



COOPERATIVE EDUCATION REPORT

Financial services provided by Arun Securities Pvt.Ltd

WRITTEN BY

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Abstract

This report aims to detail my four-months internship experience at Arun Securities Pvt. Ltd., focusing on the operational dynamics and services provided by the brokerage firm within the Nepalese stock market.

As the financial sector evolves, understanding the intricacies of stock brokerage becomes essential for aspiring business professionals. Throughout the internship, I engaged in various tasks across multiple departments, including Customer Service, Payment department and other which allowed me to gain practical insights into the processes of buying and selling securities, customer relationship management, and the clearing and settlement functions.

This report reflects on the methodologies employed during the internship, including field observations and interactions with industry professionals, which enriched my understanding of the financial services landscape. Ultimately, this report illustrates how hands-on experience in a brokerage firm can bridge the gap between academic knowledge and real-world application, equipping future professionals with the skills necessary to navigate the competitive financial environment.

Keywords: Stock Brokerage, Financial Services, Customer Relationship Management, Securities Trading, Practical Experience.

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This report has been prepared for the purpose of reinforcing knowledge with practice from my internship in the institution. However, writing a report is often the endeavor of a number of people. Without their help and assistance report writing would never come to fruition. I would like to enter my sincere gratitude to all of them.

First of all, I want to express my gratitude to Siam University and Kathmandu College of Management for designing this platform that allows students to apply their theoretical knowledge to practical environments. The internship has helped me a lot to be familiar with the organization working environment and explore my academic knowledge in providing solution to the real world problem.

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Anish Mainali

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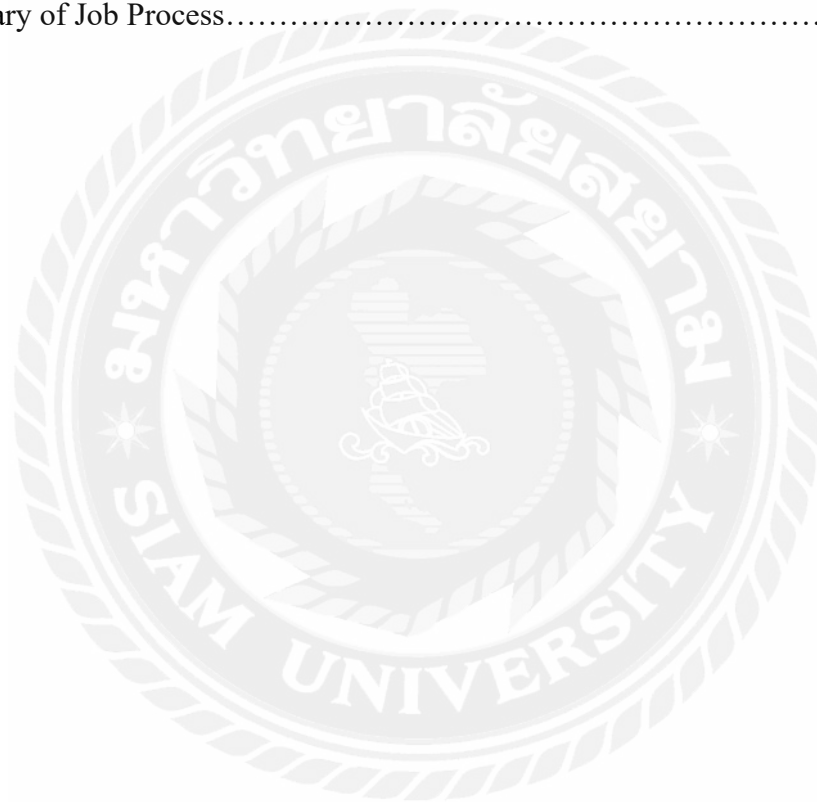
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Chapter 1: Introduction

Arun Securities Pvt. Ltd. is a stock dealer which is responsible for the exchange of securities from the buyers to the sellers and vice-versa. Arun Securities Pvt. Ltd. was established in 2064 B.S. under the Nepalese Companies Act and licensed by the Securities Board of Nepal under the Securities Act as an authorized broker (no.3) for trading of securities from the securities market (NEPSE). Its head office is located in Pingalasthan, Kathmandu. Transparency, long term cliental relation has always been of priority of their management, which in turn has yielded sustained growth and smooth operation of Arun Securities Pvt. Ltd. It is one of the most successful brokerage firm in Nepal.

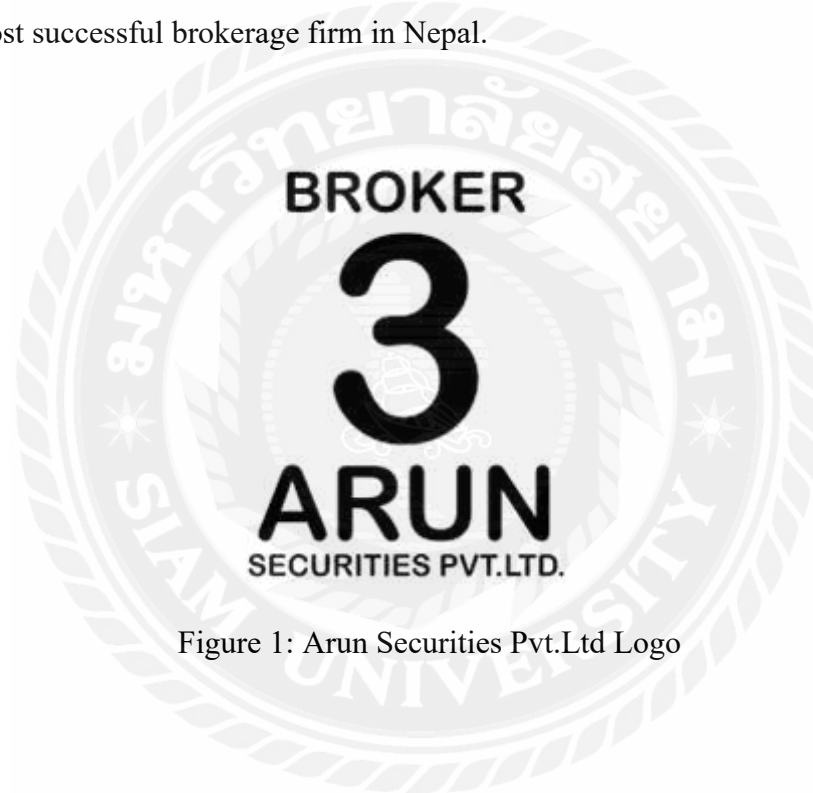


Figure 1: Arun Securities Pvt.Ltd Logo

1.1.1 Vision

The vision of Arun Securities Pvt. Ltd is “To be among the top competing securities brokerage firm”. Furthermore, it envisions itself to be recognized by the clients as the best and most trusted brokerage house by providing healthy and efficient services for widespread customer satisfaction. It seeks to provide an environment which creates values and services to its clients.

1.1.2 Mission

The mission of Arun Securities Pvt Ltd is “Providing Brokerage Services to its clients ethically under the regulations of the country”. Its aim is to remain trusted and reliable as a pioneer stock brokerage firm of Nepal by providing high quality services to the customers.

1.1.3 Service offering by Arun Securities

Arun Securities offers services catering to its customers. To sum up, Arun Securities makes securities trading simple and accessible to all sections of society. Some of the major products of the organization are as follows:

• Stock Brokerage Services

Since, inception Arun Securities have been providing stock brokerage service that includes buying and selling of stocks for its clients of companies which are listed on Nepal Stock Exchange (NEPSE). The companies listed on NEPSE are categorized into 16 types based on their functions which are commercial bank, development bank, finance companies, micro finance, hydro power companies, mutual funds, hotels, insurance companies, manufacturing & processing companies, trading companies, preference shares, corporate debenture, investment, non-life insurance, promoter share and others.

• Client Services

It offers the highest level of convenience to clients through highly skilled traders who fully understand client’s requirements. Also it provides expert advice to clients and executes order accurately and instantly to obtain clients total satisfaction.

• Online trading

Arun securities have been providing online trading services to its clients by giving them access to Nepse’s Trading Management System (Nepse TMS) through (tms03.nepsetms.com.np)

• Trading by phone

Arun Securities Private Limited also provides trading services through phone calls and helps

clients to buy and sell through brokers on floor from the corporate office.

Service Charges of Arun Securities

There are two types of service charges by Arun Securities which can be broadly categorized into stock brokerage service charges and Demat Services.

- **Stock Brokerage service charges**

Since, Arun Securities is highly regulated, all of their service charges are fixed by the regulatory authorities. Their brokerage services are as follows:

Table 1

Stock brokerage charges of Arun Securities Pvt. Ltd.

SN	Transaction Amount (Rs.)	Broker Commission (%)
1	Up to 50,000	0.40%
2	50,000-5,00,000	0.37%
3	5,00,000-20,00,000	0.34%
4	20,00,000-1,00,00,000	0.30%
5	Above 1,00,00,000	0.27%

In addition to the above charges a fee of 0.015% regulatory fee is added to the above transaction.

1.1.4 Various Departments of Arun Securities

Arun Securities Pvt. Ltd has four departments performing different tasks that are different to each other. Brief introductions to various departments of Arun Securities are described below:

- **Customer Service Department**

This department fills up the different types of forms if customer asked to fill up. Interact with the customers if they fell any problems. This department also answers the phone calls and gives information of their queries. Helping customers to open account and verifying all the required

documents is its major function.

- **Trading Department**

This department is mainly concerned with the trading activities of the organization which involves buying and selling of securities in the secondary market. It takes the order of the client and place that order in the market depth. The matching of the orders in the market leads to the execution of the order. This department has to work as per the instruction provided by the clients and make the trade as per the order filed.

- **CNS Department**

The department looks after the settlement of shares, collection of bonus, dividend, right shares provided by issuer to its client in clients respective account through the stockbroker, and capital market (DP).

- **Account Department**

Account department at Arun Securities Pvt. Ltd is responsible for carrying out the finance related activities. It involves the collection of cash and check from the clients, managing the funds, making the payment to stock, paying out the cash and check to the clients, keeping the records of all the financial and accounting activities of an organization, etc.

1.1.5 Strategies of the Company

The strategies can be aligned with the core values that we see and follow in The Arun Securities Pvt.Ltd are: -

Educational Outreach: Conducting seminars, webinars, and workshops to educate new investors about the Nepalese stock market, financial literacy, and risk management.

Proactive Compliance: Staying ahead of regulatory changes, especially with the Securities Board of Nepal (SEBON), and ensuring strict compliance with the latest rules to maintain credibility and reduce operational risks.

Risk Assessment: Regularly updating risk management frameworks to monitor market and credit risk, especially given Nepal's volatile economy and political landscape.

Corporate Social Responsibility (CSR): Implementing CSR activities that contribute positively to the community, reinforcing brand image and social responsibility.

1.1.6 Introduction to Securities market

Securities market is an exchange where sale and purchase transactions of securities are conducted on the base of demand and supply. Securities market encompasses equity market, bond market, derivative market where price is determined by demand and supply of the securities. The securities market can be broadly divided into primary and secondary market.

- **Primary market**

Primary market is the market in which the corporations raise funds through the new issues of securities which are referred as Initial Public Offering (IPO). These primary transactions are arranged by the Investment banker who serves as an intermediary between the issuing company and the investors. The investment banker reduces the risk and cost of creating a market of its securities to the issuer.

- **Secondary market**

The secondary market is the market where the previously issued securities in the primary market are traded. Secondary market provides the liquidity to the financial securities. It provides a platform for the investor to resell and repurchase of the securities. The transaction in secondary market is facilitated by the security broker.

History of securities market

The history of securities market began with the floatation of shares by Biratnagar Jute Mills Ltd. and Nepal Bank Ltd. in 1937. Introduction of the Company Act in 1964, the first issuance of Government Bond in 1964 and the establishment of Securities Exchange Center Ltd. in 1976 were other significant development relating to capital markets.

Securities Exchange Center was established with an objective of facilitating and promoting the growth of capital markets. Before conversion into stock exchange it was the only capital markets institution undertaking the job of brokering, underwriting, managing public issue, market making for government bonds and other financial services. Nepal Government, under a program initiated

to reform capital markets converted Securities Exchange Center into Nepal Stock Exchange in 1993.

Securities Exchange Board of Nepal (SEBON)

Securities Board of Nepal (SEBON) was established by the Government of Nepal on June 7, 1993 as an apex regulator of Securities Markets. It has been regulating the market under the Securities Act, 2006. The Board of SEBON is composed of seven members including one full time chairman appointed by the Government for tenure of four years. Other members of the Board include joint secretary of Ministry of Finance, joint secretary of Ministry of Law, Justice and Parliamentary Affairs, representative from Nepal Rastra Bank, representative from Institute of Chartered Accountants of Nepal, representative from Federation of Nepalese Chambers of Commerce and Industries, and one member appointed by the Government from amongst the experts pertaining to management of securities market, development of capital market, financial or economic sector.

Nepal Stock Exchange (NEPSE)

NEPSE is the only secondary capital market of Nepal. The vision of NEPSE is creation of wealth of nation by adding value through trading of securities. The objective of NEPSE is to provide liquidity to government bonds and corporate securities by facilitating transaction through intermediaries. The other objective of NEPSE is to protect investors' rights and develop a secondary market, as prescribed in the Memorandum of Association and Articles of Association. The function of NEPSE is to provide trading floor to the listed securities. The goal of NEPSE is to list both corporate as well as government bond and also provide marketability and liquidity to the listed companies.

In 1994, NEPSE started its trading with 62 listed companies. From 2005 government bonds are being listed and traded at NEPSE floor. At present there are more than 240 companies listed in NEPSE. To date 47 companies which didn't comply with the legal requirements have been delisted from NEPSE. NEPSE has replaced the open cut trading system with fully automated screen based trading system (ATS) since 24th August, 2007 under the CFG project of Government of Nepal aided by Asian Development Bank. The system was able to eliminate all possible human errors as seen in the earlier open cut system. Several international practices were incorporated to make the

system internationally applicable and modification are also made to customize the existing rules and regulations of the country.

Nepal Stock Exchange Limited (NEPSE) officially launched NEPSE Online Trading System (NOTS) on 6th November, 2018. "NOTS" has been designed to allow investors to place their orders online, while everything including trading, clearing and settlement can be carried out electronically.

Ownership structure of NEPSE

The current paid-up capital of NEPSE is NRs.50,00,00,000. Government of Nepal, Nepal Rastra Bank, Employees Provident Fund, Rastriya Banijya Bank (former, Nepal Industrial Development Corporation), Laxmi Bank Ltd, Prabhu Bank Ltd and other securities businessperson (brokers) are the shareholders of NEPSE. The following table shows the percentage of shareholdings by respective shareholders on the capital structure:

Table 2

Ownership structure of NEPSE

S. N.	Shareholders	Ownership (Percentage)
1	Government of Nepal	58.66
2	Nepal Rastra Bank	9.50
3	Employees Provident fund	10.00
4	Rastriya Banijya Bank	11.23
7	Others	16.74

Structure of Board of Directors

The Board of Directors (BOD), which will govern NEPSE, constitutes of members representing different sectors as per Securities Act 2006. At Present, the BOD constitutes 2 Members including a chairman from Nepal Government, 2 Members from Nepal Rastra

Bank, 1 from Rastriya Banijya Bank. Moreover, one member will be nominated by BOD as an expert in capital market. General Manager of NEPSE will serve as a director on the BOD.

CDS and Clearing Limited

CDS and Clearing Limited, a company established under the Company Act is a company promoted by NEPSE in 2010 to provide centralized depository, clearing and settlement services in Nepal. The company was inaugurated on 31st March, 2011. The main objective of CDSC is to act as a central depository for various instruments specially to handle securities in dematerialized form. This organization is entrusted with the safekeeping, deposit and withdrawal of securities certificates and the transfer of ownership or rights of the said instruments. Settlement department makes the verification and approval of the transactions occurred in secondary market daily. The department controls the trading activities of the broker firms by making the verification of the securities documents and payment made by both the parties. Clearing department carries out the function of making the verification and approval of the ownership transfer and blank transfer of the securities by the owner of the securities.

Market Timings

Trading on equities takes place on all days of week (except Fridays, Saturdays and holidays declared by exchange in advance). Nepse used to carry on odd lot trading on Friday only but has now decided that the odd lot shares will be traded in regular trading hours.

The market timings of the equities are: -

Market Open: - 11:00 Hours

Market Close: - 15:00 Hours

The exchange may however close the market on days other than schedule holidays or may open the market on days originally declared as holidays. The exchange may also extend, advance or reduce trading hours when it deems it necessary.

Securities Traded NEPSE

1. Stocks

- Common stocks
- Preference stocks

2. Bonds

- Debentures
- Government Bonds
- Power Bonds

3. Mutual Funds

Buy and Sell Order

Order is an expression of interest to either buy or sell a specified quantity of stock either at a specified price or at the current market price. To make any buying and selling activities of the securities in the secondary market, the investors must go through the channel of Brokers as per the Securities Exchange Act of 1983; this act also prohibited these brokers to make transactions without getting orders from their clients.

So before an investor wants to involve in the activities of buying and selling of securities, s/he first need to register in the broker terminal as a client for which certain information and documents need to be provided to broker through which client code, unique code of the particular client for a particular broker, is generated.

After registering, in future date if a broker receives the order then the broker has to place order for that client on FIFO basis of the order registered by the clients in the brokers' office. The orders can be Buy or Sell order.

a) Buy Order

It is the order placed by buying brokers to purchase the securities on behalf of his clients/investors. In this order, s/he has to mention clearly the name of the companies, the number of securities that

s/he wants to buy and the validity of the orders. If the validity period of the order is not mentioned, it will be valid for only 15 days.

b) Sell Order

It is the order placed by the selling client to the broker to execute the transactions. In this order too, the client has to mention the name of the company, number of securities, prices of the securities that s/he wants to sell for and the validity period of the orders. If the validity period of the order is not mentioned, it will be valid for only 15 days. It should be noted that all the required information either for buying or for selling of a stock should be submitted by the broker. Generally, four types of order can be placed in the system.

Regular:

An order which is completed on the exchange and that confirms the order of lot size of greater than that.

Odd- Lot:

An order which is completed on the exchange and that confirms the order less than lot size.

Price Ranges in Trading

Generally, an investor can mention the price in 3 ways in his/her orders:

Fixed-Price:

In this the investors can state the fixed price for the purchase and sell of the securities in which the brokers are not allowed to execute at higher and lower than the stated price.

Range:

In this investors can quote the price in range where they give certain liberty to his/her brokers to negotiate and execute the transactions on his/her behalf. S/he can also quote the maximum and minimum price for buying or selling shares in order to maximize gain or minimize loss because of intra-day price fluctuations.

Open Price

In this the investors don't state any price level but solely leave it to the brokers to execute the transactions at the appropriate price or the market price. In this situation, the investors must have full trust with the brokers.

Order Execution

There are three phases during which the broker can place the order to execute the transactions. Such phases are:

At the Open (ATO):

ATO indicates the order should be executed when the market opens. In order to execute the transactions at ATO the member brokers have to place the orders to execute it at ATO. All the ATO orders will be accumulated in the system till ATO execution time and after the time reaches the ATO orders will be executed at the best price at the opening of transactions.

ATO gives the price, quantity and time priority for the execution. At the present NEPSE has set 10:30 A.M. to 10:45 A.M. during which brokers can place ATO orders. The engine calculates the best price and matches the order at 11:00 noon i.e. when market opens. In this case price can be quoted within the range of 5 percent of previous close price. Once the ATO phase is over price can be quoted within the range of 2 percent of LTP. ATO determines the opening price of the stock. If there is no match available for ATO orders of a stock, then the open price of the stock will be equal to the previous close price.

- **Continuous Trading:**

This is the phase that indicates the orders should be executed while the market in progress.

- **At the Close (ATC):**

This is the last phase that indicates the order should be executed when the market closes. The system has provided facility to generate the ATC price of a stock either by taking the average of the price of last n transactions or the average of the price of the last n minutes. Currently NEPSE adopts the average of last n transactions where n equals to 1 i.e. the LTP of the stock at close is the ATC price of closing price.

Order Life

Customer can give order to retain until the specified period as below unless it is executed.

- **End of Day (EOD):**

This indicates the placed orders if not executed will be retained until end of today. After the end of the day the order is automatically cancelled.

- **Good Till Cancel (GTC):**

This indicates the order if not executed should be retained until it is cancelled. The system has provided facility for exchange to set the time period in days till which the pending orders can be retained in GTC. NEPSE has adopted order driven market system. So each and every order entered should be backed by written order. In those orders the clients must specify the validity period of the orders but if they do not mention the time period the order will be valid for 15 days. In this case GTC will be 15 days.

Conditions for execution of Order

One can specify the conditions under which the order could be executed. The conditions are as below:

- **None:**

This indicates there are no conditions for execution of orders. The broker can buy or sell the required no of shares without any conditions.

- **Immediate or Cancel (IOC):**

This condition indicates that the orders should be executed in full or part immediately if not execute immediately the unexecuted order will not be sent to Public order book but cancelled immediately by the system.

- **Fill or Kill (FOK):**

This condition indicates the order must get executed entirely or cancelled immediately. The unexecuted order is not sent to public order book but killed (cancelled) by the immediately. NEPSE has modified the system allowing entering the quantity of a stock to be traded either at the multiple of lot size or greater than that.

- **All or None (AON):**

This condition indicates the order must get executed entirely and if not executed the order is sent to public order book. In this condition too, NEPSE has modified the system allowing entering the quantity of a stock to be traded either at the multiple of lot size of greater than that.

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Charges on Buying and Selling Securities

Charges on Buying

When an investor is engaged in buying activities, every time s/he needs to pay following types of charges per buying transaction:

- Brokerage Commission (ranges from 0.27% to 0.4% of per transaction amount)
- Fee to SEBON (fixed 0.015% of transaction amount)
- Name transfer charge worth Rs 25 per transaction

Charges on Selling Securities

When an investor is engaged in selling activities, every time s/he needs to pay following types of charges:

- Brokerage Commission (ranges from 0.27% to 0.4% of per transaction amount)
- Fee to SEBON (fixed 0.015% of transaction amount)
- Capital Gain Tax (5% CGT in case profit while selling shares)

Broker Commission

For doing a buying and selling transaction of shares, the investors need to go through the channel of brokers for which brokers charge certain amount of commission according to the nature and size of the transactions which is mentioned below:

Table 3

Brokerage Commission for equity

S.N.	Trading Amount	Brokerage %
A	Up to 50,000	0.36
B	50,000 - 5,00,000	0.33
C	5,00,000 - 20,00,000	0.31
D	20,00,000 – 1,00,00,000	0.27
E	Above 1,00,00,000	0.24

Table 4

Brokerage for Government Bond

S.N.	Trading Amount	Brokerage %
A	Up to 5,00,000	0.10
B	5,00,000 - 50,00,000	0.05
C	Above 50,00,000	0.02

Apart from the above mentioned broker commission, the investors are also required to pay 0.015% transaction charge to SEBON. And separate Rs. 25 per transaction (Buying), as name transfer charge.

Functions of Stock Broker

The stock brokers are profit oriented business organizations. They provide services to the investors to maximize their return. Stock broker earns the certain percentage on the buy and sell amount as

a commission. As per the Securities Business Persons Regulations 2064, the stock broker performs following functions:

- The Stock Broker may provide brokering services of purchasing or selling the securities in the name of client only as per the client's order.
- Providing counseling services about when to buy the stock and whether to sell or hold the stock.
- Helping investor for BT and OT of certificates.
- Maintaining the clients account.
- Certificate verification.
- CDSC clearing and settlement
- Share split.

Importance of Stock Brokers

Followings are the importance of stock brokers:

- Provide brokerage services in order to execute the buy and sell transactions on the behalf of clients.
- Help built efficient security market of the country.
- Helps in BT, and OT of share certificates.

Assisting the clients about the best investment timing in the market

1.2 Organizational Structure

Organizational structure is that which lays out how work is assigned, coordinated, and supervised within a company, as well as who is obliged with what and how they are related to each other at work.

1.2.1 Diagram of the Organizational Structure

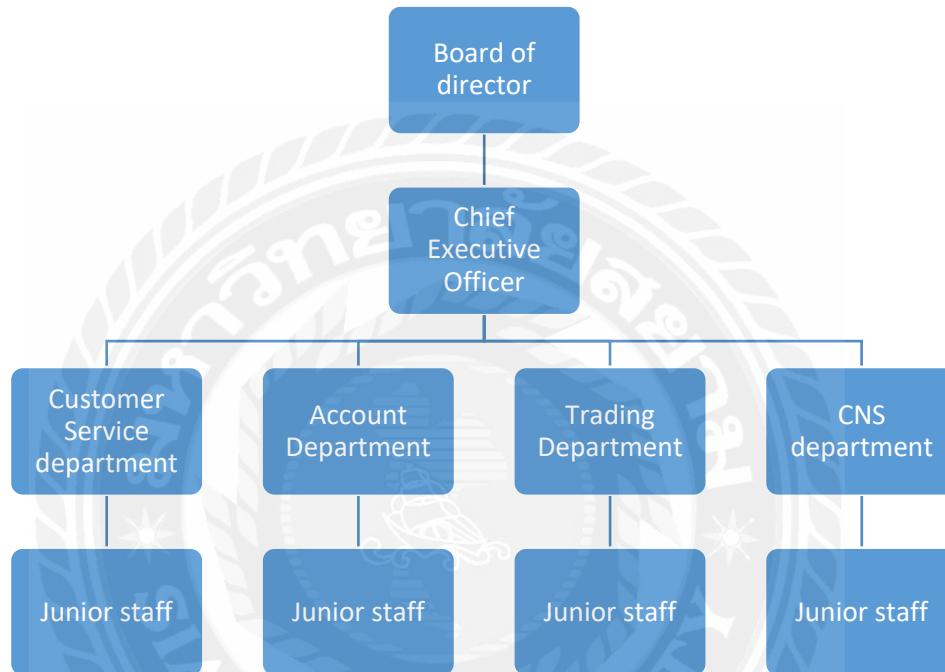


Figure 2: Organizational Structure of Arun Securities Pvt.Ltd

1.2.2 My Job Position

The internship work that the intern performed can be called as a mix of general as well as specific tasks. The Arun Securities is one of the financial intermediaries whose primary function is to execute the buying and selling transaction between the buyer and seller of 4 financial assets. During the 4 months of internship period, various activities were performed as required by the department of the security broker as intern. Though the intern was not allowed to handle the critical cases, the general task was allowed to be done. Activities were performed under the supervision of the respective head of the department.

1.2.3 My Job Position in the Company's Organizational Structure

NAME OF THE DEPARTMENT	TYPES OF ACTIVITIES PERFORMED
CUSTOMER SERVICE	<ul style="list-style-type: none">· Opening and Managing Customer Accounts· Verifying required documents to open accounts· Receiving phone calls· Communicating Complaints to concerned departments.· Filling up the cash and cheque deposit vouchers.
ACCOUNTS	<ul style="list-style-type: none">· Informing the customers about the due of their purchase through phone calls· Cheque Clearing and Settlement· Bank Reconciliation Statement

1.3 My Motivation to Choose This Company as the Workplace for My Co-Op Studies

I decided Arun securities for my internship due to several reasons. The opportunity to learn from a well-established organization that prioritizes transparency and client relationships was a significant motivating factor for me. I was particularly drawn to the comprehensive internship program that promised hands-on experience across various departments, allowing me to apply the theoretical knowledge I gained during my BBA studies in a practical setting.

My keen interest in financial markets and investment strategies further fueled my desire to intern at a brokerage firm. I aimed to immerse myself in the stock market environment and understand the intricacies of trading and investment processes.

Additionally, the chance to work under experienced professionals and receive mentorship was invaluable for my professional development. I also recognized the importance of networking within the financial industry, and interning at Arun Securities provided an excellent platform to build connections with industry experts and peers.

I was motivated by the prospect of contributing to the organization while gaining insights that would be beneficial for my future career in finance. Overall, my choice of Arun Securities Pvt. Ltd. was driven by a combination of its industry standing, learning opportunities, and alignment with my career aspirations.

1.4 Strategic Analysis of the Company

To conduct the Strategic Analyses of the company, I am using SWOT analysis, which is given as:

Strength	Weakness
<p>Established Clientele and Trust: Many brokerage firms in Nepal have long-standing relationships with clients, which fosters trust and reliability.</p> <p>Licensed by SEBON: Being regulated by SEBON increases credibility and investor confidence.</p> <p>Experienced Team: Many firms employ skilled brokers and analysts with in-depth market knowledge.</p> <p>Growing Market Awareness: With a rising interest in stock investments,</p>	<p>Limited Diversification of Services: Most firms focus primarily on stock trading and may lack a broad range of financial products (e.g., derivatives or foreign securities).</p> <p>Reliance on NEPSE's Performance: The firm's success is heavily tied to NEPSE's growth, making it vulnerable during bearish markets.</p> <p>High Operational Costs: Regulatory compliance and technological</p>

<p>firms benefit from a larger customer base.</p> <p>Digital Trading Platform: Adoption of online trading platforms, such as NEPSE Online Trading System (NOTS), enhances convenience and accessibility for investors.</p>	<p>infrastructure require significant investment, impacting profitability.</p> <p>Limited Use of Advanced Technology: Many firms lack sophisticated financial analysis tools or AI-driven insights that could enhance services.</p>
<p>Opportunities</p>	<p>Threats</p>
<p>Increasing Financial Literacy: As awareness grows, more individuals are considering stock market investments, offering potential growth in clientele.</p> <p>Expanding Online Trading and Mobile Platforms: The trend toward digital transformation opens opportunities to attract tech-savvy investors.</p> <p>Introduction of New Financial Products: SEBON has been exploring new products like derivatives and mutual funds, which could increase revenue streams.</p> <p>Growing Economy and Investment Culture: Nepal’s developing economy and increasing foreign investment interest can provide a supportive environment for brokerage firms.</p>	<p>Market Volatility and Economic Uncertainty: Political instability or economic downturns directly affect market sentiment, impacting brokerage revenues.</p> <p>Intense Competition: With more brokers entering the market, firms face competition for clients, which can reduce profit margins.</p> <p>Regulatory Changes: Any sudden or strict changes in SEBON’s regulations could increase compliance costs or limit certain activities.</p> <p>Risk of Cybersecurity Threats: As firms digitize, they become more vulnerable to cyber-attacks, which can erode client trust and damage reputations.</p>

Table 5: SWOT Analysis of Arun Securities Pvt.Ltd

1.5 Objectives of this Cooperative Study

Along with the main objective of this Co-Operative Education Studies i.e. to gain practical knowledge of a work environment while applying theoretical knowledge learned in class. Some of the objectives are.

- To get knowledge regarding stocks and stock market.
- To enhance communication skills and public relation skills while dealing with customers.
 - To learn about handling customers in Customer Service Department.
 - To know process involved in buying and selling securities using NEPSE system. · To know about the clearing and settlement function of security brokers.
 - To expand my network and meet working industry professionals to gain insights and future mentorships.

Chapter 2: Co-Op Study Activities

In this chapter, my job descriptions, job responsibilities, job process and contributions to the company are presented as follows:

2.1 My Job Description

My Job description at Arun securities was to assist the brokerage team in client servicing, Accounts and administrative tasks. This role provides hands-on experience in stock market operations, client management, and financial analysis under the guidance of senior brokers and financial advisors.

2.2 My Job Responsibilities

- **Customer Service:**
 - A. **Client Account Management:** The intern was responsible for assisting clients in the process of opening trading and Demat accounts. This involved explaining the necessary steps and requirements to clients, ensuring they understood the implications of trading in the stock market.
 - B. **KYC Verification:** A critical responsibility was to verify Know Your Customer (KYC) forms. The intern ensured that all required documentation was complete and accurate, which is essential for compliance with regulatory standards.
 - C. **Client Guidance:** The intern provided guidance to clients on the trading process, including how to execute trades, understand market trends, and manage their investment portfolios. This involved educating clients about the functionalities of the trading platform and answering any queries they had.
 - D. **Issue Resolution:** The intern was tasked with responding to client inquiries and resolving issues related to their accounts, such as transaction discrepancies or account access problems. This required effective communication skills and a customer-oriented approach.

- **Accounts Department:**

- A. **Transaction Processing:** The intern assisted in handling cash and cheque deposit vouchers, ensuring that all transactions were recorded accurately and processed in a timely manner.
- B. **Client Communication:** The intern was responsible for informing clients about payment dues and transaction statuses through phone calls, which involved maintaining a professional demeanor and providing clear information.
- C. **Reconciliation Tasks:** The intern assisted in preparing bank reconciliation statements, which involved comparing the company's records with bank statements to ensure accuracy and identify any discrepancies.

- **CNS, DP, Collateral and Trading Department:**

Intern was only able to understand the working structure but are not allowed to work in this department but can interact and gain the required knowledge and give knowledge about how it works.

- **Client Interaction:**

- I engaged with clients on a daily basis, facilitating account openings and providing necessary information about trading and investment options. This involved a friendly and professional approach to build rapport with clients.
- I assisted clients in filling out KYC forms, ensuring that all information was accurate and complete. This task required attention to detail and a thorough understanding of the documentation process.

- **Documentation Management:**

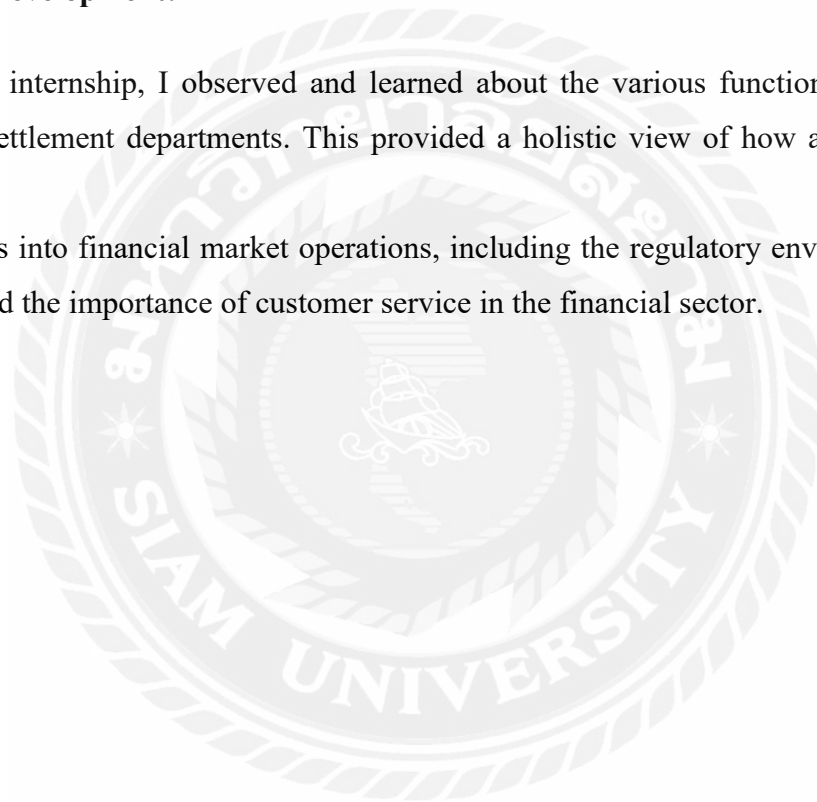
- I organized and maintained records of client accounts and transactions, ensuring that all documentation was filed correctly and could be easily retrieved when needed.
- I played a role in transitioning from a paper-based filing system to an electronic one, which improved efficiency and reduced the risk of lost documents.

- **Operational Support:**

- I collaborated with senior staff to address client complaints and improve service delivery. This involved listening to client feedback and suggesting improvements to processes based on observations.
- I participated in troubleshooting technical issues related to trading software and systems, which required a basic understanding of the technology used in trading operations.

- **Learning and Development:**

- Throughout the internship, I observed and learned about the various functions of the trading, accounts, and settlement departments. This provided a holistic view of how a stock brokerage operates.
- I gained insights into financial market operations, including the regulatory environment, trading mechanisms, and the importance of customer service in the financial sector.



2.3 Activities in Coordinating with Co-Workers and Job process

In the beginning, all the interns were working with kyc department head. As we got more familiarize we shifted to accounts department and worked with account department the remaining few weeks got familiarized with collateral, cns and trading departments.

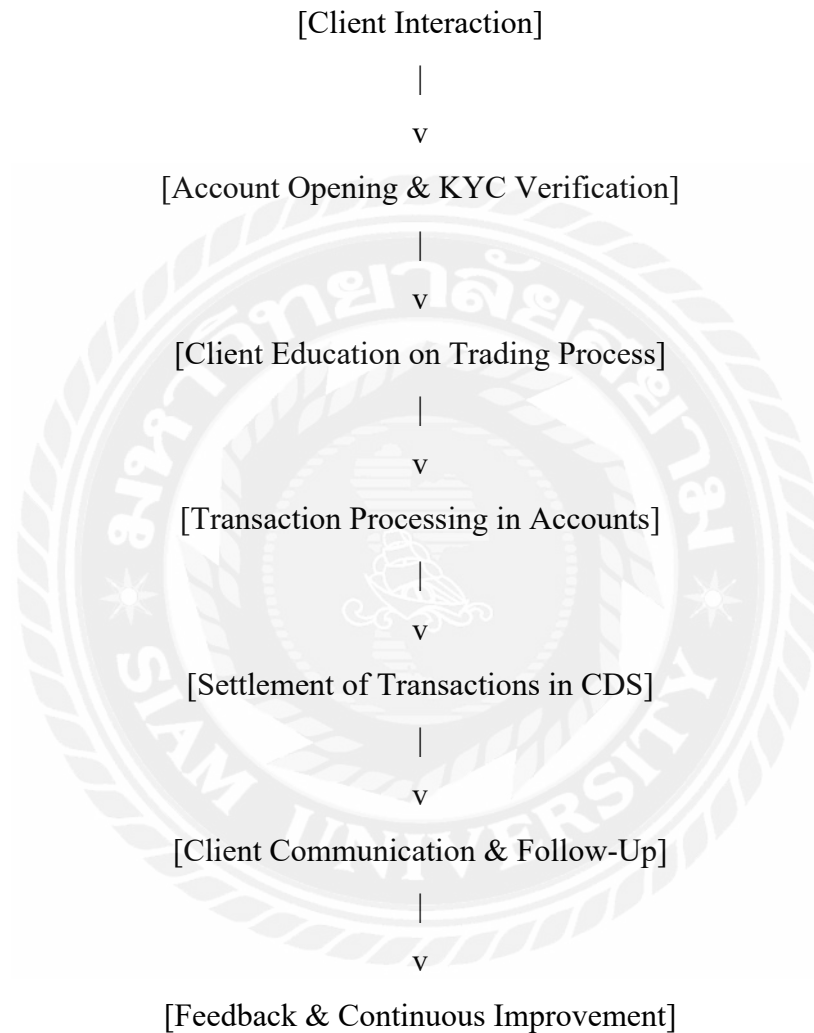


Table 6: Summary of Job Process

1. **Client Interaction:** The process begins with engaging clients who are interested in opening trading accounts. This involves initial communication and understanding their needs.
2. **Account Opening & KYC Verification:** Once clients express interest, I assist in the account opening process, ensuring that all KYC documentation is collected and verified.
3. **Client Education on Trading Process:** I educate clients about the trading process, helping them understand how to execute trades and manage their investments.
4. **Transaction Processing in Accounts:** After clients start trading, I assist in processing transactions, including handling cash and cheque deposits and maintaining accurate records.
5. **Settlement of Transactions in CDS:** I support the settlement of trades in the Central Depository System, ensuring that shares are accurately credited to clients' demat accounts.
6. **Client Communication & Follow-Up:** Throughout the process, I maintain communication with clients, providing updates on their transactions and addressing any concerns.
7. **Feedback & Continuous Improvement:** Finally, I engage in feedback sessions with co-workers and supervisors to identify areas for improvement and enhance overall service delivery.

Duration in Different Departments

Departments	Weeks							
	1	2	3	4	5	6 -14	15	16
Customer Service Department								
Accounts Department								
Clearing and Settlement (CNS)								
Trading Department								

Figure 3- Duration in Different Departments

2.5 Contributions as a Co-Op Student in the Company

As a Co-Op student at Arun Securities Pvt. Ltd., I made several meaningful contributions that positively impacted the organization. I enhanced customer service by effectively engaging with clients, assisting them in opening trading and demat accounts, and addressing their inquiries promptly. This not only improved the client onboarding experience but also helped build strong relationships with new clients.

I played a key role in streamlining the KYC documentation process by organizing and verifying forms. This effort significantly improved the efficiency of accessing client information and reduced processing times for new accounts. Additionally, I assisted in transaction processing, ensuring that records were maintained accurately, which minimized errors and delays in the accounts department.

Collaboration was another area where I contributed. I facilitated communication between different departments, such as Customer Service, Accounts, and Settlement, which helped resolve issues more quickly and ensured that all teams were aligned in their efforts to serve clients effectively. I also shared insights and feedback during team meetings, fostering a collaborative environment that encouraged continuous improvement.

Throughout my internship, I adapted to challenges, particularly in the beginning when I lacked knowledge about the organization's processes. With guidance from senior staff, I quickly learned and was able to provide accurate information to clients, enhancing the overall service quality. I also supported the implementation of online registration processes for clients outside the valley during the pandemic, ensuring that the organization could continue to serve clients effectively despite external challenges.

Finally, I provided valuable feedback on operational processes, suggesting improvements that could enhance efficiency, such as restructuring job responsibilities and improving equipment maintenance. My active participation in team meetings and willingness to learn contributed to a culture of growth within the organization. Overall, my contributions as a Co-Op student not only benefited Arun Securities but also enriched my own learning experience in the financial services industry.

Chapter 3: Learning Process

In this chapter, I have presented the problems of the company that were seen during the internship. I have gathered some issues that were faced by me while conducting various tasks. I have also suggested some solutions that can be helpful in solving the issues. In addition, I have highlighted my learnings from the internship and how some of the coursework enabled me to conduct various tasks.

3.1 Problems/issues of the Company

1. **Inefficient Document Management:** The KYC forms were initially arranged in an unsystematic manner, leading to difficulties in accessing client information quickly. This inefficiency resulted in delays in processing new accounts and responding to client inquiries.
2. **Client Interaction Challenges:** As an intern, I found it challenging to guide clients in filling out various forms, especially in the initial phase. Convincing clients and providing accurate information about trading processes was difficult due to my lack of experience.
3. **High Volume of Pending Files:** Many clients brought multiple forms, which created a backlog of pending files. This situation delayed the issuance of Npse codes and other important documents, affecting client satisfaction.
4. **Technical Issues:** The organization faced continuous server issues with the Trading Management System (TMS), which caused delays in transaction processing and settlement tasks. These technical problems often required employees to work late to complete their responsibilities.
5. **Overloaded Staff:** The increasing volume of daily transactions placed a heavy burden on the existing staff, leading to inefficiencies and potential burnout. There was a need for more personnel to handle the growing workload effectively.

6. **Lack of Structured Training:** New interns and employees often struggled to understand the trading department's processes due to a lack of structured training. This gap in knowledge sometimes resulted in incorrect information being provided to clients.
7. **Non-Cash Collateral Issues:** The practice of providing non-cash collateral to clients without proper assessment of their creditworthiness led to unbalanced accounts and increased financial risk for the organization.

3.2 How to solve the problems

To address the problems faced by Arun Securities Pvt. Ltd., several strategic solutions can be implemented. First, improving document management by adopting a digital filing system would streamline the organization of KYC forms, making client information easily accessible and reducing processing delays. Providing comprehensive training programs for new interns and employees would enhance their understanding of the trading processes, enabling them to assist clients more effectively and confidently. To manage the high volume of pending files, the company should consider hiring additional staff to distribute the workload more evenly and ensure timely responses to client inquiries. Implementing robust IT support and regular maintenance for the Trading Management System (TMS) would mitigate technical issues and improve transaction processing efficiency. Additionally, establishing clear guidelines for assessing clients' creditworthiness before providing non-cash collateral would help maintain balanced accounts and reduce financial risk. Finally, creating a structured online registration process for clients outside the valley would facilitate smoother operations during challenging times, such as the pandemic. By taking these steps, Arun Securities can enhance operational efficiency, improve client satisfaction, and foster a more productive work environment.

3.3 Solutions to Problems and Recommendations to the Company

- A. To enhance the overall performance and efficiency of Arun Securities Pvt. Ltd., several recommendations can be made. First, the company should invest in advanced technology solutions, such as a comprehensive Customer Relationship Management (CRM) system, to streamline client

interactions and improve document management. This would facilitate better tracking of KYC forms and client communications, ultimately reducing processing times. Additionally, implementing regular training and development programs for staff would ensure that all employees are well-versed in the latest industry practices and company procedures, fostering a knowledgeable workforce capable of providing exceptional client service. It is also advisable to conduct a thorough assessment of staffing needs to address the increasing transaction volume, potentially hiring additional personnel to alleviate the burden on existing staff. Furthermore, establishing a feedback mechanism for clients could provide valuable insights into their experiences and expectations, allowing the company to make informed adjustments to its services. Lastly, promoting a culture of collaboration and open communication among departments would enhance teamwork and problem-solving capabilities, leading to a more cohesive work environment. By adopting these recommendations, Arun Securities can position itself for sustained growth and improved client satisfaction in the competitive financial services market.

3.4 What I have learned during the Co-Op Studies

A. During my Co-Op studies at Arun Securities Pvt. Ltd., I gained invaluable insights and practical knowledge that significantly enhanced my understanding of the financial services industry. One of the key lessons was the importance of applying theoretical concepts learned in the classroom to real-world scenarios, which helped bridge the gap between academic knowledge and practical application. I learned how to navigate the complexities of client interactions, including effective communication and relationship-building skills, which are essential for providing excellent customer service in a brokerage environment.

B. Additionally, I developed a deeper understanding of the trading mechanisms and processes involved in securities transactions, including the significance of KYC compliance and the intricacies of the Nepal Stock Exchange. The experience also taught me the importance of teamwork and collaboration, as I worked closely with various departments to resolve issues and streamline operations. I recognized the value of adaptability and problem-solving in a fast-paced work environment, especially when faced with challenges such as technical issues or high transaction volumes.

Moreover, I learned about the significance of maintaining professionalism and ethical standards in all interactions, which is crucial in building trust with clients. Overall, my Co-Op experience not only enriched my knowledge and skills but also instilled a sense of confidence in my ability to contribute effectively to the financial sector in my future career.

3.5 How I Applied the Knowledge from Coursework to the Real Working Situation

As a marketing student during my internship at Arun Securities Pvt. Ltd., I was able to apply various concepts and strategies from my coursework to real-world situations, enhancing both my learning experience and the company's operations. One of the key areas where I applied my knowledge was in understanding customer segmentation and targeting. By analyzing the diverse client base of the brokerage, I utilized my coursework insights to tailor communication and marketing strategies that addressed the specific needs and preferences of different client segments, thereby improving client engagement.

Additionally, the principles of consumer behavior that I studied allowed me to better understand the motivations and concerns of clients when they sought assistance with their trading accounts. This understanding enabled me to craft more effective messaging and provide personalized support, which ultimately enhanced client satisfaction and loyalty. I also applied my knowledge of digital marketing strategies by assisting in the management of the company's online presence. This included updating content on the website and social media platforms, which helped to promote the services offered by Arun Securities and attract new clients.

Furthermore, my coursework in marketing research proved beneficial when I conducted informal surveys and gathered feedback from clients regarding their experiences and expectations. This data was invaluable for identifying areas for improvement in service delivery and for developing targeted marketing campaigns that resonated with potential clients.

Lastly, I leveraged my understanding of branding and positioning to contribute to discussions on how Arun Securities could differentiate itself in a competitive market. By applying these marketing principles, I was able to support the company in enhancing its brand image and effectively communicating its value proposition to clients. Overall, my internship experience

allowed me to translate theoretical marketing concepts into practical applications, reinforcing my skills and preparing me for a successful career in the field.

3.6 Special Skills and New Knowledge I Learned from this Co-Op Studies

During my Co-Op studies at Arun Securities Pvt. Ltd., I acquired several special skills and new knowledge that significantly contributed to my professional development. Here are some of the key skills and knowledge areas I gained:

1. **Client Relationship Management:** I developed strong interpersonal skills by interacting with clients on a daily basis. I learned how to build rapport, understand client needs, and provide tailored solutions, which are essential for maintaining long-term relationships in the financial services industry.
2. **Effective Communication:** My ability to communicate complex financial concepts clearly and concisely improved significantly. I learned to adapt my communication style to suit different audiences, ensuring that clients felt informed and confident in their trading decisions.
3. **Understanding of Financial Markets:** I gained a deeper understanding of how financial markets operate, including the mechanics of buying and selling securities, market trends, and the factors that influence stock prices. This knowledge allowed me to assist clients more effectively and provide valuable insights.
4. **KYC and Compliance Knowledge:** I learned the importance of Know Your Customer (KYC) regulations and compliance in the brokerage industry. I became proficient in the processes involved in collecting and verifying client information, which is crucial for maintaining regulatory standards.
5. **Problem-Solving Skills:** Throughout my internship, I encountered various challenges, such as managing high volumes of client inquiries and resolving issues related to documentation. I developed strong problem-solving skills by working collaboratively with senior staff to find effective solutions.
6. **Digital Marketing Insights:** I gained practical experience in digital marketing strategies, including content creation for social media and website management. This knowledge is valuable for promoting services and engaging with clients in the digital space.

7. **Time Management and Organization:** Balancing multiple tasks and responsibilities taught me effective time management and organizational skills. I learned to prioritize tasks to ensure timely completion of client requests and internal processes.
8. **Team Collaboration:** Working in different departments allowed me to understand the importance of teamwork and collaboration. I learned how to communicate effectively with colleagues from various backgrounds and expertise, which is essential for achieving common goals.
9. **Adaptability:** The dynamic nature of the financial services environment required me to be adaptable and open to learning new processes quickly. I became more comfortable with change and developed a proactive approach to learning.

Overall, my Co-Op experience at Arun Securities not only enhanced my existing skills but also equipped me with new knowledge and competencies that will be invaluable in my future career in marketing and finance.

Chapter 4: Conclusion

4.1 Summary of Highlights of my Co-Op Studies at Arun Securities Pvt.Ltd

The summary of Highlights of my Co-Op Studies at Arun Securities Pvt.Ltd are: -

1. **Practical Application of Theoretical Knowledge:** I successfully applied concepts from my marketing coursework to real-world scenarios, enhancing my understanding of client relationship management, consumer behavior, and digital marketing strategies.
2. **Client Interaction and Relationship Building:** I engaged directly with clients, assisting them with account openings and trading inquiries. This experience honed my interpersonal skills and taught me the importance of building trust and rapport with clients.
3. **Understanding Financial Markets:** I gained a comprehensive understanding of the operations of financial markets, including the processes involved in buying and selling securities, which allowed me to provide informed support to clients.

4. **KYC and Compliance Experience:** I learned about the critical importance of KYC regulations and compliance in the brokerage industry, becoming proficient in the processes of collecting and verifying client information.
5. **Digital Marketing Contributions:** I contributed to the company's online presence by assisting with content creation for social media and website updates, applying my knowledge of digital marketing to promote services effectively.
6. **Problem-Solving and Adaptability:** I developed strong problem-solving skills by addressing various challenges during my internship, learning to adapt quickly to changing situations and client needs.
7. **Team Collaboration:** Working across different departments provided me with insights into the importance of teamwork and effective communication in achieving organizational goals.
8. **Time Management and Organizational Skills:** I improved my ability to manage multiple tasks efficiently, prioritizing client requests and internal processes to ensure timely service delivery.
9. **Professional Growth:** The internship experience significantly boosted my confidence and prepared me for a successful career in marketing and finance, reinforcing the relevance of my academic studies in a professional setting.

Overall, my Co-Op studies at Arun Securities Pvt. Ltd. were a transformative experience that provided me with practical skills, industry knowledge, and a deeper understanding of the financial services sector.

4.2 My Evaluation of the Work Experience

My evaluation of the work experience at Arun Securities Pvt. Ltd. is overwhelmingly positive, as it provided me with invaluable insights and practical skills that are essential for my future career in marketing and finance. Here are the key aspects of my evaluation:

1. **Real-World Application of Knowledge:** The internship allowed me to bridge the gap between theoretical knowledge and practical application. I was able to apply concepts learned in my coursework, such as client relationship management and marketing strategies, to real-life situations, which reinforced my understanding and retention of these concepts.
2. **Skill Development:** I developed a range of skills that are crucial for my professional growth. These include effective communication, problem-solving, time management, and adaptability. The hands-on experience I gained in dealing with clients and managing tasks in a fast-paced environment significantly enhanced my skill set.
3. **Understanding of the Financial Sector:** My exposure to the operations of a brokerage firm deepened my understanding of the financial markets and the role of securities brokers. I gained insights into the trading process, compliance requirements, and the importance of customer service in the financial industry.
4. **Professional Networking:** Working alongside experienced professionals provided me with the opportunity to build a network within the industry. I learned from their expertise and received valuable feedback on my performance, which will be beneficial as I pursue my career.
5. **Challenges and Learning Opportunities:** While the experience was largely positive, I also faced challenges, such as managing high volumes of client inquiries and navigating complex compliance processes. These challenges taught me resilience and the importance of maintaining a calm demeanor under pressure, which are essential traits in any professional setting.
6. **Team Collaboration:** I appreciated the collaborative environment at Arun Securities. Working with colleagues from different departments allowed me to understand the importance of teamwork and effective communication in achieving common goals. This experience highlighted the value of diverse perspectives in problem-solving.

7. **Personal Growth:** The internship contributed to my personal growth by boosting my confidence and enhancing my professional demeanor. I learned to present myself more effectively in a corporate environment and to interact with clients and colleagues in a professional manner.
8. **Feedback and Improvement:** I received constructive feedback throughout my internship, which helped me identify areas for improvement. This feedback was instrumental in my development and motivated me to strive for excellence in my work.

In conclusion, my work experience at Arun Securities Pvt. Ltd. was a significant stepping stone in my career journey. It provided me with practical skills, industry knowledge, and a deeper understanding of the financial services sector. I am grateful for the opportunity and believe that the lessons learned during this internship will be invaluable as I move forward in my professional endeavors.

4.3 Limitation of the Co-Op Studies

The biggest limitation of the Co-Operative Study was the limited time. Interning only for 4 months restricted me from knowing what the company does further in developing its brand name. Confidentiality maintained with regards to the organization's data limited my access to knowing every aspect of the company. Also, this report does not include all the information I worked on due to the confidentiality that must be maintained.

The Co-Operative Study lacks the use of quantitative measures and is solely based on my experience; hence it might not be the same for anyone else following this report.

4.4 Recommendations for the Company

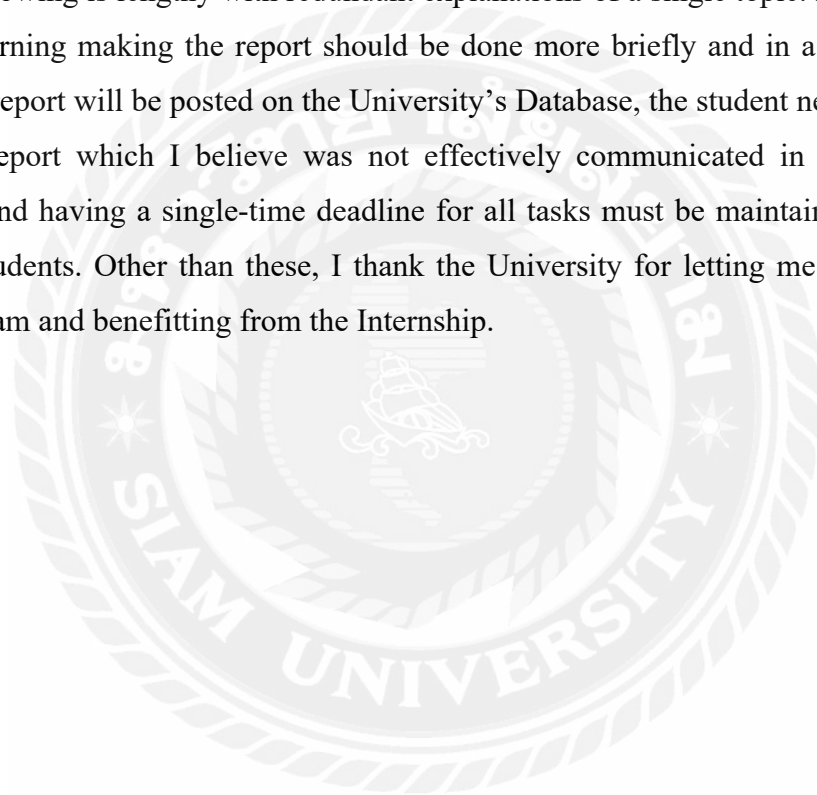
Working in Arun Securities Pvt. Ltd was a great experience for the intern to increase the horizon of his knowledge and boost the intern knowledge. It was right place where the theories studied in college were really implemented in practical ground. However, the intern observed some drawbacks while working in the organization. Following points are recommended as a feedback to make this experience even better one:

- Re-structure and re-organize the job and responsibilities so that there is efficiency in job completion.
- Proper maintenance of computers and other devices should be ensured timely in regular basis.

- Increase the staffs because daily transaction is increasing continuously.
- The organization should improve its departmental overload which is now for few staff only.

4.5 Recommendation for the Co-op Program

The university has provided us with the opportunity by letting us be a part of this program to gain practical experience on what we learned in our classrooms. Recommendations to the Program would be to rethink and revise the Reporting Standard and framework. The current framework that students are following is lengthy with redundant explanations of a single topic. Also, the Pre-Co-Op Class concerning making the report should be done more briefly and in a span of multiple classes. As the report will be posted on the University's Database, the student needs to learn each aspect of the report which I believe was not effectively communicated in the classes held. Standardizing and having a single-time deadline for all tasks must be maintained across all the advisors and students. Other than these, I thank the University for letting me be a part of this enriching program and benefitting from the Internship.



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Appendices



Figure 4– Arun Securities team



Figure 5– Arun Securities office