

SUMMER TRAINING
AT
IMPACTGURU.COM

FROM 06/05/2021
TO 02/07/2021

STUDY TO ASSES AWARENESS IN PEOPLE ABOUT
CROWDFUNDING

By

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2020-22



IMPACTGURU.COM is an online crowdfunding platform that has helped many patients raise money successfully for various medical treatments. Crowdfunding offers an easy and quick way for anyone facing a medical emergency to raise funds through donations from their friends, family, and network without adding any financial burden.

IMPACT GURU have various departments like business developers, finance managers, data analyzers and human resources, business consultancies. The company has IT professionals to manage the website, finance professional to track the company's monetary flows, business managers to enhance network through B2B and B2C interaction.

IMPACTGURU.COM has collaboration with major hospitals, health care centres, and NGOs like MAX health care, APOLLO Hospitals, Fortis hospitals, ANKURA hospital, GBL Hospital, RAINBOW children hospital,

VISION OF THE
ORGANISATION

Empowering ordinary people to do the extraordinary.

VALUES

In pursuit of the mission and to attain the vision, we will be guided by the following values:

**Empathy
Integrity
Efficiency
Trust**

MISSION OF TH
ORGANISATION

**Make Healthcare Affordable To Save Lives Today,
While Securing Families For A Better Tomorrow.**

STUDY TO ASSES AWARENESS IN PEOPLE ABOUT CROWDFUNDING

The study is intended to evaluate crowdfunding used in medical donation by doing a survey through internet on google form.

Crowdfunding could be an instrument that enables businesses, entrepreneurs, and institutions to raise funds without relying on traditional ways of funding. The required money or funds are raised with help of the general public. Everyone is a donor who will make a contribution to the goal while also transferring funds to a wide range of other potential donors.

Medical crowdfunding is the result of the application of this concept to medical treatment. A great idea that has been giving birth to major crowdfunding companies in India that are working together as a team to make hospital care more possible and affordable. A network of patient , donor, health professionals & healthcare facilities are brought together to form an adhesive system available medical resource.

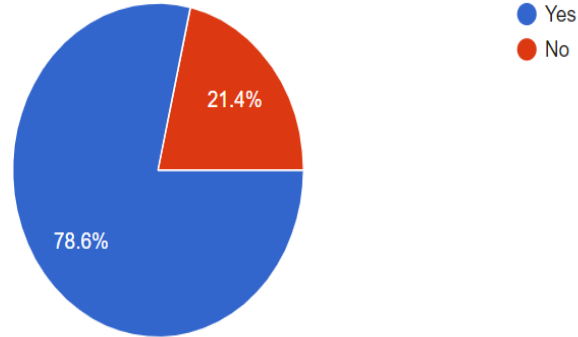
PROBLEMS

Problems initiates with a question:

Are these crowdfunding site reliable, do they actually help people?

Are you afraid that crowdfunding is a fraud?

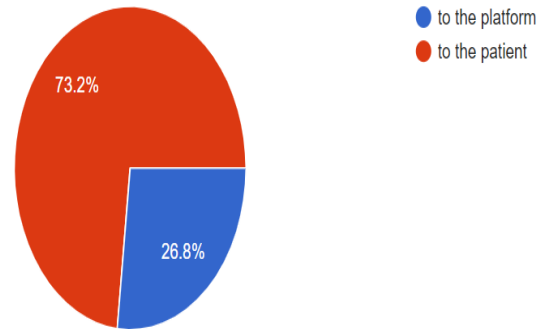
56 responses



People who are willing to donate have issues trusting the crowdfunding platforms , because of huge scams running in India.
People not believing crowdfunding as trustworthy platform.

What do you prefer donating money on crowdfunding platform or directly to the patients?

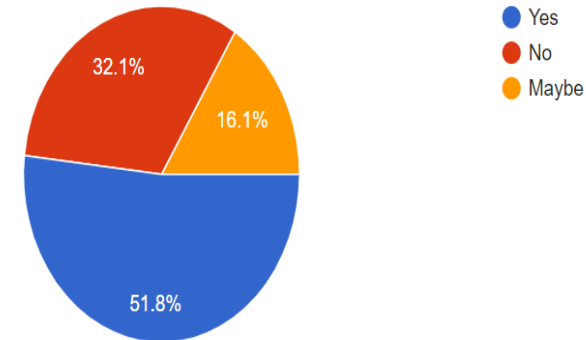
56 responses



People having trouble trusting internet and these platforms that they prefer donating directly to the patients not to the platforms, this perception bound an individual only able to help when a near or dear is in need.

Are you afraid paying via online payment mode?

56 responses

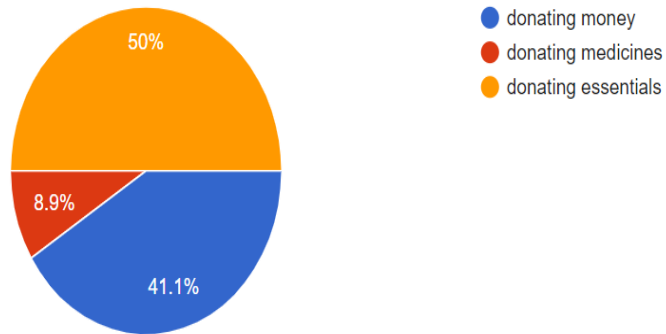


People facing scams in there day to day life regarding online payment mode, it's no surprise that we have our doubts about whether it's safe or not. The number of transactions made through UPI apps has risen exponentially in the previous year, but people no longer need to donate to unknown accounts.

PROBLEMS

What do you prefer donating money or helping in some other way eg: donating medicines, preowned thing etc.

56 responses



People rather donate essentials than money, giving considerate amount to some in need, is always better but having doubts whether the company the providing the amout donate fully to the patient or not.

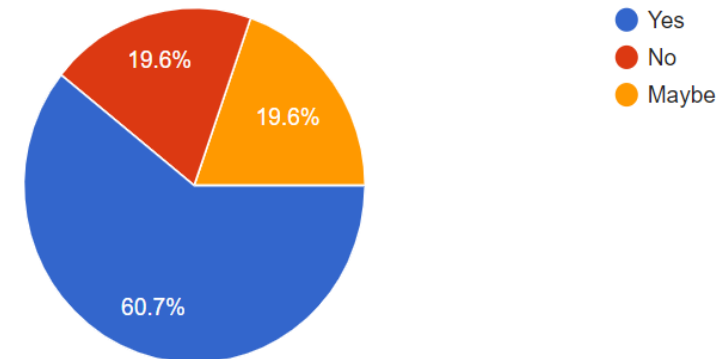
Doubts about what percentage company is giving to the patients.

Doubts what the processing fee via paying online.

Doubtful of the advertisement shows is real or fake , is it just to gain sympathy.

Are you doubtful your donated money fully given to the patients?

56 responses



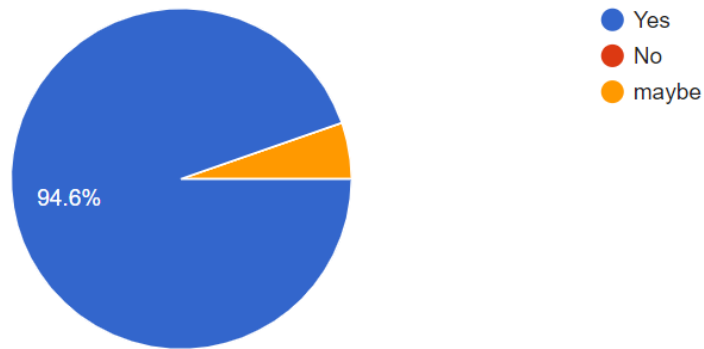
SUGGESTIONS

- **Company or platforms should aware people about the crowdfunding and how it can help them financially by advertising or creating campaigns .**
- **Gaining trust of people by clearing the doubts, by being transparent about the processing fees & platform fees. Being profit or non- profit platform.**
- **Platforms performing crowdfunding should work on their PR by collaborating with celebrities to spread awareness in individuals.**
- **Platforms or company should make people aware about the tax benefit via donation so that they can be motivated about it.**
- **The company should also make a separate platform to donate non-monetary , like essential, medicines etc.**

CONCLUSION

Do you think donating a small contribution can make a big difference?

56 responses



If the people know they are going to support a cause or reason started by a well-known person, they are more likely to come forward as well as make donations.

According to the results of a survey conducted to better understand people's perceptions of medical crowdfunding and charitable causes or reasons, it was obvious that people are eager to contribute to those causes. They just want it to go to the appropriate people and that they are sincere in their reason.

TO WHOMSOEVER IT MAY CONCERN

Date: 2nd July 2021

This is to certify that **Niharika Bidani** has successfully completed her tenure as a Business Development Consultant from 6th May 2021 to 2nd July 2021 at Impact Guru Technology Ventures Pvt. Ltd. her performance during the tenure was found to be good.

We wish her all the very best for her future endeavors.



Regards,

Sandeep Kumar Tripathy
(Senior VP Business Development)
Impact Guru Technology Ventures Pvt. Ltd

