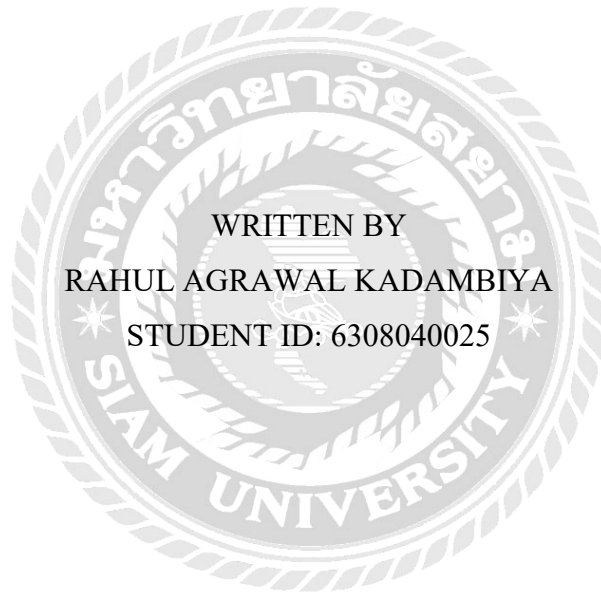




CO-OPERATIVE REPORT
INTERNSHIP AT THE ACCOUNTS DEPARTMENT OF NAASA SECURITIES



**This report Submitted in Partial Fulfilment of the requirements of Cooperative
Education, Faculty of Business Administration, Academic Semester 2/2023**

Siam University

Title: Internship at the Accounts Department of Naasa Securities

Credit: 5

Written By: Mr. Rahul Agrawal Kadambiya

Academic Advisor : Dr. Chutimavadee Thongjeen

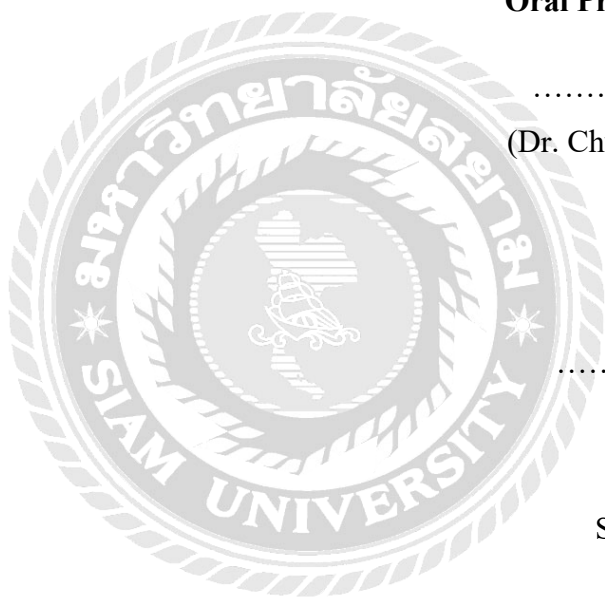
Degree: Bachelor of Business Administration

Department: Finance and banking

Semester/Academic Year: 2/2023

We have approved this cooperative report as a partial fulfillment of the cooperative education program semester 2/2023.

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Abstract

The purpose of this academic report titled “Internship at Accounts Department of Naasa Securities” is to provide in-depth details about the company and its position in the market. This report is based on the learnings and overall experience of the internship. This report provides a detailed overview of my role at Naasa Securities and the duties and responsibilities I was assigned during my internship. The accounts department has an important role to play in any organization and specially in such an organisation that operates in the finance sector. This report also highlights the process of how the transaction is done in a stock brokerage firm after the shares are sold by the client.

This internship report focuses on my overall performance and evaluation of my work. It covers all the duties and responsibilities that I performed during my intern period. Summing up, this report emphasizes on my learnings and performances throughout my internship at Naasa Securities.

Keywords: *KYC, EDIS, account statement, refund, NEPSE*

Acknowledgment

I want to express my sincere and warm gratitude to Naasa Securities, Head Office, Lal Durbar Marg for allowing me to gain hands-on experience in the accounts department. I would thank Mr. Sandeep Jalan (Owner of Naasa Securities) for believing in me and providing me an opportunity to work in his esteemed organization. Additionally, I would thank Mr. Madan Poudel (Managing Director of Naasa Securities), and Mr. Pramod Sanjel (HOD of the Accounts Department) for providing an opportunity to gain experience in the accounts department.

Also, I would like to thank Mr. Nikesh Katuwal (Accounts Department), and Ms. Laxmi Raut (Accounts Department) for helping, supervising, and guiding me throughout my internship period.

I am also extremely thankful to Kathmandu College of Management (KCM) and Siam University for their support, cooperation, and guidance in completing this report. I am grateful to my Siam University Supervisor Dr. Chutimavadee Thongjeen for her help and effective feedback. Also, I would like to thank my family for their constant motivation and help.

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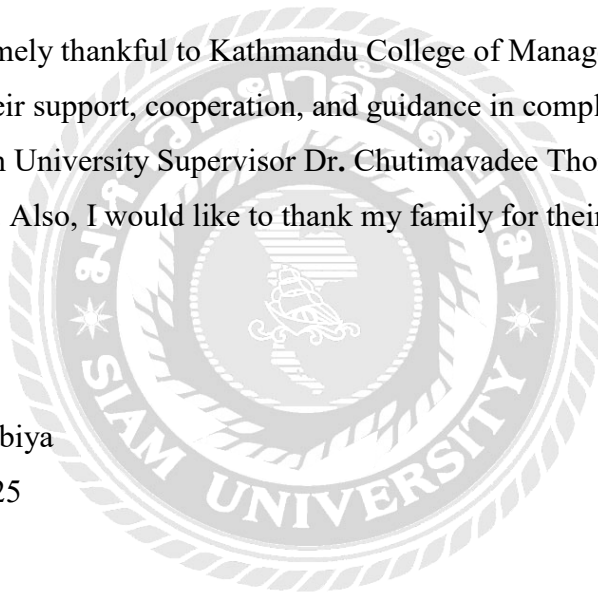


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List of Abbreviation

- KYC= Know Your Customer
- EDIS= Electronic Delivery Instruction Slip
- TMS= Trade Management System
- DEMAT= Dematerialisation Account
- NEPSE= Nepal Stock Exchange
- SEBON= Security Exchange Board of Nepal
- CDS= Central Depository System



CHAPTER 1 INTRODUCTION

1. COMPANY PROFILE

Naasa Securities Company Ltd. is one of the leading Brokerage Firms for stock trading in Nepal. The company received the license from the market regulator, the Security Board of Nepal (SEBON), and is a member of Nepal Stock Exchange Ltd. (NEPSE). Naasa Securities was established in 2007 and has been operating as a brokerage firm since 2012.

In a very short period, Naasa Securities is one of the major market contributors. Naasa Securities has a market share of roughly 10 percent of total market volume from fiscal year 2016-17. Naasa Securities constantly and consistently strives to grow and better ourselves without compromising on the quality of services we provide. Naasa Securities believes in ethical business practices and we aim to achieve high standards of doing business with our stakeholders.

As of the present, Naasa Securities Company Ltd. maintains its position as a prominent brokerage firm in Nepal's financial sector. The company continues to serve as a gateway for investors, providing them with comprehensive financial services and advanced trading technologies to facilitate their investment activities.

Naasa Securities' commitment to integrity and transparency remains unwavering, ensuring that clients receive fair and honest treatment in all their dealings. The company's client-centric approach is exemplified through its tailored solutions, which are designed to meet the unique investment objectives of each client. In addition to its focus on client satisfaction, Naasa Securities prioritizes continuous improvement and innovation. By staying abreast of the latest developments in the financial industry and leveraging modern technologies, the company enhances its efficiency and effectiveness in delivering services to clients. Moreover, Naasa Securities places great emphasis on fostering long-term relationships with its clients, built on a foundation of trust and exceptional customer service. By prioritizing client needs and providing reliable support, the company aims to cultivate enduring partnerships that contribute to mutual success in the dynamic world of stock trading.

Overall, Naasa Securities remains dedicated to upholding its values and serving as a trusted partner for investors, empowering them to navigate the financial markets with confidence and achieve their investment goals.

Total demat account: 70,000+

Total employees: 50+

Total clients: 300,000+

Total corporate clients: 100+

Total branches: 4 (Kathmandu, Birgunj, Pokhara, Janakpur)

Naasa Securities provides a wide range of services to its clients:

– **Stock Brokerage:** Naasa Securities has been providing stock brokerage services from the beginning of our inception. It includes buying and selling stocks for clients. Currently, stock trading is allowed only on the stocks listed on Nepal Stock Exchange Ltd.

– **Depository Services:** Naasa Securities is also a registered Depository participant of CDS and Clearing Limited, the central depository of Nepal. It allows us to open Demat Accounts of our clients, provide dematerialization services, pledge/unpledged securities, etc.

– **Margin Trading:** NAASA Securities' innovative margin trading in Nepal offers four plans for share purchase through loans. Swift 58-second approval for NEPSE-listed companies. Varying margins and charges.

1.1. Vision of Naasa Securities

Naasa Securities embodies integrity, pursuing business with honesty and fairness, while striving for excellence and continuous improvement. Our client-centric approach ensures personalized solutions, while our innovation and collaboration drive modern and efficient financial services for mutual success.

1.2. Mission of Naasa Securities

Naasa Securities's mission is to empower clients through comprehensive financial services, tailored solutions, and advanced trading technologies, enabling them to achieve their investment goals while fostering long-term relationships based on trust, transparency, and exceptional customer service

1.3. Company Strategies

Naasa Securities uses various strategies to achieve its business objectives in Nepal. The main objectives of using different strategies are to increase customer base and improve customer relationships.

– **Integrity:** Naasa Securities upholds the highest ethical standards, conducting business with honesty, transparency, and fairness.

– **Excellence:** Naasa Securities strives for excellence in everything we do, from delivering superior service to embracing continuous improvement.

- Client-Centric Approach: Naasa Securities puts our clients at the center of our operations, understanding their unique needs and providing personalized solutions.
- Innovation: Naasa Securities upholds the highest ethical standards, conducting business with honesty, transparency, and fairness.
- Collaboration: Naasa Securities fosters a culture of collaboration, working closely with clients, partners, and stakeholders to achieve mutual success.

2. Organisational Structure



Fig 1: Logo of Naasa Securities
Source: naasasecurities.com.np

2.1. Diagram of the Organizational Structure

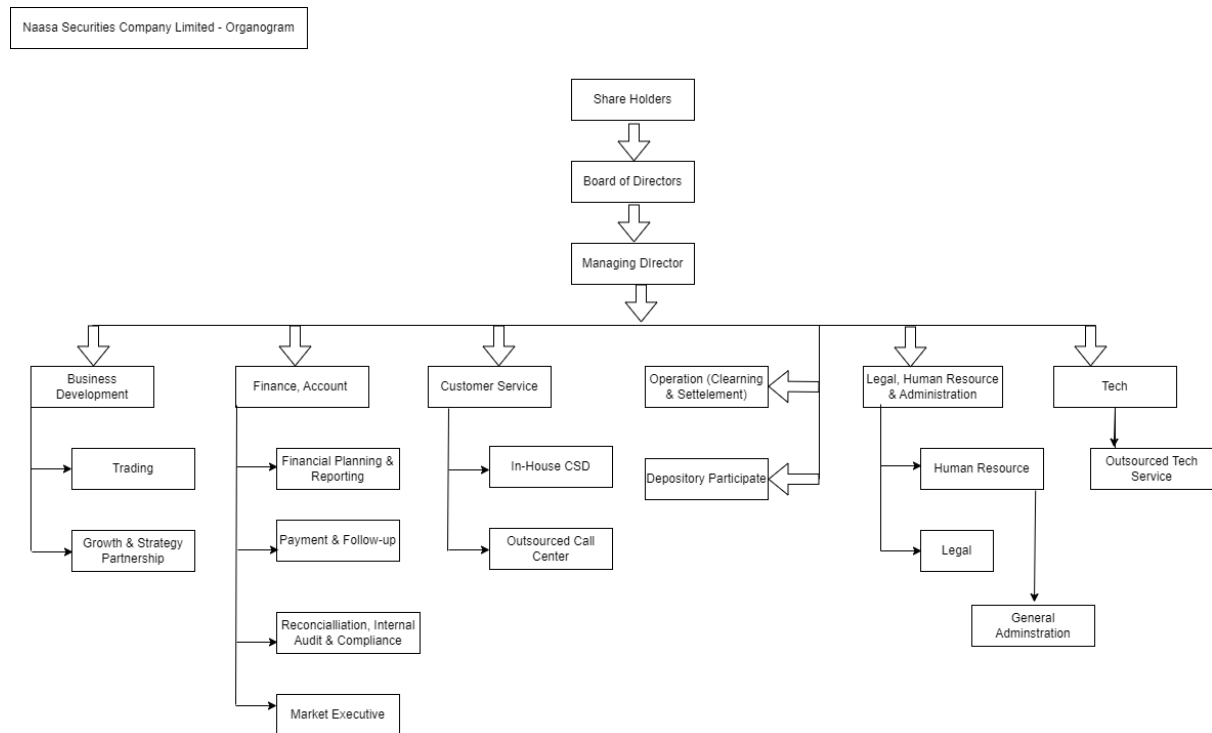


Fig 2: Organizational Structure of Naasa Securities

Source: naasasecurities.com.np

2.2. My Intern Position

My intern details are as follows

- Position: Intern in the (Cheng-Yu Lin, 2017)Accounts Department
- Duration: 28th Jan to 19th May

Working hours: 10:00-5:15 [Sunday-Friday]

2.3. My Job Position in the Company's Organizational Structure

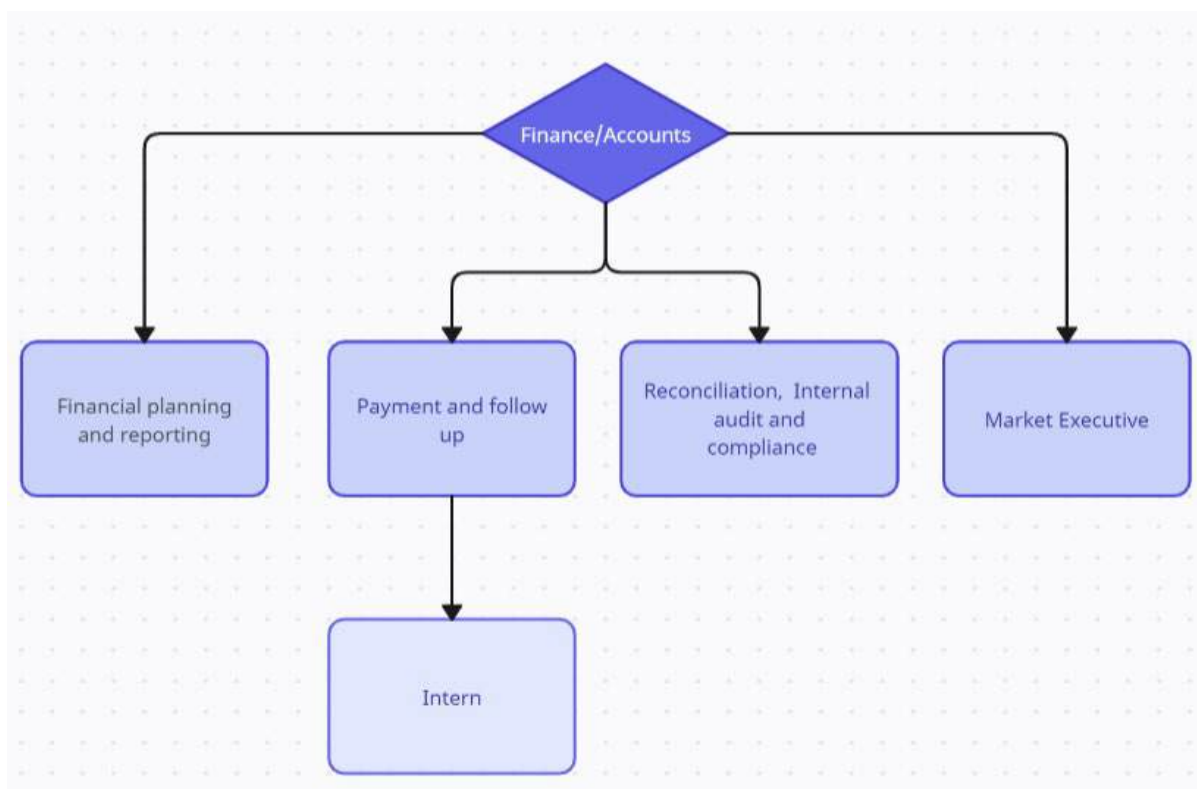


Fig 3: Job position diagram

3. Intention and Motivation to Choose Naasa Securities as My Co-Op Studies Workplace

Nepal's stock market is an emerging stock market. with over 58 lakh demat accounts and over 25 lakh secondary accounts, the demand for broker offices has been increasing. There are altogether 86 broker offices that are licensed by Nepal Stock Exchange. The stock market in Nepal is gaining popularity and people are getting interested in investing and trading. Naasa Securities is one of the largest and most reputed stock brokers in Nepal. Interning at Naasa Securities will not just provide me with a platform to demonstrate my learnings but also a platform to grow my network and communication with a bunch of people.

Naasa Securities will provide me with a platform to expand my network and build my connections in the professional world. Also, Naasa Securities will help me build my communication skills and demonstrate my learning in the professional world which will help in shaping my future career.

Naasa Securities also provides training sessions and workshops to educate people about the stock market. Attending these training sessions and workshops will add extra benefit to my career and my growth.

Naasa Securities being one of the largest stock brokers in Nepal will provide me an opportunity to expand my knowledge about the stock market and know more about how the stock market operates. The working mechanism of the stock market and the role of a stockbroker office has always fascinated me and I always had a keen to know how it works. Naasa securities will help me understand the working mechanism of the stock market and also the role of a stockbroker in shaping the stock market.

4. Strategic Analysis of the Company

SWOT Analysis of Naasa Securities

Strengths

- Strong customer base and brand reputation
- Highest market shares among all the brokers in terms of client and daily

transactions

- Branches in major cities i.e. Kathmandu, Birgunj, Janakpur, and Pokhara.
- Use of modern technologies

Weakness

- Lack of manpower in comparison to total clients
- Technology problems

Opportunities

- More branches in other major cities
- Using modern payment portals
- Collaboration with different banks
- Can start portfolio management services

Threats

- Legal regulations and compliance
- Regulations from the Nepal Stock Exchange
- Change in policies

Porters five forces analysis of Naasa securities

1. Threat of New Entrants (Low-Moderate)

Licensing and Regulatory Requirements: Nepal has a regulatory framework for stockbrokers, requiring licenses and adherence to specific rules. This creates a barrier for new entrants.

Technology Infrastructure: Establishing a robust trading platform and back-office systems requires significant investment, deterring some potential entrants.

Brand Recognition: Established firms have a brand reputation and customer base, making it harder for new entrants to gain traction.

Government Initiatives: The Nepali government might introduce policies to encourage new entrants, increasing competition.

Fintech Growth: The rise of FinTech companies could lead to new, technology-driven brokerage models, lowering entry barriers.

2. Bargaining Power of Suppliers (Low)

In Nepal, stockbrokers primarily rely on stock exchanges (Nepal Stock Exchange - NEPSE) and data providers. These suppliers have limited bargaining power due to:

Limited Alternatives: Investors have few choices for accessing the stock market, making brokers less reliant on any single supplier.

Standardized Services: Stock exchanges and data providers offer standardized services, limiting their ability to negotiate prices significantly.

3. Bargaining Power of Buyers (Investors) (Moderate-High)

Nepali investors have some bargaining power due to:

Growing Investment Options: Mutual funds, robo-advisors, and alternative investment platforms are emerging, giving investors choices beyond traditional brokers.

Price Sensitivity: With increasing competition, discount brokers offering lower fees are gaining traction, putting pressure on traditional brokers' pricing.

Limited Financial Literacy: Many Nepali investors are new to the stock market, making them reliant on brokers for guidance and expertise, reducing their bargaining power to some extent.

4. Threat of Substitutes (Moderate)

There aren't perfect substitutes for stockbrokers, but alternative investment options can pose a threat:

Mutual Funds: Provide diversification and professional management, attracting investors seeking a hands-off approach.

Robo-advisors: Offer automated investment strategies based on algorithms, appealing to cost-conscious investors.

5. Rivalry among Competitors (Moderate-High)

The competitive landscape in Nepal's stockbroking industry is evolving:

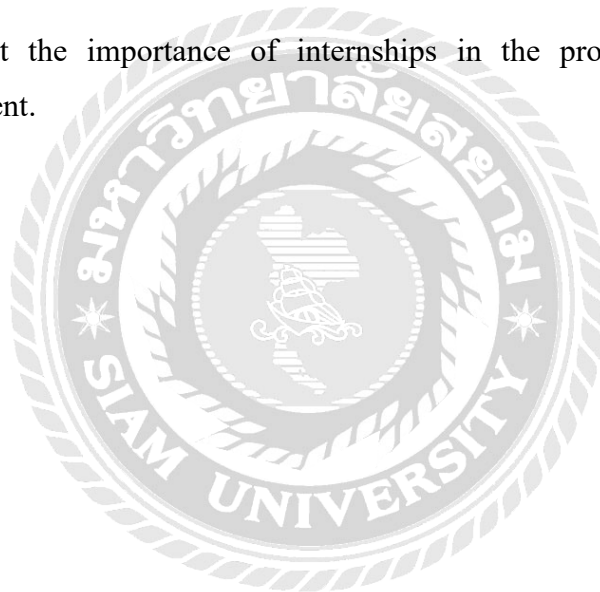
Existing Players: Established firms with strong brand recognition and customer bases pose a significant challenge.

Discount Brokers: New entrants offering lower fees and commission structures can disrupt the market.

FinTech Integration: Traditional brokers may face competition from established banks and financial institutions integrating FinTech solutions for investing.

5. Objectives of this Co-Operative Studies

- To provide a detailed overview of my internship experience at Naasa Securities.
- To analyse the stock market and the roles and responsibilities of a broker office in the Nepal Stock Exchange.
- To analyse the challenges and opportunities of a stock broker office.
- To provide a detailed overview of how a stock office operates and manages daily sell and buy of shares.
- To highlight the importance of internships in the professional and personal development of a student.



CHAPTER 2

CO-OP STUDY ACTIVITIES

1. My Job Description

My role at Naasa Securities was Intern at the Accounts Department of the Kathmandu branch of Naasa Securities. I used to work Sunday to Friday from 10:00 AM to 5:15 PM. My overall role was to create and sell bill payments and mail account statements to the clients.

As an account return, my job was to look for payments and accounts and also their account statements and payment-related issues. My internship started on the 28th of January and it is for 16 weeks. Also, as an intern, my role is to assist my immediate supervisor in his/her work. I also have the responsibility to complete the task assigned by my supervisor. These tasks mainly include account adjustments, bank details updates, follow-up calls, and mailing Account statements.

2. My Job Responsibilities and Duties

My specific day-to-day duties include

- Answering client's calls
- Checking whether KYC is updated or not
- Creating and approving sell bill payment
- Mailing account statements
- Adjustments of accounts
- Forwarding calls to different departments

3. Activities in Co-Ordinating with Co-Workers

As an intern, I don't have authority over many things. In those cases, I have to forward it to my supervisor and seniors. As described in my job responsibilities, I create and approve sales bill payments but for the final payment, I have to forward it to my senior for final approval of the payment to the client's bank account. If any client's KYC is not updated, I forward it to the KYC department. If any client has not done EDIS (a process of transferring shares to the buyer's account), then I forward it to the EDIS department. If the client's issue is related to their demat account, I forward it to the demat department. Also, if any co-workers have received calls regarding payments and accounts, they transfer them to me.

I also have to report any issue to my supervisor if I'm not able to solve it. If I'm not able to create any payment, I have to report to my supervisor that the following client's payment cannot be created.

4. My Work Process Diagram

My main responsibility is to create sell bills for the clients who sold their shares. For a stock broker's office, the most important liability is to return the money to the clients within 3 working days of sales. If the payment is not paid within 3 days, the clients can complain to SEBON regarding delay of payment which is not good for any stock broker.

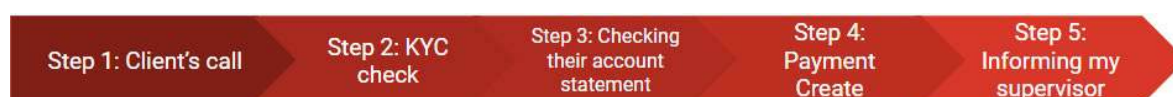


Fig 4: Workflow Diagram

Step 1: Client's call: My first step is to receive the client's call and ask them about their issues. The issues are mainly related to payments, EDIS and KYC. I transfer the call to the concerned department if the issue is related to EDIS or KYC.

Step 2: KYC check: If the issue is related to payment, I ask the clients about their TMS code and check whether their KYC is updated or not. If KYC is updated, I go for further process and if not then I ask them to update their KYC.

Step 3: Checking the account statement: After checking their KYC is updated, I check their account statement to make sure that their payment is due or not. If the payment is due, I go to further process and if not then I mail them their account statement and ask them to check their bank.

Step 4: Payment Create: If the payment is yet to be done, I create their sell bill based on their account statement, process it for the approval phase, and tell the client that their payment will be done the same day.

Step 5: Informing my supervisor: Once I have created the payment and it is approved, I inform my supervisor that the payment is created and approved and ask them to transfer it to their bank account.

5. Contributions as a Co-Op Student in the Company

As an intern, I have managed to contribute a lot to the company. My primary job is to answer the calls and create their sell bill payment. I also extract client codes from the mail,

create their payment, and reply to them with their payment update. Following are my contributions to Naasa Securities:

- Answered over 4000 calls
- Created over 4000 payments
- Adjusted over 1500 purchase and sales bill
- Mailed over 1000 account statements to clients



CHAPTER 3

LEARNING PROCESS

1. Problem/Issues of the Company

Though I learned a lot during my internship, I faced some problems in the company and saw some problems within the company. The following issues I felt that the company was facing:

- **Inappropriate delegation of responsibility:** The key responsibilities were mainly dependent on 2-3 employees which used to hamper the tasks. Inappropriate delegation caused inefficiency in the completion of tasks.
- **Technical issues:** The company has its technology and the technology is still in the process of development. This causes a lot of trouble while working.
- **Lack of manpower:** I felt that the company was lacking some human resources that they could trust and delegate key responsibilities. This will help the company in completing the tasks on time with maximum efficiency.
- **System failure:** Naasa Securities has its trading system but there were a lot of bugs in the system which used to hamper the clients.
- **Difficulty in handling clients:** Naasa Securities has almost 4 lakh clients and it's hard to manage all the clients with limited manpower and technical issues.

Along with the company's issues, I faced the following issues:

- **Getting familiar with the technology:** In the starting days, I faced problems while using the technology as I wasn't familiar with the technology/system.
- **Lack of communication:** I faced problems while communicating with the clients as I lacked communication skills. But with time I started improving my communication skills.

2. Solutions to the Above Problems

Problems and challenges are two integral parts of learning and they can be solved when dealt with patience and continuous effort. The following solutions might help the company solve the above issue:

- **Proper work delegation:** The company should select some more employees and delegate some key responsibilities and for other employees, the work should be allocated properly.

- **Software upgrade:** The company is using its software. They can upgrade the software either by upgrading it or outsourcing it to have a strong technology.

- **Training for employees/interns:** The company should keep a week-long training period for newly hired employees/interns so that they can become familiar with the technology/software that the company is using.

- **System automation:** Naasa Securities can automate their trading management system and connect it to their software so that data can be transferred automatically.

- **Customer relationship management training:** Naasa Securities can organize a special training program for employees regarding customer relationship management.

Literature review

A study by Deepesh Ranabhat (2022) showed that responsiveness and trustworthiness were found as the major factors related to clients' satisfaction with stockbroker services. This means employees should be more responsive in managing clients in a stock broker office.

A report by Ugoani (2020) suggested that the evaluation process should form an integral part of effective delegation to enhance psychological empowerment, and feedback and reduce power-distance. This means that proper delegation of responsibilities should be done to enhance employee performance.

A study by Fard (2013) suggested that for organizations to achieve optimum returns from their investment, there is an imperative need to effectively manage training and development programs.

A report by Cheng -Yu Lin (2017) suggested that employee nonverbal communication positively influenced customers' positive emotions and customer-employee rapport. This means that communication skills in a must in a customer-centric business.

3. Recommendations to the Company

Even being the best can bring out new problems. The same is happening with Naasa Securities as it's the top broker in terms of market share in Nepal and with that comes a lot of problems of managing all the clients. With more than 4 lakh clients, Naasa Securities finds some difficulties handling those clients. I would recommend the following suggestions;

- A well-built software for handling clients
- System automation
- Proper management of manpower

4. What Have I Learned During My Co-Op Studies?

During my internship, I learned both hard skills and soft skills. Working in the accounts department didn't limit my learnings only to accounting, and finance but also helped me learn about customer service, customer interaction, advanced Excel, and many more. This internship has helped me learn about dealing with clients, being punctual, and having value for time and effort. While academically, I learned about taxes, commissions, brokerage fees, SEBON regulatory fees, and all those payments that must be paid when a share is sold. I learned how the share transfer process is done electronically; if someone fails to transfer the shares, he/she is entitled to a 20% penalty. I learned about the tax system for the sale of merged shares. Learned can never end and it continues till the time we work.

More than academic learning I learned interpersonal skills such as client relation management, communication, client handling, and attention to detail. It wasn't easy for me to talk to clients as I used to lack communication skills but talking to clients helped me overcome and increase my confidence while talking to someone. Naasa securities has been an integral part of my learning experience and it will continue to be one of the integral parts of my career. The network and connection that Naasa has helped me build will help a lot in the coming future.

5. How I Applied the Knowledge from My Coursework to a Real Working Situation

There is a saying that everything thing you learn in college might not be applicable in real life. It's true to some extent but I think we can apply all our learning in different ways. We do learn things as well as unlearn some things. I learned about capital gain tax, commission fees, and regulatory fees which I applied in my real-life scenario during my internship where I had to explain to the clients all the commissions and taxes that need to be paid while selling shares. I learned that EDIS should be done in time for the successful transfer of shares otherwise he/she will be fined 20% and I applied that to explain to clients when they failed to do EDIS. There were many things that I didn't learn during my academic studies but I learned during my internship. I applied the accounting knowledge that I learned during my academic which helped me quickly adapt and learn the statement of the clients. It became easy for me to look at the account statement and understand it.

The most important knowledge that I applied was Microsoft Excel. I learned it during my academic studies and it helped me a lot during my co-op. I used a lot of Excel functions to make my work easier and faster. Excel helped me in all the possible ways. I learned about different interpersonal skills during my studies and I applied all of those to maintaining client relationships and building my confidence.

I applied my finance and taxation knowledge to evaluating some accounts statements. Some of the learning that I learned during my co-op was completely new for me which I didn't learn during my academics.

6. Specific Skills and New Knowledge I Learned During My Co-Op Studies

During my 16 weeks of internship, I learned a lot of new skills and new knowledge. I learned almost everything about brokerage firm and their working mechanism. I learned about the EDIS process and the penalty associated with it if it's not done. I learned about other essential functions of Excel that I used during my internship. I learned about bill adjustments and all those necessary accounting requirements for a brokerage firm.

- Understanding of products and services: I learned about the various functions and services of a brokerage firm in Nepal. I learned about how they operated and conducted various activities in the Nepalese stock market. I could not address the needs and wants of customers on my own.

- Communication skills: In a customer-centric business, communication skill is a must to maintain the relation. Naasa Securities was a great platform for me to enhance my communication ethics with customers, co-workers, and management.

- Networking: Naasa Securities has been the top broker since its operation. It has the market share in terms of total clients as well as total transactions. Talking and communicating with those clients has helped me build my network and connection with a large number of people.

- Work ethics and professionalism: I have always preferred to be professional when it comes to work ethics and the workplace. I stick to the company's ethical standard and their code of conduct. I also tried to utilize my time and effort effectively and efficiently during my work hours.

- Technical skills: I learned about a lot of technical skills. I learned about Excel and the use of different functions. I learned about the software that was used by Naasa Securities.

CHAPTER 4

CONCLUSION

1. Summary of Highlights of My Co-Operative Studies at Naasa Securities

Naasa Securities is the top broker in Nepal with over 10% market share in terms of total daily transactions. This brokerage firm has continued to provide excellent customer service since its operations. Getting an opportunity to work at Naasa Securities has been one of the best experiences so far. I got an opportunity to display my knowledge about the share market and gain some real-life experience. I got the chance to experience the climate and environment around the workplace. The major goal of my internship was to gain real-life experience and network with a maximum of people.

During my intern period, I got to connect with different people which helped me build my confidence. Naasa helped me build my network and taught me the importance of professionalism in the workplace. Also because of amazing co-workers and seniors, it was easy for me to adapt to the environment and ask if something was unknown to me.

I realized that without having a team it's very difficult to work and adjust in the environment. I also realized that communication is one of the strongest skills one should have. Communication can help someone strengthen their network and connections in real life.

Summing up, interning at Naasa Securities would be one of the best decisions and opportunities for my career development. I learned a lot about corporate culture, work ethics, client relationship management, and network building.

2. Evaluation of My Work Performance

It's hard for an undergraduate to work in real-life scenarios as they have just completed their academic career and started their professional career. Everything that we learn academically doesn't apply in real life. Some things need to be unlearned but some things need to be learned during the work period. This internship has helped me learn new things as well as new concepts. The internship has helped me improve my communication skills and be prepared for future challenges and opportunities. Moreover, Naasa Securities helped me build my network with people.

This internship has helped me a lot in shaping my career. Starting from the first day onwards, I have learned new things and shown interest in learning new things. I tried to utilize my skills and time to the fullest. I have learned how to maintain professionalism and discipline.

I would evaluate myself based on certain criteria:

- **Work balance:** I used to complete all the tasks that were assigned to me during my working hours. I have tried to utilize my skills effectively and efficiently. However, as an intern, there was no such work pressure. I managed to complete all the given tasks within the given time with maximum efficiency.

- **Discipline:** Discipline and integrity are important in work workplace. We should know what are the things that we should do and don't. I also learned that we should maintain corporate culture, and work ethics even though we are interns. It's important as an intern that we should follow company policies and that's what I have done throughout my internship.

- **Customer-centric:** My role was to directly contact the customers regarding the payments and refunds. I have maintained customer relations throughout my internship. I stayed calm and composed while talking to them, listened to their problem, and made sure that their problems were solved as soon as possible.

- **Time management:** I tried to manage the time for both work life and personal life. Though sometimes, I used to reach late to the office, I tried to complete my work within the given time frame. This internship helped me learn the importance of time management.

3. Limitations of Cooperative Studies

As an intern, it's difficult to adjust in a company as we don't get access to many things and we are asked to follow the instructions of our supervisor but I was very happy that I was given the freedom to perform my role the way I want. There was no such restriction for the way I used to do my work. Even though there were no such restrictions, there were some limitations of my cooperative studies:

- I was not given access to many things which sometimes caused problems as I had to send it to my senior and then check whether they did it or not and if not then again remind them to do the work as the clients had to wait for the problem to be solved.

- The first few weeks were challenging as I was not familiar with all my colleagues and the problems which I couldn't solve them because of limited access, I didn't know whom to transfer the problem but as I got familiar with my colleagues, it was easy for me to communicate the problems.

- Sometimes the clients used to shout at me for making late payments for the shares they sold. It was difficult for me to answer them regarding the reason behind the late payment.

- In the starting days, it was difficult for me to cope with the technology/software that was used in the company but soon I got familiar and started understanding things as well as the functions.

Everything comes with certain limitations and boundaries. We should be able to adapt to all limitations and focus on achieving our goals and that's what cooperative education teaches us to accept limitations and keep focusing on our goals.

4. Recommendations to the Company

Naasa Securities is the leading stock brokerage firm in Nepal and it's difficult to manage all the clients. Almost 20% of the total TMS account is managed by Naasa Securities. The following recommendations, I would want Naasa Securities to consider:

- **Technology Improvement:** Naasa Securities can focus on building a strong technology. It should be simple to use and should be accessible on multiple devices. They can launch a platform where clients can look at their account statements on their phones.

- **Focus on customer service:** Naasa Securities can improve their customer service by providing service across multiple channels and with knowledgeable representatives.

- **Target youth:** Naasa Securities should look for young and talented employees who are always interested to contribute and learn. They can collaborate with colleges for placement opportunities.

- **Brand building:** Naasa Securities should focus on improving its brand recognition by hosting seminars on financial literacy, market trends, and investment strategies. Also, they can increase social media marketing to target youths.

Naasa Securities has been one of the top brokerage firms since its establishment. It has been providing excellent service to its clients. Despite facing difficulties in managing many clients, Naasa is still the best in its field of business.

Annexure

KYC DEPARTMENT



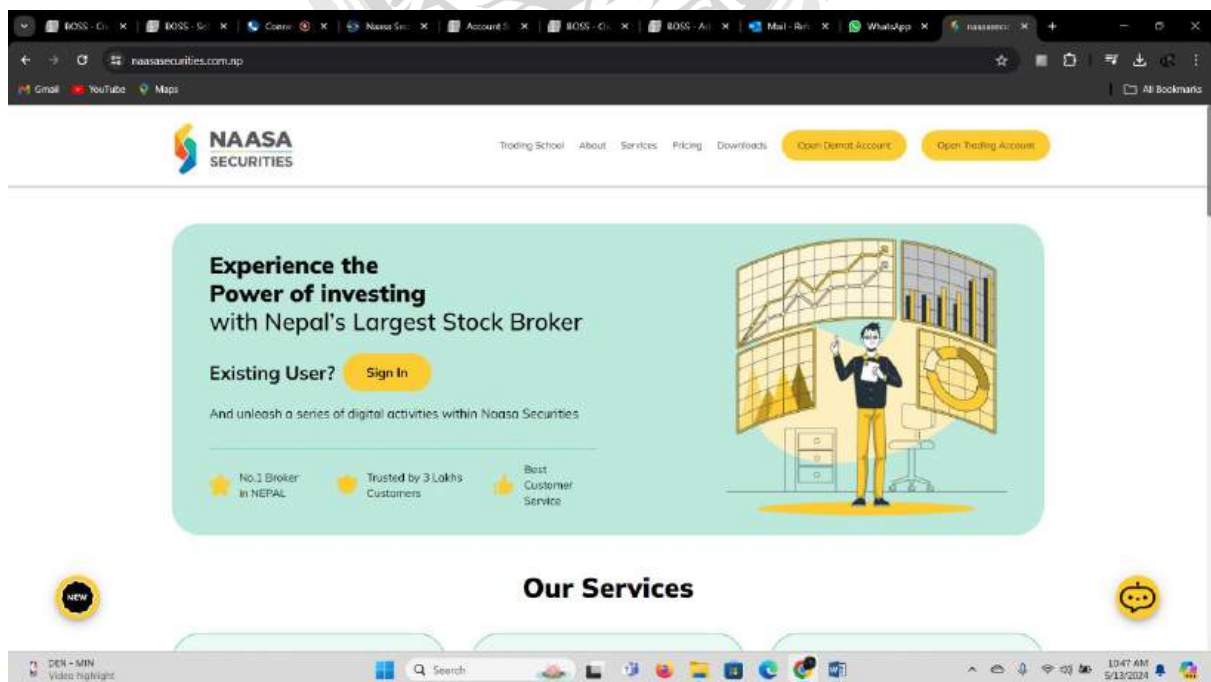
ACCOUNTS DEPARTMENT



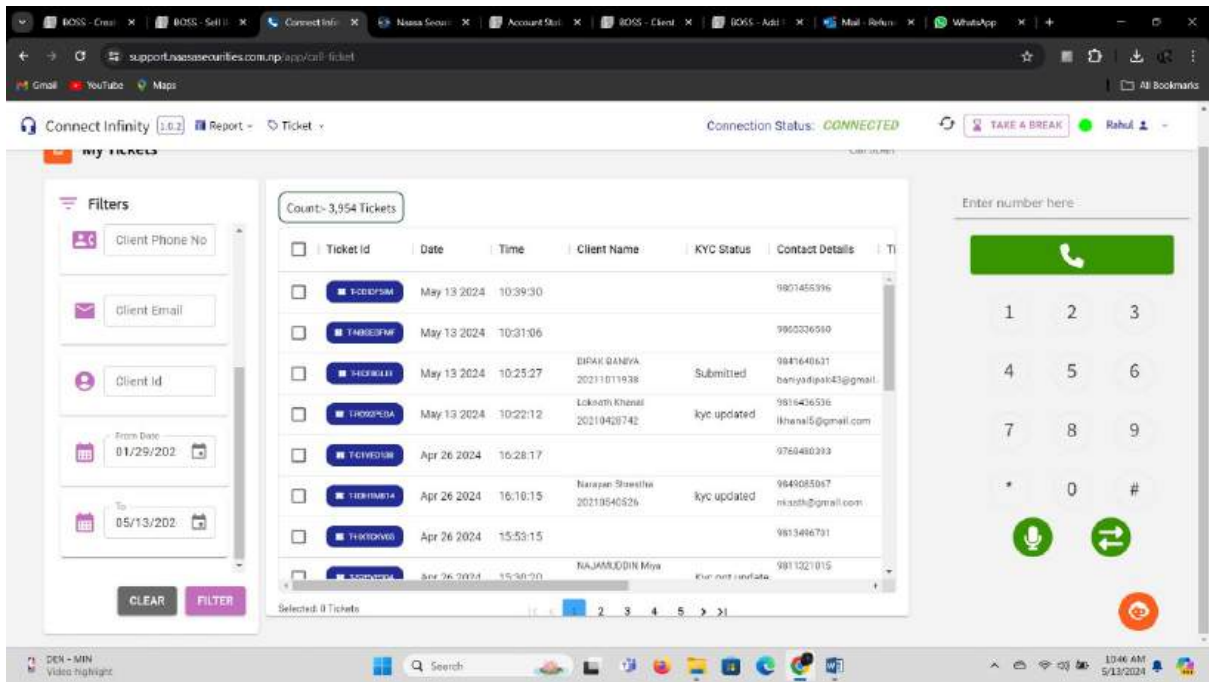
CAFETERIA



Naasa Securities Website



Connect Infinity Software used by Naasa Securities



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