



ACHARYA INSTITUTE OF TECHNOLOGY

(Affiliated to Visvesvaraya Technological University, Belagavi, Approved by AICTE, New Delhi and Accredited by NBA and NAAC)

Date: 16/05/2018

CERTIFICATE

This is to certify that **Mr. Biradar Arvind** bearing USN **11A16MBA12** is a bonafide student of Master of Business Administration course of the Institute 2016-18 batch, affiliated to Visvesvaraya Technological University, Belgaum. Project report on “**A Study on Digital Marketing and its Impact on Customers of LKP Securities Ltd, Bangalore**” is prepared by him under the guidance of **Prof. Reena Mahesh Rao**, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration, Visvesvaraya Technological University, Belgaum, Karnataka.

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Date of Issue: 30-03-2018

CERTIFICATE

TO WHOM SO EVER IT MAY CONCERN

This is to certify that **Mr. BIRADAR ARVIND, USN: IIA16MBA12** student of MBA studying at **ACHARAYA INSTITUTE OF TECHNOLOGY** has successfully completed his Internship/Project and has completed project titled as **“A STUDY ON DIGITAL MARKETING AND ITS IMPACT ON CUSTOMER OF LKP SECURITIES LTD”** from a period of **15-01-2018 to 26-03-2018** under the guidance of **RANJAN.S**

He has exhibited a high level of enthusiasm and commitment in his work. On completion of the project. he has submitted a written report of the above studies.

We wish all the best for his future Endeavour's.

Regards,

RANJAN.S

Business Associate

LKP SECURITIES LTD.

Bangalore.



LKP Securities Ltd.

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DECLARATION

I, BIRADAR ARVIND hereby declare that the project report titled “Study on Digital marketing and its impact on customers of lkp securitised Bangalore” prepared by me under the guidance of prof. Reena Mahesh , faculty of M.B.A. Department, Acharya Institute of technology and external assistance of **Mrs. RANJAN.S, Business Manager, LKP security Ltd, Bangalore.**

I also declare that this project work is towards the partial fulfilment of the university regulations for the award of degree of Master of Business Administration by Visvesvaraya Technological University, Belgaum.

I have undergone a summer project for a period of ten weeks. I further declare that this project is based on the original study undertaken by me and has not been submitted for the award of any degree/Diploma from any other University / Institution.

Date: 29/05/2018
Place: Bangalore



Signature of Student

BIRADAR ARVIND

(11A16MBA12)

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I am truly grateful to my external guide Mr.Ranjan.s, business Manager, lkp securities ltd and my internal guide Mrs.Reena Mahesh for their research guidance, encouragement and opportunities provided.

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BIRADAR ARVIND

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EXECUTIVE SUMMARY

The internet is quickly becoming a powerful medium for advertising in 21th century with the increase in the number of internet users; new media is seen as an advertiser dream. The internet was the fastest growing media in the end of 20th century, with lots of users with an average annual growth rate of 125%.

Digital marketing does not replace traditional marketing but iterate and use the synergy to provide the maximum impact on awareness, preference building and marketing computerization. It's becoming part of corporate marketing strategies and new thinking are needed. The advantage of digital marketing is that it can reach people with different tastes and preferences from different geographical locations.

The sample size selected 100 from population of Bangalore. The data was collected with the help of questionnaires, including open-ended questions and close-ended questions.

The next step in the research process is to analyse and interpret data collected from respondents. This analysis and interpretation was done with the help of graphical and tables written using MS excel software.

With the help of analysis and interpretation the findings are drawn which include doubts consumers are aware of online advertisement, do online advertisement impact their purchase behaviour.

Through critical analysis and interpretation, examination, it proposes ways to improve online advertising to attract more viewers, customers, increase purchase efficiency, and improve online advertising.

Chapter 1

INTRODUCTION

1.1 Introduction

Digital marketing is a general term for the orientation, measurable and collaborating marketing of products (or services) that use digital technology to reach consumers. Its key goal is to endorse brands through various forms of digital media. This is a diplomatic choice reflected in a wide range of services, products and brand marketing. In addition to mobile and traditional TV, radio the main use of the Internet as a core promotional media.

Digital marketing contains internet marketing methods such as search engine optimization (SEO), search engine marketing (SEM) and link building. It also covers to non-internet channels that provide digital media, such as mobile phones (including SMS and MMS), callbacks and hold-to-mobile ringtones and social media marketing, display advertising, e-books, CDs and games and any other form of digital media.

1.2 Industry Profile

Indian stock market is one among the ancient stock markets that have been existed in Asia. It is being existed from nearly 200years. In 1887, it was established in Bombay. In 1895, The stock exchange could obtain a premise in the same street and it was put to start in 1899. This is how the stock exchange in Bombay came into existence.

Similarly, as the time passed the number of stock exchanges increased and at present it is at a India the same way the establishment of associations or exchanges in Ahmadabad 1894, Calcutta 1908, and Madras 1937 were bought into existence. As a measure to correct such deviation and to promote the development of stock market more formally, the CG had laid down a legislation named The Security Contracts Act, 1956. Under this legislation, it is made mandatory for all the stock exchanges to seek government's recognition and acceptance. As on January 23,2015 the central government mentioned that there are 20 active stock exchange and they are located at Ahmadabad, Bhubaneswar, Bangalore, Baroda, Coimbatore, Chennai, Cochin, Calcutta, Indore, Guwahati, Jaipur, Kanpur, Mumbai (popularly known as a Bombay stock exchange) which is interconnected exchange of India.

BOMBAY STOCK EXCHANGE (BSE)

The stock trade situated in Mumbai, and prominently known as “BSE” was set up in 1875 and was named “The local share and stock agent affiliation”. It is the most seasoned stock trade which is even presently now working in Asia furthermore an established one and also analogized with Tokyo stock trade which was set up in 1878. BSE is the principal stock trades In the nation which has acquired a changeless salutation in 1956 under the Government of India’s securities contract act, 1956.

It is a willful altruistic culture of relationship of persons and has change itself into a demutualized and a corporate element. It has developed for a long time and as of now serving as a premium stock trade in the country.

Bombay stock exchange is the vital stock business sector of the nation which is conspicuously perceived by legislature of India.

The Bombay stock trade by rendering a viable and moron proof business sector for the action of exchange which include managing obligation instruments, securities and subsidiaries which embraces the premiums of the financial specialists furthermore ensure to explain the grievances of the speculators whether it might be contradicting the association or its own particular agent individuals. Indeed, even it tries to educate and illuminate the stockholders by sorting out preparing stages, which helps them in picking up learning about the certainties and where about the venture opportunities and makes it accessible by required educational inputs.

The CEO is in charge of the everyday authoritative exercises and is being helped by head working officer and different leaders of the divisions.

In a matter of seconds, Bombay stock trade is the comprehensively perceived top business sector as far premise of enrolled concerns and as the world’s fifth position in exchanges number. The business sector capitalization of business sector as on December 31st 2007 remained at USD 1.79 trillion.

A financial expert can look over more than 4700 recorded organizations, which for a simple

reference are arranged into A, B, S, T, and Z bunches. Sensex is built on a free buy procedure. BSE computes 20 files and scatters this at regular intervals.

Objectives of BSE

1. Safeguarding the public's interests who bargain in the trade.
2. Ethical security exchange arrangement
3. The improvement of the very much managed market
4. The advancement of modern improvement in the nation by giving product and fundamental sources.

Trading in BSE

- In March 1995, BSE presented screen based exchanging card BOLT (Bombay online trading)
- The BSE's exchanging through online is right now working in 25000 dealers work stations situated cross wise over 359 urban areas in India.
- BOLT is a nationwide network.
- Trading work stations is associated with the main computer at Mumbai through WAN.

NATIONAL STOCK EXCHANGE (NSE)

NSE was setup in 1992 and got its acknowledgement as a stock trade in April 1993. The NSE has expanded its marketing services in June 1994 when wholesale debt market section went to live. It is essentially one of the 3 market portions where the national stock trade works. Around the same time the capital business sector fragment went live through VSTA (very small aperture terminal)

NSE is India's most established debt market. Its area is at Delhi, India. The most essential dealings of this stock trade are about bonds. The list is named by as NIFTY for the national stock trade and it has right around half of the considerable number of exchanges that are going on at national stock trade. The NSE is routing not the same as other stock trade from its purpose of expense installment.

The national stock market of India (NSE) is situated in Mumbai which is the greatest most

progressive trade having around 1016 organisations being recorded and has exchange individuals from around 726 in number. The changes device plays in the capital business sector of india and the foundation of securities and trade leading body of india SEBI(security exchange board of india) helped the joining of the second Indian stock trade which is named as the national stock trade NSE in the year 1992. Following couple of years there directed the operations the national stock trade turned into the greatest stock trade in india.

What's more, after than the 3 sections of national stock trade, the exchanging stage was set up one by one therefore. the wholesale debt market began to lead the operations from june 1994 and the capital business sector fragment was initiated amid the year end. Finally the prospects and choices portion began its operations in the year 2000. At present, the national stock trade is at the fourteenth position among the main 40 future trades on the globe.

In the year 1996, the national stock trade of India presented S and P CNX NIFTY and CNX junior records that made up 100 most fluid stocks in India. CNX clever is an enhanced record of 50 stocks from 25 different parts of the economy and this lists are possessed and oversaw by Indian list administrations and items restricted (IISL), which has an assentation of counsel and permitting with standard and poor's.

The development of web has lead and affected the national stock market of India, bringing about introducing its own particular sites in the year 1998, this made it the principal trade in India to begin with exchanging of stocks and shares through web in the year 2000. The Indian money related business sector lead NSE in increasing numerous recompenses compelling authority, for example, best IT usage grant by PC society in India and CHIP Web Award by CHIP magazine.

A gathering of top money related establishment, for example, Indian bank, and disaster protection organization of India (LIC OF INDIA) are the proprietors of national stock trade. Be that as it may, its possession and limit of administration don't have any legitimate demonstration to exchange on the trade. It is one of only a handful few trades on the planet which as an uncommon part of exchanging a wide range of securities on a solitary stage. The sorts are the wholesale debt market, capital business sector, fates and choices market. It likewise gives different administrations to its customers with a solitary and

totally electronic exchanging stage which is worked by a system named VSAT. This framework utilizes the satellite correspondence that empowers and grantees the association between the dealers among 345 Indian urban communities, this has brought about an operation of 6 million exchanges a day on NSE exchanging stage.

1.3 Company Profile

LKP Securities was started in the year 1948 as one of Indians first securities brokerage houses. Today it is one of the major multi-dimensional financial service group in our country. This is a NBFC which is roistered with RBI and listed as a public limited company having a net worth of rs.142 cores as financial year 2013.

KPMG, who is a Quality, USA awarded LKP as in firms frist with prestigious ISO for number of Businss performed.

Since 1948, LKP continues to provide services to their customer by meeting all their need be it Corporate Finance, equities market, wealth management, Investment Banking, Debt market and Merchant Banking.

LKP Securiies limited and its associated possesses the following registration and membership:

- Category 1 Merchant Banking with SEBI
- Membership of BSE &NSE (capital and debt market)
- AMFI registered all Indian Mutual fund Distribution
- Member ofCommodity Exchange MCX, NCDXand DGCX
- Member ofNSE for Interest Rate Futures
- Member of MCX, SX and NSE Currency

The company helps students grow professionally through continuous learning. It creates preconditions for product creation by taking care of employees' work environment, creating decent jobs, and providing economic and other certainty. The company requires employers to provide comprehensive, high-quality and professional work to meet the needs of

customers and shareholders. The company achieves these objectives through effective, produce and stabilizes operations in accordance with applicable laws and improves its component processes that affect customer satisfaction and product quality. The company and its suppliers maintain a good relationship of cooperation to strengthen the quality policy.

1.3.1 Promoters

The companies/ firms that are part of the Promoter Group are as follows:

Sr. No	Name
1	LKP Finance Limited
2	Alpha Commodity Private Limited
3	Sea Glimpse Investment Private Limited
4	Bhavana Holdings Private Limited
5	Gayatri Cement & Chemical Industries Private Limited
6	M/s. L. K. Pandey (Partnership Firm)
7	MKM Shares and Stock Brokers Limited
8	Peak Plastonics Private Limited
9	Solarex PV Solutions Private Limited

1.3.2 Vision, Mission and Quality Policy

VISSION

To be a leading fastest markets financial service group driven by innovation, delivering Superior value for all stakeholders globally.

MISSION

Providing complete financial care driven by core value of diligences and transparency

CORE VALUES

Excellence, Fairness, Transparency

The varies service provided by LKP Securities are:

- Dematerialization of Shares.

- Re materialization of Shares.
- Pledging of Share.
- Maintenance of beneficial Holdings.
- SMS and e-mail alerts on all transactions.

QUALITY POLICY

The company's management promises to meet the requirements of ISO 9001:2008, maintain and improve the company's effective quality management system, which will comply with internationally recognized standards

1.4 COMPETITORS

- 1) A F enterprises ltd
- 2) Aagam capital ltd
- 3) AAR commercial company ltd
- 4) Aasheesh securities ltd
- 5) Destimoney securities ltd
- 6) Eqitus holding ltd
- 7) Global securities ltd
- 8) Hasti finance ltd
- 9) Ifsi ltd
- 10) India securities ltd

1.5 SWOT Analysis

SWOT analysis is a tool for companies to assess the industry and develop and strengthen strategies to maintain market competitiveness

STRENGTHS:

- It provides multiple trading options like online, internet, phone and branch.
- The company has more than 200 branches all over the world. It is very much accessible to the client.
- The employees are assigned to different departments on rotation basis. This results in a pool of staff that will always be in a position to replace others in case of their absence and emergency.

WEAKNESS:

- The organization result in problems of financing and expansion under rapid changing market.
- Frequent clashes in the workflow between branches.
- There are strict and stringent SEBI procedure to follow.

OPPORTUNITY:

- The company has regularly come with new products in order to proceed a step ahead of competitors.
- The company scope for additional capital investment and further expansion.

THREATS:

- The discount and offers given by other MF companies, when compare to offers of ARs are leading to reduction in the number of client.
- Fluctuations in government rules, regulations and policies.

1.6 Future growth and prospects

LKP Securities Co., Ltd. has always been keen to expand new areas of business and solutions. Because in the fast-paced world, customers expect the demand, LKP plans to introduce new products. The company is preparing to expand its business in India.

1.7 Financial Statement

Balance Sheet

Particulars	2015-2016	2014-2015
I. EQUITY AND LIABILITES		
Shareholders' funds		
a) Share capital	3424.82	3424.82
b) Reserves and Surplus	-481.05	-337.74
Noncurrent liabilities		
a) Long term borrowings	0.000	0.000
b) Other long term liabilites	229.35	193.63
c) Long term provisions	93.94	76.74
Current liabilities		
a) Short term borrowings	7472.81	5798.58
b) Trade payable	4955.65	4193.90
c) Other current liabilities	88.26	89.47
Total	15783.78	13439.40
II. ASSETS		
Noncurrent assets		
Fixed assets		
i. Tangible assets	323.40	408.82
ii. Intangible assets	177.74	181.63
• Noncurrent investments	180.16	190.95
• Deferred tax assets (net)	373..61	387.34
• Long term loans and advances	711.61	715.13
• Other noncurrent assets	200.89	180.46
current assets		
• Current investment	0.00	0.00
• Investment	74.02	0.00

• Trade receivables	10624.56	8341.32
• Cash & cash equivalents	2025.32	2166.80
• Short term loans & advances	1002.25	793.23
• Other current assets	90.22	73.92
Total	15783.78	13439.40

STATEMENT OF PROFIT AND LOSS

(Rs. in Lacks)

Particulars	2015-2016	2014-2015
Revenue		
Revenue from operations	5639.30	5791.76
Other income	196.63	156.50
Total Revenue	5835.93	5948.26
Expenses		
Other expenses	2767.00	2728.28
Employee benefit expenses	2702.69	2718.58
Depreciation and amortization	135.94	347.57
Finance cost	345.71	248.10
Total expenses	5951.34	6042.53
Profit before tax	-115.41	-94.27
Tax expense:		
(1) Short/Excess provisions	14.17	
(2) Deferred tax	13.73	-109.96
Profit after tax	-143.31	15.69

CHAPTER 2
CONCEPTUAL BACKGROUND AND
LITERATURE REVIEW

2.1 Theoretical background of the study

INTRODUCTION TO MARKETING:

The development of marketing is evolution rather than revolution. There is no single answer to what is a marketing issue. Understanding; Can be explained simply because marketing is the responsibility of the marketer. But this meaning lacks clarity in understanding this issue. It is one of the oldest professions in the world. Like any other theme, it has its own origin, growth and development. Marketing is human activity that meets needs and needs through communication processes.

GENERAL INTRODUCTION

1. Meaning of the term – ‘MARKET’

As a group of sellers and buyers of markets willing to exchange goods and services of a certain value, Of course, some negotiations may be needed. This can be done in a physical location, on the opposite side, or indirectly through a complex network of linked buyers and sellers.

2. Definition of ‘MARKETING’

H.L. Hansen has defined marketing as the process of determining and interpreting consumer wants into product and service, specification and then in turn helping to make it possible for more of these products and services.

Marketing is the father of improvement and product development, promoter of the entrepreneurial talent, development of economy, stimuli of consumption and higher standards of living and guardian of price system.

All these definition reveal,

- Marketing is a process of exchange.
- Movements of goods from production point to consumption point.
- Product planning and product development.
- Advertising and Marketing research.
- Creating time utility, place utility, from utility and possession utility.
- Emphasis in people and wants rather than products.

Objectives and Aims of Marketing:

The following are the aims of marketing:

1. Intelligent and capable applications of modern stock marketing policies.
2. To develop the stock marketing field.
3. To develop guiding policies and their implementation for a stocks marketing.
4. To suggest solution by studying the problem relating to stockmarketing.
5. To find sources for further information concerning the stock market problems.

Importance of Marketing:

In this existing age of change, marketing is the beating heart of many operations. It must be considered a principle reason for a corporate existence. The modern concept of marketing recognizes its role as a direct contribution to profits, as well as sales volumes.

Marketing has even greater importance and significance for the society as a whole than for any of the individual beneficiaries of the marketing process and can be express follows.

The country's income is really made up, not money, but is one of the goods and services that money can buy. Any increase in the efficiency of the marketing process will reduce distribution costs and reduce the price of customers, which in fact will increase national income. The marketing proces brings new varieties of quality and benefits to customers. Retail stores can purchase a large number of items that were previously unattainable. If so, the provider links the product to the consumer. Scientific marketing has a stabilizing effect on price levels. Marketing increases the value of goods by changing the time and place of consumption. It increases the value of the service. For example: business, medical services.

MARKETING PROCESS

Marketing process refers to a series of operations culminating in the performance of a task. Marketing is dynamic process in the movement of goods from producers to the consumer. In this movement of good are 3 important processes.

1. The process of concentration
2. The process of dispersion
3. The process of equalization

1. The process of Concentration

It is the process of collecting and receiving or mobilizing the goods produced by different small producers and concentrating them at central markets for their effective distribution.

Example: Agricultural goods and raw materials must be accumulated from different sources for regular and bulk supply, wholesalers and producers will specify in the process of concentration.

2. The process of Dispersion

The concentrated produces for the main markets must be sub divided into smaller lots required to the needs of the buyers. Raw materials are isolated to the manufactures or factories. Food crops and consumer goods are delivered to middle men or retailers for bringing the consumers.

3. The process of Equalization

The adjustments of supply and demand must be on the basis of time, quality and quantity. Equalization is very essential in between the concentration and dispersion. Transportation helps equalization of supplies place wise, warehousing and time wise standardization, grading, branding provide quality sensible equalization. Goods produced in a season but consumed regularly.

Example: Fertilizers also require equalization. These process are the soul of marketing mechanism.

MARKETING MIX

A marketing mix is a series of well-managed marketing variables that companies mix together to produce a target market response. Variables can be collected into four groups, known as "4P." These "4Ps" are:

1. **PRODUCT MIXES** –The product has practicality. It has four components
 - Product Range
 - Service after sale
 - Brand
 - Package
2. **PRICE MIX** - This includes pricing, discounts, allowances and credit terms. It involves price competition.
3. **PLACE MIX** - Place represents various company activities that make the product available to target customers. It comprises channel members such as wholesalers and retailers, product coverage, location, inventory and shipping.
4. **PROMOTION MIX** - Promotion is persuasive communication of products offered to potential customers. It covers public relations used in advertising, personal sales, promotion, publicity, and promotion. It mainly deals with non-price competition.

Company A must adopt which budget to devote on marketing work and how to allocate it to the main marketing mix tackles. The positioning of the product affords the basis for designing a harmonized marketing mix.

2.2 Literature Review

1. **Katherine Taken Smith** (Sept 21st 2010);

The resolve of this training is to study the numerous marketing policies that are usually used in digital media, and to determine what Millennials like, and millions of people have been identified as the driving force behind online shopping.

2. **Nina Koiso-Kantilla**(9/Aug/2010)

This is where pure digital products are increasingly becoming part of the business landscape. The environment promoted by general technology has received attention in the marketing literature. This article criticizes current expertise in virtual products and changes in these products to advertising campaigns. When digital content materials involve different services,

3. JÄRVINEN, JOEL(2012)

This take a look at contributes to the rising B2B virtual advertising literature with the aid of providing a sensible assessment of the usage, dimension practices, and limitations surrounding virtual marketing in the period of social media. Inspecting a hundred forty five B2B corporations from diverse industries discloses that regardless of the hobby in social mass media, groups remain to consciousness on one-directional communications with established digital gear. Furthermore, The implications of the have a look at endorse that B2B agencies have to update their talents by respect to digital advertising usage and size so that you can adapt present day practices to in shape the traits of brand new virtual media panorama.

4. Nadia Pomirleanu (2013)

This artifact aims to comprehensively evaluation the IM literature. It provides a large image of modern national Internet advertising literature, and allows readers to understand the number of published Internet marketing objects, the scope of investigation, and the evolution of these studies in terms of content.

5. Ralf Caers, Tim De Feyter, Marijke De Couck

First Published September 11, 2013

This artifact provides a critical evaluation of the methodical, peer-reviewed articles published on Facebook amid 2006 and 2012. The evaluation shows that although there are many pages in all aspects of social networking sites, there are still many breaks that need to be complete. In addition, due to the restrictedchoice of many articles (sample size and the number of countries encompassed in the study) and frequent changes in Facebook's design and functionality, revisiting a large number of these articles is not necessarily the most effective condition, but also integrating their research results. . The evaluation ended with the key dialogue and guidance of the fate study.

6. G. Reza Kiani(2006)

With the birth of the World Wide Web, great changes have taken place in the media environment during the current decade, and it has been shown that e-commerce is defined as the electronic exchange of information, goods, services, and payments, and is finally maturing.

7. Jennifer Rowley(Feb 1st 2010)

This artifact argues that as digital content becomes increasingly important to business & society, it is important to fully look at the definition and nature of digital content marketing (DCM). In the journey, it is clear that a persistent theme in DCM is customer value, which will become the second largest contribution of this article, exploring the concept of customer value in the digital content market.

8. Melody Y Kiang(Jan 2000)

The research is based on literature in the e-commerce space and past marketing research to understand the factors that affect the product's malleability to online marketing.

9. Michael D. Smith (Oct 2001)

The market will develop into a powerful commercial channel. It is very important to understand the characteristics of the electronic market. When analyzing these emerging markets, companies, consumers, government regulators and academic farmers face multiple problems. Does the electronics market have fewer friction than similar traditional markets? What are the features that main to the decentralization of Internet fees? What are the main digital business functions to observe in the UPcoming years? This article address these issues by rereading modern teaching investigation, discoursing the consequences of this study, and proposing future research areas

10. Geraint Holliman(2014)

The purpose of this article is to draw people's attention to the emerging business-to-business (B2B) digital gratified marketing phenomenon, provide a series of insights and reproductions on good practices, and help to understand the role of digital content in marketing.

11. ShuliangLi(August 2011)

This article proposes a web-based hybrid knowledge automation system called WebDigital (created by the first and second authors) that is used to develop digital marketing strategies. In this system, various digital marketing strategy models are computerized, adapted and extended.

12. Holly Paquette(2013)

Chili (2011, 46) describes social broadcasting marketing as “the link among brand and consumer while presenting products. Personal channels & currency, user-centric networking & social contact.”

13. Ruth Rettie(2000)

E-mail marketing is progressively seen as effective online marketing instrument. Our paper reviewed the email marketing works, which emphasized the importance of creating receivers' authorizations. Email marketing compares with other forms of direct marketing and the Internet to determine its main benefits. We have identified factors that increase the reply rate in direct sales & direct mail.

14. Mauro Bampo(July 14, 2006)

Virtual marketing is a method of peer-to-peer consensus textbook that encourages people to skip promotional e-mails in their social networks. Traditional knowledge grips that the virtual marketing procedure is informal and unmanageable. Stand out from the formation of digital property networks

15. HimaVamanan Nair

In nowadays's noticeably informational and technological international the phrase Digital has grow to be very a great deal acquainted and an absolute critical a part of lifestyles. Now when it comes to Digital Marketing the world around has changed the mind set for classic marketing surroundings and is within the technique of accepting the conversion of real international into virtual international. In this research, the researcher has attempted to elucidate the concept of digital advertising and marketing, why virtual advertising is enormous, how digital marketplace purposes, and to discover benefits of the same. This research is a descriptive one and is primarily based on secondary statistics. This studies is useful for the academicians, students and industrialists if you want to accustom them with the belief of digital marketing.

CHAPTER 3
RESEARCH DESIGN

3.1 statement of the problem

“A STUDY ON DIGITAL MARKETING AND ITS IMACT ON CUSTOMER OF LKP SECURITIES LTD”

The main goal of the research is to determine the behavior of digital media to verify the addressability of future digital marketing communications goals, including reaction and opinions on the specific online websites they use. Gathered additional insights on the user involvement of the Hex act tool and knowledge of digital marketing strategies

3.2 Need of the study

- 1) To increase the online presence of www.lkpsec.com
- 2) To increase the sales of various financial services offered by the website such as Insurance, derivates, equity shares.
- 3) To enhance the online reputation of www.lkpsec.com by increasing traffic and coming in 1st page of Google.
- 4) To determine which type of online advertising is preferred by consumers.

3.3 Objective of the study:

1. To understand how Digital marketing helps to reach vast audience.
2. To know how digital marketing helps corporate sector in brand building.
3. To analyze how Online advertising is measurable.
4. To understand on Digital Marketing tools and strategies used in doing online business.
5. To understand customer acuity on online services.

3.4 Scope of the study-

1. It helps to understand which promotional media provide the most information to customers.
2. This study will maintain the company's management of their competition in the near future.
3. It also helps to provide customers with possible improvements and supplements.

4. It also details the different aspects of the company, such as services, positions, and finances.

3.5 Research Methodology:

For the purpose of study, data was collected by survey method with the aid of questioning and keeping in mind the objective of the study. Thus, primary data was the basis for obtaining the objectives and the secondary data were relied for the written literature, hence different data collection methods were used for the purpose of the research. The following steps are the main steps carried out in the data collection process.

- Deciding on type of information required for the examination.
- Creating the facts that are available at present and the additional facts required for the study.
- Identification of the sources from where the information can be gathered.
- Selection of suitable data collection method.

Data Sources-

- Primary sources-

The main data refers to the compilation of data that is investigated directly from the sample or population as required.

To obtain primary data through description research which is also called survey method, to carry out sample survey of existing and prospective customers.

- Questionnaire
- Observation
- Interviews

- Secondary sources-

Secondary data consists of information that already exists and is collected for a specific purpose.

- Websites
- Articles
- Social media

- Annual reports
- Books
- Journals

Type of Research-

Descriptive Research

Descriptive research is used to define various features of the event. In its standard format, descriptive research is used to describe the characteristics and/or behavior of the sample population.

Descriptive and observational studies are closely related, but they are not limited by the observational data collection methods. Case studies and surveys can also be designated as popular data collection methods for use with descriptive studies.

- Observation data collection
- Surveys-Questionnaire

Sampling Plan-

- Sampling unit- They are Individuals and corporate, existing, and prospective customers.
- Sample Size- 100 unit
- Sampling technique- non- profitability convenience sampling

3.6 Limitations

- Sea The marketer will not be able to use personal contact to stimulate the audience, since the marketing is based entirely on the advertisement and the information that it could generate (websites, blogs and other channels).
- One of the challenges faced by Internet marketers (like the general public) is that many Internet products are frankly fraudulent or are promoted by fraud, so it is difficult to know which one is a valuable purchase. This is especially true for products that assume training or help Internet marketers earn money.
- The sample size is restricted to 100 Internet users, so research outcomes cannot measured universal.

- The survey results are based on the assumption that the respondent provides correct information.
- Many respondents were reluctant to respond because respondents had to fill out questionnaires during busy schedules.
- The study was conducted only in Bangalore, so there are several other potential city samples minus

CHAPTER- 4
ANALYSIS AND INTERPRETATION
OF THE DATA

Table 4.1

Table showing Age group of the respondents

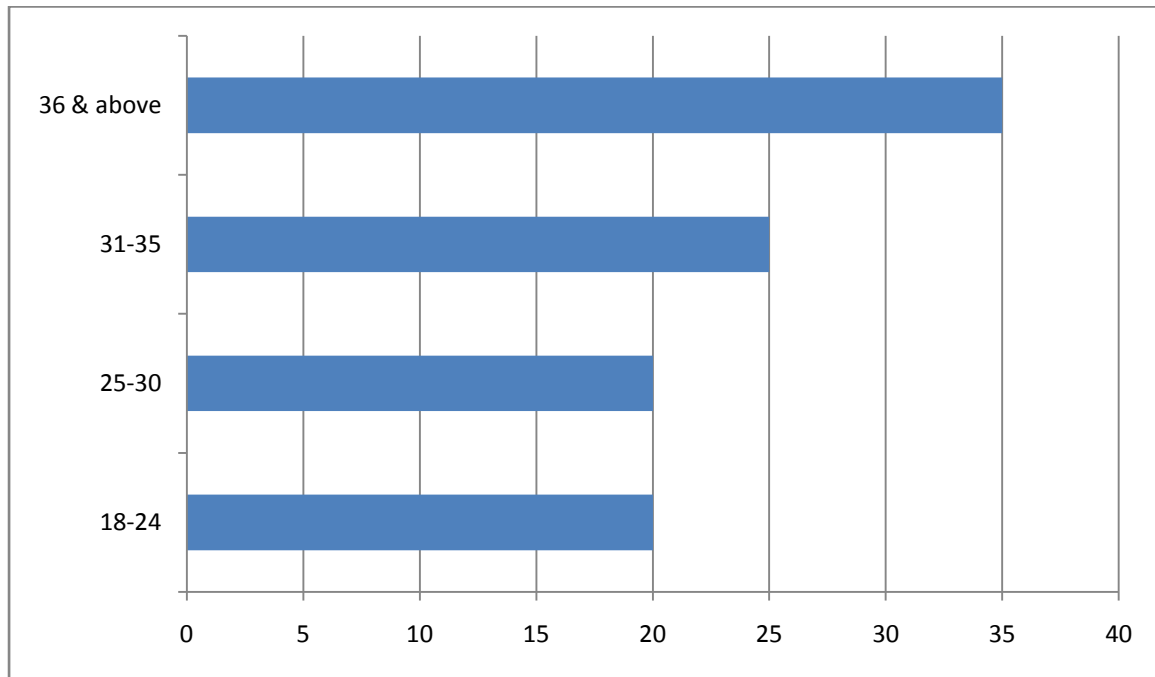
Age	No of respondents	%
18 – 24	20	20%
25 – 30	20	20%
31 – 35	25	25%
36 & above	35	35%
Total	100	100%

Analysis:

From the above table it can be analyzed that. Out of the 100 respondents 35% of the respondents belong to the age group 36 and above & 20% are belong to the age group of 25 – 30 years, and 25% of respondents belong to the age group of 31 -35, 20% of them belong to the 18 - 24

Graph 4.1

Graph showing Age group of the respondent



Interpretation :

From the above graph it can be incidental that, majority (35%) of the defendants belong to the age group of 36 and above.

Table 4.2

Table showing Gender of the respondents

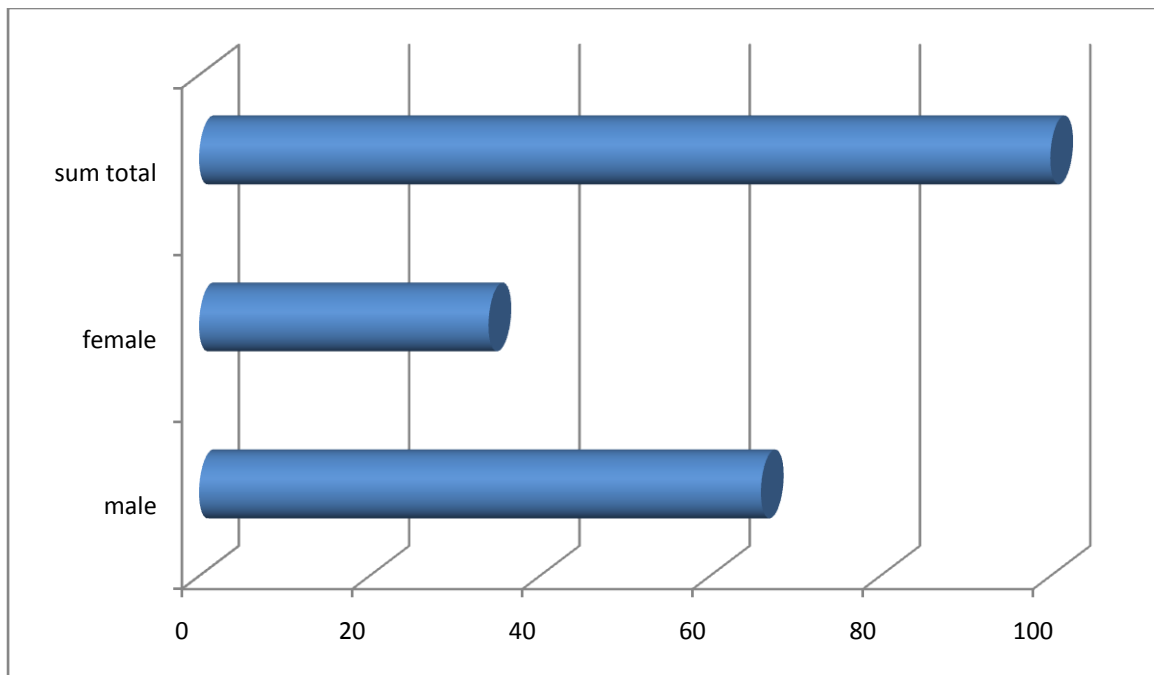
Gender	No of respondents	%
Male	66	66%
Female	34	34%
Total	100	100%

Analysis:

From the above table it can be examined that, Out of 100 respondents 66% respondents are Male and 34% respondents are female.

Graph 4.2

Graph showing Gender of the respondents



Interpretation:

From the above graph it can be contingent that, the majority (66%) of the respondents are male. And 34% are female

Table 4.3

Table showing occupation of the respondents

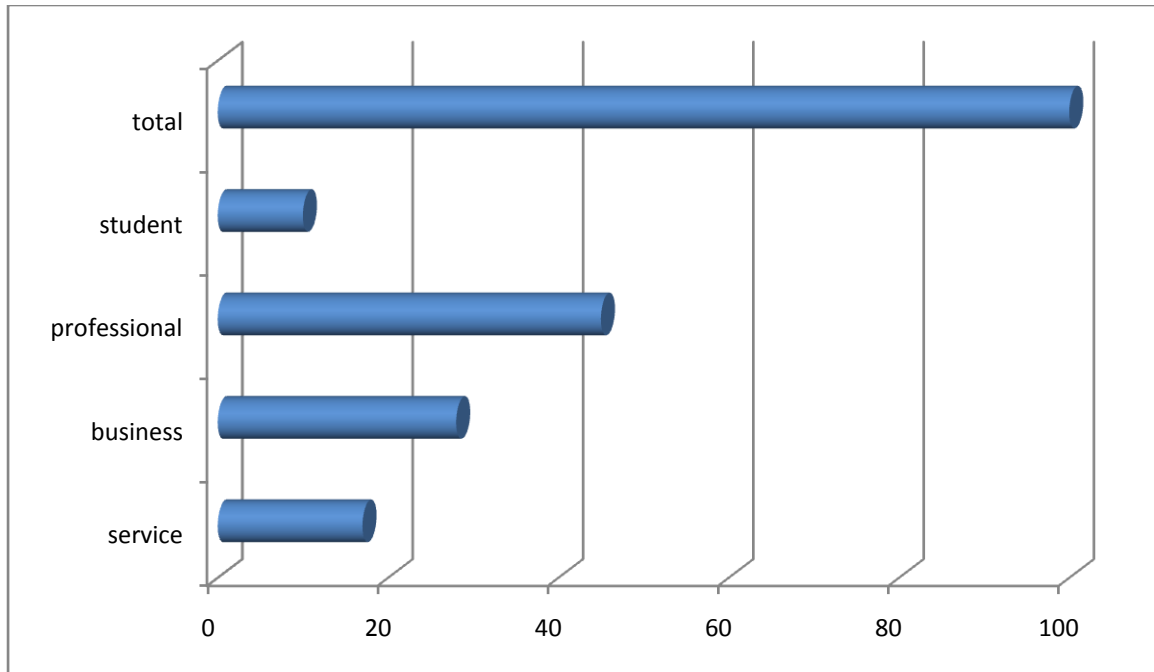
Occupation	No of respondents	%
Service	17	17%
Business	28	28%
Professional	45	45%
Students	10	10%
Total	100	100%

Analysis:

From the above table it can be examined that, out of the 100 defendants, 45% of the respondents were professional, 28% of respondents were business, 17% of respondents were service and 10% of respondents were a students.

Graph 4.3

Graph showing Occupation of the respondents



Interpretation :

From the above graph can be incidental that, majority (45%) of the respondents are professional.

Table 4.4

Table showing Monthly income of the respondents

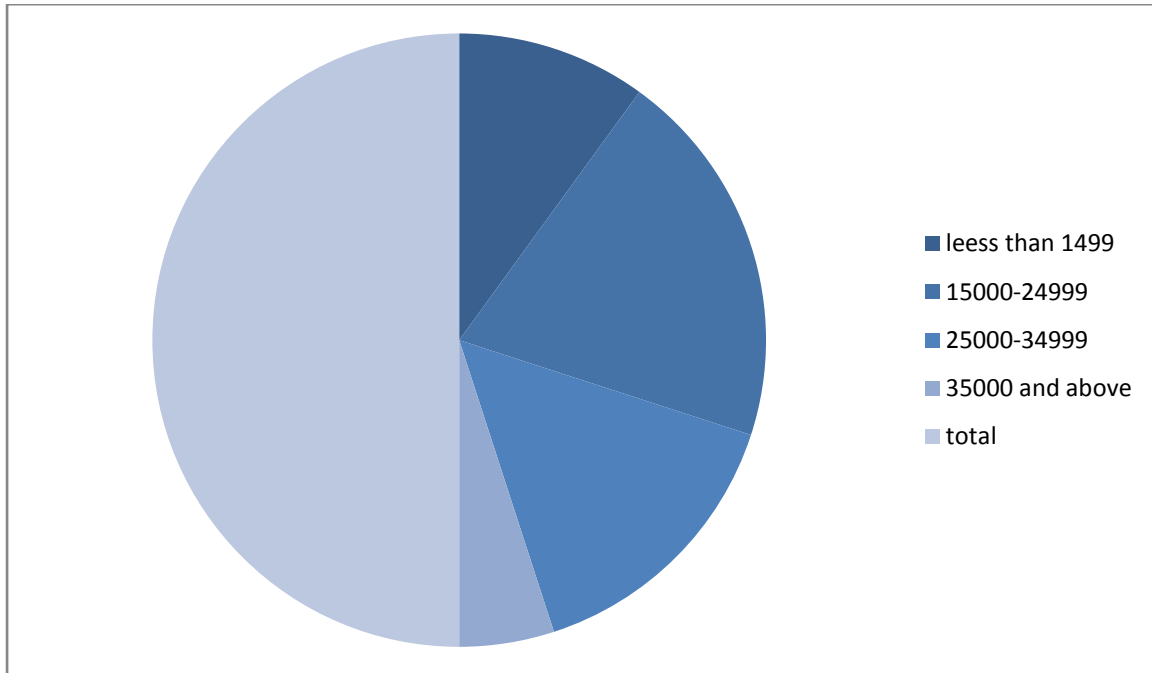
Monthly income	No of respondents	%
Less than 14999	20	20%
15000 – 24999	40	40%
25000 – 34999	30	30%
35000 and above	10	10%
Total	100	100%

Analysis:

From the above table, it can be analyzed that out of 100 respondents, 20% of respondents belongs to less than 14999, 40% of respondents belongs to 15000 – 24999, 30% of the respondents belongs to 25000 – 34999 and 10% of the respondents belongs to 35000 and above category.

Graph 4.4

Graph showing Monthly income of the respondents



Interpretation :

From the above graph it can be contingent that, majority (36%) of the respondents income level is 25000-34999

Table 4.5

Table showing the number of respondents owning laptop/computer

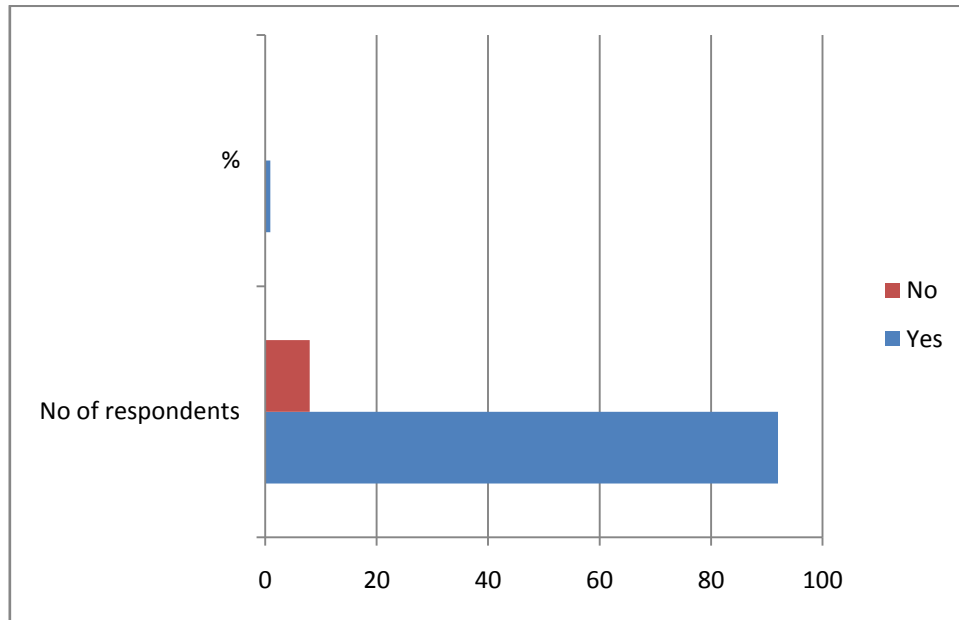
Response	No of respondents	%
YES	92	92%
NO	8	8%
Total	100	100%

Analysis:

From the above table it can be examined that, out of hundred respondents, 92% of respondents own laptop/computer and 8% of the respondents doesn't own any laptop/computer.

Graph 4.5

Graph showing the number of respondents owning laptop/computer



Interpretation:

From the above graph it can be contingent that, majority (92%) of the respondents own laptop/computer.

Table 4.6

Table showing ratio of smsreceived by the customer of LKP securities

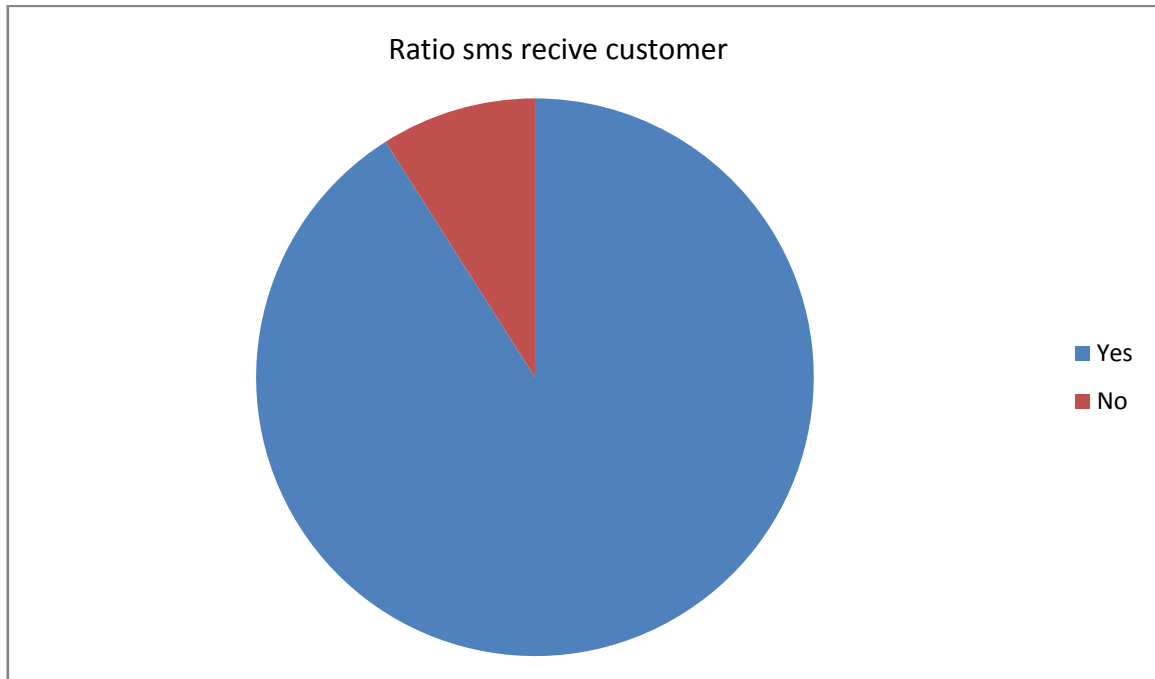
Response	No of respondents
YES	91
NO	9
Total	100

Analysis:

Above table shows 91% of respondents said that they are regularly receiveing the SMS from company. 9 %of respondents are not getting SMS from the company

Graph 4.6

Graph showing ratio of smsreceived by the customer of LKP securities



Interpretation:

From the above graph its shows that majority respondents said yes i.e they are regularly receive thesms from company

Table 4.7

Table showing the number of respondents who surf net

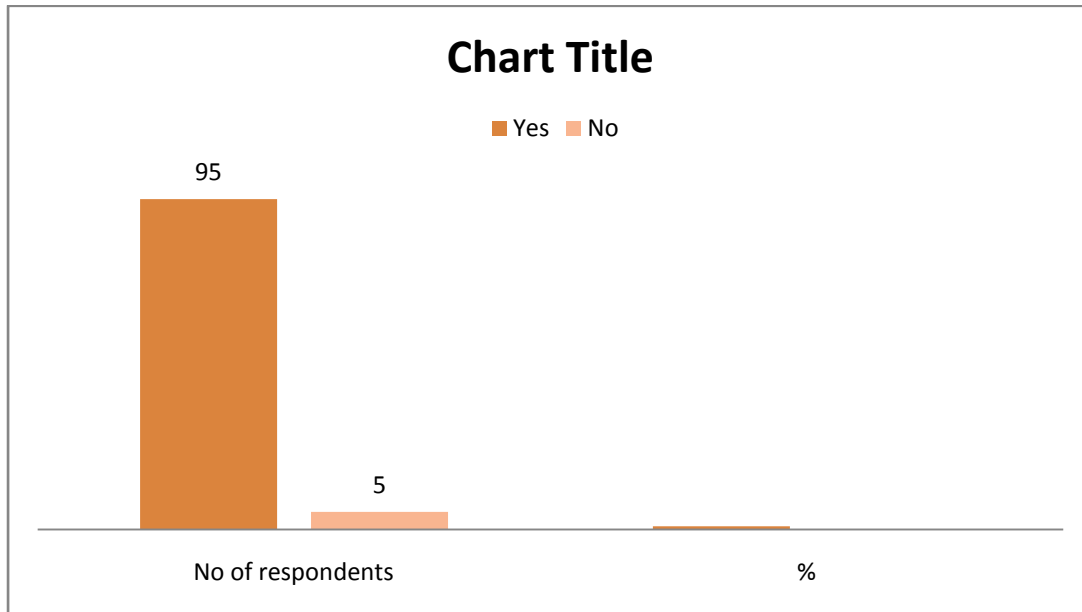
Response	No of respondents	%
YES	95	95%
NO	5	5%
Total	100	100%

Analysis:

From the above table it can be examined that, out of hundred respondents, 95% of respondents prefer to surf on net and 5% of respondents doesn't prefer surfing on net

Graph 4.7

Graph showing the number of respondents who surf net



Interpretation:

From the above graph it can be contingent that, majority (95%) of the respondents prefers surfing on net.

Table 4.8

Table showing awareness about online advertisement

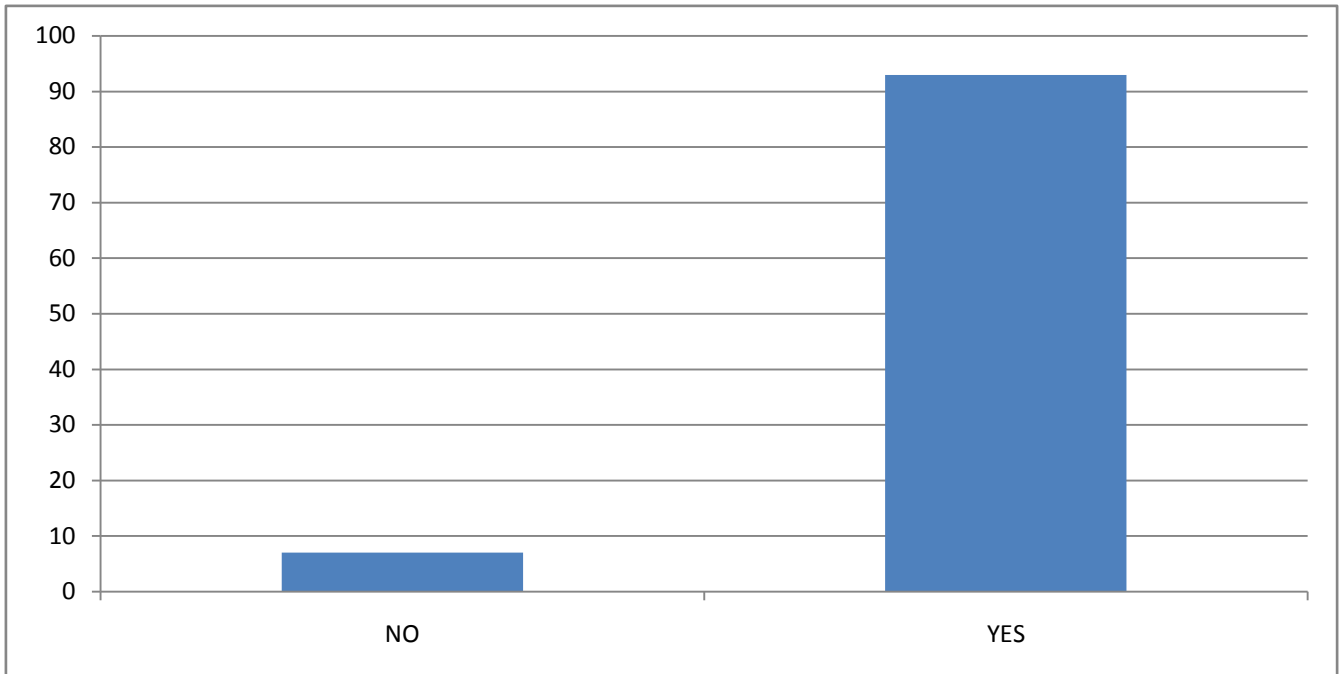
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
No	7	7.0	7.0	7.0
Yes	93	93.0	93.0	100.0
total	100	100	100	

Analysis:

From the above table it can be analyzed that, out of hundred respondents, 93% of respondents are aware of online advertisement, 7% of respondents are not aware of online advertisement.

Graph 4.8

Graph showing awareness about online advertisement



Intereprtation:

From the above graph it can be interpreted that, majority (93%) of respondents are aware of online advertisement.

Table 4.9

Table showing the interest of the respondents towards a particular product

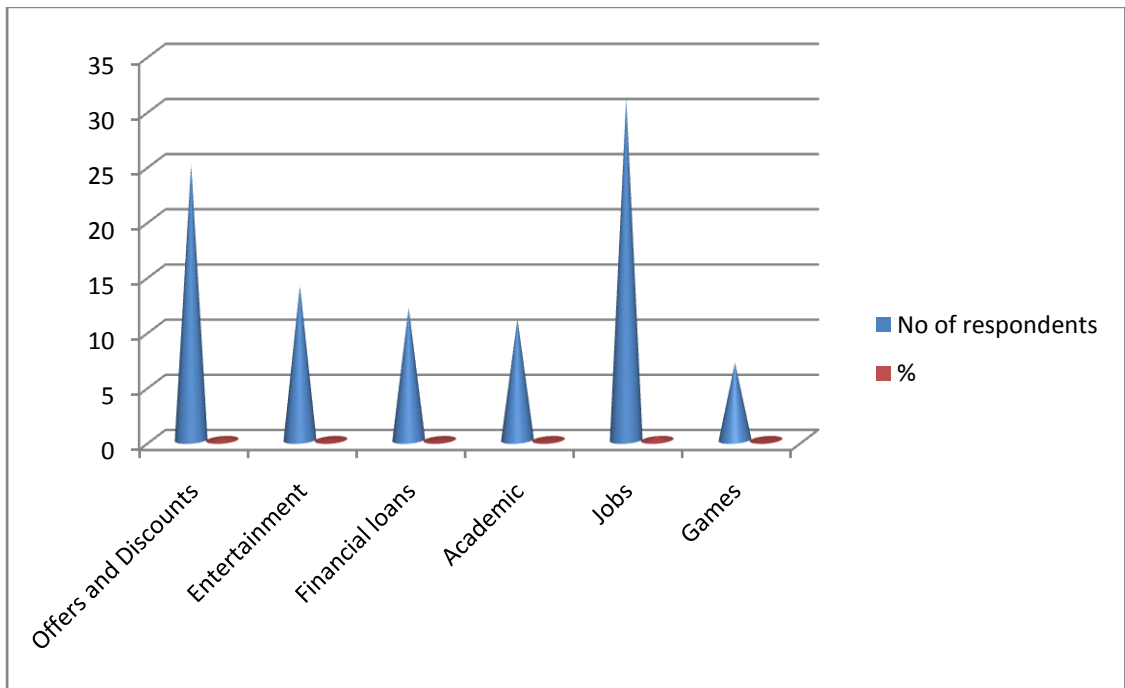
Rating	No of respondents	%
Offers and discounts	25	25%
Entertainment	14	14%
Financial loans	12	12%
Academic	11	11%
Jobs	31	31%
Games	7	7%
Total	100	100%

Interepretetion:

From the above table it can be examined that, out of hundred respondents, 25% of respondents are interested in offers and discounts, & 31% are interested in jobs, 14% of the respondents are interested in Entertainment, & 11% are interested in academic, 7% of the respondents are interested in games.

Graph 4.9

Graph showing the interest of the respondents towards a particular product



Analysis:

From the above graph it can be inferred that, majority (31%) of the respondents are interested in jobs

Table 4.10

Table showing the awareness of various social networking sites

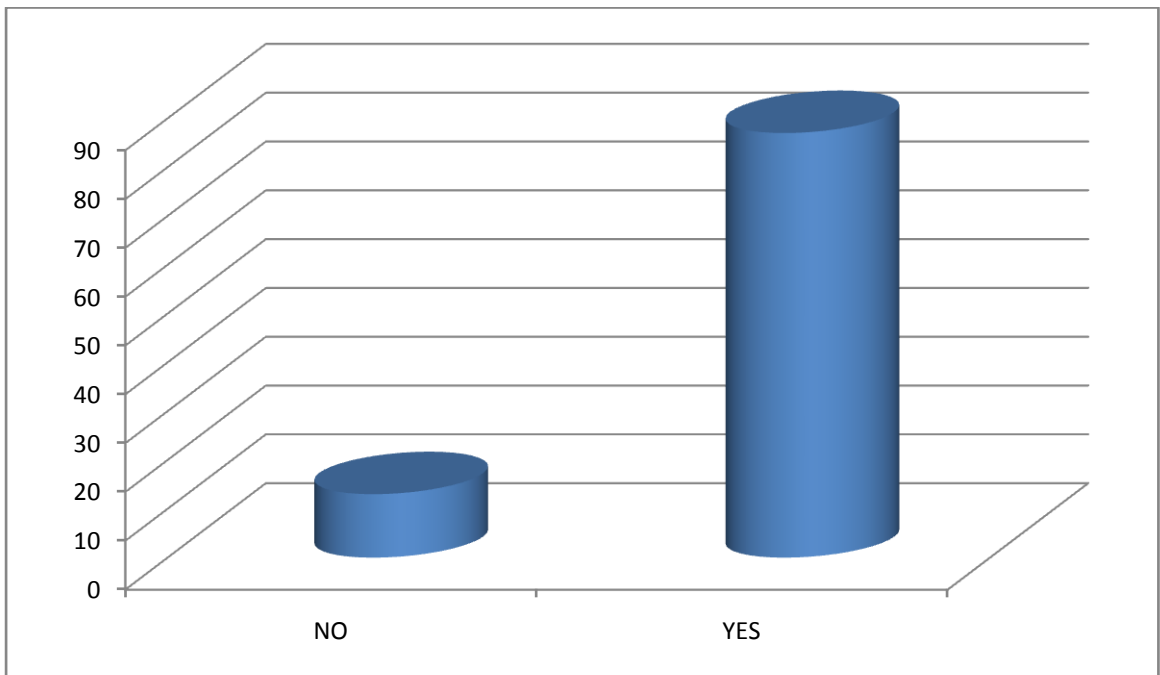
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
no	13	13.0	13.0	13.0
yes	87	87.0	87.0	100.0
Total	100	100.0	100.0	

Analysis:

As can be seen from the above table, if there are a hundred respondents, 87% of respondents know diverse social networking websites, 13% of respondents do not understand diverse social networking websites

Graph 4.10

Graph showing the awareness of various social networking sites



Interpretation:

From the above graph it can be contingent that, majority(87%) of respondents are aware of various social networking sites

Table 4.11

Table showing the activeness of respondents towards social media

In which social media your more active

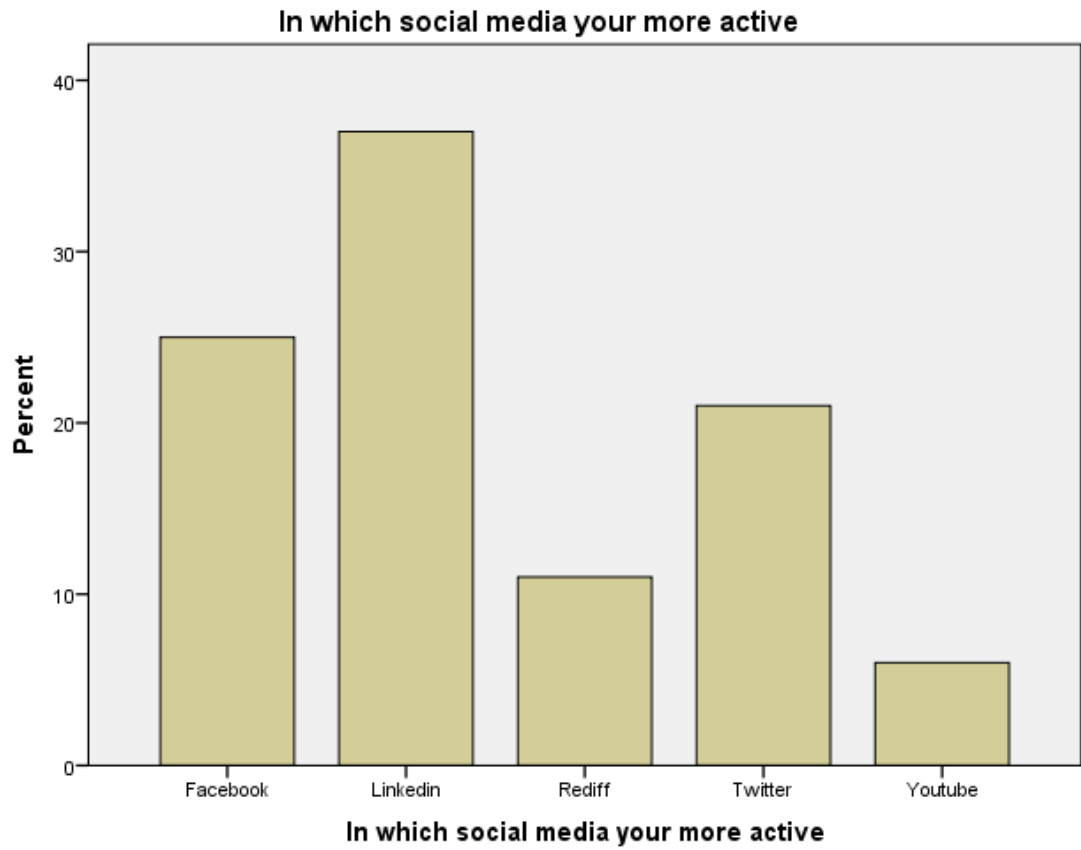
Valid	Frequency	Percent	Valid Percent	Cumulative Percent
Facebook	25	25.0	25.0	25.0
Linkedin	37	37.0	37.0	62.0
Rediff	11	11.0	11.0	73.0
Twitter	21	21.0	21.0	94.0
Youtube	6	6.0	6.0	100.0
Total	100	100.0	100.0	

Analysis:

From the above table it can be analyzed that out of hundred respondents, 37% of respondents are more active in linkedin, 25% of respondents are more active in facebook, 21% of respondents are more active in Twitter, 11% of respondents are more active in Rediff, 6% of respondents are more active in Youtube.

Graph 4.11

Graph showing the activeness of respondents towards social media



Interpretation:

From the above graph it can be inferred that, majority (37%) of respondents are more active in linkedin

Table 4.12

Table showing the sites that respondents prefer for surfing

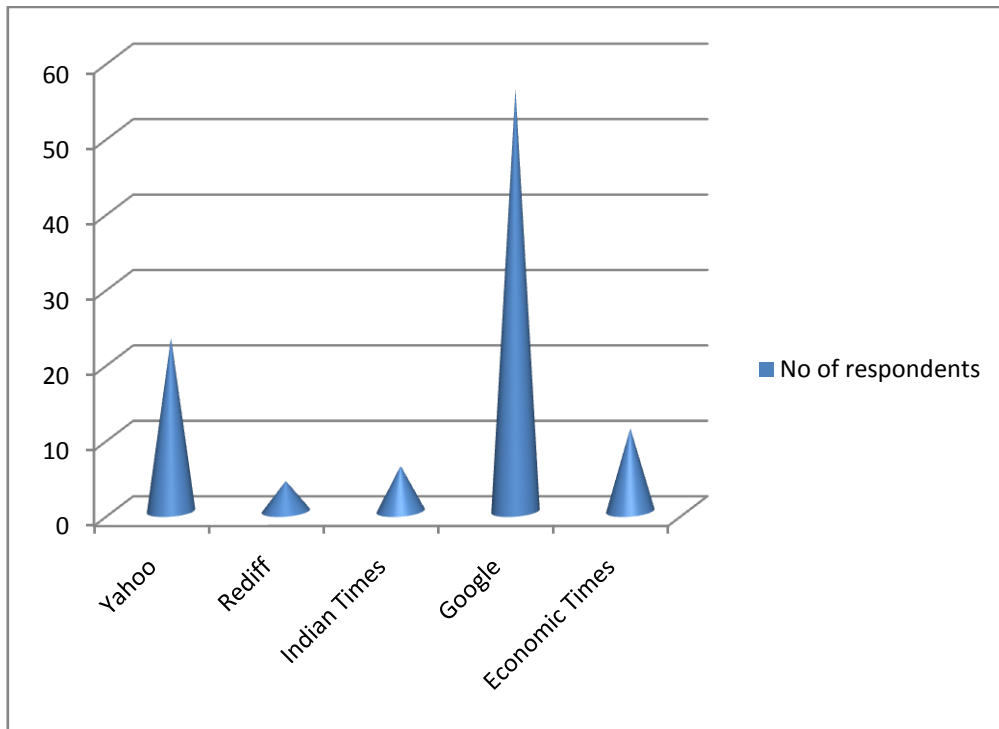
preference	No of Respondents	%
yahoo	23	23%
rediff	4	4%
Indian times	6	6%
google	56	56%
Economic times	11	11%
Total	100	100%

Analysis:

From the above table it can be calculated that, out of hundred respondents, 56% of respondents prefer Google for surfing, 23% of respondents prefer Yahoo for surfing, 11% of respondents prefer Economic Times for surfing, 6% of respondents prefer Indian Times for surfing, 4% of respondents prefer Rediff for surfing.

Graph 4.12

Graph showing the sites that respondents prefer for surfing



Interepretetion:

From the above graph it can be contingent that, majority(56%) of respondents prefer Google for surfing.

Table 4.13

Table showing awareness of various services provided by lkp security ltd

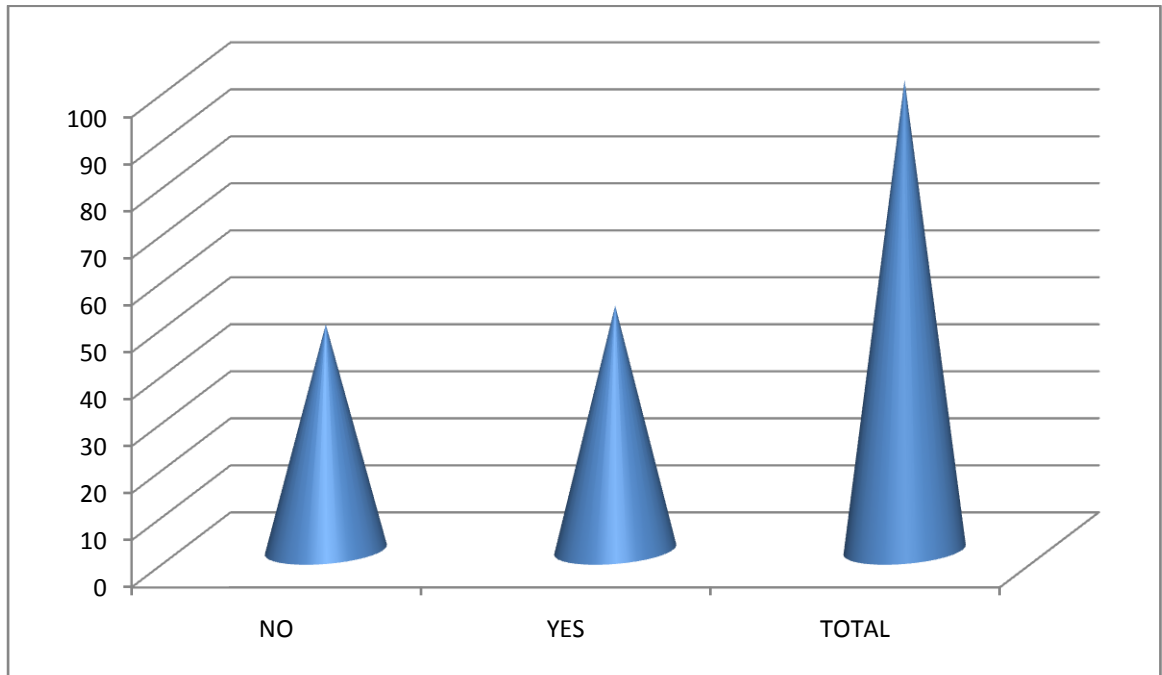
Response	No of respondents	%
YES	48	48%
NO	52	52%
TOTAL	100	100%

Analysis:

From the above table it can be examined that, out of hundred respondents, 52% of respondents are not aware of various services provided by lkp securities and 48% of respondents are aware of various services provided by lkp securities.

Graph 4.13

Graph showing awareness of various services provided by lkp security ltd



Interpretation:

From the above graph it can be inferred that, majority(52%) of respondents are not aware of various services provided by lkp securities

Table 4.14

Table showing respondents interest towards services offered by the company

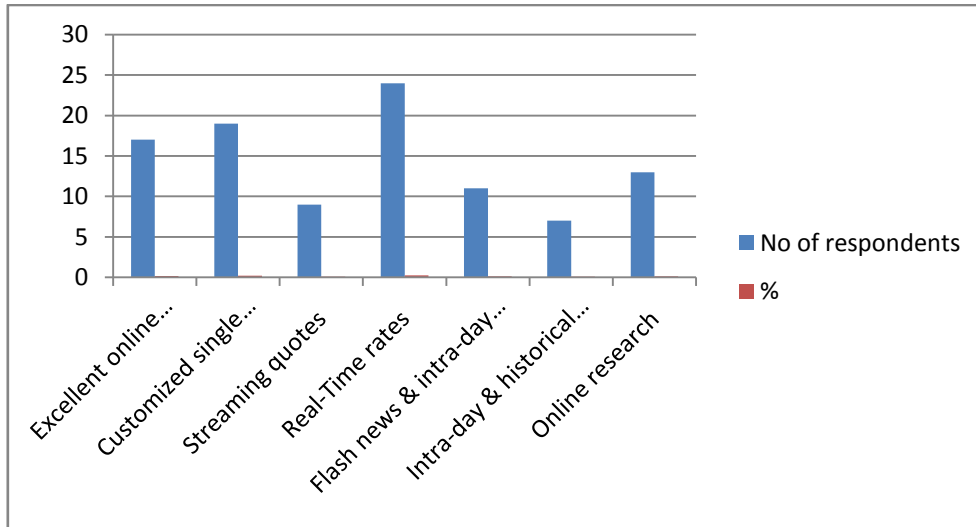
Services	No of respondents	%
Excellent online products tailored for traders & investors	17	17%
Customized single screen Market Watch for multiple exchanges, MCX & NCDEX with BSE ,NSE & MCX-SX	19	19%
Streaming quotes	9	9%
Real-Time rates	24	24%
Flash news & intra-day Research reports	11	11%
Intra-day & historical charts with technical tool	7	7%
Online research	13	13%
Total	100	100%

Analysis:

From the above table it can be analyzed that, out of 100 respondents, 24% of respondents are interested in Real-Time rates, 19% of respondents are interested in Customized single screen Market Watch for multiple exchanges, MCX & NCDEX with BSE ,NSE & MCX-SX, 17% of respondents are interested in Excellent online products tailored for traders & investors, 13% of respondents are interested in Online research, 11% of respondents are interested in Flash news & intra-day Research reports, 9% of respondents are interested in Streaming quotes, 7% of respondents are interested in Intra-day & historical charts with technical tool.

Graph 4.14

Graph showing respondent's interest towards services offered by the company



Inteepetition:

From the above graph it can be contingent that, majority(24%) of respondents are interested in Real-Time rates

Table 4.15

Table showing respondent's rating how often buy stock market product using digital channels

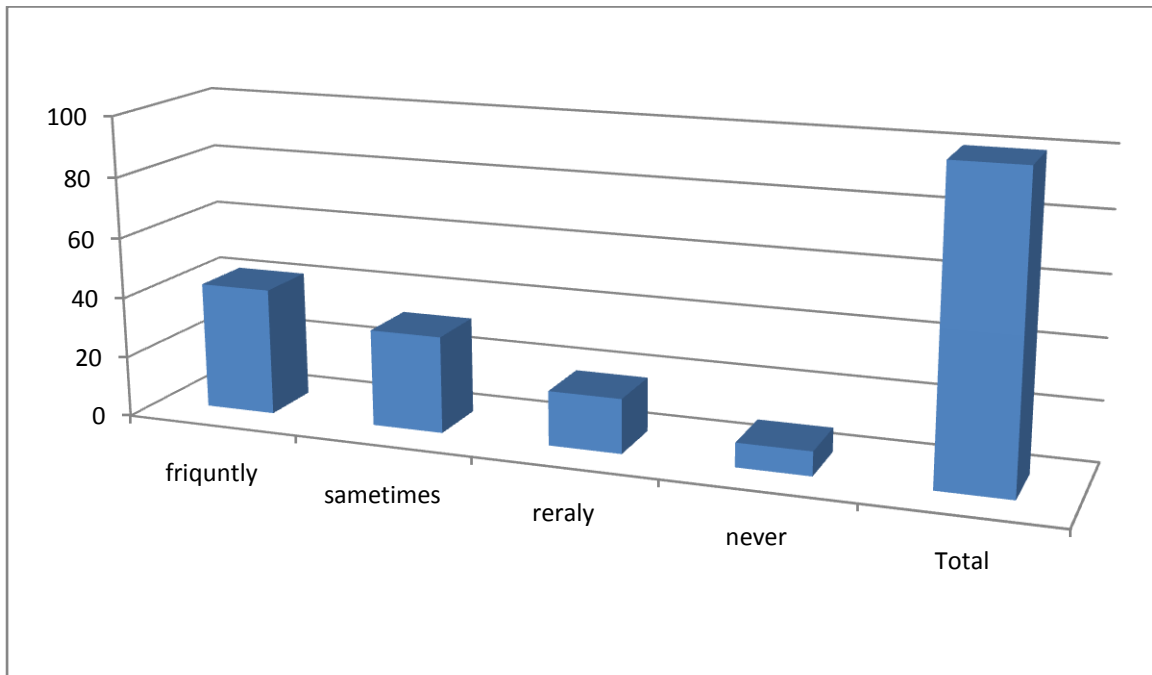
rating	No of respondents	%
Frequently	42	42%
Sometimes	32	32%
Rarely	18	18%
Never	08	08%
Total	100	100%

Analysis:

From the above table it can be studied that, out of 100 respondents 42% of respondents are frequently buyers, and 32% are sometime buyer, 18% are rarely and 08% are never bought any stock market products

Graph 4.15

Graph showing respondent's rating how often buy stock market product using digital channels



Interpretation:

From the above showing graph it can be inferred that, majority (42%) of respondents agree that product bought frequently from digital channels are satisfactory

Table 4.16

Table showing respondent's rate towards the speed of the services offered by lkp security ltd

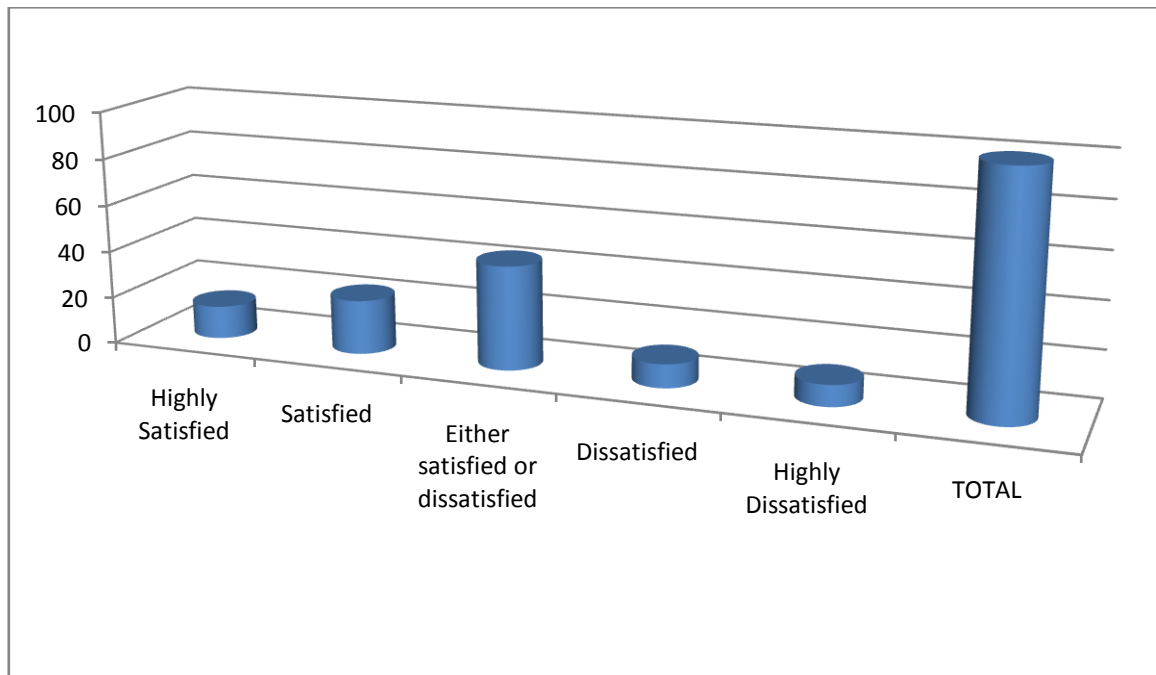
Rating	No of respondents	%
Highly Satisfied	14	14%
Satisfied	23	23%
Either satisfied or dissatisfied	44	44%
Dissatisfied	10	10%
Highly Dissatisfied	9	9%
Total	100	100%

Analysis:

From the above table it can be analyzed that, out of 100 respondents, 44% of respondents are Either satisfied or dissatisfied, &23% oare satisfied, 14% of respondents are Highly satisfied, &10% are Dissatisfied, 9% of respondents are Highly Dissatisfied.

Graph 4.16

Graph showing respondent's rate towards the speed of the services offered by lkp security ltd



Interpretation:

From the above graph it can be contingent that majority (44%) of respondents are Either satisfied or dissatisfied

Table 4.17

Table showing respondent's rating towards kind of digital channel influence more

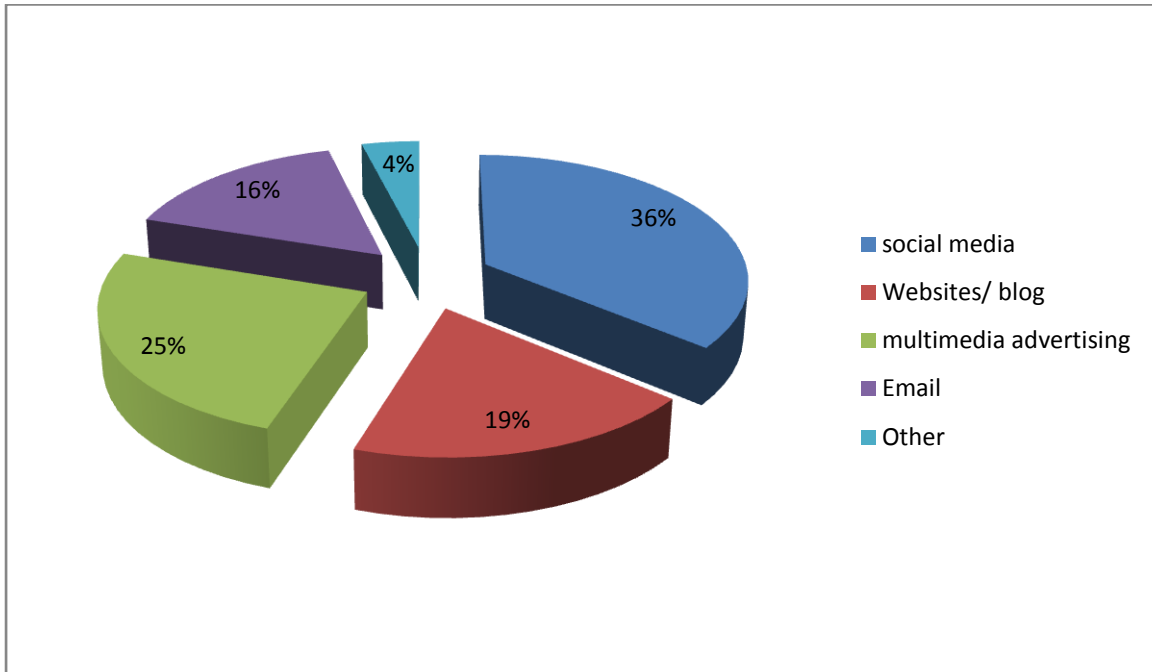
channel	No of respondents	%
Social media	36	21%
Website/blog	19	19%
Multimedia advertising	25	32%
E-mail	16	24%
Other	4	4%

Analysis:

From the above table it can be examined that, out of all hundred respondents, 36% of respondents are influenced by social media, 19% of respondents are influenced by websites/blogs, 25% of respondents are influenced by multimedia advertising, 16% of respondents are influenced by E-mail, 4% of respondents are influenced by others

Graph 4.17

Graph showing respondents which digital channel influence more



Interpretation:

From the above graph it can be inferred that, majority (36%) of respondents are influenced social media , (25%) of respondents by multimedia advertizing

Table 4.18

Table showing respondent's rating towards company's thus digital marketing change your opinion

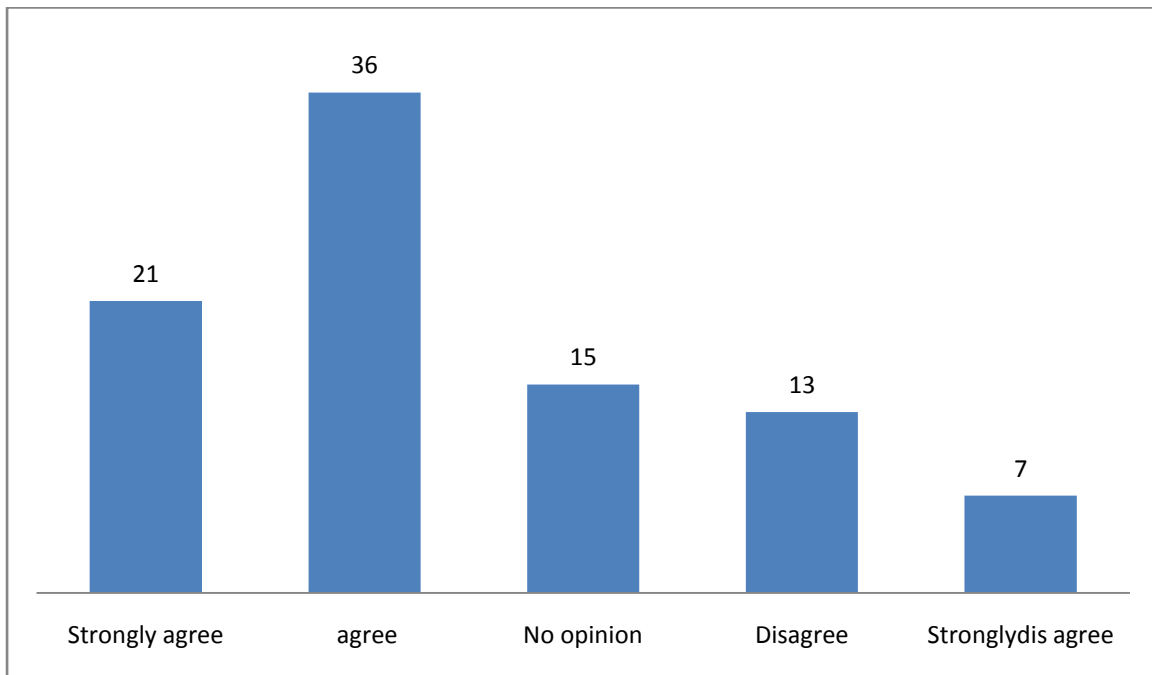
Opinion	No of respondents	%
Strongly agree	29	29%
Agree	36	36%
No opinion	15	15%
Disagree	13	13%
Stronglydis agree	07	07%

Analysis;

From the above table it can be analyzed that, out of all 100 respondents, 29% of respondents are strongly agree, & 36% are agree, 15% of respondents are No opinion, & 13% are disagree, 7% of respondents are strongly disagree that product brought are satisfactory.

Graph 4.18

Graph showing respondent's rating towards company's thus digital marketing change your opinion



Interpretation;

From the above graph it can be interpreted that, majority (36%) of respondents are satisfied , (25%) of respondents are Either satisfied or dissatisfie out of all

Table 4.19

Table showing respondent's rating towards company's satisfied with stock market product brought using digital channels

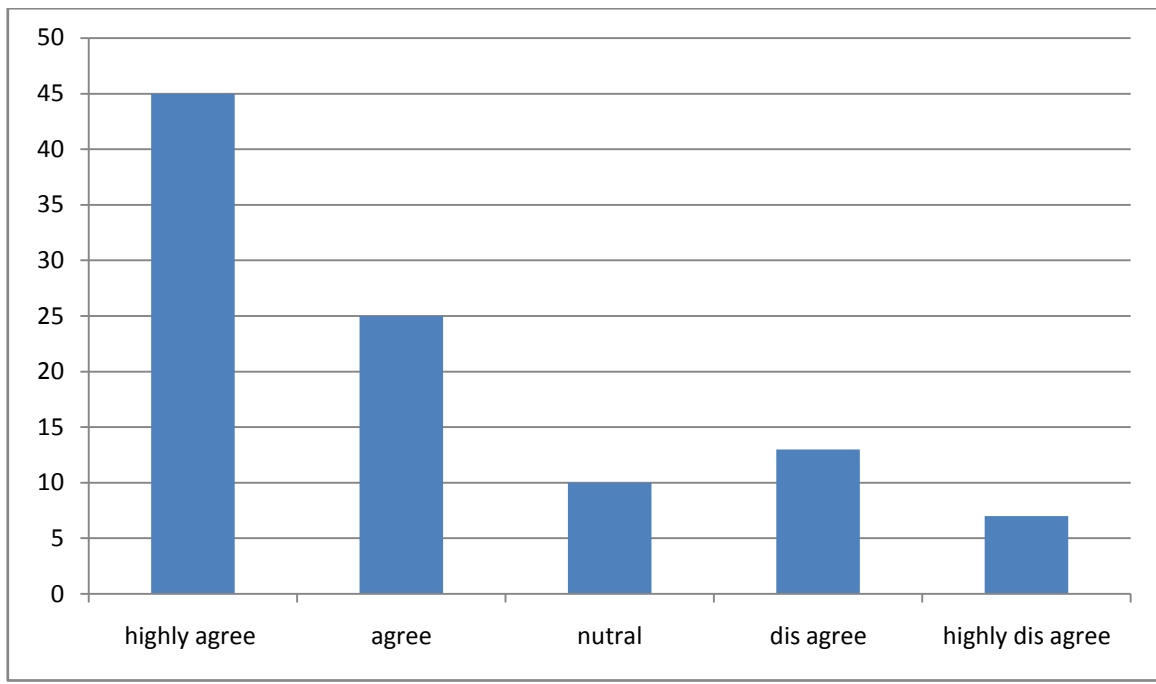
Opinion	No of respondents	%
Strongly agree	45	45%
Agree	25	25%
No opinion	10	10%
Disagree	13	13%
Stronglydis agree	07	07%

Analysis:

From the above graph analyzed that, out of all handed respondents. 45% are highly agree and 25% are agree , 10% are have no opinion and 13% are dis agree, 7% are highly dis agree from the product brought

Graph 4.19

Graph showing respondent's rating towards company's satisfied with stock market product brought using digital channels



Interpretation:

From the above graph interpreted that, majority (45%) of respondents are highly agree that they are satisfied, and 25% are agree that products are satisfactory

Table 4.20

Table showing respondent's rating towards company's willingness to serve various offers

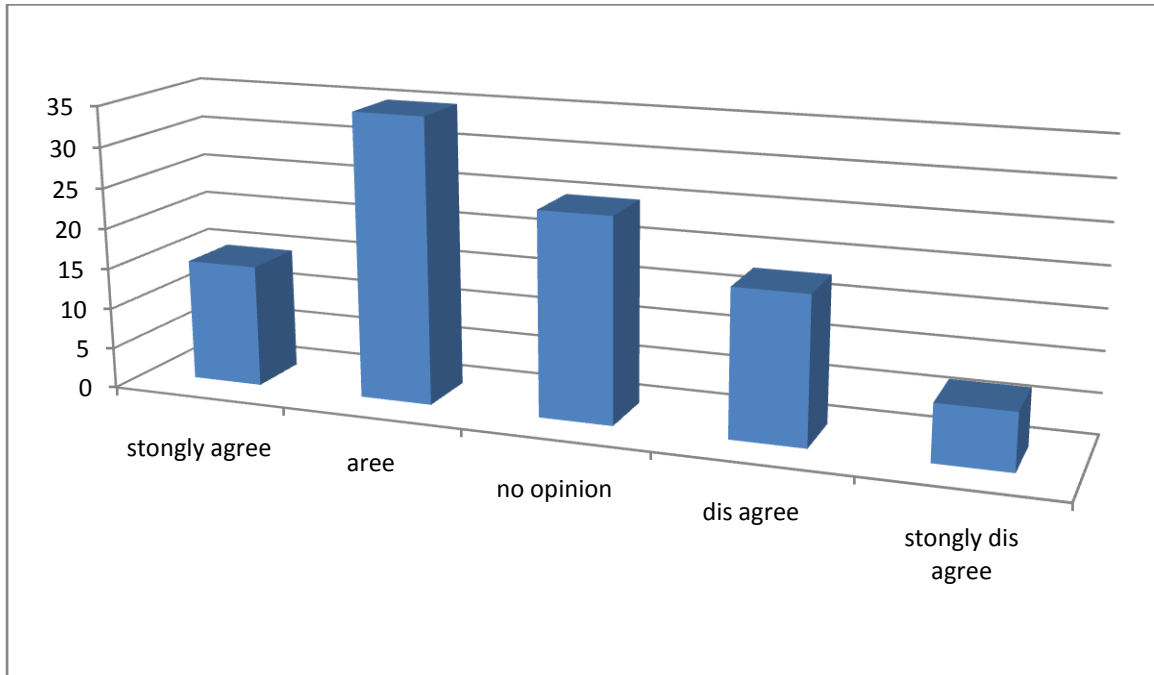
opinion	No of respondents	%
Strongly agree	11	11%
agree	31	31%
No opinion	29	29%
disagree	22	22%
Stronglydis agree	7	7%

Analysis:

As can be seen from the above table, among all 100 respondents, 19% were satisfied or dissatisfied, 29% were satisfied, 42% were very satisfied, and 6% were The interviewer expressed dissatisfaction and 4% of the respondents said they were very dissatisfied.

Graph 4.20

Graph showing respondent's rating towards company's willingness to serve various offers



Interpretation:

From the above graph it can be concluded that, majority (35%) of defendants are agree that product brought from digital channels are satisfactory

Table 4.21

Table showing respondent's suggestions to the company website in order to increase it's traffic & enhance its online reputation

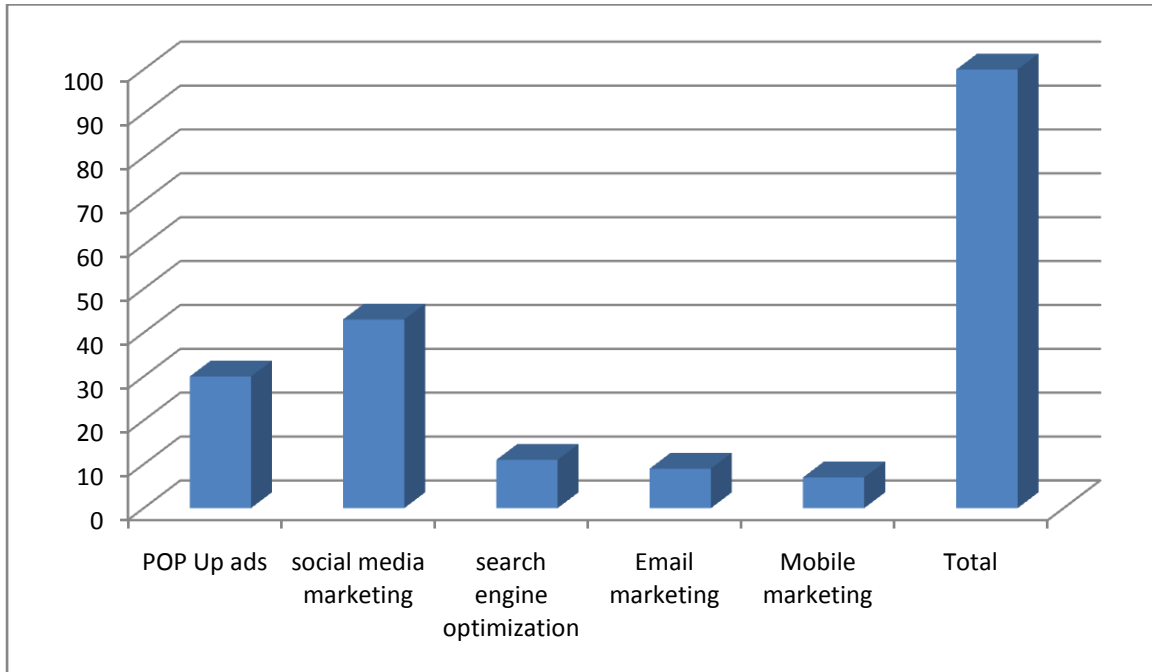
Suggestions	No of respondents	%
POP Up Ads	30	30%
Social media marketing	43	43%
Search engine optimization	11	11%
Email marketing	9	9%
Mobile Marketing	7	7%
Total	100	100%

Analysis:

From the exceeding table it can be examined that, out of all hundred respondents, 43% of respondents propose Social media marketing to rise traffic in company's website, 30% of respondents suggest POP Up Ads to enhance online reputation, 11% of respondents suggest SEO to rise traffic in company's website, 9% of respondents suggest Email marketing to enhance online reputation, 7% of respondents suggest Mobile Marketing to increase traffic in company's website and to enhance online reputation.

Graph 4.21

Graph showing respondent's suggestions to the company website in order to rise its traffic and improve its online reputation



Interpretation:

From the above graph it can be indirect that, common (43%) of defendants advise Social media marketing is to growth traffic in company's website and to develop online status.

CHAPTER 5
SUMMARY OF FINDINGS,
SUGGESTIONS AND CONCLUSION

5.1 Findings

- 35% of the respondents falls under age category of 36 and above.
- We found that majority (66%) of the respondents are male.
- 45% of the respondents are professional.
- Majority (40%) of the respondents income level falls under 15000 – 24999 income group.
- 92% of the respondents own laptop/computer.
- We found 95% of the respondents prefer to surf on net
- Majority 45% of respondents spend 0-3hrs for surfing on net
- 93% of respondents are aware of online advertisement.
- According to this survey 31% of the respondents are interested in job related ads
- Majority 87% of respondents are aware of various social networking sites
- We found 37% of respondents are more active in linkedin
- According to this survey 56% of respondents prefer Google for surfing.
- 52% of respondents are not aware of various services provided by lkp securities
- From this research we found 24% of respondents are interested in Real-Time rates
- 42% of respondents are Either satisfied or dissatisfied
- According to this survey 53% of respondents rated 3 towards company's willingness to serve various services
- From this research we found 43% of respondents suggest Social media marketing to increase traffic in company's website and to enhance online reputation.

5.2 Conclusion

Digital marketing provides companies with improved awareness, an easy way to convey information, advanced methods for consumers, direct lines to consumers, and bargain costs to perform these responsibilities. The only undesirable feature is that consumers must overcome the fear of the Internet - worrying that ordering through online advertising will disappear in cyberspace. People are always worried about new technologies, but people do not need a long time to make adjustments. As people become more comfortable to discover their product material online, more and more readers will actively look for digital marketing sites.

5.3 Suggestion

- Your website uses various languages. Like many websites, there are Dutch, Spanish, etc. The conversion service on the website is also very good, which helps to retain customers.
- An interactive banner design can be used in which the customer can print a product sheet from the notable itself, order the product through a secure order on the banner itself, click on one of his favorite buttons and direct it to a dedicated product marketing page.
- The word free is as effective as online advertising and offline advertising. By sponsoring free gifts, a simple name submission map can also allow viewers to browse ads as they become aware of the ad.
- Build believe or self-assurance in your on line commercial enterprise by way of the use of testimonials. A direct quote with the authorization of the client is a nice touch. Listing a name and email address it acts as a reference that is straightforward and quick. Keep the testimonials to one or two sentences and keep it easy.
- Remember the target audience. Business humans do no longer have time or predisposition to participate in sport-type advertisements. On the opposite hand, young human beings like them. If the goal institution is younger human beings, the game can be your component. Design your ad to satisfy the options of your target customers.
- When you mark a sales statement, including statistics. You may say: "Our pan has a protective cover that can be kept for life. In the actual home test, 98.3% of the time the food did not stick to our saucepan."

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ANNEXURE

QUESTIONNAIRE

Dear Sir/Madam,

I am BIRADAR ARVIND from ACHARYA INSTITUTE OF TECHNOLOGY, Department of Management doing a research on,“**A STUDY ON DIGITAL MARETING AND ITS IMPACT ON CUSTOMERS OF LKP SECURITIES LIMITED.**”

Please spare some time to fill the questionnaire-

❖ **Personal Information:**

a) **Name:**

b) **Age:**

- 18 – 24
- 25 – 30
- 31 – 35
- 35 and above

c) **Gender:**

- Male
- Female

d) **Occupation:**

- Service
- Professional
- Business
- Others Specify

If student

Educational Background:

SSLC Intermediate Graduate Post Graduate

e) **Income Level** (per month):

- Less than 14999

- b) Customized single screen Market Watch for multiple exchanges, MCX& NCDEX with BSE ,NSE&MCX-SX
- c) Streaming quotes,
- d) Real time rates
- e) Flash news and intra-day Research reports
- f) Intra-day and historical charts with technical tool
- g) Online research

12) How often you buy stock market products using digital channels?

- a. Frequently
- b. Sometimes
- c. Rarely
- d. Never

13) Rate the speed of services offered by LKP securities ltd?

- a) Highly satisfied
- b) Satisfied
- c) Neutral
- d) Dissatisfied
- e) Highly dissatisfied
- f) not a user.

15) Which digital channel influences you more to buy?

- a. Social Media
- b. websites/blogs
- c. Multimedia advertising
- d. E-mail
- e. Others

16) Does digital channels change your opinion towards the buying decisions?

- a. strongly agree
- b. agree
- c. no opinion
- d. dis agree
- e. highly disagree

17) Are you satisfied with the stock market product bought using digital channels?

- a. strongly agree
- b. Agree
- c. No opinion
- d. Disagree
- e. Strongly disagree

19) Rate the company's willingness to serve (on the scale of 1-5, 1 will be the lowest, 5 will be the highest)

20) What are your suggestions to the company website in order to increase its traffic and enhance its online reputation? (E.g. pop up ads, Social Media Marketing, Search Engine Optimization SEO, E-mail and Mobile Marketing etc.)

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ACHARYA INSTITUTE OF TECHNOLOGY
DEPARTMENT OF MBA

INTERNSHIP WEEKLY REPORT (16MBAPR407)

Name of the Student: BIRADAR ARVIND






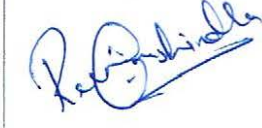



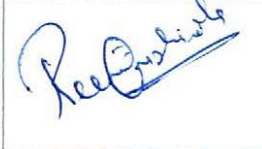
Internal Guide: Prof. REENA MAHESH

USN No: 11A16MBA12

Specialization: Finance and marketing

Title of the Project: A Study on digital marketing and its impact on customer of lkp security ltd

Company Name: lkp securities ltd, Bangalore.

Week	Work Undertaken	External Guide Signature	Internal Guide Signature
16-01-2018 to 22-01-2018	Introduction about lkp securities ltd and its operation		
23-01-2018 to 29-01-2018	Learning about the different operations and product by lkp securities ltd		
30-01-2018 to 5-02-2018	Orientation and gathering information about the growth of the company		
6-02-2018 to 12-02-2018	Orientation with functional department of the organisation and detailed study of Department.		
13-02-2018 to 19-02-2018	Research problem identification		

20-02-2018 to 26-02-2018	Preparation of the research instrument for data collection	<i>Rajya</i>	<i>Reeshika</i>
27-02-2018 to 5-03-2018	Theoretical background of the study	<i>Rajya</i>	<i>Reeshika</i>
6-02-2018 to 12-03-2018	Data collection and data analysis	<i>Rajya</i>	<i>Reeshika</i>
13-03-2018 to 19-03-2018	Interpretation of the data gathered during the survey	<i>Rajya</i>	<i>Reeshika</i>
20-03-2018 to 26-03-2018	Final report preparation and submission	<i>Rajya</i>	<i>Reeshika</i>

Rajya 28/5/18
Signature of HOD

