

to keep proper record of them. This task is important because, it would help to figure out necessary data's in while doing promotion of self organization.

The challenges/difficulties that are faced during the data scraping-

- Lack of proper leads
- Not sufficient information is provided
- Slow internet speed
- Repetition of same person in various sector
- Use of mother tongue in website that cannot be translated
- Powercut

To conclude, I would mention that without lead generation is a very important part of sales and marketing. It helps to promote an individual organization to another and increase sales of the organization in various sector. It helps to introduce an organization and to explain the capability to work and confidence to work in any sector of the industry

