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Report on

Crowdfunding in Healthcare during COVID-19 era

by

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Crowdfunding in Healthcare during COVID-19 era

ACKNOWLEDGMENT

"It is not possible to prepare a project report without the assistance & encouragement of other people. This one is certainly no exception."

At the outset of my report, I'd want to take this opportunity to express to everybody who has assisted me in this battle. I would not have progressed in the project without their active advice, assistance, cooperation, and encouragement.

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Date:

Place: Navi Mumbai

Neha Singh

INDEX

Sr. No.	Contents	Page No.
1	Abstract	6
2	Introduction • Organization Profile • Background information on Crowdfunding	7-17
3	Literature Review	18-19
4	Objective	20
5	Research Methodology	21
6	Results and Discussion	22-25
7	Conclusion	26
8	Recommendation	26
9	Annexure	27-29
10	Bibliography	30-31

LIST OF ABBREVIATIONS

- NGO : Non-governmental organization
- AI : Artificial intelligence
- USA : United States of America
- VC Funds : Venture Capital Funds
- TiE : The IndUS Entrepreneurs
- CNBC : Consumer News and Business Channel
- IIT : Indian Institute of Technology
- IIM : Indian Institute of Management
- CSR : Corporate Social Responsibility
- PPE : Personal Protective Equipment
- ACT : Action COVID-19 Team
- CF : Crowdfunding
- CFM : Crowdfunding Methodology
- UPID : Universal Program Identification Number
- GPay : Google Pay
- USD : United States Dollar
- GDP : Gross Domestic Product
- INR : Indian Rupee
- MD : Doctor of Medicine
- YoY : Year-over-Year
- COVID : Corona Virus Disease

LIST OF FIGURES

Sr No	Content	Page No
1	Profile of Impact Guru	7
2	Impact Guru’s Logo	9
3	Donation based crowdfunding	11
4	Reward based crowdfunding	12
5	Equity based crowdfunding	13
6	Lending based crowdfunding	14
7	Litigation crowdfunding	14
8	Crowdfunding awareness among the people	22
9	Funds raised by people via online platform	22
10	People’s experience with crowdfunding	23
11	Crowdfunding platform awareness/used	23
12	Purpose behind crowdfunding campaign	24
13	Reason to choose online platform to raise funds	24
14	People’s perception towards raising funds during pandemic (COVID-19)	25
15	Things that hold back people from raising funds	25

LIST OF TABLES

Sr No	Content	Page No
1	Advantage and disadvantage of Crowdfunding	16

ABSTRACT

Crowdfunding is the technique of soliciting donations for a project from a large number of people/communities to use the internet and virtual platforms. Equity crowdfunding and crowd-sourced fundraising are two terms used to describe crowdfunding. The notion of CF is not new to India. We Indians have been contributing ‘Chanda' for medical treatment or any health care centres, religious places/buildings, various shelters, orphanages, and socio-cultural purposes for a long time. All of these common methods of giving have been dubbed "crowdfunding," which is made possible by the internet and facilitated by technological platforms.

Crowdfunding is gaining popularity in India, and the legal structure in place suggests it might be the next big thing in the startup world. Crowdfunding is quickly becoming recognised as a new and innovative approach for start-ups and small companies to raise funds. India will soon pass rules and regulations to encourage this trend, since these fundraisings would aid in the rapid growth of start-ups in the country.

According to a September 2016 study, during the course of 18 months, almost 200 firms raised around INR 35 million on various crowdfunding sites. In 2019, the average funding per campaign in the CF category will be $145. According to a global comparison, China raised the most money ($5,572 million in 2019).

INTRODUCTION

2.1: Organization Profile:

Figure 1: Profile of Impact guru

Impact Guru was created with the goal of making healthcare more obtainable to everyone and saving people's lives. It's a technology-for-good platform that allows people to help others, NGOs, and social enterprises comprehensive crowdfunding solutions to help them raise money for medical crises, creative initiatives, personal needs, or any other social cause, big or small.

A game-changer is someone who anticipates change, finds answers to all issues, including societal difficulties, stands up to encourage another change-maker, makes compassion a habit, charms others to pursue their dreams, or just assists a devotee in need. Who believes that given the correct tools and support, any individual can become an ImpactGuru!

It is India's most popular online crowdfunding site, allowing NGOs and people to support their initiatives as well as medical costs, artistic endeavours, and personal projects. Alternatively, you may give to a cause that you believe in or select from a list of approved causes on Impact Guru.

Impact Guru stands out because it is the only crowdfunding platform with its own storey builder, which helps clients create fantastic tales, which is a key pain point in the industry today. It's a first-in-the-world breakthrough in crowdfunding because of an AI-supported storey builder for medical fundraisers with a template for all campaign stories. Impact Guru is also the first crowdfunding platform in India to provide patrons a mobile application.

The application provides a fast snapshot of the user's fundraising, allowing them to keep track of the campaign's progress, receive real-time donation notifications, and submit changes.

In 2014, Harvard Innovation Lab in the United States developed ImpactGuru.com. Apollo Hospitals Organization, Currae Healthtech Fund, RB Investments (Singapore-based VC Fund), Shorooq Investments (Middle East-based VC Fund), Venture Catalysts (India's #1 angel investor group), and others are leading a Two million dollars Series A round for ImpactGuru, and other investors from the United States, Southeast Asia, and the Middle East.

Impact Guru was recently named by TiE as one of India's top five early-stage companies, was showed on CNBC Young Turks, and attained News Corp's sole Social Impact Startup Award (Tech Circle). ImpactGuru.com was named one of the top 21 startups to watch in the world in the industry in which it works. Harvard, Wharton, Parsons, IIT, and IIM graduates are on Impact Guru's senior management team. The advisory board of Impact Guru Managing Directors from JPMorgan, BCG, and Dalberg are featured, as well as a Harvard grad school professor, the founder father of a Sequoia portfolio firm, and a renowned US-based doctor.

ImpactGuru.com has established itself as India's most major crowdsourcing site for medical expenditures. So far, Impact Guru has raised approximately Rs 1500 crores from over a million contributors in over 165 countries. In addition, 20,000+ people with medical problems were successfully supported.

Digital warrior during COVID-19

So according Khushboo Jain (COO, IMPACTGURU.COM), non-governmental organisations (NGOs) are reacting to this help by providing food, medical supplies, and personal protective equipment (PPE) to daily wage earners, the elderly, and healthcare workers. ImpactGuru.com has emerged as a digital warrior in the middle of the COVID-19 crisis — corporates/CSR and philanthropists are donating to the enormous pool of COVID-19-related fundraisers, and NGOs are reacting by providing food, medical supplies, and personal protective equipment (PPE) kits.

Impact Guru has gathered over INR 15 crore from over 800 COVID-19-related events to assist daily wagers, the elderly, healthcare professionals, and animals afflicted by the current pandemic.

In April 2020, the ACT team was given a Rs 40 lakh ImpactGuru.com grant to increase fundraising for Personal Protective Equipment (PPE) kits for physicians, nurses, and medical professionals working in India... Impact Guru will match up to one-fifth of all donations for chosen hospitals, both public and private on its platform via the ACT Grant, according to Khushboo.

With the donations received thus far, ImpactGuru.com has been able to provide over 42,000 PPEs to various hospitals, including N95 MASKS, 3 PLY MASKS(SURGICAL), and glove boxes.

Meaning of LOGO:

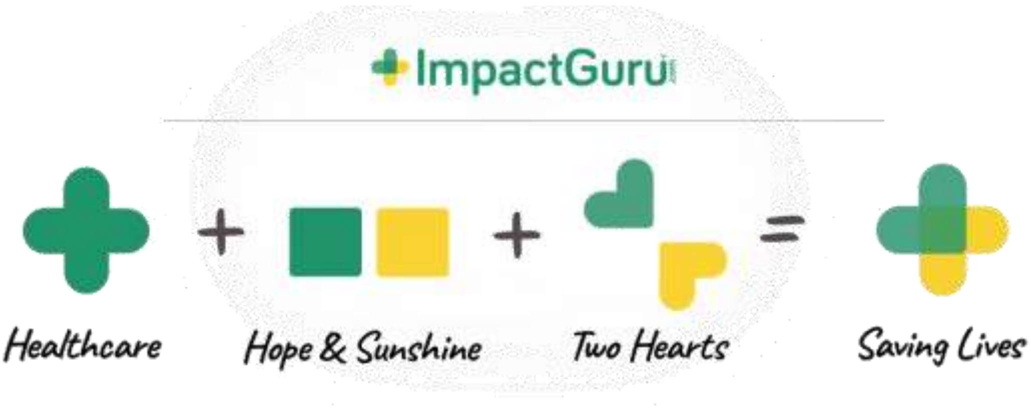

Figure 2: Impact Guru logo

- The **Plus** signifies universal symbol of health and also represents medicated plasters (Band-Aid), indicative of healing.
- The color **Green** showcases balance and growth which yearns to unite society
- Color Yellow represents hope and sunshine, which brings happiness in the lives of people that we touch.
- **Two Hearts** mark our commitment to engage society for a common goal of saving lives – engaging with beneficiaries and donors.
- Amalgamation of **all colors** in the plus sign shows the individual and society at the center of our focus.

2.2: Background information on Crowdfunding:

Crowdfunding is a way of raising funds for a project from a large number of people/communities using the internet and virtual platforms. Crowdfunding is also known as equity crowdfunding and crowd-sourced financing.

It is currently consolidating as a source of funds for ventures that do not have access to traditional sources of funding, such as loans, grants, and fellowships, either because the natural state or features of their venture do not meet the requirements of public agency support or because private investors do not find them appealing.

The goal of CF is to make it possible for anybody who wants to start a project to raise the required cash from a large number of individuals who give little amounts of money. This method, which started in the United States and has since spread throughout Europe, is gradually gaining traction in Latin America. In 2013, over 1200000 activities were sponsored globally using crowdsourcing, with no financial support from the government or the state.

Since 2010, 15 digital crowdfunding (CF) sites have emerged, with 12,000 high-performing campaigns held in the previous year. CF has a $50 million market cap and is gaining traction. According to a 2018 analysis by industry research portal Statista, the CF category in India had a transaction value of $8 million in 2018 and is anticipated to reach $21.7 million by 2022.

The notion of CF is not new to India. We Indians have been contributing ‘Chanda' for medical treatment or any health care centres, religious places/buildings, various shelters, orphanages, and socio-cultural purposes for a long time. All of these common methods of giving have been dubbed "crowdfunding," which is made possible by the internet and facilitated by technological platforms.

The 2 reasons that have resulted in the growth of CF in India are:

- Internet connection on mobile phones is widely used, and
- By the influencers of social media on their users

The very renowned CF platforms available in India are Impact Guru, Ketto, Milaap. Wishberry, Catapooolt, etc.

Types of crowdfunding:

Because different crowdfunding techniques differ in terms of the sort of transaction between funders and beneficiaries as well as the amount of assistance received, not all crowdfunding initiatives can be called real sponsorship models. There are now five CF variants available in India are:

- Donation-based crowdfunding: This is the most basic, and it's commonly used for charity initiatives when donations are just gathered without any promise of return to the contributors. Initially, this notion was known as a charity collection or fundraiser. The only motive for these initiatives is social gain; collaborators are motivated solely by the joy of seeing projects completed, therefore their drive is intrinsic. Non-profit organisations frequently utilise it. Donation-based CF may be easily arranged with the use of an internet platform.

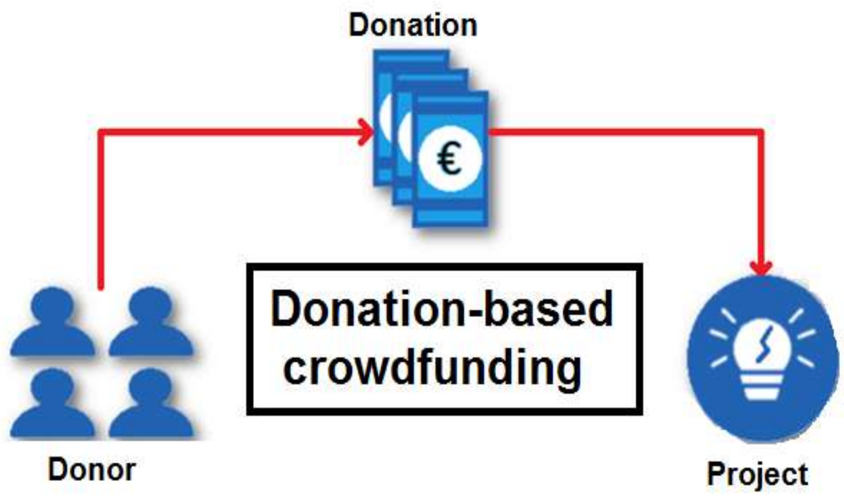

Figure 3: Donation based crowdfunding

- Reward-based crowdfunding: This is implemented for initiatives in which funders receive a prize in exchange for their support (donors are often awarded depending on the volume they donate), which can range from a social media mention to an object that represents their gift. These incentives might be in the form of non-material or tangible items. Any enterprise or project can employ reward-based crowdfunding, which has now become a commonly used approach.

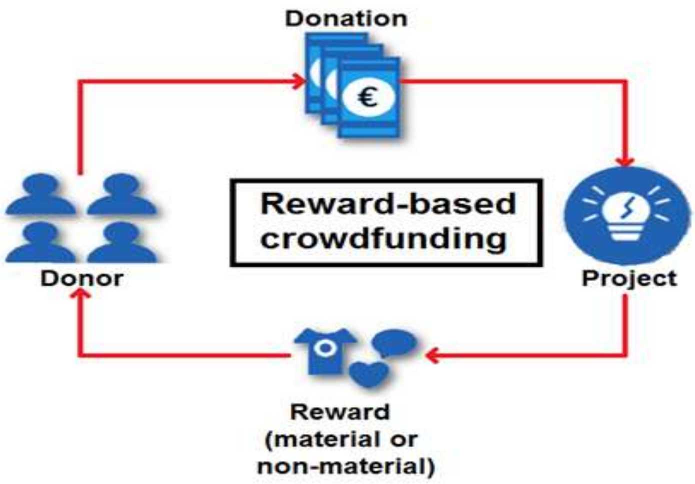

Figure 4: Reward based crowdfunding

- Equity- based CF/ Crowd investing: In this case, the donors receive shares or equity in the project's earnings as well as recognition in the form of a product or service. Investors will receive a finished product or service, or a reduction off the general public's purchase price. Crowdsourcing of this type is most prevalent in the startup industry, but it is also utilised to develop innovative technology such as diagnostic testing for rare diseases. Crowdfunding's viral nature also improves brand recognition, allowing for the establishment of new markets.

Example: XYZ an young entrepreneur started-up a company selling an eco-friendly soft drink/beverage locally, which is particularly popular among the young customers. And the company wants to expand across the other nations and commercialize the beverages. For this reason, the company will launch the crowdfunding campaign and promises investors a share of the succeeding profit. Depending on the investment made; and from a certain amount onwards, the investors is also promised a monthly beverage subscription. ***"GOOD GROWTH IS GROWTH THAN BENEFITS MORE THAN JUST A FEW."***

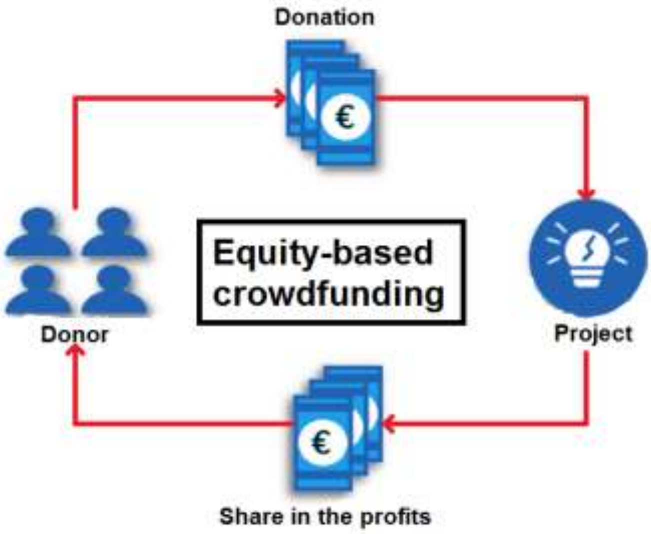

Figure 5: Equity based crowdfunding

- Lending-based crowdfunding/ Crowdlending: In this case, the parties agree that money will be supplied in the form of a loan with a specified interest rate. Donors are viewed as investors looking for a financial return, making it a more tempting alternative than traditional loans. However, its introduction in the field of health research may be difficult. The reward system is now the most widely used method, typically used by creative companies or businesses selling small consumer goods, in which the initial pre-financing stage is linked to a clear initial demand, i.e., if enough people support the project, it will be validated and the subsequent funds required for its activities will be collected.

Example: Consider ABCD starting a business and wanting to make an investment in a new project but lacking the necessary money. If the bank refuses to make a loan, let us evaluate whether there is an equity quotation of at least 30%. The startup launches a crowdfunding campaign and assures an investor that they would repay the loan amount at a 5% interest rate in 2-3 years at the most. When a company obtains the requisite capital and the bank joins in. The project work can then commence.

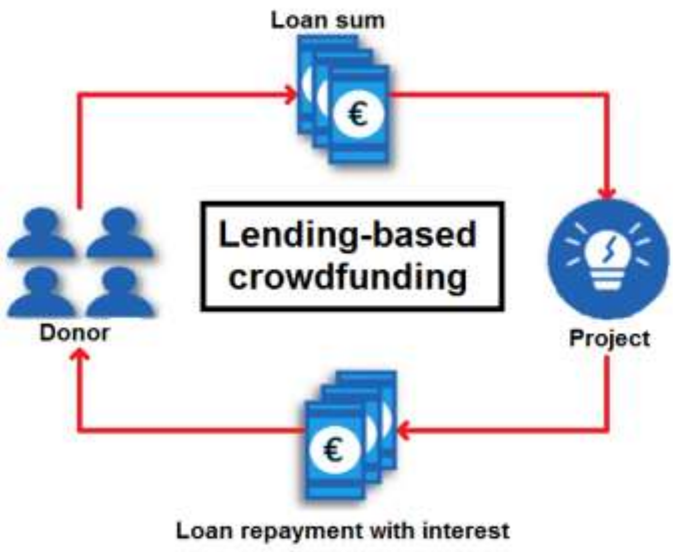

Figure 6: Lending based crowdfunding

- Litigation crowdfunding and lastly: litigation funding, also known as legal financing, happens when a third party provides financial resources to the claimant to enable them to litigate or arbitrate a claim. In a traditional model, an investor – usually a specialised legal financing company, provides a cash advance to the litigant to cover their legal expenses. If the case went for a trial and the litigant wins, the investor is paid back along with a share of the judgment or settlement agreed upon beforehand. The investor gets nothing, if the case is lost. A litigation funding advance is not a loan – the receiver of the money is only obliged to repay if they win, and the transactions are not reported to the credit authorities, thus not affecting the litigant's credit rating.

Figure 7: Litigation crowdfunding

Crowdfunding Methodology (CFM):

CFM entails publicising a project and marketing it in order to raise the funds needed for the effort. Any crowdfunding campaign is orchestrated by three key players:

- a person who requires and seeks financing for a project or concept,
- a funder, and
- a forum that enables them to engage and broadcast effortlessly.

Crowdfunding systems necessitate the creation of a timeframe for fund collection, the amount of money necessary, and, if relevant, a reward system based on the amount donated or a pledge to refund the money if the whole projected amount is not met. These systems enable you to give through transactions, credit card payments, or other payment methods such as bank transfers, PayPal, UPID, and GOOGLE-Pay. After the project has been posted, it should be promoted in every way that is possible (social networks, blogs, websites, e-mail, etc.). As a result, social media may be able to give a proposal that would otherwise be confined to family and friends fresh vitality.

Crowdfunding in Healthcare Industry:

India is a country that spends a lot of money on healthcare, about USD 100 billion each year. Out-of-pocket costs, which are not covered by insurance, account for 60% of total spending. Although India is a growing country, its public healthcare system is still in poor condition, and the government only spends 1.15 percent of GDP on essentials. Furthermore, this assistance money is typically unavailable to ordinary people, putting them in a life-or-death scenario in many medical situations.

Crowdfunding sites have stepped in and acquired prominence in this area. People can discuss the hardships and obstacles they encountered during emergencies with the goal of raising cash through public donations with a simple click of a button.

Because of high interest rates, personal loans from banks for medical needs (which are generally expensive) have become a problem. It is difficult to repay these debts in a short period of time, forcing people to refrain from taking out loans. Crowdfunding programmes, on the other hand, are debt-free and interest-free, which encourages individuals to use them. Crowdfunding sites collaborate with hospitals to assist people in obtaining immediate assistance as well as validating their medical data.

<u>Crowdfunding in Entertainment and Media Industry</u>:

Crowdfunding has become a popular way for independent films, musicians, and artists to raise funds. These artists may make hundreds of thousands of dollars for their work. It also aids the business in bringing fresh filmmakers and producers to the forefront of sought projects. In 2003, Bollywood actor and director Mr. Rajat Kapoor used crowdsourcing for his film Raghu Romeo, which became one of the most well-known crowdfunding campaigns. Although this method of creating films and entertainment items is still getting traction, this sector has a bright future. Some of these platforms ensure that creators are acknowledged for their work, allowing them to earn money while also reaching the appropriate audiences for their current and future projects.

<u>Crowdfunding for Education loan</u>:

Students in India frequently lack financial support and, as a result, postpone their studies. Crowdfunding for education is a viable option for them. With so many loan defaults, getting a student loan has become increasingly competitive and challenging. As a result, crowdfunding is a viable alternative for young Indians seeking to further their education.

Recently, education-related NGOs in India have recognised the value of crowdfunding, and they are recognising the advantages of crowdfunding platforms over offline door-to-door fundraising, charity galas, and contact centre operations, which are not only time-consuming but also costly.

<u>To conclude</u>:

Crowdfunding is gaining popularity in India, and the legal structure in place suggests it might be the next big thing in the startup world. Crowdfunding is quickly becoming recognised as a new and innovative approach for start-ups and small companies to raise funds. India will soon pass rules and regulations to encourage this trend, since these fundraisings would aid in the rapid growth of start-ups in the country.

According to a September 2016 study, during the course of 18 months, almost 200 firms raised around INR 35 million on various crowdfunding sites. In 2019, the average funding per campaign in the CF category will be $145. According to a global comparison, China raised the most money ($5,572 million in 2019).

Advantage and disadvantage of crowdfunding:

Advantages	Disadvantages
There is a lot of leeway in forming business strategies without making unwelcome concessions.	Constant pressure to perform may lead to unhappiness or failure if you fail to reach your own goals. Counter-hype jeopardises the venture.
The project is put to the test in the market: if the concept is bad or the product is awful, it will not be funded. Similarly, feedback is gathered at the same time.	Encouraging competitors to plagiarise and steal ideas by disclosing the company plan and displaying success.
Creating a community or network throughout the venture: potential for creating buzz and causing viral spread in social media.	Great aggressive stress: today's crowdfunding structures are overburdened with many ridiculous duties; your enterprise must be able to differentiate itself from the rest of the tasks and stand out from the competition right away.
Direct contribution funding is generally less expensive than intermediary finance (e.g., financial institution loans).	The audience has all of the characteristics of an online network, including the toxic ones: trolls, unwarranted and excessive grievance, and name-calling.
In addition to feedback, constant communication with the audience may be encouraging and provide a continual flow of fresh ideas.	Crowd management may be time-consuming and stall from the progress of a project.
With the help of reading the audience, the fulfilment of the stop product may be predicted more accurately.	
The requirement for thorough project planning and regular updates results in more efficient and focused project work.	

Table 1: Advantage and disadvantage of Crowdfunding

LITERATURE REVIEW

Crowdfunding is rapidly increasing in India, and the legal structure in place might be the next big thing in the startup world. Crowdfunding is quickly becoming recognised as a viable and creative means of generating funds for start-ups and small companies. Crowdfunding has shown to be a huge help, as evidenced by the following studies:

- A research titled "Early crowdfunding reaction to the Corona Virus Disease-19 pandemic: cross-sectional study" examined web-based crowdfunding responses in the United States during Corona Virus Disease -19 campaigns and compared them to Non- Corona Virus Disease -19 campaigns. The data was collected on the GoFundMe web-based online crowdsourcing site between January 1st and May 10th, 2020. In March, there was a significant rise in campaigns, owing primarily to Corona Virus Disease -19 linked campaigns. As a result, the states with the largest disease burden had the fewest campaigns per case. During the course of the study, Corona Virus Disease -19-links projects raised more money, had a longer narrative description, and were more likely to be shared on Facebook than other efforts.
- Another study was done on the article topic "Online Crowdfunding Response to Coronavirus Disease 2019, by Pawel Rajwa, MD PhD, Philip Hopen, BS, Lin Mu, BS, Andrzej Paradysz, MD PhD, Jakub Wojnarowicz, BA, Cary P. Gross, MD, and Michael S. Leapman, MD" that the coronavirus illness (COVID-19) epidemic had startled It will have overburdened governments and public health organisations all around the world by early March 2020. As a result, extraordinary isolation and public health precautions, as well as steps to ameliorate the economic repercussions of the crisis, have been implemented. Online crowdfunding has developed as a significant tool for supporting medical care and research in recent years due to its accessibility and breadth. As the globe grapples with the COVID-19 epidemic, internet crowdsourcing offers a dynamic way to learn about local relief needs and public responses throughout the world, revealing areas where coordination and preparedness may be improved.
- According to the article published on topic "Finding the crowd after exogenous shocks: Exploring the longer term of crowdfunding, Jeffrey A. Chandlera, Jeremy C.Shorta Marcus T.Wolfe" as As businesses throughout the world restart operations

as the Corona Virus Disease -19 epidemic fades, entrepreneurs confront new complexity and obstacles, particularly when it comes to crowdfunding initiatives. This study used research-based insights to focus on the three stages of a post-crisis recovery to give light on developing patterns within the CF environment (i.e., business restart, crisis impact analysis, and future review and modification). The purpose of this message is to provide a forward-looking assessment of how crowdsourcing has evolved in the aftermath of the Corona Virus Disease -19 epidemic.

- An in-depth examination of the studies on crowdfunding and sustainability: what is truly important? CF and sustainability meet at a crossroads The scope of current CF and sustainability research has been determined to contribute to harnessing the potential of crowdsourcing for sustainable development. The findings suggest that, although having a short history, the research region is already displaying signs of maturation. In terms of the study focuses, the findings indicate inconsistencies in the importance assigned to certain issues in research and practise. For example, the study focuses on the many types of crowdsourcing. that structure the littlest shares of the crowdfunding volume.
- Similarly, for environmental initiatives, a search gap linked with the post-funding period has been found. On this premise, future study should concentrate on the influence of crowdfunding initiatives on planetary limits, as well as crowdfunding projects that address environmental concerns or integrate the social and environmental dimensions of sustainability. Furthermore, the possibility of crowdsourcing as a legitimising role for long-term projects should be investigated.

Rationale:

The study's goal is to learn more about crowdfunding, a fast- growing practise throughout the world, as well as people's attitudes regarding pandemics.

OBJECTIVE

The objective of the following study is:

- To under the concept of crowdfunding and how it works
- To understand the root cause of reluctancy towards crowdfunding
- To understand the crowdfunding campaigns attribute towards COVID-19
- To determine the impact of the COVID-19 shutdown on Medical Crowdfunder's healthcare experiences.
- To suggest recommendation on successful CF campaigns

RESEARCH METHODOLGY

Sources of Data Collection:

The primary data study was carried out with a specific aim in mind, namely to solve the research topic. The data was collected using an online questionnaire created with Google Forms. This form was distributed to residents in the area.

Research design:

The researcher's convenience is taken into account while using the convenient sampling approach. The descriptive research design was used in this study.

Sample size:

The overall number of people engaged in a research is determined by the sample size. The total number of people considered was 18. Thirty people were given the form to fill out. A total of 26 answers were submitted, with 18 of them being considered.

Data Analysis:

Data analyzed and interpreted by using tool MS-Excel.

As a data gathering tool, a Google Questionnaire was created. Each question was evaluated, and the results are listed below in Result and discussion section.

RESULTS AND DISCUSSION

1. Crowdfunding awareness among the people

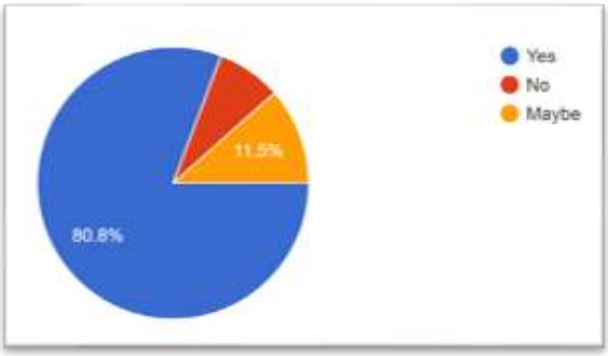

Figure 8: CF awareness among the people

Interpretation: Around 81 percent of individuals are familiar with the notion of crowdfunding.

2. People raised funds by using online platform

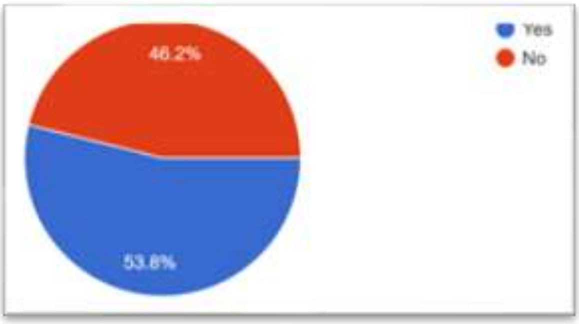

Figure 9: Funds raised by people via online platform

Interpretation: According to the pie chart, 81 percent of the populace is aware of CF, but just 28 percent have raised donations using an internet platform, indicating apprehension.

3. People's experience with crowdfunding

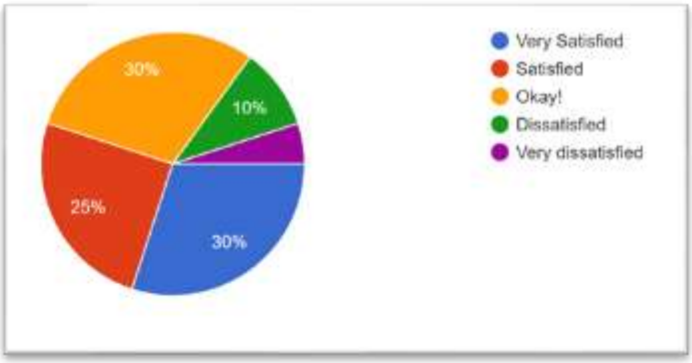

Figure 10: People's experience with CF

Interpretation: According to the pie chart it seems that 55% people are satisfied, 40% are partially dissatisfied and 5% are okay with the results.

4. Crowdfunding platform awareness/used

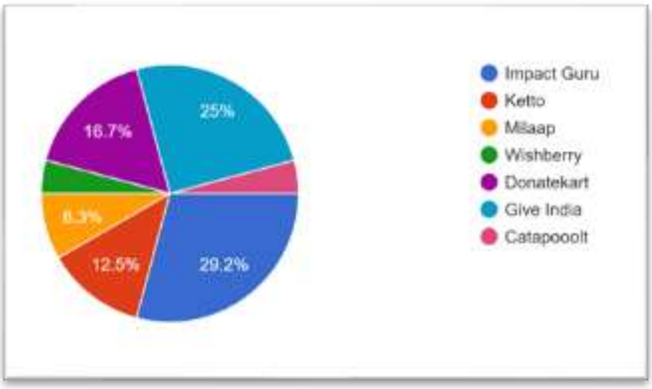

Figure 11: CF platform awareness/used

Interpretation: Impact Guru and Give India are the most popular and widely utilised platforms among the 81 percent of persons who collected donations using online platforms. Donatekart is ranked third on the list.

5. Purpose behind crowdfunding campaign

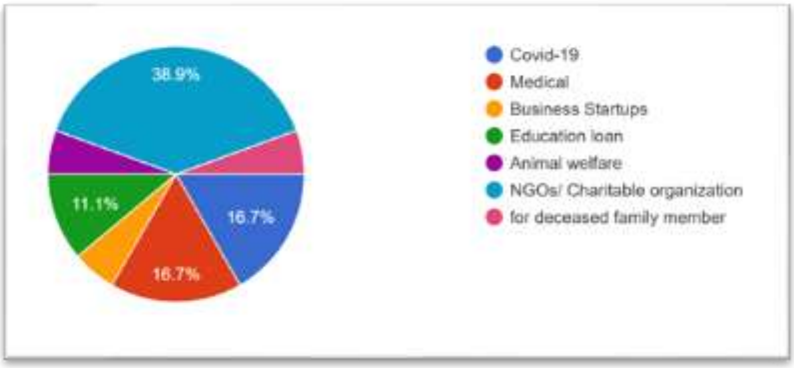

Figure 12: Purpose behind CF campaign

Interpretation: The primary goal of the remaining 28% of the population was to generate cash for NGOs/charitable organisations, COVID-19, and medical purposes.

6. The Advantages of Using an Online Fundraising Platform

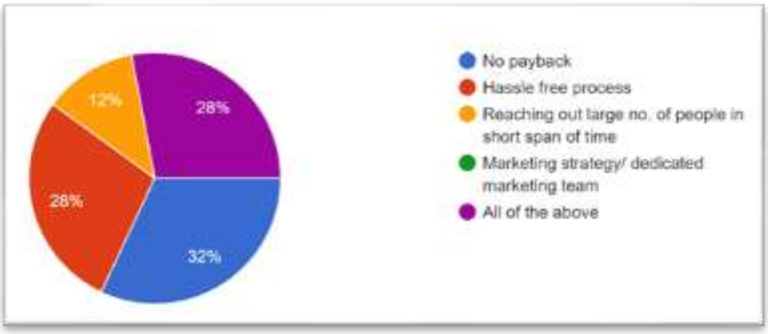

Figure 13: The Advantages of Using an Online Fundraising Platform

Interpretation: The most common reasons for people to use the Internet platform, as shown in the pie chart, are a lack of payback, the capacity to contact a big number of people in a short amount of time, as well as the use of marketing strategy for marketing campaigns and reaching out to a large pool of people in a short period of time The most important advantage, though, is that it is a painless operation.

7. **People's perceptions about raising funds through an internet contribution campaign in the midst of a pandemic (Corona Virus Disease-19)**

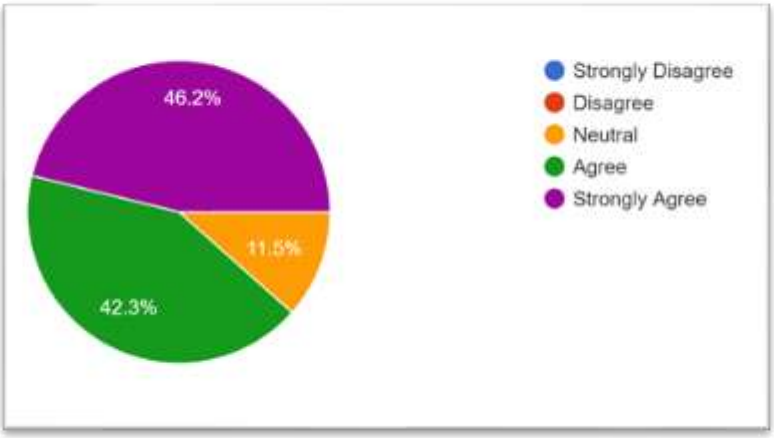

Figure 14: 7. People's perceptions about raising funds through an internet contribution campaign in the midst of a pandemic (Corona Virus Disease-19)

Interpretation: According to the Pie Chart, 88.5 percent of the public supports this idea in times of distress and makes use of the platforms for financial help.

8. **Things that make it difficult for people to raise finances**

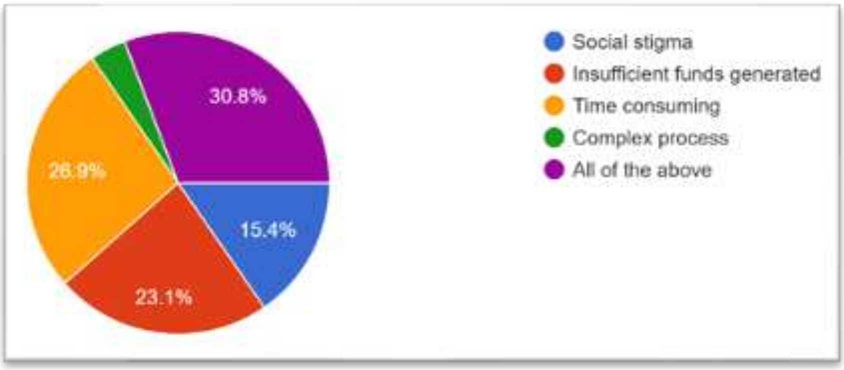

Figure 15: 1.Things that make it difficult for people to raise finances

Interpretation: The reality is that 81 percent of individuals do not use crowdfunding because of the following reasons:

- It is time demanding
- It does not produce enough cash
- Stigmatization in society

CONCLUSION

Online crowdfunding looks to be a temporary band-aid, based on the novelty of an emergency rather than a community's real long-term need. Rather, crowdfunding activity is likely to be an early indicator of a community's hardship, which governments and aid groups may utilise to steer disaster assistance and policy.

Crowdfunding is still a popular notion in India, and it may be a very useful tool during times of need. The only issue is a lack of understanding about crowdfunding and its benefits. The more people are aware of the notion, the more likely they are to enjoy it, engage in it, and use it.

RECOMMENDATION

Webinars and seminars should be held to address the topic of crowdfunding, particularly the social stigma associated with it; this will also assist individuals in adjusting to the notion of crowdsourcing.

Companies' executives should provide guidance on the crowdfunding idea, which may be implemented through a variety of activities held in schools, colleges, hospitals, religious institutions, and business settings.

ANNEXURE

Questionnaire:

<u>Demographic survey</u>

1. Name :
2. Age :
3. Gender : Male

   : Female

   : Other

4. Occupation : Governmental employee

   : Private employee

   : Self employed

   : Students

   : Others

5. Income level, monthly in INR: NA

   : Below 10000

   : 11000-20000

   : 21000-30000

   : 31000-40000

   : Others

CF survey

1. Are you familiar with the idea of crowdfunding?
   - Yes
   - No

2. Have you ever used an internet platform to generate cash for someone or yourself?
   - Yes
   - No

3. If yes, how was your overall experience with crowdfunding?
   - Very satisfied
   - Satisfied
   - Okay!
   - Dissatisfied
   - Very dissatisfied

4. Which of these crowdfunding platforms are you aware of/used?
   - Impact Guru
   - Ketto
   - Milaap
   - Wishberry
   - Donatekart
   - Give India
   - Catapooolt
   - Other ______________

5. What was the intent of your crowdfunding campaign?
   - Covid-19
   - Medical
   - Business startups
   - Education loan
   - Animal welfare
   - NGOs/Charitable organization
   - Other _________________

6. What factors will influence your decision to use an internet platform to generate donations in the futuree?
   - No payback
   - Hassle free process
   - Reaching out large no. of people in short span of time
   - Marketing strategy/ dedicated marketing team
   - All of the above
   - Other _________________

7. If NOT but needed, Things that make it difficult for people to raise finances?
   - Social stigma
   - Insufficient funds generated
   - Time consuming
   - Complex process
   - All of the above

8. People's perceptions about raising funds through an internet contribution campaign in the midst of a pandemic (Corona Virus Disease-19), is a right way to serve various causes?
   - Strongly Disagree
   - Disagree
   - Neutral
   - Agree
   - Strongly Agree

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