

Summer Internship Project Report

On

Perception of an Individual Regarding Different Financial Sector

By

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Roll No.: 2019BBA010



Under the Supervision of

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(Marketing)

(Submitted in partial fulfilment of the requirements for BBA degree)

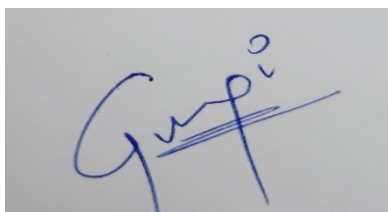
Institute of Management

JK Lakshmipat University, Jaipur

(2020-21)

DECLARATION

I hereby declare that the Project report titled “PERCEPTION OF AN INDIVIDUAL REGARDING DIFFERENT FINANCIAL SECTOR” is my original work done under the guidance of Mr. Chinmay Dev Tiwari (Industry Mentor) & Dr. Punam Mishra (Faculty Mentor). This Report has not been published or submitted for any degree, diploma or other similar titles elsewhere. This has been undertaken for the purpose of partial fulfilment of BBA Program at JK Lakshmipat University, Jaipur.



Gargi Jangid
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CERTIFICATE



ACCURAL INTELLIGENCE MANUALS INDIA PVT. LTD.

14 Aug, 2021

To,

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We are pleased to confirm that Gargi Jangid from JK LAKSHMIPAT has successfully completed his Internship with Project Title '**PERCEPTION OF AN INDIVIDUAL REGARDING DIFFERENT FINANCIAL SECTOR**' from 14 Jun, 2021 to 14 Aug, 2021.

Aggregate on the basis of his performance during the Internship: 85%.

Location for internship: (Delhi/Work from Home)



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CERTIFICATE

This is to certify that the Summer Internship Report titled **“Perception of an individual regarding different financial sector”** submitted by **Gargi Jangid** is an original piece of research work carried out by the candidate under my supervision.



(Dr. PUNAM MISHRA)

ACKNOWLEDGEMENT

The internship opportunity I had with AIM India Pvt. Ltd. was a great chance for learning and professional development. I am also grateful for having a chance to meet so many wonderful people and professionals who led through this internship period.

I would like to use this opportunity to express my deepest gratitude to Dr. Punam Mishra and Mr. Chinmay Dev Tiwari for taking part in useful decisions & giving necessary advice and guidance and arranging all the facilities to make the training experience easier. I Choose the moment to acknowledge their contribution gratefully.

I would also like to thank JK Lakshmipat University to give me this opportunity to work with AIM India Pvt. Ltd. I perceive this opportunity as great chance for my career development. I will strive to use gained skills and knowledge in the best possible way, and I will continue to work on their improvement, in order to attain desired career objectives.

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EXECUTIVE SUMMARY

This report covers the overall perception of an individual regarding each financial sector.

The main objective of the report was to understand what an individual think about different financial sectors i.e., banking, stock market. Mutual funds, real estate, public provident fund, post office savings, insurance and gold, what all benefits they want from each sector.

In this report, I have included the organization's overview as well as the responsibilities author has been given to handle. The author has also included the analysis of the survey and wrote the conclusion drawn out of it.

The report discusses all the customer expectations and perception on financial sectors & all the data which is used in the analysis is primary data i.e., collected by the author itself.

This report has been prepared in a very short time and some data may not be applicable for all because the number of people I have survey are around 80. Despite all that, I believe this report has enough data related to the tools & techniques and the analysis of people is not copied from anywhere.

INDUSTRY & COMPANY OVERVIEW

OVERVIEW OF BANKING, FINANCIAL SERVICES AND INSURANCE (BFSI) INDUSTRY

BFSI stands for the Banking, Financial Services, and Insurance sector. Fundamentally, it represents a major portion of the multi-billion-dollar Indian economy comprising all Banking, Insurance, and Non-Banking Financial Institutions. The banking part of BFSI may include core banking, retail, private, corporate, investment and cards. Financial services include stock-broking, payment gateways, mutual funds. Insurance covers both life insurance and general insurance.

Trends in BFSI Industry:

Digitalization: With the rapid growth of digital technology, it became imperative for banking and financial services in India to keep up with the changes and innovate digital solutions for tech-savvy customers.

Artificial Intelligence Robots: Several private and nationalized banks in India have started to adopt chatbots or Artificial Intelligence Robots for assistance in customer support services.

The rise of Fintech Companies: With the changing trends in the financial services in India, fintech companies have become an important part of the sector.

Cloud Banking: Cloud technology has taken the world by storm. Cloud computing will improve and organize banking and financial services.

Market Size of Industry:

Banking

Asset of public sector banks stood at Rs. 107.83 lakh crore (US\$ 1.52 trillion) in FY20. During FY16-FY20, bank credit grew at a CAGR of 3.57%. As of FY20, total credit extended surged to US\$ 1,698.97 billion. During FY16-FY20, deposits grew at a CAGR of 13.93% and reached US\$ 1.93 trillion by FY20.

Financial Services

The global financial services market is expected to grow from \$20,490.46 billion in 2020 to \$22,515.17 billion in 2021 at a compound annual growth rate (CAGR) of 9.9%.

Insurance

In India, the overall market size of the insurance sector is expected to US\$ 280 billion in 2020. According to S&P Global Market Intelligence data, India is the second-largest insurance technology market in Asia-Pacific, accounting for 35% of the US\$ 3.66 billion insurtech-focused venture investments made in the country.

COMPANY OVERVIEW

AIM INDIA PVT. LTD. (Accrual Intelligence Manuals India Pvt. Ltd.)

AIM India Pvt. Ltd. Is the leading provider of professional wealth advisory in India and Abroad, the company delivers a one stop solution/ service to achieve financial independence. Company's main principle is to deliver high returns to our clients through our network of government sector banks in India. The company maintain and increase customers wealth based on individual's financial situation goals and comfort level with risk.

Company's Mission

To become an organization that is knowledge centric and offers expert advice to our clients.

Company's Vision

Their vision is to deliver high rate of returns to our clients and to move towards financial independence.

The company provides following services:

Wealth Advisory

At AIM India, they have the wealth managers who have backgrounds as independent Chartered Financial Consultants, Certified Financial Planners, Chartered Strategic Wealth Professionals, Chartered Financial Planners or any credentialed (such as MBA) professional money managers who will help you to enhance the income, growth and tax-favoured treatment for long term.

Accounting

At AIM India, they provide accounting services like Accounting and Bookkeeping, Statutory Reporting, Payroll and Expense Claim Management, Bank Account Reconciliation and Corporate Tax Compliance.

Consulting

At AIM India, they provide consulting services like Corporate Development & Finance, Investment, People & Management, New Market/Partner/Vendor Evaluation, Operations, Technology and Grant Assistance.

Training & Development

The Company helps in developing a training strategy, which will be helpful to assess the company's customers and competitors, strengths and weaknesses, and any relevant industry or societal trends.

Taxation

The company's taxation services are Corporate Income Tax Returns, Vat Returns, Indirect Tax, Withholding Tax, Tax Optimizations, Transfer Pricing, Tax Advisory in M&A, Cross Border Investment, Tax Disputes etc.

Recruitment

The company experts have complete knowledge to provide valuable advisory in matters like Candidate Search, Profiling, Interview Coordination, Employment Contract, Immigration and other Advisory Services.

Insurance

The company's Insurance Services are Risk Assessment, Coverage, Risk Management, Corporate Insurance- Property, Pecuniary, Liability and Group, Political Risk, Professional Insurance, Financial Risk, Trade & Credit Risk.

Mutual Funds

The company will provide you all the updates and services regarding mutual funds so that you can choose from the best available option.

Retirement Planning

The company helps in both types of retirement planning i.e. Personal Planning and Financial Planning.

International Expansion

At AIM India, the company have specialists who can provide the country level compliance services, accounting and taxation services, payroll and corporal secretarial services. The company will help you take your company abroad for the expansion.

OBJECTIVES

- To survey people to know their perception regarding different financial sectors.
- To know what are the emerging trends in different financial sectors.

METHODOLOGY

For meeting the objectives of this report, the study is based on both quantitative and qualitative methods. The data used for the report is both primary and secondary to meet the aim of this report. Considering the present findings, this report is based on descriptive business reach where, information has been collected through different sources to make a constructive output.

For the preparation of this report, I have used a structured questionnaire to collect and analyse the data. I have reached around 80 people out of which 48 has responded to the survey. The survey made was closed ended.

In this report, primary data is used on large scale and secondary data is used on the small scale. The sources from which I have used secondary data are:

- Official Website
- Sample Reports
- Articles
- Internal Links

Data collected from the survey is analysed and presented in the diagrammatic form for better interpretation.

SURVEY DATA ANALYSIS & INTERPRETATION

According to the people who responded to the survey here is the analysis and results of the survey.

1. Gender

	Frequency	Percentage
Male	27	56.3%
Female	21	43.8%
Prefer not to say	0	0%

Gender
48 responses

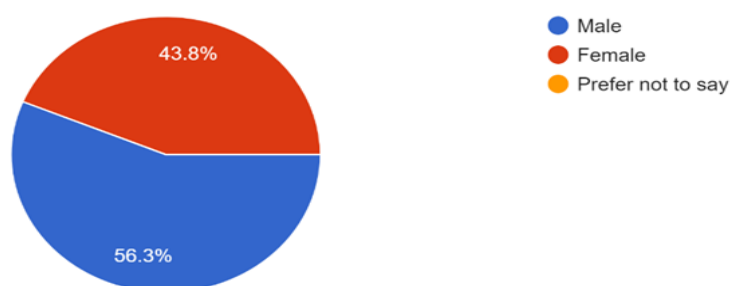


Table 1.1

Figure 1.1

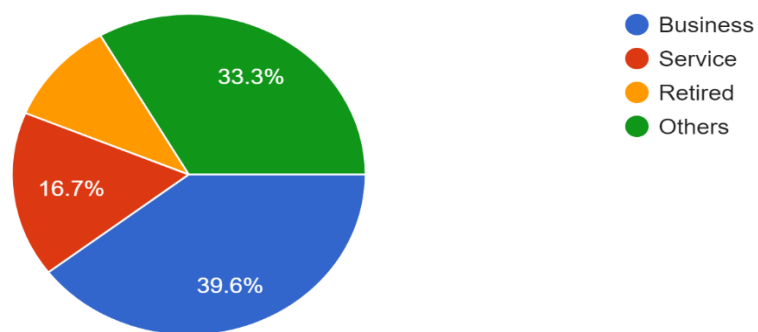
Interpretation:

From the above table and figure, we have seen that 56.3% respondents are male, 43.8% respondents are female and 0% prefer not to say.

2. Occupation

	Frequency	Percentage
Business	19	39.6%
Service	8	16.7%
Retired	5	10.4%

Occupation
48 responses



Others	16	33.3%
--------	----	-------

Table 1.2

Figure 1.2

Interpretation:

From the above table and figure, we have seen that 39.6% respondents have business, 16.7% respondents have service, 10.4% respondents are retired and 33.3% respondents have some other occupation.

3. Age

	Frequency	Percentage
Below 30 Years	16	33.3%
30-40 Years	15	31.2%
40-50 Years	10	20.8%
Above 50 Years	7	14.5%

Table 1.3

Age
48 responses

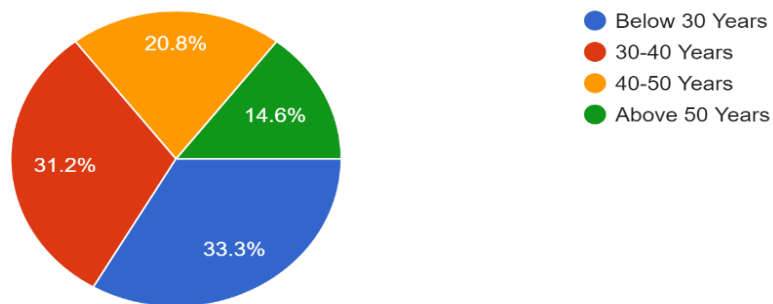


Figure 1.3

Interpretation:

From the above table and figure, we have seen that 33.3% respondents are below 30 years of age, 31.2 respondents are between 30-40 years of age, 20.8% respondents are between 40-50 years of age and 14.5% respondents are above 50 years of age.

4. Number of people who have investment

	Frequency	Percentage
Yes	40	83.3%
No	8	16.7%

Do you have any kind of investment ?
48 responses

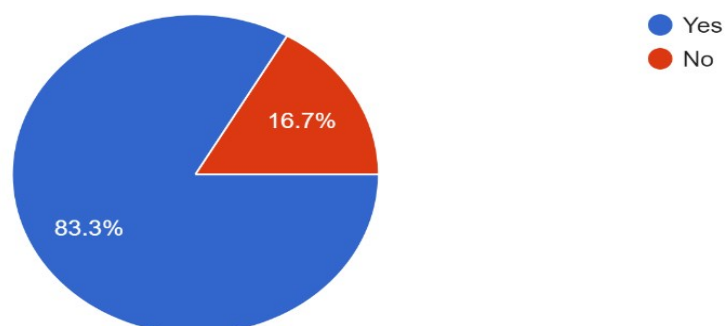


Table 1.4

Figure 1.4

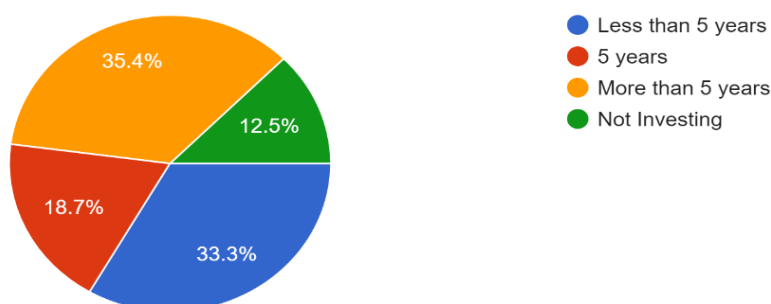
Interpretation:

From the above table and figure, we have seen that 83.3% respondents have some kind of investment and 16.7% respondents does not have any kind of investment.

5. How long people have been investing in any financial sector

	Frequency	Percentage
Less than 5 Years	16	33.3%
5 Years	9	18.7%
More than 5 Years	17	35.4%

Form how long you have been investing in any of the financial sector ?
48 responses



Not Investing	6	12.5%
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Table 1.5

Figure 1.5

Interpretation:

From the above table and figure, we have seen that 33.3% respondents have been investing from less than 5 years, 18.7% respondents have been investing from 5 years, 35.4% respondents have been investing for more than 5 years and 12.5% respondents have not been investing.

6. How flexible people are to shift in any other financial sector

	Frequency	Percentage
Highly Flexible	1	2.1%
Moderately Flexible	25	52.1%
Not Flexible	22	45.8%

How flexible you are to shift in any other financial sector ?

48 responses

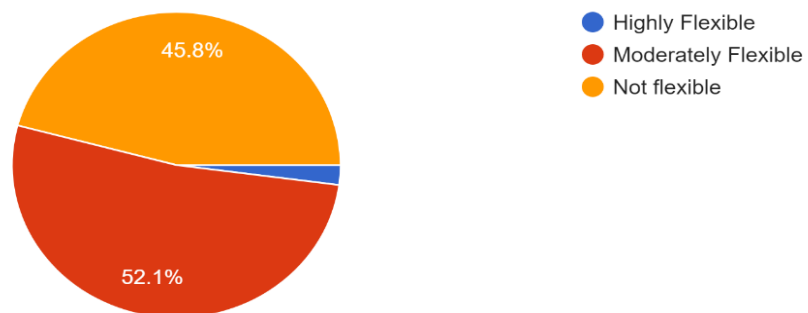


Table 1.6

Figure 1.6

Interpretation:

From the above table and figure, we have seen that 2.1% respondents are highly flexible to shift to any other financial sector, 52.1% respondents are moderately flexible and 45.8% respondents are not at all flexible.

7. Channels people prefer for financial service delivery

	Frequency	Percentage
Face to Face Interactions	37	77.1%
Digital Channels	9	18.8%
Telephonic Interactions	2	4.2%

Table 1.7

What are the channels you prefer for any financial service delivery ?

48 responses

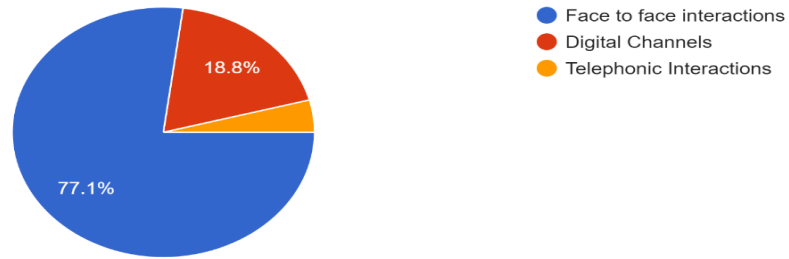


Figure 1.7

Interpretation:

From the above table and figure, we have seen that 77.1% respondents prefer face to face interactions, 18.8% respondents prefer digital channels and 4.2 respondents prefer telephonic interactions.

8. Benefits people prefer while investing in financial sector

	Frequency	Percentage
Higher Returns	38	79.2%
Tax Benefits	9	18.8%
100% Capital Security	30	62.5%
Inclusion of Life Security	6	12.5%
Risk Free	33	68.8%
Brand Value	14	29.2%
Digitalised	10	20.8%
Others	4	8.3%

Table 1.8

While investing in any financial sector, which are the top three benefits you generally consider ?

48 responses

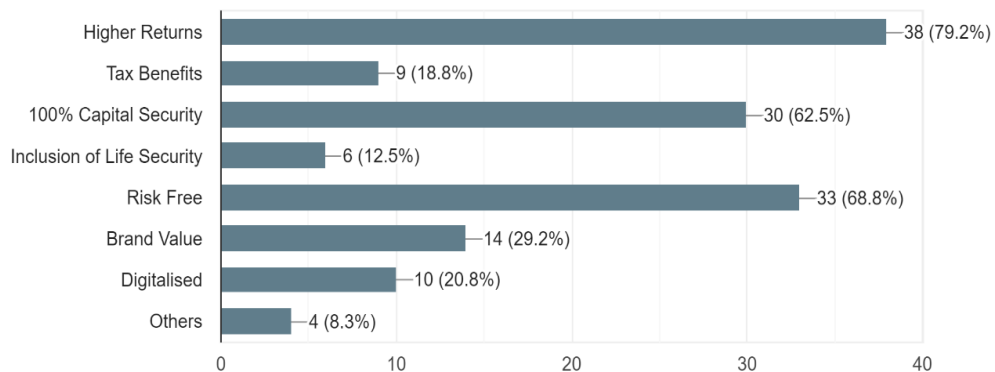


Figure 1.8

Interpretation:

From the above table and figure, we have seen that the top three benefits which people prefer are 79.2% respondents prefer higher returns, 68.8% respondents prefer risk free and 62.5% respondents prefer 100% capital security respectively.

9. Financial sector in which people like to invest the most

	Frequency	Percentage
Banking	8	16.7%
Stock Market	13	27.1%
Mutual Funds	3	6.3%
Real Estate	6	12.5%
Public Provident Fund	1	2.1%
Post Office Savings	2	4.2%
Insurance	1	2.1%
Gold	14	29.2%

In which Financial Sector do you want to invest the most
48 responses

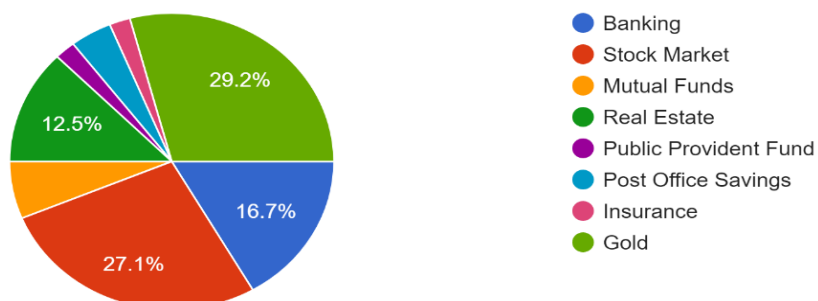


Table 1.9

Figure 1.9

Interpretation:

From the above table and figure, we have seen that 29.2% respondents like to invest in gold, 27.1% respondents like to invest in stock market, 16.7% respondents like to invest in banking and 12.5% respondents like to invest in real estate respectively.

10. What people think what they get by investing in different financial sector

Banking

Benefits	Frequency
Higher Returns	31
Risk Free	32
Easy Liquidity	34
Life Cover	0
Portfolio Management	0
User Friendly	32

Table 1.10.1

Stock Market

Benefits	Frequency
Higher Returns	31
Risk Free	6
Easy Liquidity	26
Life Cover	2
Portfolio Management	29
User Friendly	2

Table 1.10.2

Mutual Funds

Benefits	Frequency
Higher Returns	8
Risk Free	8
Easy Liquidity	6
Life Cover	20
Portfolio Management	22
User Friendly	10

Table 1.10.3

Real Estate

Benefits	Frequency
Higher Returns	28
Risk Free	15
Easy Liquidity	14
Life Cover	4
Portfolio Management	1
User Friendly	5

Table 1.10.4**Public Provident Fund**

Benefits	Frequency
Higher Returns	2
Risk Free	31
Easy Liquidity	13
Life Cover	3
Portfolio Management	1
User Friendly	15

Table 1.10.5**Post Office Savings**

Benefits	Frequency
Higher Returns	5
Risk Free	19
Easy Liquidity	8
Life Cover	4
Portfolio Management	0
User Friendly	17

Table 1.10.6**Insurance**

Benefits	Frequency
Higher Returns	3
Risk Free	10
Easy Liquidity	5
Life Cover	36
Portfolio Management	1
User Friendly	19

Table 1.10.7

Gold

Benefits	Frequency
Higher Returns	32
Risk Free	13
Easy Liquidity	37
Life Cover	5
Portfolio Management	0
User Friendly	5

Table 1.10.8

Why do you think investing in the following sectors?

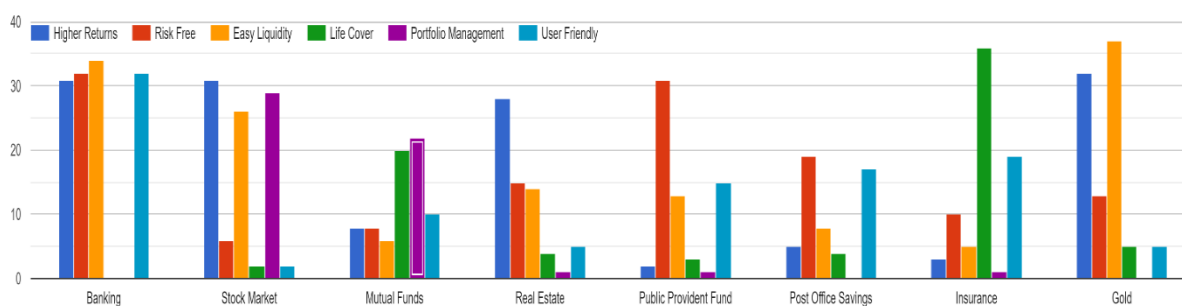


Figure 1.10

11. Rating of financial sectors on the scale of 1-5

Banking

Rating	Frequency
1	7
2	2
3	6
4	18
5	15

Table 1.11.1

Stock Market

Rating	Frequency
1	1
2	5
3	11
4	22
5	9

Table 1.11.2**Mutual Funds**

Rating	Frequency
1	0
2	6
3	32
4	8
5	2

Table 1.11.3**Real Estate**

Rating	Frequency
1	1
2	3
3	9
4	24
5	11

Table 1.11.4**Public Provident Fund**

Rating	Frequency
1	3
2	6
3	24
4	12
5	3

Table 1.11.5

Post Office Savings

Rating	Frequency
1	3
2	17
3	20
4	5
5	3

Table 1.11.6

Insurance

Rating	Frequency
1	1
2	6
3	21
4	17
5	3

Table 1.11.7

Gold

Rating	Frequency
1	0
2	3
3	8
4	18
5	19

Table 1.11.8

Rate these financial sectors on the scale 1 - 5

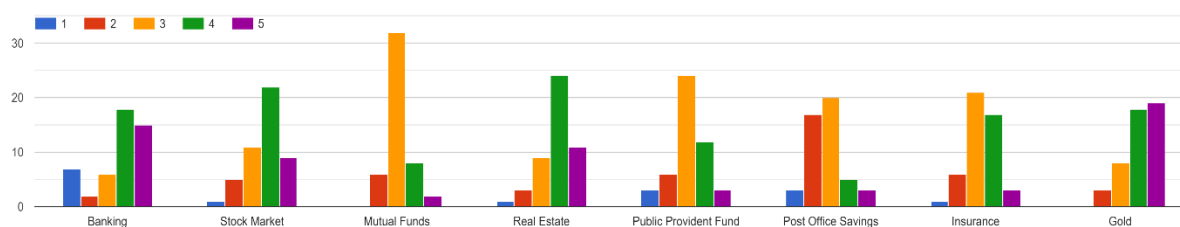


Figure 1.11

RECENT TRENDS IN DIFFERENT FINANCIAL SECTOR

Banking Sector

1. Go big and stay home

As the “winner takes all” phenomenon is now emerging in retail banking. As the big get bigger, ‘too small to succeed’ will replace “too big to fail”.

2. The neo-normal

The best traditional banks and the best neo banks will win customers, while weaker incumbents and undifferentiated challengers will struggle.

3. Twilight of the banking apps

As banking completes its migration from street corners to screens, competition in retail and commercial will heat up—and squeeze out standalone apps.

4. Radical Transparency

2021 will be tough for traditional retail strategies. Some banks will lean into radically transparent products to create a more compelling pitch.

5. A green inflection point

2021 will be an inflection point in sustainable lending, as central banks and regulators recognize the macroeconomic consequences of climate change.

Stock Market

1. Return of the dividends

2020 was not a good year for dividend investors, as many companies cut their dividends because of the pandemic. In 2021, dividends are expected to rise again. As central bank interest rates are expected to remain at 0% for a long time, this makes dividend stocks even more attractive for investors in 2021.

2. A boost for green companies

The new US president will give environmental companies a boost as Biden will turn away from fossil fuels toward more climate protection and renewable energies. This is likely to benefit shares and ETFs that meet the so-called ESG criteria (environment, social, governance) and pay attention to environmental and social standards.

3. Women level the playing field in investing

It is still a fact that most stock market investors are male. But according to the Financial Times, female investors are now signing up to investment platforms at faster rates than men. I believe women will keep playing a greater role in investing next year.

Mutual Funds

1. International investing is fast catching up

Indian investors are increasingly showing greater interest in international investments. The mutual fund industry has responded to this sentiment by introducing funds that invest, partially, in foreign stocks.

2. Roll-down maturity for more predictable returns

This is an emerging mutual fund trend that could greatly benefit conservative investors in the Indian markets. The practice of roll-down maturity has helped tackle the issue that debt funds unable to guarantee explicit returns, such risk-averse investors often gravitated towards other safe investments like bonds and fixed income products.

3. The rise of ESG investing

ESG investing is also becoming a popular buzzword in the Indian markets. This year, we may likely be seeing ESG funds catch the interest of Indian investors even more than they did before the pandemic. One reason for this could be the rising need to invest in a sustainable future.

Real Estate

1. Proptech companies will evolve and innovate

Proptech has played a strategic role in helping real estate companies enable business continuity remotely during the pandemic. This trend will see significant traction in the coming months as homebuyers have moved to online real estate portals.

2. Housing demand momentum to sustain

The splendid performance of the residential sector in Q3 followed by an even better execution in Q4 where sales zoomed by 51% q-o-q in seven key markets are tell-tale signs that this positive momentum will continue in 2021.

3. Real estate consolidation to accelerate

Consolidation of demand towards financially stable developers with a good track record, execution capabilities and high-quality projects will expedite in 2021, and they will continue to gain substantial market share, as limited funding availability, squeezing margins and shifting preferences towards bigger brands will push smaller players out of business.

Public Provident Fund

1. Removal of restrictions in number of deposits in a year.
2. Additional reasons allowed for premature closure of account.
3. Continuation of PPF Account after 15 years without making deposit.
4. Change in the Interest Rate on Loan from PPF Account.
5. Changes in Forms for PPF Account

Insurance

1. Rise in Demand for Standardised Products

The year 2021 will be the year of Standard Insurance Products. The regulatory guided all life insurers to come up with a standard term life insurance plan – Saral Jeevan Bima from January 1st 2021. Later, the regulator asked insurers to come up with a standard Personal Accident Cover and, now the regulatory body has asked insurers to launch a standard Travel Insurance from April 1st 2021. All these standard products are expected to gain pace in the year 2021 with many more people enrolling themselves under these products.

2. On-demand Insurance

Another category of insurance product that will be in high demand in the year 2021 is Switch-on and Switch-off insurance. Today's consumer looks for products that offer their adequate coverage only when they need it. An excellent example of one such product is Usage-based car insurance.

INTERNSHIP

JOBS AND RESPONSIBILITIES

The roles and responsibilities as a sales & marketing intern were not limited to make the promotional strategies and sell the product but also to know what each customer think about the product or services. I have surveyed a lot of people so that I can get to know each individual's perception and get the company know about that.

MODULE I (TRAINING MODULE)

In this module, we learned about the following things

1. Human Resource Management System
2. Taxation
3. Financial Sectors
4. Knowledge about the products
5. Product Pitching

MODULE II (SALES MODULE)

In this module, the company has given us a product named INDIA FIRST LIFE MAHAJEEVAN PLAN backed by BANK OF BARODA and we had to sell the product within some given time frame.

ABOUT THE PRODUCT

IndiaFirst Maha Jeevan Plan is a non-linked, participating, endowment life insurance policy. Under this policy, you can choose how much you would like to insure yourself based on your requirements. We suggest you make sure this amount is what your family needs to avoid cash flow problems in case of the untimely demise of the Life Assured.

These are some of the major benefits of the plan:

- Higher Returns
- Fixed & Assured Returns
- Risk Free
- Tax Benefits
- Life Cover
- User Friendly
- Easy Liquidity
- Digitalization
- Easy Approachability & Accessibility
- Long Term/ Short Term
- Loan Facility
- Nominee Options
- Regulated Sector

MODULE III (MODULE BY CHOICE)

MARKETING

In this module, we were assigned two tasks to do

Task 1: We were asked to prepare a 10-page word report on the topic “HASHTAG MARKETING”

Task 2: We were asked to make flow chart of current BFSI sector and a new flow chart by us side.

CONCLUSION

The report as the whole describes an individual's perception and some of the emerging trends in different financial sector by using appropriate analytical tools and methods.

By going through all the methods and tools the author has analysed that the majority of respondents have their business and more than half of them have some kind of investment. For investment, the top three benefits people look forward for are higher returns, 100% capital security and risk free.

Another major finding from the report is that what people think by investing in different financial sectors and those are

<i>Financial Sector</i>	<i>Benefits</i>
<i>Banking</i>	Higher Returns, Risk Free, Easy Liquidity and User Friendly
<i>Stock Market</i>	Higher Returns, Easy Liquidity and Portfolio Management
<i>Mutual Funds</i>	Life Cover and Portfolio Management
<i>Real Estate</i>	Higher Returns
<i>Public Provident Fund</i>	Risk Free
<i>Post Office Savings</i>	Risk Free
<i>Insurance</i>	Life Cover and User Friendly
<i>Gold</i>	Higher Returns and Easy Liquidity

At last, for rating each sector on the scale of 1 – 5, author analysed that

- Most people rated banking 4.
- Most people rated stock market 4.
- Most people rated mutual funds 3.
- Most people rated real estate 4.
- Most people rated public provident funds 3.
- Most people rated post office savings 3.
- Most people rated insurance 3.
- Most people rated gold 5.

This internship has helped to improve my knowledge and skills about how to deal with customers and maintain a good customer relationship. I have learned how to do assigned task effectively within the given timeframe and a lot or more things.

At last, the internship helped me gain a good insight about the corporative sector and how things work in work life.

LEARNINGS

In this internship, I learned a lot of things like how each and everything takes place in an organisation. The following are the things which I learned

- How salary slip is made

Payslip for March 2021							
Personnel No.		Name	Gargi Jangid		Amount	Amount (Monthly)	
Bank		Bank A/c No.		CTC	₹ 20,00,000	₹ 1,66,667	
DOJ	15-06-2021	LOP Days	0	Fixed	₹ 1,16,667		
PF No.		STD Days	31	Variable	₹ 50,000		
Location	Delhi	Worked Days	31				
Department		Designation					
Earnings							
	Amount in Rs.	Deductions	Amount in Rs.				
Basic	₹ 58,333	Insurance	₹ 2,500				
House Rent Allowance	₹ 11,667	Provident Fund	₹ 7,000				
Travel Allowance	₹ 2,000						
Special Allowance	₹ 37,500						
Gross Earning	₹ 1,09,500	Gross Deductions	₹ 9,500				
Net Pay	₹ 1,00,000						

- How taxation takes place in India, different types of tax slabs and how tax is

Taxable Income					
Gross Income				Given:	
Income Components	Amount			Money Earned	₹ 75,00,000
Money Earned	₹ 75,00,000			Gift from ex-wife	₹ 8,00,000
Gift from ex-wife	₹ 8,00,000			Spending on Family Trip	₹ 20,00,000
Lottery Won	₹ 16,00,000			Lottery Won	₹ 16,00,000
Matured Life Insurance Policy	₹ 35,00,000			Gifted his wife	₹ 4,50,000
Gross Total Income	₹ 1,34,00,000			Life Insurance Policy	₹ 55,000
Deductions				Tution Fee	₹ 50,000
In 80C	₹ 1,50,000			PPF	₹ 80,000
In 80D	₹ 25,000			Matured Life Insurance Policy	₹ 35,00,000
Total Taxable Income	₹ 1,32,25,000			Medical Test	₹ 7,000
				Health Insurance	₹ 28,000
Tax Liability					
Amount	Percentage	Income Tax			
₹ 2,50,000	0%	₹ -			
₹ 2,50,000	5%	₹ 12,500			
₹ 5,00,000	20%	₹ 1,00,000			
Total(for 1st 10 lakh)					
₹ 10,00,000		₹ 1,12,500			
For remaining amount					
₹ 1,22,25,000	30%	₹ 36,67,500			
Total Tax Liability		₹ 37,80,000			

calculated

- What are the different financial sectors in India
 - Banking
 - Stock Market
 - Mutual Funds
 - Real Estate
 - PPF (Public Provident Fund)
 - Post Office Savings

- Insurance
- Gold
- Learned about different banks like
 - Bank of Baroda
 - Andhra Bank
 - Union Bank
 - Vijaya Bank
 - Dena Bank
 - India First Life
- Learned the reason why the price of bitcoin has been falling
- Things to keep in mind while pitching the product to customers
 - Building upper relationship with the customer
 - You should have proper understanding of the competitors
 - You should have proper understanding of the product
 - You should have proper understanding of the market
 - You should have proper understanding of the industry (BFSI)
- I learned that what are the customer expectations while investing in the financial sectors.

➤ **Instagram:** Posts with hashtags have 12% more engagement than those without hashtags.

According to a research, over 70% of a brand's social media content is ignored or goes unseen. In such a scenario, it is vital for brands to stay relevant by using the right hashtags and grouping their content in a way that it's easily discoverable to their target audience.

Why use hashtags?

- **Increase engagement with your followers**
Including hashtags in your posts means taking part in a conversation happening on that social media platform. And most importantly, it makes your posts visible in that conversation. This can lead to greater engagement, boosting your brand's social media engagement through likes, shares, comments, and new followers.
- **Build brand awareness with branded hashtags**
Creating a branded hashtag can be an effective way to promote your business and drive conversations. For example, Coca-Cola's #ShareACoke. The idea behind the hashtag—cokes with names and titles on them—drove massive numbers of sales, and generated a ton of user-generated content on social media.



Why do brands run hashtag campaigns?

- **Categorize content for accessibility**
For example, Makeup Forever – a famous beauty brand labels its Instagram posts like #MakeupForever and uses supporting Hashtags such as #contouring #Step1Primers to make it easier for customers to find its photos and tagged products.



- **Boost the organic reach**
Hashtags are among the most crucial tools for marketers looking to skyrocket exposure on social media feeds organically. In fact, a well-documented social media strategy can help triple your potential reach.

Some of the Best Hashtag Campaigns of All Time

- **#WantAnR8 by Audi**
A while back, when R8 was released, one of the Twitter users (Joanne McCoy) let the brand know how badly she wanted to ride an R8 by including #WantAnR8 in her tweet. The brand gave her a surprise by letting her drive an R8 for a day. The hashtag later took off as the brand used it to promote the launch of their car.



- I learned about hashtag marketing

REFERENCES

Websites:

- [Top Trends in BFSI Sector in India - SALESPROPEL](#)
- [BFSI sector – An Overview of the Banking Industry | NIIT](#)
- [Latest trends in Banking and Financial Services in India \(bizencyclopedia.com\)](#)
- [Official 16 Recent Trends In Banking 2021 || PPT AVAILABLE \(epizy.com\)](#)
- [AIM India \(aimincorp.com\)](#)
- [5 financial market trends to keep an eye on in 2021 | BUX Zero \(getbux.com\)](#)
- [IndiaFirst Life Insurance | Insurance Policy & Plans in India](#)

Books:

- **Indian Financial System by Siddhartha Shankar Saha**
- **Financial Markets and Institutions by Jeff Madura**

Questionnaire

To know perception of an individual regarding different financial sector

* Required

Name *

Your answer

E-Mail Id

Your answer

Gender *

- ☐ Male
- ☐ Female
- ☐ Other

APPENDICES

Phone Number

Your answer

Occupation *

- ☐ Business
- ☐ Service
- ☐ Retired
- ☐ Others

Age *

- ☐ Below 30 Years
- ☐ 30-40 Years
- ☐ 40-50 Years
- ☐ Above 50 Years

Do you have any kind of investment ? *

- ☐ Yes
- ☐ No

Form how long you have been investing in any of the financial sector ? *

- ☐ Less than 5 years
- ☐ 5 years
- ☐ More than 5 years
- ☐ Not Investing

How flexible you are to shift in any other financial sector ? *

- ☐ Highly Flexible
- ☐ Moderately Flexible
- ☐ Not flexible

What are the channels you prefer for any financial service delivery ? *

- ☐ Face to face interactions
- ☐ Digital Channels
- ☐ Telephonic Interactions

While investing in any financial sector, which are the top three benefits you generally consider ? *

- ☐ Higher Returns
- ☐ Tax Benefits
- ☐ 100% Capital Security
- ☐ Inclusion of Life Security
- ☐ Risk Free
- ☐ Brand Value
- ☐ Digitalised
- ☐ Others

In which Financial Sector do you want to invest the most *

- ☐ Banking
- ☐ Stock Market
- ☐ Mutual Funds
- ☐ Real Estate
- ☐ Public Provident Fund
- ☐ Post Office Savings
- ☐ Insurance
- ☐ Gold

Why do you think investing in the following sectors? *

	Higher Returns	Risk Free	Easy Liquidity	Life Cover	Portfolio Management	User Friendly
Banking	☐	☐	☐	☐	☐	☐
Stock Market	☐	☐	☐	☐	☐	☐
Mutual Funds	☐	☐	☐	☐	☐	☐
Real Estate	☐	☐	☐	☐	☐	☐
Public Provident Fund	☐	☐	☐	☐	☐	☐
Post Office Savings	☐	☐	☐	☐	☐	☐
Insurance	☐	☐	☐	☐	☐	☐
Gold	☐	☐	☐	☐	☐	☐

Rate these financial sectors on the scale 1 - 5 *

	1	2	3	4	5
Banking	☐	☐	☐	☐	☐
Stock Market	☐	☐	☐	☐	☐
Mutual Funds	☐	☐	☐	☐	☐
Real Estate	☐	☐	☐	☐	☐
Public Provident Fund	☐	☐	☐	☐	☐
Post Office Savings	☐	☐	☐	☐	☐
Insurance	☐	☐	☐	☐	☐
Gold	☐	☐	☐	☐	☐