

PROJECT REPORT ON
“IMPORTANCE AND APPLICATION OF FUNDAMENTAL ANALYSIS OF STOCK
MARKET”

AT “STOCK HOLDING CORPORATION OF INDIA LTD. KUNDAPUR”

Submitted By

Mr. SUDARSHANA .S

USN: 4AL16MBA54

Submitted to

VISVESVARAYA TECHNOLOGICAL UNIVERSITY, BELGAUM

In partial fulfilment of the requirements for the award of the degree of

MASTER OF BUSSINESS ADMINISTRATION



Under the guidance of

INTERNAL GUIDE

Dr. Nagendra
Department of MBA
AIET, Mijar

EXTERNAL GUIDE

Mr. Sridhar Hattiangady
Branch Manager
Stock Holding Corporation
Kundapur



Department of Business Administration

Alva's Institute of Engineering And Technology

Shobhavana Campus, Mijar, Moodbidri

2016-2018



STOCK HOLDING CORPORATION OF INDIA LTD.

D. No. 433/1/51, I Floor
Near Manjunath Nursing Home, Mastikatte, Main Road,
KUNDAPURA - 576 201

Tel : 08254 - 234557
234558

CIN: U67190MH1986GOI040506

28th Mar 2018

To whomsoever It May Concern

This is to inform you that Mr SUDARSHANA S (USN NO 4AL16MBA54) Student of 'Alva's Institute of Engineering and Technology Mijar , Moodbidri' has completed a project during his internship from period Jan 15, 2018 to Mar 24 ,2018 on purely academic basis.

The Project entrusted to him was a study on the topic of 'A study on Importance and Application of Fundamental Analysis of Stock Market ' at Stockholding Corporation of India Ltd kundapur.

We found him sincere , hardworking , technologically sound and result oriented during his internship period.

We wish him all the very Best in future.

Thanking you

For Stock Holding Corporatio of India Ltd


Sridhar Hattiangady
Branch Manager





ALVA'S INSTITUTE OF ENGINEERING AND TECHNOLOGY

A Unit of Alva's Education Foundation (R)

(Affiliated to Visvesvaraya Technological University, Belagavi

Approved by AICTE, New Delhi & Recognised by Government of Karnataka)

Shobhavana Campus, Mijar, Moodbidri - 574 225, Mangalore, D.K., Karnataka State

Phone 08258-262724 (O) 262725 (P), Telefax 08258-262726

Email principalaiet08@gmail.com, Web www.aiet.org.in

22-May-2018


CERTIFICATE

It is hereby certified that **Mr. SUDARSHANA S** bearing **USN: 4AL16MBA54** is a bonafide student of the Master of Business Administration course of the Institute (2016-18), affiliated to Visvesvaraya Technological University, Belgaum.

The project report on **"A STUDY ON IMPORTANCE AND APPLICATION OF FUNDAMENTAL ANALYSIS OF STOCK MARKET AT STOCK HOLDING CORPORATION OF INDIA LTD.,** is prepared by him under the guidance of **Dr. NAGENDRA**, Senior Asst Professor, Department of MBA, in partial fulfillment of the requirements for the award of the degree of Master of Business Administration under Visvesvaraya Technological University, Belgaum, and Karnataka.


Dr. Nagendra

Internal Guide


Prof. P Ramakrishna Chadaga

Dean - MBA


Dr. Peter Fernandes

Principal

DECLARATION

I hereby declared that work presented in this project report entitled “**IMPORTANCE AND APPLICATION OF FUNDAMENTAL ANALYSIS OF STOCK MARKET**” based on the independent study conducted by me under the guidance of **Dr. Nagendra** senior assistant professor Department of MBA, Alva’s Institute of Engineering and Technology, Mijar, Moodbidri.

I am submitting this project report to Visvesvaraya Technological University, Belgaum as the partially fulfilment of requirement for the award of MBA Degree.

I also declare that, this project report or part of it has not been previously submitted for the award of any other degree, Diploma, associate ship, fellowship or other similar title.

A handwritten signature in black ink, reading "Sudarshan S", is placed over a faint, rectangular institutional stamp.

Date: 15/05/2018

SUDARSHANA .S

Place: Mijar

USN: 4AL16MBA54

ACKNOWLEDGEMENT

Motivation causing people to act in certain direction is very necessary for the success of any task. It gives me immense pleasure to mention those who motivated me and contributed directly or indirectly for completing this project successfully.

First of all I would like to thank “**Stock Holding Corporation of India Ltd.**” for giving me a chance to get a practical experience of business knowledge.

I express my gratitude to **Mr. Sridhar Hattiangady (Branch Manager)** for providing all the infrastructure facilities for the department, which helped me and all others in completing the project successfully.

I express my sincere thanks to **Dr. Nagendra**, faculty of Alva’s Institute Of Engineering And Technology, Offering me valuable guidance and support in every single stage throughout the course of my entire project work.

I would like to thank my beloved friends and all well-wishers for supporting me in the successful completion of project report

Date: 15/05/2018

Sudarshana .S

Place: Mijar

MBA

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EXECUTIVE SUMMARY

The summer project title “Fundamental Analysis of Stock market” was conducted in Stock Holding Corporation of India Ltd. Stock Holding Corporation of India Ltd. (SHCIL) was incorporated as a Public Limited Company in 1986. It has been jointly promoted and owned by leading Banks and Financial Institutions viz., IFCI Ltd., IDBI Bank Ltd., SU-UTI, LIC, all leaders in their fields of business. This firm helped me to understand the perception of the investors towards equity shares from the interaction with the investors.

India is one of the quickest developing economies on the planet. It has developed as the world's quickest developing riches maker, on account of a light securities exchange and higher profit. The share trading system contribution to the Indian economy is huge. Government of India is getting huge amount of revenue from the stock market as investor in the stock market are in huge numbers as compared to previous years. The stock trade comes in the optional market. Stock trade performs exercises, for example, exchanging offer, securities. Stock broking industry is developing at a colossal rate, as an ever increasing number of individuals are pulled in towards stock trade with the expectation of making benefits.

According to the study numerous financial specialists well not mindful of the valuation of stocks, they have no clue about this. They don` t even observe the company` s execution regarding deals, benefit, income per share and so forth... they aimlessly put into the value offers. Numerous financial specialists contribute as indicated by the intermediaries see, their companions or relative are guidance, so I have finished the venture on Fundamental Analysis is valuable to share showcase speculators.