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INTRODUCTION

INTRODUCTION

The main purpose of conducting this study is to create awareness of Digital Signature Certificate among the corporate professionals. The study not only helps the SGS CORPORATE SOLUTIONS INDIA PVT LTD to know the Market condition but also to know the competitors response in the market and thus can frame new promotional activities for the sale of “Digital Signature Certificate”.

The survey was conducted extensively over the period of six weeks, covering 50 respondents which is a reasonable sample to come to the conclusion.

The project was done on probability and non probability sampling method. The primary data is collected with the help of questionnaire and direct interview.

After analyzing the study the company was suggested the following.

- To give awareness program about the product to all levels of customers (through advertisement Medias like news paper, television, etc.).
- Post sales, Service should be maintained.
- To educate the corporate people about the benefits derived with the use of digital signature certificate like security, etc.

Marketing

Marketing is the process of discovering and translating consumer wants into products and service specifications and then in turn, helping to make it possible for more and more consumer to enjoy more of these products.

Marketing is thus a social and managerial process by which individuals and groups obtain what they need and want through creating, offering and exchanging the product of value with others. Nevertheless, marketers must study their customer wants, perception, shopping and buying behaviour such a study will provide clues for developing new products, product features and other mix elements.

In simple terms, “when people talk to themselves it is called insanity, when companies talk to themselves it is called marketing”.

Modern marketing concept

Modern market is an on going process of:

Discovering and translating consumer needs and desires into products and services, through planning and planned products.

Creating demand for these products and services through promotions and placing.

Serving, the consumer demand through planned physical distribution with the help of various distribution channels.

Expanding the market even in the phase of keen competition through research and feedback got.

The marketing concepts hold the key to achieving organizational goals consists in determining the needs and wants of target markets and delivering the desired satisfaction more efficiently and effectively than competitors

Marketing management

It refers to the professionalism in the art of carrying out the exchange relationship.

Marketing management may be defined as the process of management of marketing programmes for a accomplishing organizational goals and objectives.

Marketing management performs all managerial functions in the field of marketing, it has to plan and develop production on the basis of known consumer demand. It has to build up appropriate marketing plan or

marketing mix to fulfill the goals of the business. It has to formulate sound marketing policies and programmes. It looks after their implementation and control.

Marketing mix

Marketing mix is a term used to describe the optimum combination of four inputs that constitutes the act of an organization's marketing process. These four elements are- product mix, price mix, promotion mix, and place mix.

Marketing mix offers an optimum combination of all marketing ingredients so that we can have realization of company goals such as profit, return on investment, sales volume, and market share and so on. It is profitable formula for the marketing operations.

Marketing research

Marketing research is a systematic gathering, recording and analyzing of data about problems connected with market place i.e., problem relating to product, price, promotion and distribution of the marketing mix. Marketing research is directly interested in offering sound alternative solution to all marketing problems.

Marketing research consists of application of scientific methods and procedures to the study of marketing problems.

The essential purpose of marketing research is to provide information which will facilitate the identification of an opportunity or problem situation and to assist managers in the best possible decisions when such situations are encountered.

CORE MARKETING CONCEPTS

The core marketing concepts are:

1. Needs, wants and demands
2. Products
3. Value, Satisfaction and quality
4. Exchange, transactions and relationships
5. Markets.

1. Needs, Wants and Demands

The most basic concept underlying marketing is that of human needs. Human needs are states of felt of deprivation. They include basic physical needs for food, clothing, warmth and safety. Social needs for belongingness, affection, and individual needs for knowledge and self-expression.

Wants are the form taken by human needs as they are shaped by culture and individual personality. People have almost unlimited wants but limited resources. Thus they want to choose products that provide the most value and satisfaction for their money. When backed by buying power,

wants becomes demands. Consumers view products as bundles of benefits and choose products that give them the best value for money.

2. Products and services

People satisfy their needs and want with products and services. A product is anything that can be offered to a market for attention, acquisition, use or consumption that might satisfy a want or need. It includes physical objects, services, persons, places, organization and ideas. Any activity or benefit that one party can offer to another is essentially intangible and does not result in the ownership of anything.

3. Value, satisfaction and quality:

Customer value is that difference between the values the customers gain from owning a using a product and the cost of obtaining the product.

Customer satisfaction depends on a product's perceived performance in delivering value relating to a buyer's expectations. The extent to which a product's perceived performance matches a buyer's expectations is called customer satisfaction.

Customer satisfaction is closely related to quality. In recent years, many companies have adopted Total Quality Management (TQM) programs,

designed to constantly improve the quality of their products, services and making processes is known as TQM.

In the narrowest sense, quality can be defined as “freedom from defects”, but most customer centered companies go beyond this narrow definition of quality. Instead, they define quality in terms of customer satisfaction.

4. Exchange, Transaction and Relationships

Marketing occurs when people decide to satisfy needs and wants through exchange. Exchange is the art of obtaining a desired object from someone by offering something in return. Exchange is the only one of many ways that people can obtain a desired object.

As a means to satisfy needs, exchange has much in its favour. People do not have to prey on others or depend on donations, nor must they possess the skills to produce every necessity for them. They can concentrate on making things that they are good at making trade them for needed items made by others.

A transaction consists of a trade of values between two parties that involves at least two things of value, agreed upon conditions, a time for agreement and a place of agreement.

Transaction marketing is part of the larger idea of relationship marketing. The process of creating, maintaining and enhancing strong, value

laden relationships with customers and stakeholders, customers, employees, suppliers, distributors, retailers and agencies and others with whom it has built mutually profitable business relationships. The operating principle is simple. Build a good network of relationships with key stakeholders and profit will follow.

5. Markets

The concepts of exchange and relationships lead to the concept of a market. A market is the set of actual potential buyers of a product or service. The size of a market depends on the number of people who exhibit the need, have resources in exchange for what they want. Originally the term market stood for the place where buyers and sellers gathered to exchange their goods, such as a village square. Economics use the term market to refer to a collection of buyers and sellers who transact in a particular product class, as in the housing market or the grain market. Marketers, however see the sellers as constituting an industry and the buyers as constituting a market.

The goal of marketers is to understand the needs and wants of specific markets and to select the markets that they can serve best. In turn, they can develop products and services that will create value and satisfaction for customers in these markets, resulting in sales and profits for the company.

Definition of sales promotion

Promotional activities of non – recurrent nature which are used to reinforce personal selling and advertising for stimulating consumer purchasing and dealer effectiveness. Thus sales promotion can be aimed at

- ✓ Consumers or
- ✓ Dealers

Sales promotion is an important instrument in marketing to lubricate the marketing efforts. Today sales promotion is a necessity and not merely a luxury or a fashion. It is not expenditure; it is an investment which can pay rich dividends. It is an integral part of the market effort.

Sales promotion is referred to activities other than personal salesmanship, advertising and publicity, which stimulate consumer purchasing and dealer effectiveness. It is a plus ingredient in the marketing mix, whereas advertising and personal salesmanship is essential and basic ingredients in the marketing mix.

In short, sales promotion is a bridge or a connecting link covering the gap between advertising and personal salesmanship, the two wings of promotion. Sales promotion is a vital link between advertising and field selling.

It aims at stimulating consumer purchasing at the point of sales and dealer's effectiveness at the retail channel of distribution, particularly because retaining is a highly competitive field.

It can arouse enthusiasm, create a buying mood or spark an immediate reaction from consumers, dealers and the firm's sales person. Many sales promotion campaigns involve the use of incentives. Sales promotion is often thought as special selling effort to accelerate sales.

Necessity of sales promotion

Sales promotion tools vary in their specific objectives. A free sample stimulates consumer trial while a free management advisory service cements a long term relationship with a retailer.

Sellers use incentive – type promotions to attract new treys, to reward loyal customers and to increase the repurchase rates of occasional users. Sales promotions often attract the brand switches, because users of other brands and categories do not always notice or act on a promotion.

Sales promotions used in markets of high brand similarity produce a high sales response in the short run but little permanent gain in market share. In market of high brand dissimilarity, sales promotions can alter market shares more permanently.

Sellers often think of sales promotion as designed to breakdown brand loyalty and advertising as designed to build up brand loyalty. Sales promotions yield faster responses in sales than advertising does.

Small share competitors find it advantageous to use sales promotion, because they can't afford to match the large advertising budgets of the

markets leader, nor can they obtain shelf space without offering trade allowances or stimulate consumer trial without offering trade allowances or stimulate consumer trial without offering consumer incentives. Sales promotions enable manufacturers to adjust to short – term variations in supply and demand.

They enable manufacturers to charge a higher list price to test “how high is up”. They induce consumers to try new products instead of never straying from their current ones. They lead to more varied retail formats, such as the every day – low = Price store and the promotional pricing store, giving consumers more choice. They promote greater consumer awareness of prices.

They permit manufacturers to sell more than they would normally sell at the list price, and to the extent that there are economic of scale, this reduces the unit costs. They help the manufacturer adopt programs to different consumer segments. Consumers themselves enjoy some satisfaction from being smart shoppers when they take advantage of price specials.

RESEARCH

DESIGN

RESEARCH DESIGN

STATEMENT OF THE PROBLEM

The first step in research is formulating or defining the research problem. It is rightly said that, “a problem well defined is half solved”.

“**SGS CORPORATE SOLUTIONS INDIA PVT LTD**”, like to get feedback of different corporate business people in Bangalore city and create awareness and design promotional activity according to the feedback.

Here, hardly some end users are aware of the product, where as most are unfamiliar to this product. The targeted end users are the chartered accountants and company secretaries. The aim of the study is create awareness among the corporate business people of their new product i.e. “**DIGITAL SIGNATURE CERTIFICATE**”.

OBJECTIVES OF THE STUDY

- Know the plus and minus points of the current market.
- Know the current needs of digital signature marketing.
- Improve the system of marketing with the correction of existing default.
- To, evaluate the scope of new product in the market.
- To, understand the percentage of demand met by existing players.
- To, take decision on placing the product.
- To, make decision on the sales promotion techniques to be adopted.

SCOPE OF THE STUDY

The collection of corporate feedback will enable the company to understand the changing needs and customer perception towards the new product “DIGITAL SIGNATURE CERTIFICATE”.

This study will help the company to know the drawbacks of the existing promotional activities. The research findings would give valuable results, which would benefit the company “SGS Corporate Solutions India pvt ltd” to make vital decision and to frame their marketing programmes effectively and efficiently.

RESEARCH METHODOLOGY

PRIMARY RESEARCH:-

It was through actual sample survey using questionnaire method, direct interview method.

SECONDARY RESEARCH:-

Secondary research was taken from internet, magazines, company profile etc.

□ **SAMPLE SIZE:-**

How many people should be surveyed? It is not necessary to sample the entire target population. The selection of sample size depends on accuracy of data required. Often less than one percent of samples can provide good reliability, given a credible sampling procedure.

The sample size is taken as 50 persons. Types of people approaching are

- COMPANY SECRETARIES
- COMPANY ACCOUNTANTS

TYPES OF SAMPLING

Area sampling method is to be adopted in this project work. According to this method, the sample region is to be divided into identical areas and the survey has to be conducted. The area targeted is Bangalore city.

LIMITATIONS

- Study is limited inside the city of Bangalore.
- End user is not aware about product.
- It is difficult to get appointments.

*INDUSTRY
AND
COMPANY
PROFILE*

INDUSTRY PROFILE

INFORMATION TECHNOLOGY

Information technology has evolved into a booming industry catering to the needs of individuals and organization for the management of information of as an aid to faster and smoother working. The industry provides in terms of product and services to all the customers requirements.

With globalization, the industry ceases to remain within any boundaries. Wherever one operates, global competition exists. The industry is characterized by shortening product life cycle.

Today, as IT becomes all pervasive, it is changing the way the world works. Revolutionary trends such as internet and e-commerce have created many new opportunities.

The Indian IT industry has been and continues to be responsible in no minor measure for the next millennium appears to be no less promising. It is rightly recognized by everyone to be that sector of commerce, which can catalyze the transformation of Indian economy. The communication infrastructure has been major up gradation in the recent past with large investments pooled in by all sectors. The country has always had a large repertoire of skilled man power and is now producing skilled IT professionals in masses there has been an overwhelming interest in IT stock leading to investment flows into the sector at this stage; India is ideally poised to use IT as an economic liberator. IT, in general, has the ability to spread all round efficient to

Businesses and commerce in the country and enable it to become a global players of significance. Taking IT to the heart of India is undoubtedly the way to economic liberation and empowerment of the nation.

India has recognized handicap in its physical infrastructure to be a global player in most conventional industries. But India is also recognized as being very rich in human capital and has demonstrated ability both in professional and entrepreneurial terms, to be a strong member of the global IT industry. With the strong push towards building and deregulating the telecommunication and internet infrastructure, India is poised to be an even stronger contender for richer sticks ahead in the global IT industry.

Information Technology Act, 2000:

India is one of the few countries in the world other than U.S.A, Singapore and Malaysia, that have Information Technology Act to promote E-Commerce and electronic transactions. The Indian parliament has passed the legislation called Information Technology Act, 2000, drafted by the Ministry of Communications and Information Technology. The Act is based on the "United Nations Commission on International Trade Law" (UNCITRAL) model law on Electronic Commerce.

The passing of the Information Technology Act by the Indian Parliament and the consequent amendments to the Indian Evidence Act, have now paved way for the legal recognition of transactions carried out by means of "electronic commerce." Electronic commerce can now be carried out by persons to whom a 'Digital Signatures Certificate' is issued. Any person to whom such a certificate is issued, can now authenticate an electronic record

by affixing his digital signature to the document.

Highlights of the Information Technology Act, 2000

- Electronic Contracts will be legally valid.
- Legal recognition of Digital signatures.
- Appointment of Certifying Authorities and Controller of Certifying Authorities.
- Controller to Act as repository of all Digital Signature Certificates.
- Certifying Authorities to get license to issue digital signature certificates.
- Various types of computer crimes defined and stringent penalties provided under the Act.
- Appointment of Adjudicating Officer for holding inquiries under the Act.
- Establishment of Cyber Appellate Tribunal under the Act. Appeal from order of Adjudicating Officer to Cyber Appellate Tribunal and not to any Civil Court.
- Appeal from order of Cyber Appellate Tribunal to High Court.
- Power of Police Officers and other Officers to enter into any public place and search and arrest without warrant.
- Constitution of Cyber Regulations Advisory Committee who will advise the Central Government and Controller.
- Amendments in Indian Penal Code, Indian Evidence Act, Banker's Books Evidence Act and Reserve Bank of India Act

Some of the issues which the Information Technology Act, 2000 does not cover are

- Taxation Issues arising out of e-commerce, Internet, m-commerce
- Intellectual Property Rights such as Digital Copyright Issues, Trade Marks, Patents
- Domain Name Registration Policy, Domain Name Disputes, Cyber squatting
- Privacy and Data Protection Issues
- Junk Mail and Spamming

E- GOVERNANCE

The formulation of the IT Act and legalization of the electronic security mechanism, most of the Government organizations are transforming towards e-Governance. The major goal of the e-Governance initiative is to move filing and processing of applications online.

Filing documents online:

As paper documents are converted to the electronic form and filed, it is mandatory to provide strong authentication to the documents filed. SGS offers a toolkit that can be integrated with the e-Governance application,

This provides stronger authentication using Digital Certificates. Alternatively, the files can also be signed off-line using TCS-CA-developed desktop signing tool File Signer™.

Processing/Approval of documents online using digital signatures in the e-Governance application, processing and approval of requests and proposals are of utmost importance. It is mandatory to capture the authenticity of the processing and approving activities. TCS-CA offers a toolkit that can be integrated seamlessly with the e-Governance application, and can be used to digitally sign the operation of processing/ approving with the data that is being processed/ approved.

Payment Authentication

In the e-Governance scenario, payments such as electricity bills, various taxes and other relevant payments are made in the electronic form. .

For this, SGS-TCS-CA provides a Digital Certificate-based solution.

The web server and the client are issued SSL certificates and hence are able to communicate over the SSL with highly secure 128 bit encryption, which provides confidentiality for the information that is being transmitted.

Clients are issued Digital Certificates, which enables strong authentication for online payments.

Secure Document Storage/Retrieval:

In e-Governance, documents pertaining to registrations, certificates and applications have to be retained for a specific period of time. It is also important that these documents be stored in a secure way during the retention period. As these documents are in the electronic format, a foolproof mechanism is required to achieve the same.

SGS offer with TCS-CA offers a solution for strong authentication and integrity of the documents using Digital Certificate-based technology. The solution also facilitates strong access control mechanism for documents.

COMPANY PROFILE

SGS was started in March 16th 2004, by four young entrepreneurs with a authorized capital of five lakh and subscribed share of Rs. 1 lakh; the total capital comes to 5 lakh. Currently the profit comes to 1.5 crores. Their head office is in Hyderabad and has branches in Chennai, Cochin, Bangalore.

SGS is dedicated team of corporate professionals such as Chartered Secretaries, Chartered Accountants, Advocates and Solicitors across India and Asia Pacific, Europe and American continents.

SGS is one of the most economical providers of company formation and company registration services in India. And they are dealers in “Digital Signature Certificate”. SGS is a service oriented company.

SGS company registration services are ideal for new company formations in India.

SGS offers electronic company formation and electronic filing of documents, nominee director and registered office facilities in India, opening bank account with the company registration in India, corporate registration, registration with local authorities.

Corporate Secretarial Services

The Corporate Secretarial function is an essential task in all entities, large and small. It embraces extensive reporting, disclosure and compliance obligations. Compliance mistakes and omissions expose organizations to substantial penalties. They're a significant business risk. Of course, providing all the necessary Corporate Secretarial functions internally can be time consuming and therefore costly as well as diverting management resources from more commercially valuable activities. SGS's Corporate Secretarial Services can assist you to meet these challenges.

In the current climate of increasing corporate governance and international regulation, multinational organizations are increasingly aware of their obligations to meet statutory compliance requirements in all territories in which they operate.

Ensuring satisfaction of these obligations and having the ability to oversee and control statutory compliance presents a significant challenge in terms of resources and costs.

Outsourcing their statutory compliance responsibility to a specialized partner means they can be assured of local compliance and more effective mitigation against the risks associated with non-compliance.

SGS's provides comprehensive Corporate Secretarial Services which will enable your company to be compatible and comply with Corporate Governance Standards.

SGS's Corporate Secretarial Services practice provides an extensive selection of reporting and compliance functions. SGS can provide registered offices for the delivery of mail and the service of documents.

Secretarial services:

SGS's electronic corporate register system can store all your company data to facilitate accurate and timely lodgment of statutory returns, and safeguards essential records and registers. We can also keep the minutes of directors' meetings and prepare other relevant documentation.

Incorporations:

SGS can create and register companies and prepare the necessary statutory registers. A company can be registered and all documentation prepared within 24 hours.

Foreign company registrations:

SGS can register a foreign company so that it can carry on business in India.

Deregistration:

SGS can assist you for deregistration of dormant companies

Returning officer/ballot counts

SGS can act as returning officer or independent scrutinizer for shareholder and member ballots, including the correct handling of proxies.

Company meetings

we can organize all aspects of AGM's and other company general meetings.

Returning officer/ballot counts

SGS can act as returning officer or independent scrutinizer for shareholder and member ballots, including the correct handling of proxies.

Stock exchange requirements:

We can assist with preparation and lodgment of documentation necessary to comply with stock exchange listing rules.

Updating constitutions:

We can provide advice or assistance in updating an old Memorandum and Articles of Association to a new company Constitution.

Other services:

We can also advise or assist your organization with one-off and ongoing compliance requirements, including annual reports, share register services, due diligence and compliance health checks.

PRODUCT PROFILE

Digital certificates are the digital equivalent (i.e. electronic format) of physical or paper certificates. Examples of physical certificates are driver's licenses, passports or membership cards. Certificates serve as identity of an individual for a certain purpose, e.g. a driver's license identifies someone who can legally drive in a particular country. Likewise, a digital certificate can be presented electronically to prove your identity or your right to access information or services on the Internet.

Classification of Digital Signature Certificate:-

Class-1 Certificates are personal email Certificates that allow you to secure your email messages. These Certificates can be used to:

Digitally sign email - You can digitally sign your email messages using TCS-CA Personal Digital Certificate so that the recipient is assured that the email has come from you.

Encrypt email - You can encrypt emails using TCS-CA Personal Digital Certificate to prevent unauthorized people from reading it.

Authenticate to Web Servers - You can authenticate yourself to a Web Server to engage in secure communication with Web Server using TCS-CA Personal Digital Certificate. This protects all information such as credit card details that you send to the Web Server.

Class-1 Certificates however, do not facilitate strong authentication of the identity of the Subscriber; hence are not intended for, and shall not be relied upon, for commercial use where proof of identity is required.

Class-2 Certificates are issued as Managed Digital Certificates to employees/ partners/ affiliates/ customers of business and government organizations that are ready to assume the responsibility of verifying the accuracy of the information submitted by their employees/ partners/ affiliates/ customers.

Class-3 Certificates are issued to individuals, companies and government organizations. They can be used both for personal and commercial purposes. They are typically used for electronic commerce applications such as electronic banking, electronic data interchange (EDI), and membership-

based on-line services, where security is a major concern.

The level of trust created by the Digital Certificate is based on the authentication procedures used by the CA to verify your identity and the service guarantees offered by the CA to back up that authentication.

Digital certificate's contents

The same reason you trust what is stated in a driver's license: endorsement by the relevant authority (Department of Transport) in the form of a difficult to forge signature or stamp of approval. Digital certificates are endorsed in a similar manner by a trusted authority empowered by law to issue them, appropriately known as the Certifying Authority or CA. The CA is responsible for vetting all applications for digital certificates, and once satisfied, "stamps" it's difficult to forge digital signature on all the digital certificates it issues, attesting to their validity.

Use of digital certificates.

Three uses are outlined here. Your digital certificate could be used to allow you to access membership-based web sites automatically without entering a user name and password. It can allow others to verify your "signed" e-mail or other electronic documents, assuring your intended reader(s) that you are the genuine author of the documents, and that the content has not been corrupted or tampered with in any way. Finally, digital certificates enable

others to send private messages to you: anyone else who gets his/her hands on a message meant for you will not be able to read it

Kinds of digital certificates:

Digital Certificates can be categorized into Server certificates and Personal certificates. The differences lie in the information they contain and who they identify.

Personal certificates

Personal certificates serve to identify a person. It follows that the contents of this type of certificate include the full name and personal particulars of an individual. Among other uses of personal certificates some are: Secure e-mail correspondence and Enhanced access control to sensitive or valuable information.

Server certificates:

Server certificates identify a server (computer). Hence, instead of a name of a person, server certificates contain the host name e.g. "www.tcs-ca.tcs.co.in". Server certificates are used to ensure that on-line transactions are secure.

*Analysis
And
Interpretations*

Results of the study conducted on 50 respondents. This research is conducted for “SGS Corporate Solutions India Pvt Ltd”.

Table 1

Profession

Particulars	No: of respondent	Percentage
CS	10	20
CA	40	80

Interpretation:

In this market research the numbers of response were 50. Among this 20% response are company secretary and the rest 80% are chartered accountant.

Inference:

It is inferred that, the profession of respondents mostly is CA's while comparing to CS's.

Graph 1

Profession

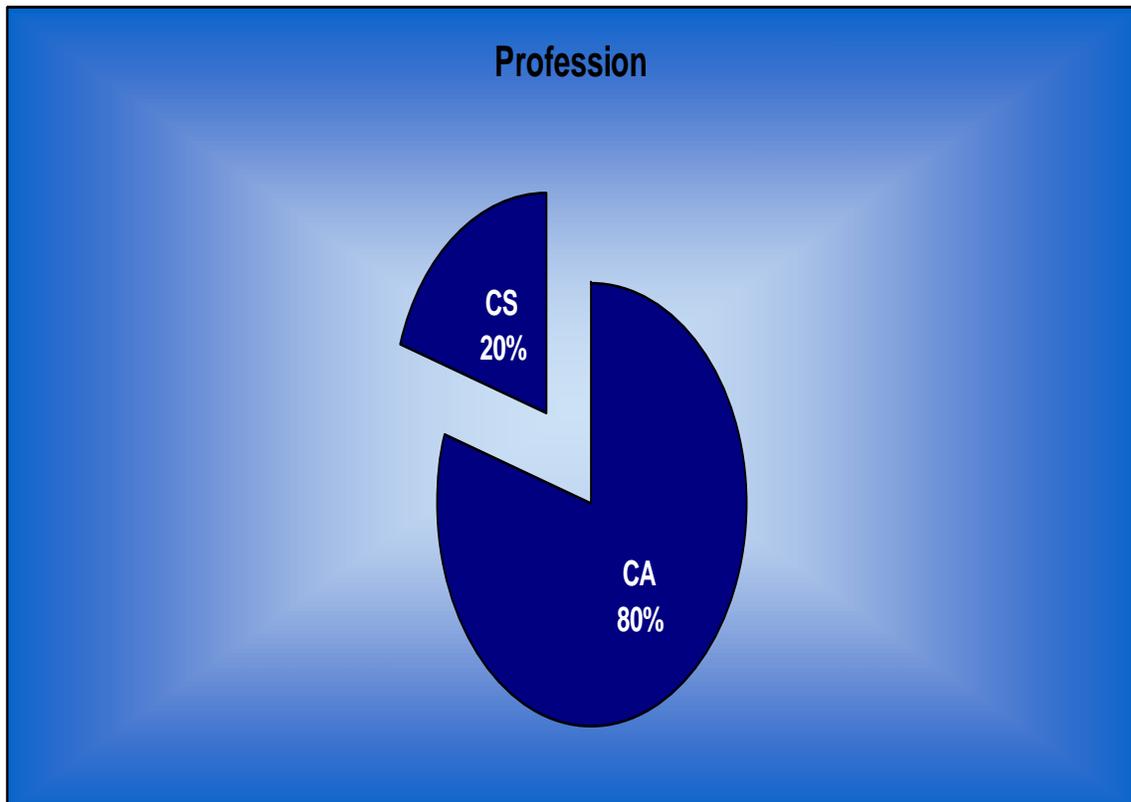


Table 2

Comparison of e-filing of MCA21 compared to physical filing

Particulars	No: of respondent	Percentage
Excellent	15	30
Good	10	20
Average	20	40
Below average	5	10

Interpretations:

In this research, 30% of the response opinion was excellent, 10% of the response opinion was good, 20% opinion was average and the rest 5% was below average.

Inference:

It is inferred that, the performance of e-filing is more compared to physical filing

Graph 2

Comparison of e-filing of MCA21 compared to physical filing

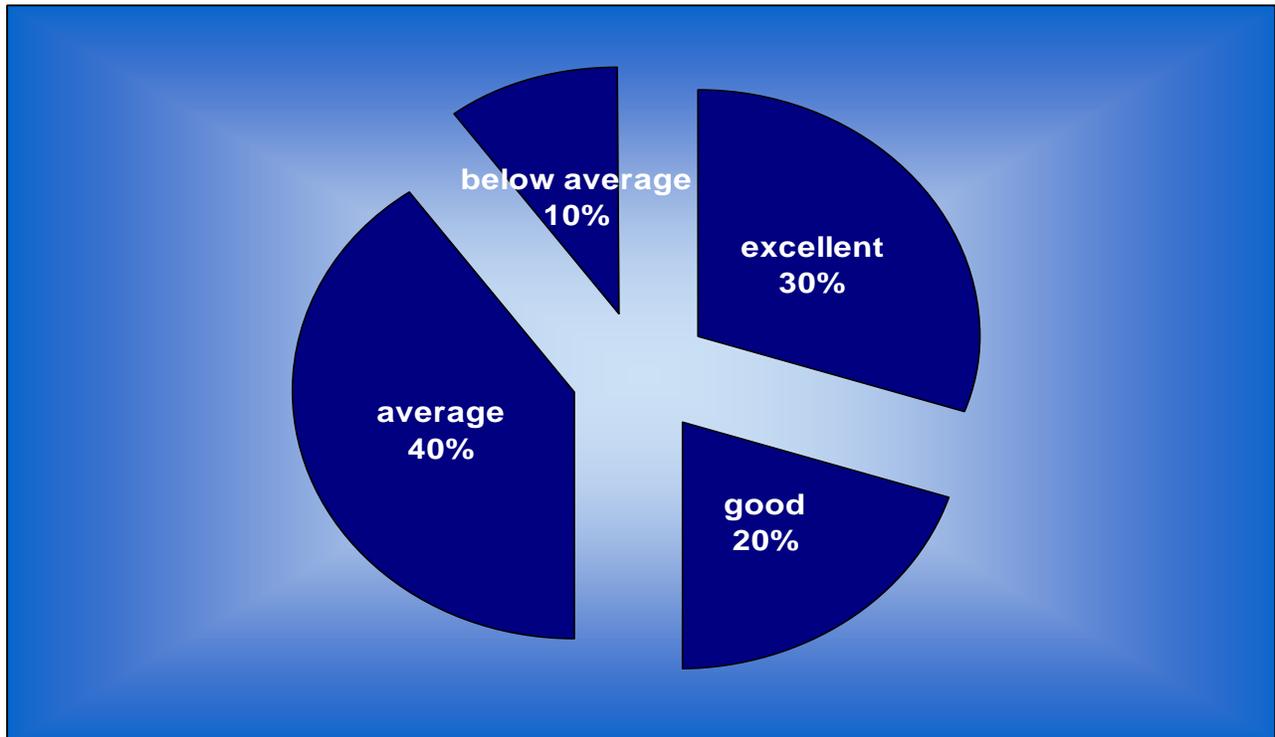


Table 3
Chances to, increase the efficiency of department and professionals.

Particulars	No: of respondent	Percentage
Yes	46	92
No	4	8

Interpretations:

In this study, among the 50 respondents, 46% think it helps to increase the efficiency of department and professionals and the rest 8% think it does not help to increase the efficiency of department and professionals.

Inference:

It is inferred that, the increase the efficiency of department and professionals is more than those who oppose this opinion.

Graph 3

Chances to, increase the efficiency of department and professionals.

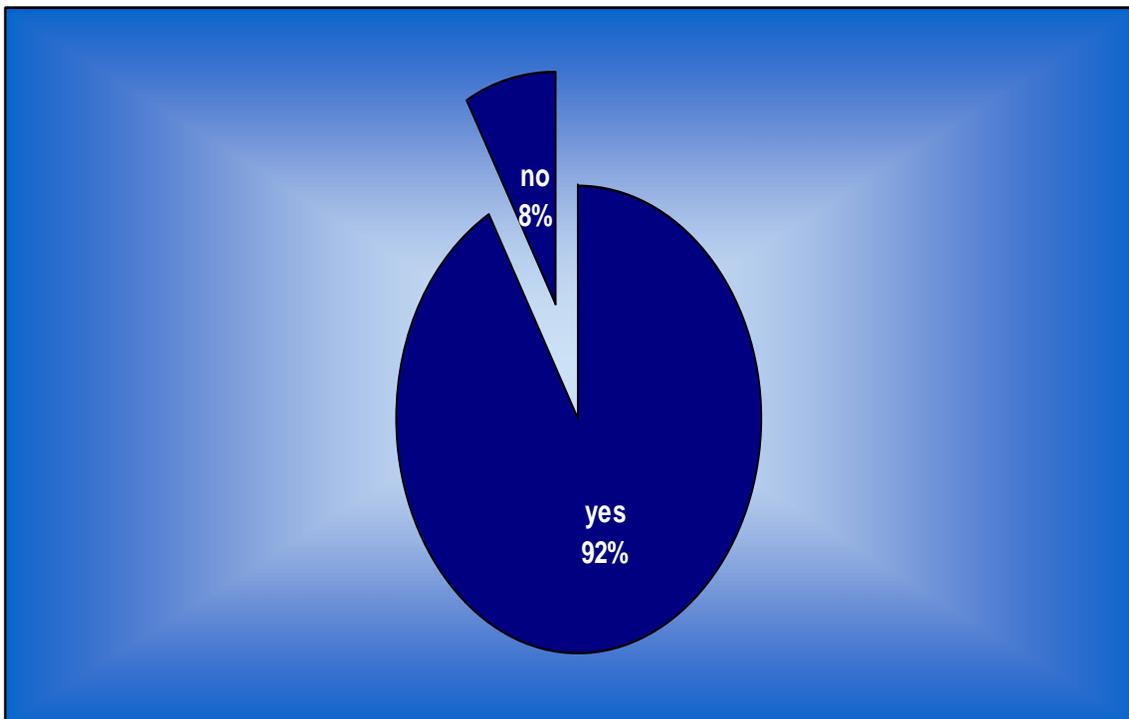


Table 4

Practical Problems in transmission to e-filing.

Particulars	No: of respondent	Percentage
Yes	8	16
No	42	94

Interpretations:

Among the 50 respondents, 16% respondents have practical problem in transmission to e-filing whereas the rest 94% people don't have practical problem in transmission to e-filing.

Inference:

It is inferred that, the professional respondents has a positive response in transmission to e-filing.

Graph 4

Practical Problems in transmission to e-filing.

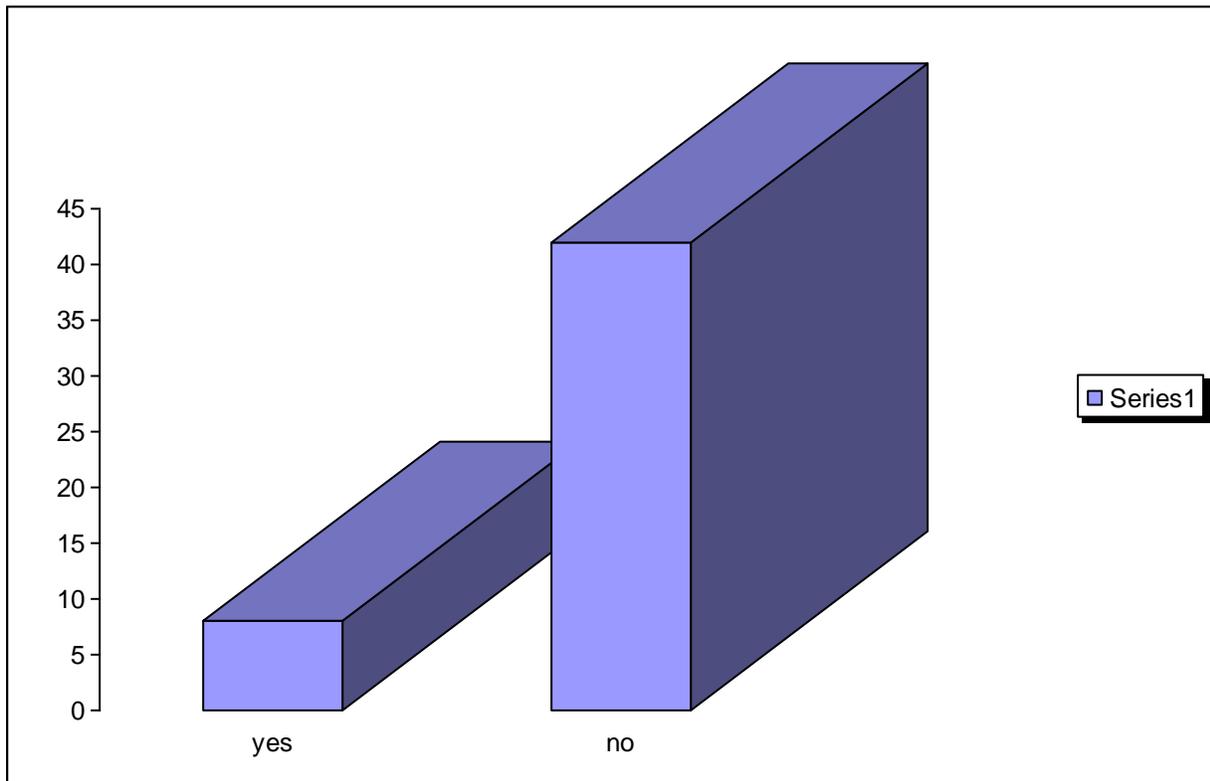


Table5

Awareness of Digital Signature Certificate

Particulars	No: of respondent	Percentage
Yes	22	44
No	28	56

Interpretations:

In this study 44% are aware of this product “Digital Signature Certificate” and the rest 56% are not aware of this product.

Inference:

It is inferred that, the majority of respondents are unaware of the product as end users are less in no: compared to the minority of respondents who are aware of digital signature certificate.

Graph 5

Awareness of Digital Signature Certificate

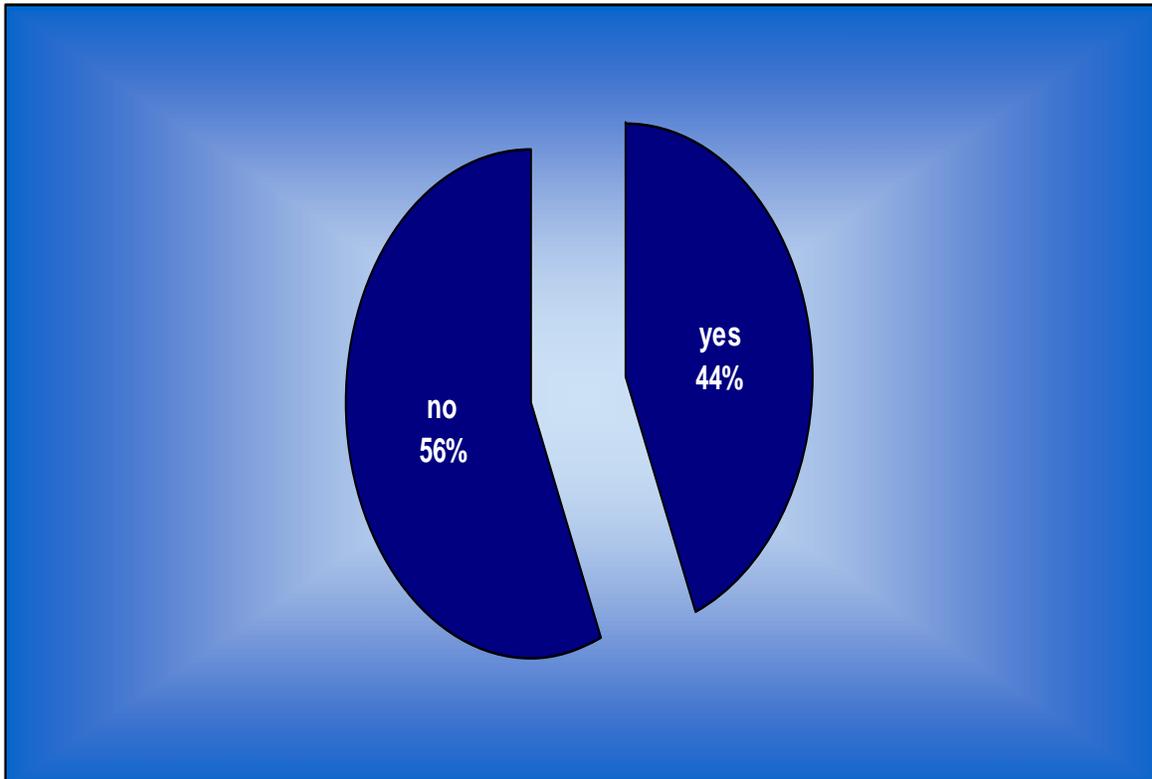


Table 6

Particulars	No: of respondent	Percentage
Good	49	98
Bad	1	2

Interpretations:

Among the 50 respondents, 100% responded good for authenticating the document using digital signature certificate and the rest 0% have responded “bad” i.e. not good to do it.

Inference:

It is inferred that, the majority of respondents has given positive response in authenticating the document using digital signature certificate compared to the minority of respondents who oppose in authenticating the document using digital signature certificate.

Graph 6

Authentication of document using digital signature certificate.

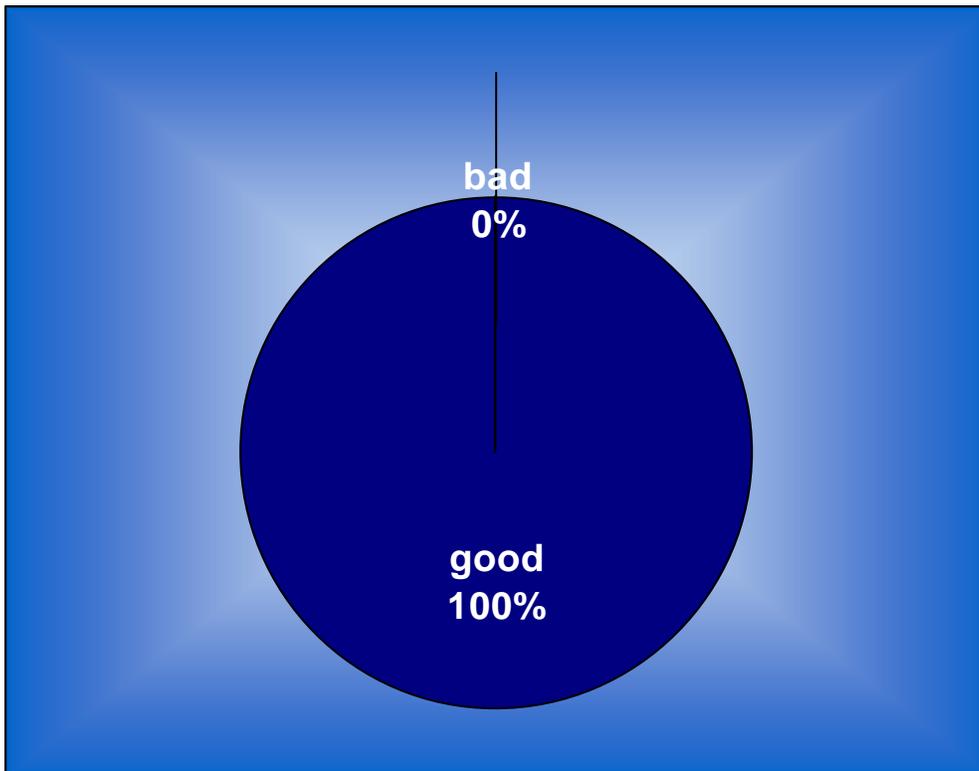


Table 7

Availability of the “Digital Signature Certificate”.

Particulars	No: of respondent	Percentage
Yes	48	96
No	2	4

Interpretations:

In this study, 96% people are of the opinion that the Digital Signature Certificate is easy to get whereas the rest 4 % are of the opinion that the Digital Signature Certificate is not so easy to get.

Inference:

It is inferred that, the majority of respondents has given positive response whereas the minority of respondents has the opinion that the Digital Signature Certificate is not so easy to get.

Graph 7

Availability of the “Digital Signature Certificate” ?

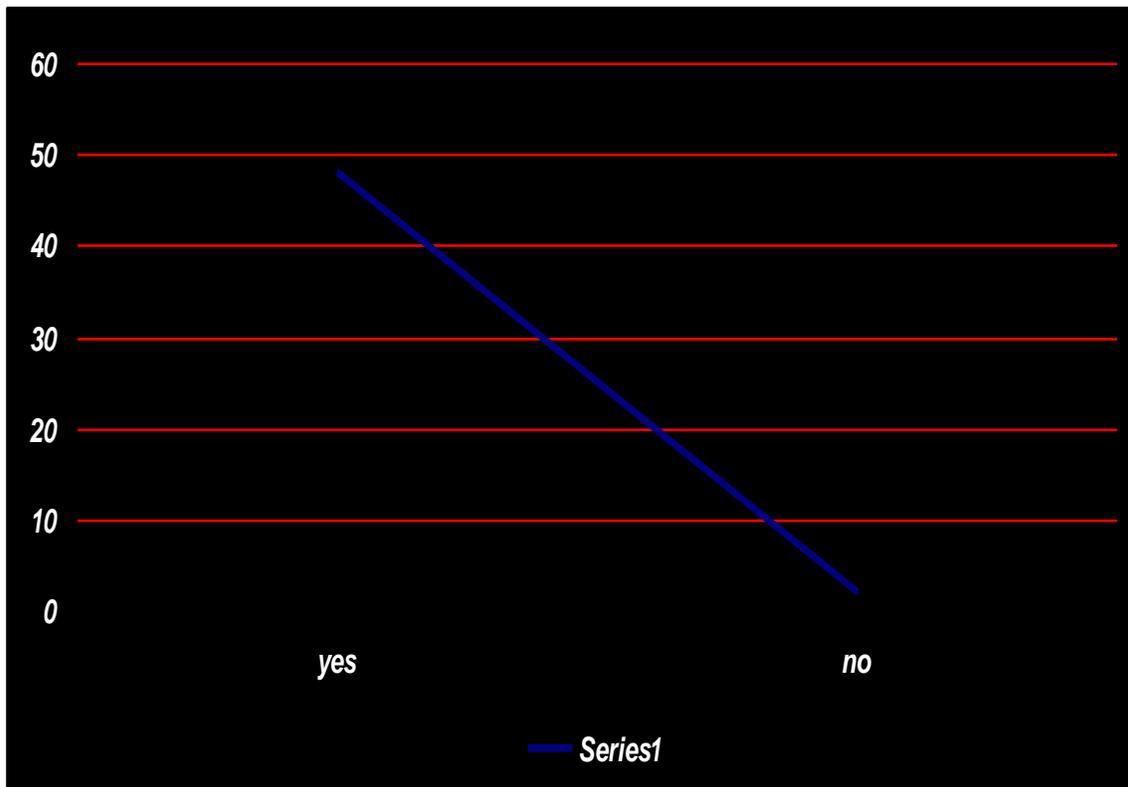


Table 8

Time duration for “Digital Signature Certificate”

Particulars	No: of respondent	Percentage
4 hrs	11	22
10 hrs	4	8
One day	6	12
More than one day	29	58

Interpretations:

Among the 50 respondents, 22% are of the opinion that the time duration taken comes to 4hrs, 8% for 10hrs, and 12% for one day, and the rest to 58%.

Inference

It is inferred that, the majority of respondents has given 4hrs as time duration and the rest with 10hrs, one day and more than.

Graph 8

Time duration for “Digital Signature Certificate”

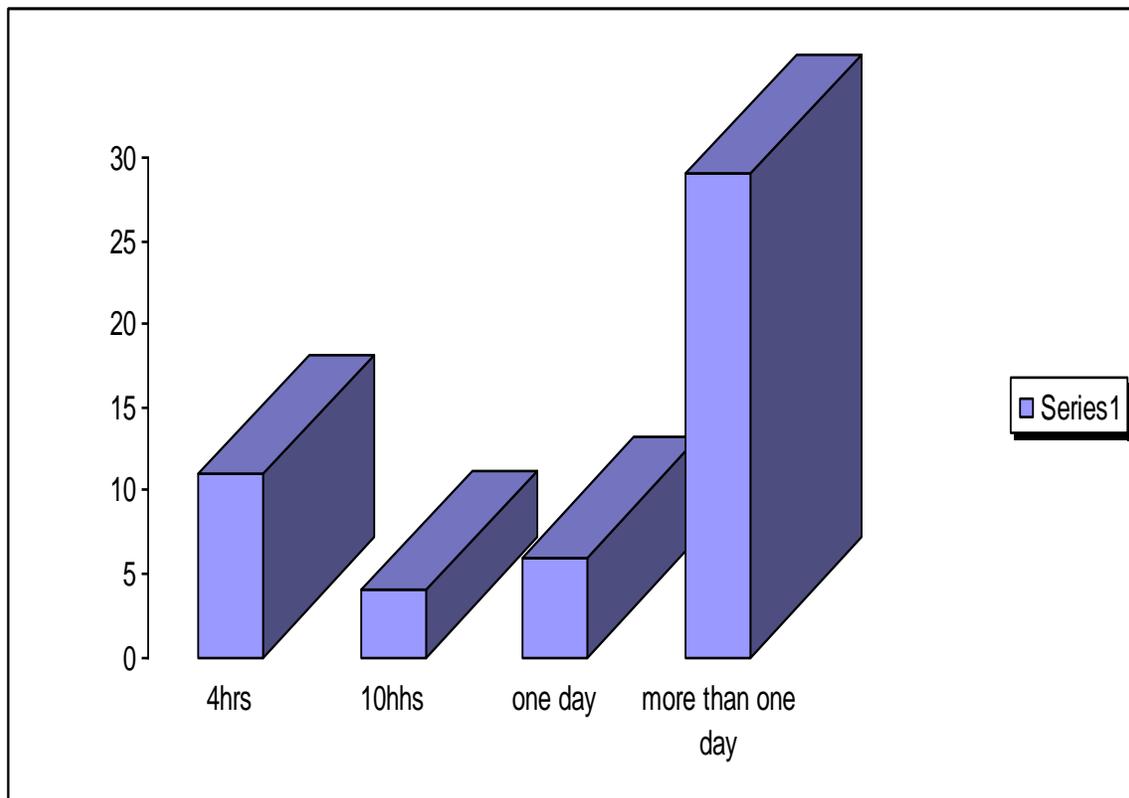


Table 9

Issuer of digital signature certificate

Particulars	No: of respondent	Percentage
Tcs	31	62
Mtnl	4	8
Ncode	1	2
Sify	12	24
Others	2	8

Interpretations:

Among the 50 response, 31 response (i.e. 62%) got Digital Signature Certificate from Tcs , 8% from Mtnl, 2% from Ncode, 24% from Sify and the rest 8% from other source.

Inference

It is inferred that, the majority of respondents has given good response for TCS whereas the minority of respondents has given Mtnl, Ncode, Sify and others.

Graph 9

Issuer of digital signature certificate

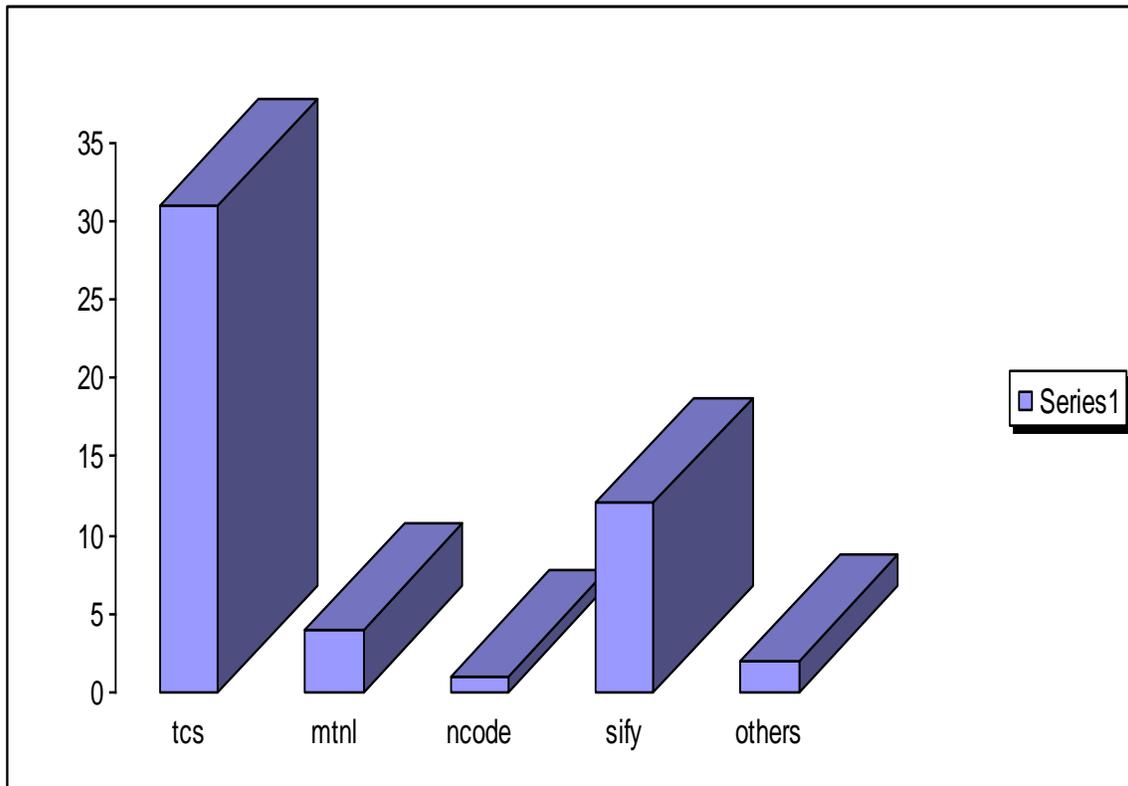


Table 10

Direct Issue of digital signature certificate from company.

Particulars	No: of respondent	Percentage
Yes	1	2
No	49	98

Interpretations:

About 2% of the response got digital signature certificate directly from company. The rest 98% got digital signature certificate through agency.

Inference

It is inferred that, the majority of respondents has got from other sources than company directly.

Graph 10

Direct Issue of digital signature certificate from company

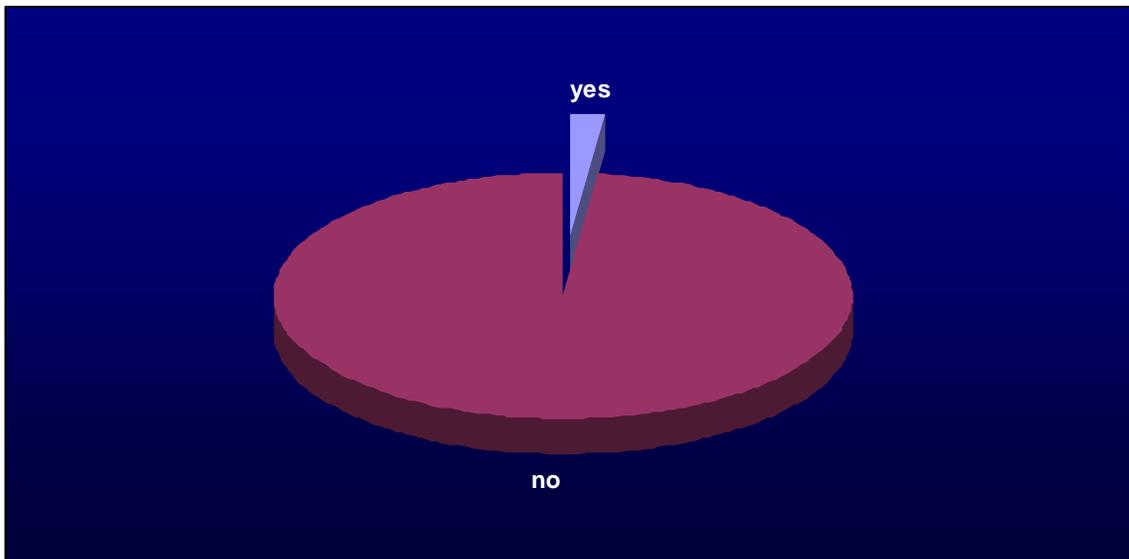


Table 11

Through any agency/franchise

Particulars	No: of respondent	Percentage
Yes	49	98
No	1	2

Interpretations:

About 49% of the respondents got digital signature certificate through agency. The rest 2% got digital signature certificate directly from company.

Inference

It is inferred that, the majority of respondents has got from agencies than company directly.

Graph 11

Through any agency/franchise

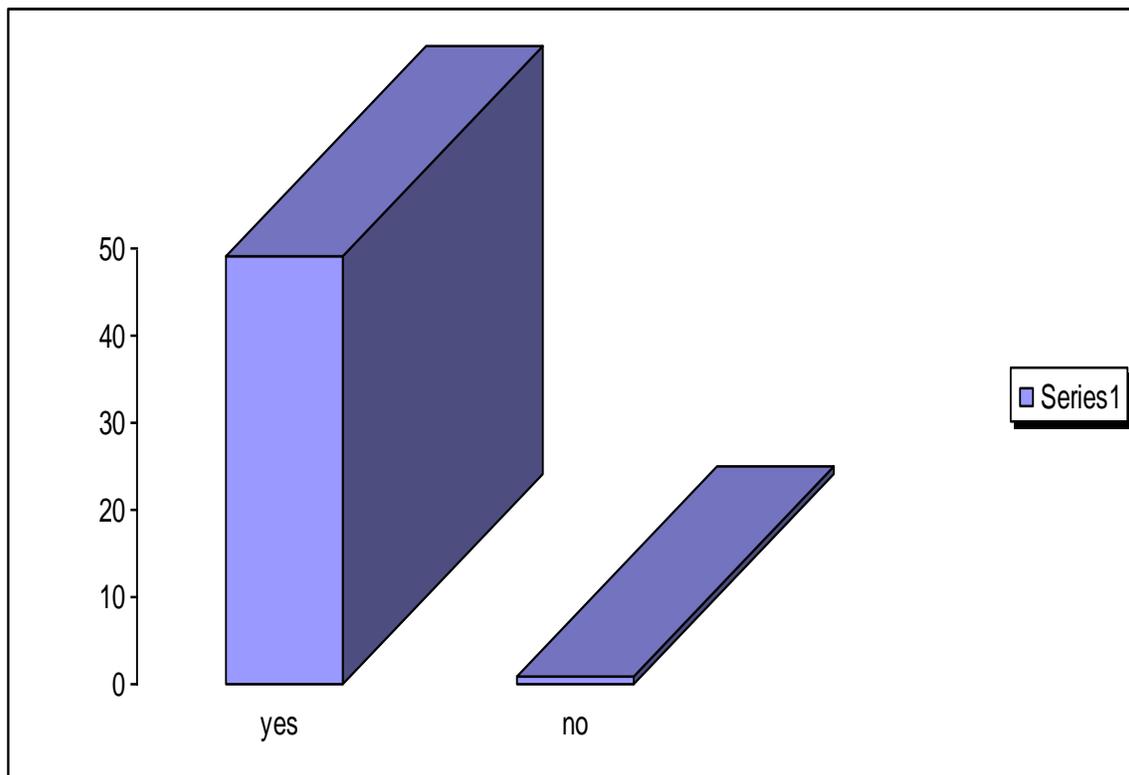


Table 12

Purchase of digital signature certificate by clients.

Particulars	No: of respondent	Percentage
Yes	37	74
No	13	26

Interpretations:

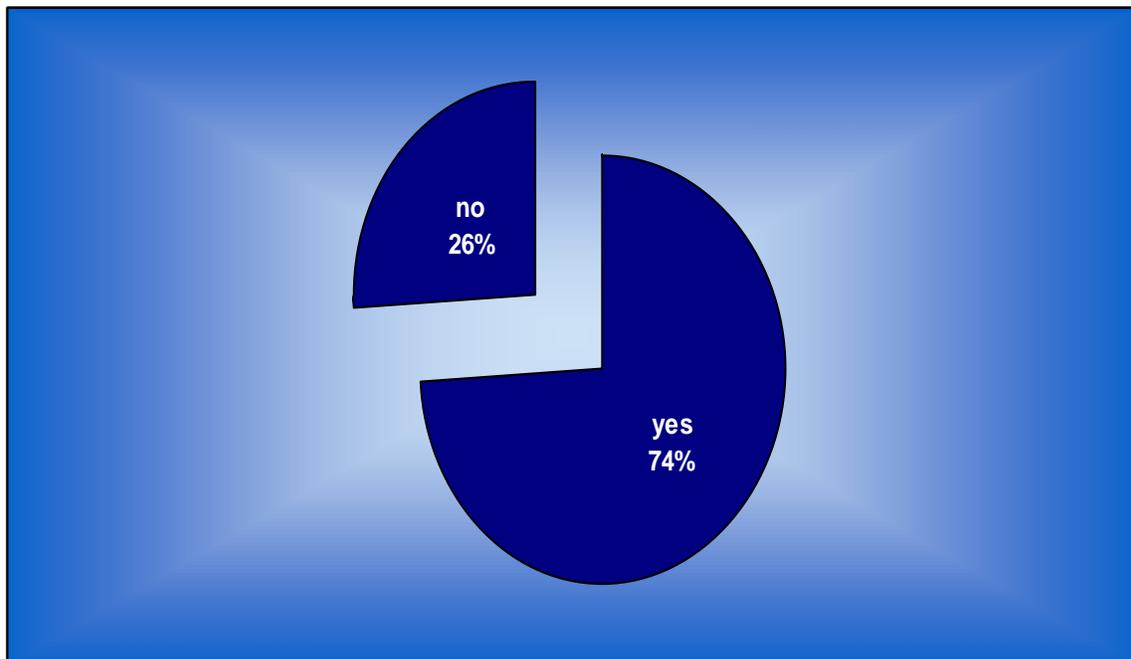
In this study, it was found that 74% of the clients got digital signature certificate and the rest 26% haven't got the digital signature certificate.

Inference

It is inferred that, the majority of respondent's clients has got digital signature certificate and the minority of respondent's clients has got digital signature certificate less in number.

Graph 12

Purchase of digital signature certificate by clients.





*FINDINGS
AND
SUGGESTIONS*

FINDINGS

- In this market research the numbers of respondents were 50. Among this 20% respondents are company secretary and the rest 80% are chartered accountant.
- In this study, it was found that 74% of the clients got digital signature certificate and the rest 26% haven't got the digital signature certificate.
- In this study, among the 50 respondents, 46% think it helps to increase the efficiency of department and professionals and the rest 8% think it does not help to increase the efficiency of department and professionals.

- Among the 50 respondents, 16% respondents have practical problems in transmission to e-filing (Some have said it's because of frequent updation of forms). whereas the rest 84% people don't have practical problems in transmission to e-filing.
- In this study 44% are aware of this product "Digital Signature Certificate" and the rest 56% are not aware of this product.
- Among the 50 respondents, 100% responded good for authenticating the document using digital signature certificate and the rest 0% have responded "bad" i.e. not good to do it.
- In this study, 96% people are of the opinion that the Digital Signature Certificate is easy to get whereas the rest 4% are of the opinion that the Digital Signature Certificate is not so easy to get.
- Among the 50 respondents, 22% are of the opinion that the time duration taken comes to 4hrs, 8% for 10hrs, and 12% for one day, and the rest to 58%.

- Among the 50 respondents, in this 31 respondents (i.e. 62%) got Digital Signature Certificate from Tcs, 8% from Mtnl, 2% from Ncode, 24% from Sify and the rest 8% from other source.
- Among the respondents, 2% of the respondents got digital signature certificate directly from company. The rest 98% got digital signature certificate through agency.
- Among the respondents some got the Digital signature Certificate at Rs.1700 for one year and Rs. 2000- Rs.3000 for 2 years. Only 2 respondents got directly from company at the cost of 500 for one year.
- 49% of the respondents got digital signature certificate through agency. The rest 2% got digital signature certificate directly from company.
- In this research, 30% of the respondent's opinion was excellent, were as 10% of the respondent's opinion was good, 20% opinion was average and the rest 5% was below average.
- Some respondents had the opinion that documents are missing in MCA portal for which they have to follow up to raise tickets and get recovered the documents on portal which consumes time

SUGGESTIONS

- To give awareness program about the product to all levels of customers (through advertisement Medias like news paper, television, etc.).
- Post sales Service should be maintained.
- Fixed up a limit for uploading, i.e. 2 MB is not sufficient.
- Forms should be simplified.
- It should be user friendly rather than programmer friendly.
- To provide proper training to the corporate about the benefits derived with the use of digital signature certificate like security, etc.



CONCLUSION

CONCLUSION

The study was done for “SGS Corporate Solutions India Pvt Ltd”, Bangalore, who is one of the registration authorities of Tcs in issuing “DIGITAL SIGNATURE CERTIFICATE”.

The main purpose of this market analysis is to get the feedback of competitors underlying in market. The methods listed here give the best ways to understand the percentage of demand met by existing players, to know the plus and minus points of the current market and thus frame a new promotional activities for the improvement of sales of the product.

Steps should be adopted to increase the level of reachness of the product in the market. Thus it is essential to create a general awareness among the customers of the product. Steps should be taken to provide more details about the company and the product.

According to the study it was found out that end users are less percentage that is 44% of respondents are aware of this product “Digital Signature Certificate” and the rest 56% are not aware of this product. The company has to create more promotional activities/awareness programme in the corporate offices. These suggestions should be used as a frame work for the future improvisations that are to be made by the company to promote the product.



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- www.tcs-ca.ca.com
- www.cca.gov.in

ANNEXURE

QUESTIONNAIRE

1. Name of the

person _____

—

2. Profession

3. Telephone

4. How do you feel the e-filing of MCA21 compared to physical filing?

Excellent Good Average Below average

5. Do you think it helps to increase the efficiency of department and professionals?

Yes no

12. Who issued the digital signature to you?

Sify

Tcs

Ncode

Mtnl

Others _____

13. Is it issued from company, directly?

Yes

no

14. If not, through any agency/franchise?

15. Whether all your clients got the digital signature certificate?(rate in percentage)

Yes _____ no _____

16. How do you rate MCA21 program in terms of 1-10?

17. Any other comments
