting is a very tedious and very crucial. Even a slightest error can lead to huge deviation in the final value. It is also important to recheck the work not depend on a single employee and use decentralization of power.

4.4 Limitations of Co-Op studies

The internship period at NAASA was a prolific learning experience. Whatever I expected and kept as my objectives of the internship were fulfilled to a larger extent. This internship program gives the opportunity to implement the theoretical knowledge in the real world. The experience of working with the professional stock trader and investors was really amazing. The internship period provides the exposure of the real work environment as well as allows individual to

correlate the practical and theoretical knowledge. The activities I performed in various department of NAASA boost up my confidence and make me independent. Also, I am confident to work in any of these departments in any other organization.

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During the internship period, I felt more confident every time I talked with the investors or clients. This internship duration has helped me to be more confident and be more independent. It has been effective and fulfilled my expectations. Apart from this I have also obtained skills to critically analyse the stock and to some extent the direction of the news that can divert the direction of the stock price.

4.5 Recommendations for the company

My internship with NAASA Securities has been a very learning experience, If I have to suggest some recommendations to them on the basis of my journey it would be as follows:

- I. Revising Management and strategic Plan: Making an improvised management plan for the company which can eliminate the minor faults that hinder its growth. This revision and analysis of the company on a periodic basis would also help in identification and removal of roots of issues.
- II. Updating System/Server: In my opinion the company direly need latest FinTech solutions and updating of current working system. It can be very well predicted that the use of online platforms and systems would only increase in future, hence making an investment to improve the software and other digital technologies will be useful.
- III. Implementing New security technology: Being financial institution that operated offline and online it is a necessary expectation from the company to introduce an extensive plan for managing security of the credit and data involved of all the clients.

- IV. **Developing Proper Human Resource Department:** In terms of internship at NAASA, I feel the organization is doing well in retail stock trading, has a firm customer base, but NAASA lack human resource department. As a result, there is no effective mechanism for recruitment, selection and performance appraisal. This leads to equal distribution of benefits among the employees making them unsatisfied, also the filing and placement of documents is not monitored timely due to which there is misplacement and loss of customer data. It is crucial for them in my opinion create a strong separate team to work in CRM department.
- V. **Improving Marketing:** When it comes to marketing and promotion of the firm the company lacks an updated website and user-friendly eye-catching marketing strategies. Although they have well established client popularity, in order to make a significant growth and competitive advantage it is needed of them to gain more clientele.
- VI. **Proper communication at workplace:** There can be implementation of a system about assigning tasks and instructions and a person can be given the authority to reconfirm any work regarding what and how to do from the in case of any confusions. The company should use the right communication tools, smart decisions should be made and also focus on consistency. To eliminate the fear there should be smooth communication between the employees. They should be motivated and should express their opinions, speak up when they identify a problem, and they should share their ideas for the improvements.

Annexure

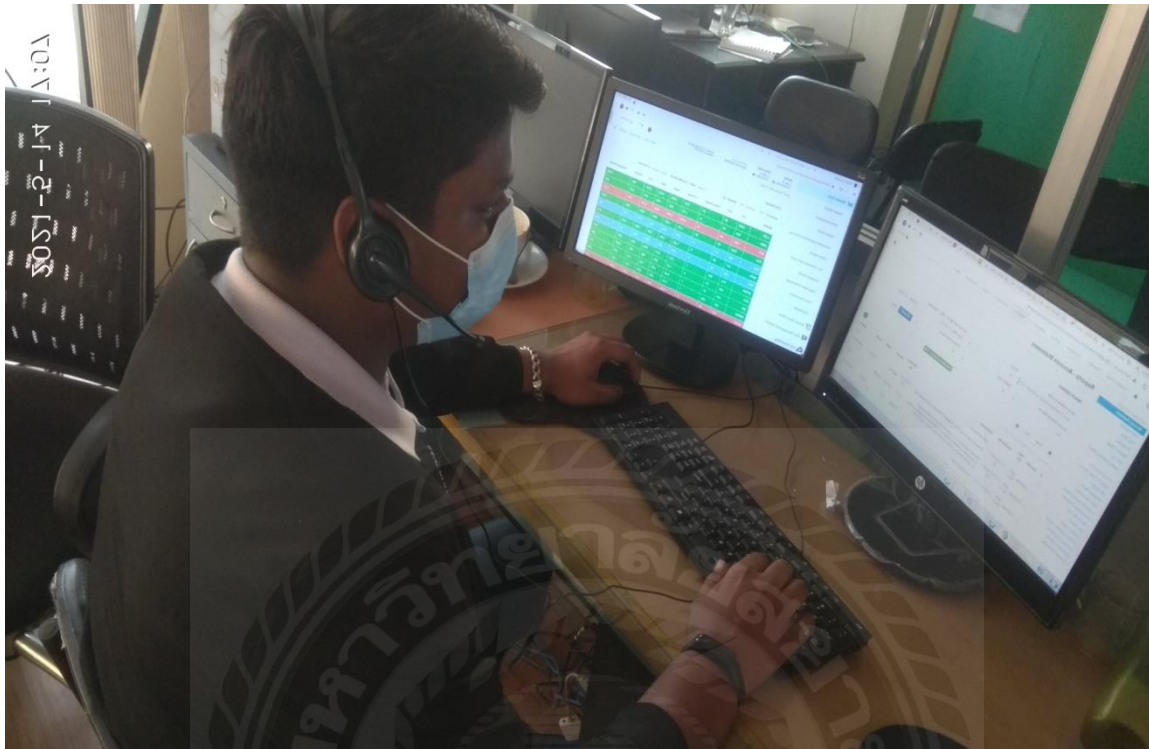
The screenshot displays the NEPSE TMS Dashboard. At the top, it shows the Nepal Stock Exchange logo and 'Trade Management System'. The user is logged in as 'PRATEEK'. The dashboard includes a search bar, a sidebar with navigation options like 'NEPSE TMS Dashboard', 'My Information', and 'Global Administration', and a main content area. The main content area features a 'NEPSE Index' chart, a 'MARKET SUMMARY' box with a total turnover of NPR. 11,619,035,673.5, and a 'MY TRADE SUMMARY' box with a total turnover of NPR. 1,125,864,108.06. A news message at the bottom states: 'Security Tinau Mission Development Bank Limited (TMDBL) has been revoked for trading.'

Working on NEPSE

The screenshot shows the BOSS interface for managing client details. The user is logged in as 'PRATIK'. The interface includes a sidebar with various report options like 'Profit/Loss', 'Balance Sheet', and 'Daily Transactions'. The main area displays a search form for 'Account Name or Code' (277802: RAN BAHADUR KHADKA) and 'Branch' (All). Below the search form, there is a table of transactions with columns for #, Date AD, Date BS, Voucher No., Particulars, Reference No., Branch, Debit, Credit, and Balance. The table shows several transactions, including opening balances and payments made for bills.

#	Date AD	Date BS	Voucher No.	Particulars	Reference No.	Branch	Debit	Credit	Balance
1				Opening Balance					0.00
2	10/13/2020	2077-06-27	JV/27608/S/077-078	Payable to client for sell bill no. S/27608/077-078 (ADBL 49 kitta @ 439.00)	S/27608/077-078	KTM	20,531.01		20,531.01 CR
3	10/20/2020	2077-07-04	JV/19670/SBP/077-078	Payment made for bill no. S/27608/077-078 of Mrs RANA BAHADUR KHADKA via PRABHU BANK LTD (13330100965871000002) by cheque no. IPS1020 [Remarks: RANA BAHADUR KHADKA (2020108530)]	IPS1020	KTM	20,531.01		0.00
4	03/17/2021	2077-12-04	JV/10664/S/077-078	Payable to client for sell bill no. S/10664/077-078 (NIFRA 60 kitta @ 530.00)	S/10664/077-078	KTM	30,360.88		30,360.88 CR
5	03/24/2021	2077-12-11	JV/14688/SBP/077-078	Payment made for bill no. S/10664/077-078 of Mrs RANA BAHADUR KHADKA via PRABHU BANK LTD (1090096587100041) by cheque no. ip0324	ip0324	KTM	30,360.88		0.00
6	06/06/2021	2078-07-02	JV/94093/S/077-078	Payable to client for sell bill no. S/94093/077-078 (JLI 10 kitta @ 782.85)	S/94093/077-078	KTM	7,802.85		7,802.85 CR

Managing Client's Details on BOSS



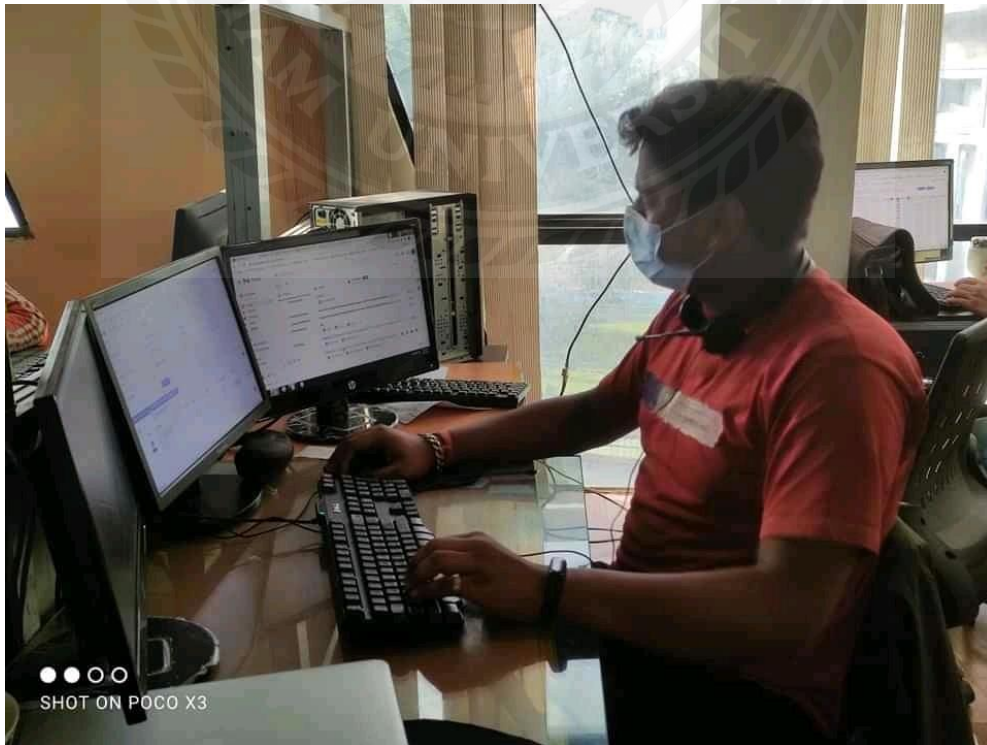
Working in Trading Department



With Colleague on TMS System



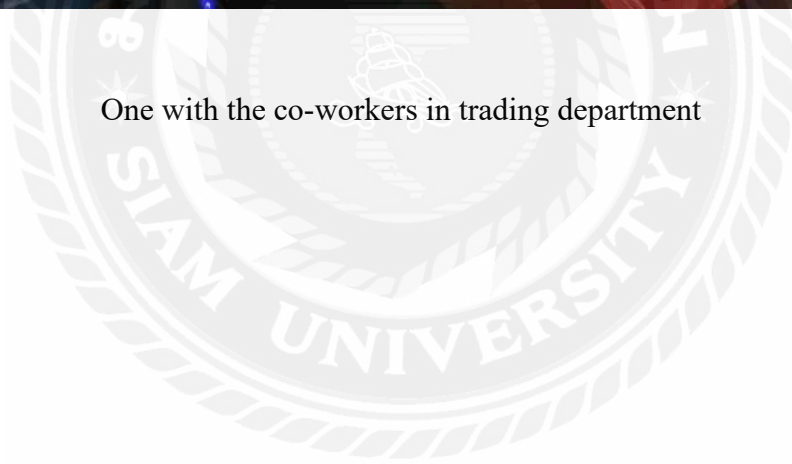
Attending Client's calls and KYC entries



Working in accordance with covid protocols

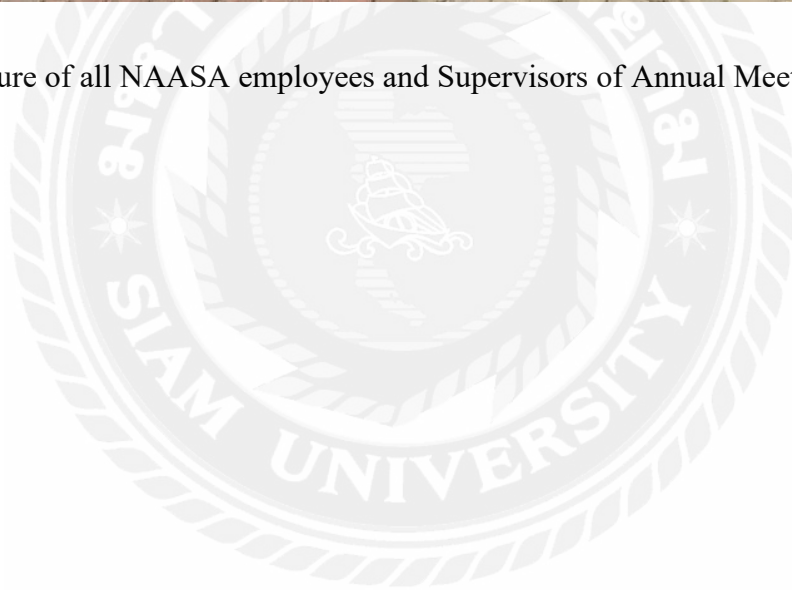


One with the co-workers in trading department





Group Picture of all NAASA employees and Supervisors of Annual Meet in Pokhara



References

NAASA Securities Company Ltd. (n.d.). *About Us: NAASA Securities Company Ltd.*

Retrieved from NAASA Securities Company Ltd.:

<https://www.NAASAscurities.com.np/>

