

Summer Internship

At



Impact Guru, Mumbai

(6th may- 3rd June, 2021)

A Report

by

Barnali Roy

MBA Hospital & Healthcare Management

2020-2022



TO WHOMSOEVER IT MAY CONCERN

Date: 2nd July 2021

This is to certify that **Barnali Roy** 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.

A handwritten signature in blue ink, appearing to read "Sandeep Kumar Tripathy".

Regards,

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

ACKNOWLEDGEMENT

Gratitude makes sense of our past, brings peace for today, and creates a vision for tomorrow.

-Melody Beattie

The structure and content of this project have been deeply influenced by many people for whom I wish to express my gratitude

“I am deeply beholden to the **Mr. Sandeep Tripathy(Head Buisness Development, Mumbai)** and the management of the Impact Guru, Mumbai for providing me an opportunity to undergo Summer Internship Program (SIP) in the organization.

I would like to express my intellectual debt of gratitude to **Ms Latika Rai (HR)** her team **Ms. Pavithra (HBDC), Bhavna (BDC)** and **Ms.Sukheet (BDC)** for giving me such a interesting projects which gave me profound knowledge of the subject. They have devoted their precious time in the project from starting to completion of the project.

I would like to thank my **Dr. Dhirendra Kumar (Dean , IIHMR, Jaipur)** and **Dr P.R Sodani(president,IIHMR Jaipur)**to provide me with a great learning opportunity. I acknowledge **Placement committee, IIHMR Jaipur** for regular updates and notifications regarding summer training program. I would also like to extend my heartfelt gratitude to my mentor **Dr. Alok Mathur (Prof., IHMR Jaipur)** for guiding me throughout my summer training.

The collection and my learning would not have been possible without the kind support and help from my mentor **Ms Sukhneet(Buisness Development consultant)**. The cooperation and support helped me to learn.

Table of Content

S.No	Particulars	Page No.
1	Acknowledgement	2
2	Table of contents	3
3	Abbreviations	4
4	Introduction of the Organization	
	• Impact Guru Profile	5-6
	• Impact guruValues	7-9
	• Vision and Mission of the company	10
5	About the department	11-12
6	About different ongoing campaign	13-17
7	Crowdfunding categories of the company	18-20
8	McKinsey7s Framework of Impact Guru	20-22
9	Swot Analysis of Impact Guru	23-24
10	Suggestion for improvement	24
11	Project report introduction(Effect of Social media on crowdfunding platform)	25-26
12	Literature Review	27-32
13	Research Question and Research Methodology	32-33
14.	Analysis and interpretation	34-39
15.	Recommendations and conclusion	40
16.	References	41-42

Abbreviations

BDC.: Buisness Development consultant

HBDC: Head of Buisness Development Consultant

BD: Buisness Development

IG: Impact Guru

CEO: Chief Executive officer

COO: Chief Operating officer

NGO: Non-govermental organization

SWMMA: Shvas with mission million air

HOD: Head of Department

IT: Information Technology

SWOT: Strength, weakness, opportunities, threat

PACT: Public Awareness Campaign together

Impact Guru Profile

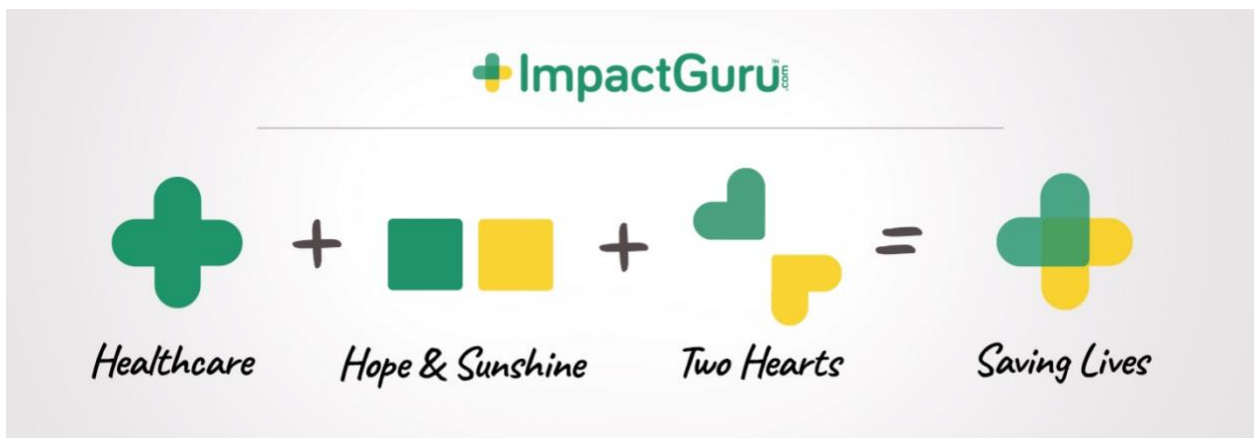
Impact Guru is a donation based crowd funding platform that offers global crowdfunding solutions for NGOs, social enterprises, startups and individuals, it was incubated at Harvard Innovation Labs Venture Initiation Program in 2014 and PACT at Impact Hub in Singapore within the year 2015. It is India's first crowdfunding app that lets campaigners manage their fundraisers with ease from anywhere. Impact Guru has mobilized 150 crore for various NGOs and social enterprises in more than 15 countries. The company is commenced with the idea of making a social impact. Vision of the organization just did not aim only to change but also to support change makers. Through the process of fundraising campaign, Impact Guru has always helped people in need reach out for help for various medical causes or even NGO related issues.

Over the next decade, the company's objective is to help finance the serious illnesses of over 1 million / 10 lakh people. The organisation must pay numerous costs connected to technology, infrastructure, dedicated employees, fundraising outreach, due diligence and vetting, disbursing cash, and alerting contributors on fund utilisation in order to give the greatest experience to clients.

The company will only be able to complete the objective if it is able to sustain itself. Because a single solution does not cater to every customer, the corporation charges a price for part of the services, just as a hospital does for treating patients or an academic institution does for educating students. In India, healthcare and education, as well as crowdfunding, demand a specialised and personalized approach. The company strives to give the finest fundraising experience and support to all of its clients, and its pricing plans reflect the value they provide in assisting clients in achieving their fundraising goals at the lowest feasible cost. Impact Guru is a technology-for-good platform that enables individuals, non-profits, and social entrepreneurs to generate funds for medical emergencies, personal needs, creative endeavours, and other social causes. The organisation attempts to combine generosity with need in order to maximise people's ability to do good.

An Impact Guru, according to the organisation, is someone who sees change, finds answers to societal problems, steps up to support another change-maker, makes kindness a habit, dares to pursue a dream, or just assists a buddy in need. The organisation believes that every individual has the potential to make a significant difference and, with the correct tools and support, can become an Impact Guru. The company has created an easy-to-use platform to let people become Impact Gurus and guide the world to goodness. The organisation provides the greatest online tools for crowdsourcing outstanding ideas and projects and getting things done quickly.

IMPACT GURU LOGO:-



Impact Gurus logo is a sheer representation of our values. It represents that “Alone we can do so little, together we can do much”.

GREEN is the color that represents unity in society. Impact Guru strongly believes in unity.

YELLOW is the color that represents hope and shine. Crowdfunding brings light and hopes to a situation like this where vulnerable people get help to deal with their medical or personal difficulties.

TWO HEARTS-Two hearts combined to make that a sign of health is what impact guru commit to engage the community towards a common goal and that is to save lives.

THE AMALGAMATION OF ALL COLORS-The mixture of all colors at the center of the plus sign defines impact gurus focus on society and the individual. Commitment to save lives brings an individuals needs and donors on this platform to change the world.

Impact Guru logo is an alignment with values and work. And it firmly believe that we change the world, together.

Our vision is captured and defined by the impact guru logo that “Alone we can do so little ,together we can do much”. It shows the commitment to save lives and reflect that together we can save lives of needy people and reach out to help for various medical cause or even NGO related or personal ones. It is a reflection of our commitment to the needy people and our endeavour to achieve excellence in healthcare by doing fundraising campaign to save lives of people. Our objective is to provide financial help to needy people ,giving them hope and saving their lives as we firmly believe that expensive treatment shou.

Over the years, it has become Indias best crowdfunding Site, where it accept all country currency donations with ease, and it offers a variety of crowdfunding features that makes the entire crowdfunding process for the campaigner, fast and easy. In the past years Impact Guru worked with over 100+ Nonprofits ,creating 800 campaign and raising over 15+Cr to help people affected with Covid 19 across various cause areas such as food distribution, PPE Kits for health care frontline worker s, mask and sanitizers for the elderly, sanitation kits, etc. And in the past Impact Guru had worked with Apollo Hospitals, Narayana Health, Wockhardt Hospital, Gleneagles Global Hospitals, Rainbow childrens hospitals etcon different models, also with AL T, Balaji , Grofers, Swiggy, Bigbasket, Dineout, Mfine .

THE STORY BEHIND OUR INCEPTION (HISTORY)

The correct response is always implicit in the correct question. Piyush Jain, the company's co-founder, was lucky enough to ask the appropriate question early in his life, setting him on a path of learning that led to the creation of Impact Guru.

Piyush went to a Lonavala orphanage when he was 14 years old. He was playing cricket at the orphanage when a little child asked him an innocent question: "Why do you get to have a family, live in a nice home, and go to school when I don't?" For the rest of his schooling and early career as an investment banker, Piyush was plagued by this question. He was extremely moved and recognized how fortunate he was at that institution. Piyush went on to earn his bachelor's degree from the University of Pennsylvania's Wharton School and his master's degree from Harvard University's John F. Kennedy School of Government, where he co-authored papers on non-equity financing for entrepreneurial businesses. He then went on to work for Boston Consulting Group as a management consultant. But the question kept nagging at him in the back of his mind. . Then came the pivotal moment. In December 2013, Piyush's idol, seven-time Formula One champion Michael Schumacher, was paralyzed after suffering a horrific head injury while skiing with his kid. This was a kind of wake-up call for me, reminding me that life is short and the time to start is now, said Piyush. Piyush's expertise in finance consulting and public policy combined with his desire to do something to solve that nagging question resulted in the creation of Impact Guru, a donation-based crowdfunding platform. Khushboo Jain, who has a background in luxury marketing, public relations, and human psychology, opted to join the enterprise as a co-founder. Impact Guru was incubated at Harvard Innovation Lab in the United States in 2014, then a year later at PACT, Impact Hub in Singapore.

Vision: “Saving & Enriching Lives”

Mission: “To make healthcare accessible to all and save more lives.”

Values:

1. Commit to 'best outcomes and experience' to peoples who are in need.
2. To be the number one Crowd funding Platform and help bring smile in the faces of people.

- Integrity

1. Be principled, open and sincere.
2. Model and live our 'Values'.
3. Demonstrate ethical courage to speak up and do the right things.

- Teamwork

1. Proactively support every other and function as one crew.
2. Respect and fee people in any respect ranges with different opinions, experiences and backgrounds.
- 3 Put company needs' earlier than branch / self hobby.

- Ownership

- 1 Be responsible and take pride in our moves.
2. Take initiative and move beyond the call of duty.
3. Deliver dedication and agreement made.

Innovation

1. Continuously enhance and innovate to exceed expectations.
2. Adopt a 'can-do' mind-set.
3. Challenge ourselves to do things otherwise.

Key Persons of the Company

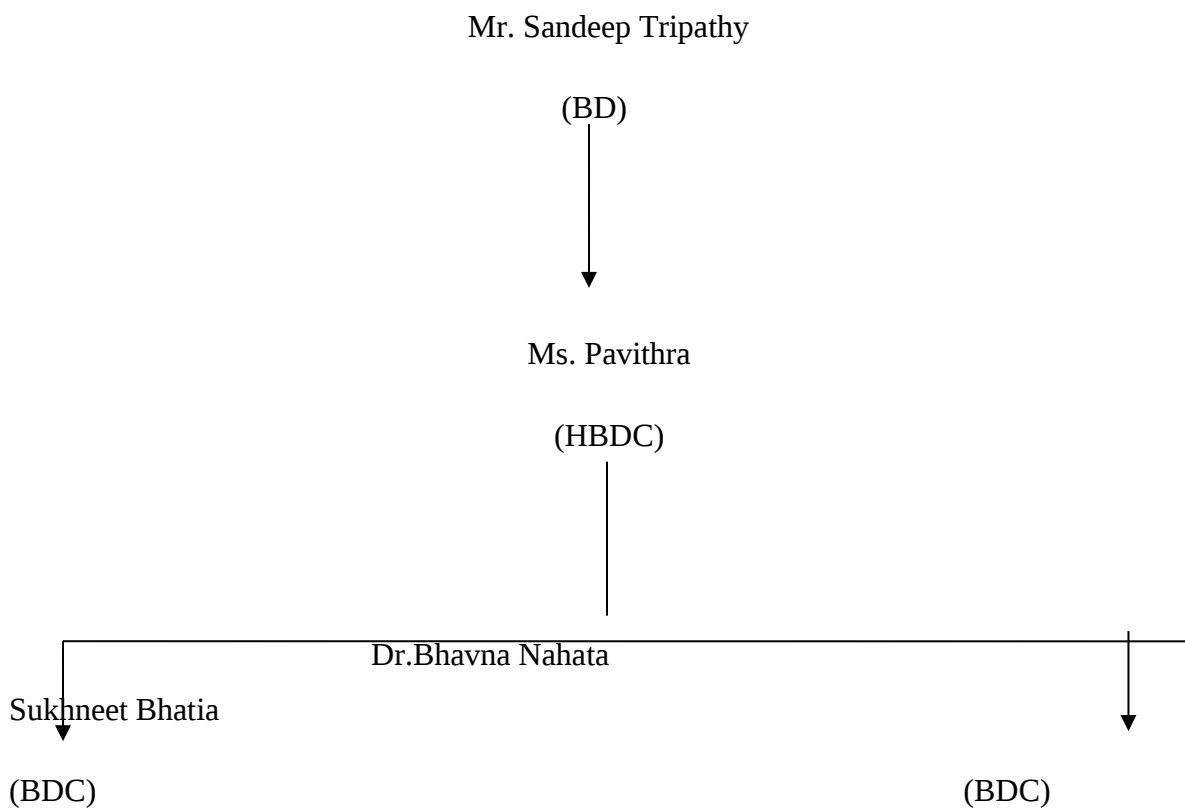
1. Piyush Jain- Co founder and CEO
2. Khushboo Jain- Co founder and COO
3. Ankita Kumari –Business Development
4. Sandeep Tripathy- Business Development

Fundraising campaign Department

Impact guru s (IG) project under which I was working was set up during the second wave of corona Virus. When corona Virus has disrupted lives all over the country and there were a lot of people who are were struggling to save their loved ones. It was established with the objective to help those health care facilities who were in need and to ensure the safety of patients by the means of fundraiser campaign, and the money which was raised was used for various cause areas such as food distribution, PPE Kits for healthcare frontline Workers, Mask sanitizer, oxygen concentrator etc. In the past year Impact guru worked with over 100+ Nonprofits, creating over 800+ campaigns and raising over 15+Cr to help people affected with COVID 19 across various cause areas. The purpose of a fundraising campaign department is to ensure profit margins by raising more campaign by inviting schools and colleges to collaborate with us. And start a fundraiser on our (Impact Guru) platform.. Objective was to

help those health care facilities who were in need and to ensure the safety of patients by the means of fundraiser campaign, and the money which was raised was used for various cause areas such as food distribution, PPE Kits for healthcare frontline Workers, Mask sanitizer, oxygen concentrator etc.

Organogram of fundraising campaign for covid 19 Relief Department



ONGOING FUND RAISING CAMPAIGNS FOR COVID-19 RELIEF

The second wave of Covid-19 has had a greater impact on thousands of lives than the first. Frontline workers are battling to get the most basic medical attention to individuals who are fighting for their lives. Everyone requires assistance, and we require it immediately. The legitimacy, openness, and efficiency of NGOs from all around India are vetted. India begins to recover when a generous donor meets a willing frontline.

- ANGEL- THANK A NURSE

It is envisioned as a one-of-a-kind social impact project that would recognize nurses' contributions, give mentorship, redefine and reinvent their career paths, and empower nurses to achieve and thrive in clinical, management, research, MedTech, international, nursing practitioner, and other critical parts of the nursing profession. The initiative will skilled 100,000 nurses in India over the next five years, with a pledge to invest up to Rs. 50,000 per nurse in advanced skills training scholarships during the course of the programme. In collaboration with numerous academic institutions, skilling, and charitable partners, the programme also seeks to deliver free materials and training to all nurses in India. To begin, the Apollo Hospitals Group has committed to upskilling a minimum of 1,000 nurses.

- FEDERATION OF INDIAN PHYSICIAN ASSOCIATIONS APPEAL FOR DONATION

Since April 2021, the second wave of Covid 19 has caused an existential catastrophe in India. Once again, India's first defense of healthcare workers has been fighting this catastrophe day and night. The infrastructure has been strained by a rapid surge in the number of cases. Medical equipment and pharmaceuticals are in high demand to treat patients. In these trying times, FIPA is stepping forward to assist the people of India.

- KHALSA AID TO RAISE FUNDS FOR COVID RELIEF

Khalsa Aid India is a humanitarian organisation that helps those affected by natural catastrophes and civil wars in India. In these exceptional circumstances, the Impact Guru company has been actively involved in providing oxygen concentrators to COVID-19

patients in the Delhi NCR region. Until now, the business has successfully provided over 300 concentrators to deserving patients at their homes.

For the time being, the company only provides this support in the National Capital, but it hopes to expand its reach to other worst-affected cities in the future. Their goal is to obtain 5000 concentrators so that other cities can benefit as well. The company has strong base of volunteers who will carry out the relief project across the country.

- **SWASTH DIGITAL HEALTH FOUNDATION FOR PROCUREMENT OF OXYGEN CONCENTRATORS**

The company's major goal with this programme is to deploy 50,000 Oxygen Concentrators across the country. The company has secured supplies for 40,000 OCs, and the team is working round the clock to get the remaining 10,000. There are currently 5,974 Oxygen Concentrators in use across 17 states and union territories, helping to relieve the strain on our health-care systems by providing them with a breath of fresh air. 10,000 additional oxygen concentrators are in the final stages of delivery, on their way to aiding more patients

- this was a significant

achievement for us. People from all walks of life – from students across the world to C-suites executives of large co-operations have stepped in to their bit. In addition to the Oxygen Concentrators initiative, Oxygen for Everyone has embarked on a new mission to assist India's villages in their fight against COVID-19 in collaboration with ACT Grants. COVID19 is becoming more common in rural India. Over the last few weeks, a disconcerting picture has emerged, in which available resources and infrastructure fall far short of the mounting demand. Swasth Alliance has teamed with a number of on-the-ground not-for-profit partners to build critical capabilities, including:

1. provision of medical supplies, such as oximeters, medicines, and nutrition supplies in addition to oxygen concentrators.

2. Training of healthcare workers: Collaborating with a Harvard team to develop clinical care procedures and training materials.
3. Patient education: Raising public knowledge about the importance of prevention, treatment, and vaccination.
4. Capacity building: Using telemedicine to assist with home care as well as local critical care capacity building.

•KVN FOUNDATION, RAISING FUNDS FOR OXYGEN CONCENTRATORS

With the second wave, India is in a state of emergency, with hospitals overburdened, the healthcare system overstretched, and medicine and oxygen supplies in short supply. The poor are particularly vulnerable, as they are hit by a triple whammy: a lack of resources, a lack of contacts to receive emergency treatment, and a lack of timely access to a hospital bed, ICU, ventilator, and oxygen supply. The Feed My City initiative is the name of this endeavour. Over 50,000 donors, comprising 60 organisations – corporations, foundations, trusts, and individuals

- supplied 58 lakh meals for stranded migrant workers in 2020, thanks to the help of 400 volunteers.

•SHVAS WITH MISSION MILLION AIR (SWMMA)

Shvas is a fundraiser for Mission Million Air organised by the DCE-DTU Alumni Association in partnership with the KVN Foundation. Medical supplies and oxygen are delivered on time across the whole medical infrastructure, which reduces patient load in hospitals, ensures speedier recovery, and ensures that all members have equal access to sophisticated healthcare.

Impact Guru's Partnership with the KVN Foundation:

The DCE-DTU Alumni Association has joined with the KVN Foundation for their Mission Million Air effort to solve oxygen shortages in hospitals and COVID Care Centers. It has been actively campaigning to address the country's scarcity of oxygen concentrators.

The action plan includes the following items:

Obtaining oxygen concentrators of medical grade (Quality assured, safety standards met and product warranty ensured). For the next 5-7 days, the patient will require a concentrator. Typically, a high-quality oxygen concentrator costs between Rs. 70000 and Rs. 100000. Patients with mild to severe symptoms have found oxygen concentrators to be a helpful treatment option. People who have been exposed to Covid and have tested positive for the virus have mild to moderate symptoms (with no comorbidities) that are not severe enough to require hospitalisation. They can recover with simply an appropriate supply of oxygen from oxygen concentrators, and they should not be taking up vital hospital beds that could be used to treat

critical patients. The goal is to obtain high-quality oxygen concentrators so that medical devices can be efficiently distributed to those who require them for optimal use and reach (post sanitization). Portea Medical, with its presence in 16 locations, enables the organisation to offer quick delivery, pick-up, and installation help for a patient's house.

- YOUNG INDIANS CAN GIVE A HELPING HAND TO MANY MORE IF YOU HELP

As the pandemic continues to spread, the number of deaths is fast increasing and spiralling out of control. Despite the fact that hospitals are at capacity, doctors are feeling helpless since patients are continually queuing for oxygen or medical treatment. The people from the lower socioeconomic classes have been hit the hardest. The majority of them have lost their jobs, have exhausted their funds, and are unable to eat even one meal a day. The only way we can all get through this is if we act together and make concerted attempts to preserve lives. Impact Guru has partnered with Young India to help save many more lives like this.

Young Indians, Kolkata is a group of Indian youth who have come together to influence the country's destiny. We've been working nonstop to help many people who are in desperate need during these trying times. The number of people in need of assistance has been steadily increasing since the second wave of COVID 19 wreaked havoc across the

country. People's desire for assistance in numerous sectors has prompted YI to pursue a number of COVID 19- related activities.

- A COVID phone book, as well as a website with information in more than 20 categories that will be needed during the pandemic.
- Information on plasma donation, as well as donor and recipient matching for COVID patients' convalescent plasma
- A COVID task team that assists in the coordination of medications, hospital admissions, and testing.
- A pool of oxygen concentrators for emergency use
- A waiting area for patients who require oxygen or hospital beds has been established in partnership with Sushrut Hospital.
- A project involving the utilisation of industrial cylinders for medical purposes.
- Major COVID facilities are granted ambulances so that patients can be transported quickly for treatment.
- Food is distributed to the COVID-positive senior population in the area. Rations are also supplied to residents who are less fortunate.
- Partnerships are formed with sterilised Eco automobiles that assist with the transportation of medical supplies, food, and other emergency items.
- Documents outlining how to set up an isolation centre, how to use an oxygen cylinder, and how to operate a concentrator.
- There are blood donation camps all across the city.
- Vaccination drives for people aged 45 and up, as well as for hospital employees in collaboration.

CROWD FUNDING CATEGORIES OF THE COMPANY

1. Medical Crowdfunding :

Is There A Simple Way To Raise Money For Medical Bills Via The Internet?

The organisation acknowledges that raising funds is the most difficult task in a medical emergency, having run several campaigns to raise money for medical bills. When someone is in need of care, having to raise the funds adds to the burden. Furthermore, some procedures take a long time to complete, and expenses for the patient's family continue to mount. Ideas for Medical Expenses Fundraising:

- Assist a member of your family or a friend- You may launch a fundraiser to assist a family member, neighbour, or coworker who requires financial assistance for medical care.
- Invest in Your Own Treatment- You can launch a fundraiser to cover your medical expenses and take care of your medical treatment without going into debt.
- Dealing With An Emergency- Raise funds quickly for any medical emergency, from car crashes to heart attacks.
- Raise money for in-home care services- You may assist a patient or senior citizen who requires medical treatment at home by raising funds for day nurses and at-home doctor visits.
- Donate to a non-profit- You may launch a fundraiser to benefit a non-profit organisation that funds medical research, assists patients, and offers free vaccines or drugs.

2. Crowdfunding For The Organ Transplant

Finding the right donor is tough, but for many people, raising the funds for a transplant is the real obstacle. Unfortunately, even if the organ is donated, the cost of transplantation is so high that many deserving patients who receive organs are unable to proceed.

3.Fight Cancer With The Support Of Your Community

Cancer does not always have to be fatal. Medication, surgery, and rehabilitation will help you manage the spread of cancer and make a complete recovery if you are diagnosed early. To allow early medical intervention, be aware of the early signs and symptoms of cancer.

4. NGO Crowd Funding

The company is helping non-profit organisations across India, from the largest to the smallest, working on various noble causes such as Education, Children's Welfare, Women's Empowerment, Elder Care, Animal Welfare, and others, multiply their fundraising power exponentially by crowdfunding for NGOs on the company's platform and leveraging the power of social media.

5. Education Crowd funding

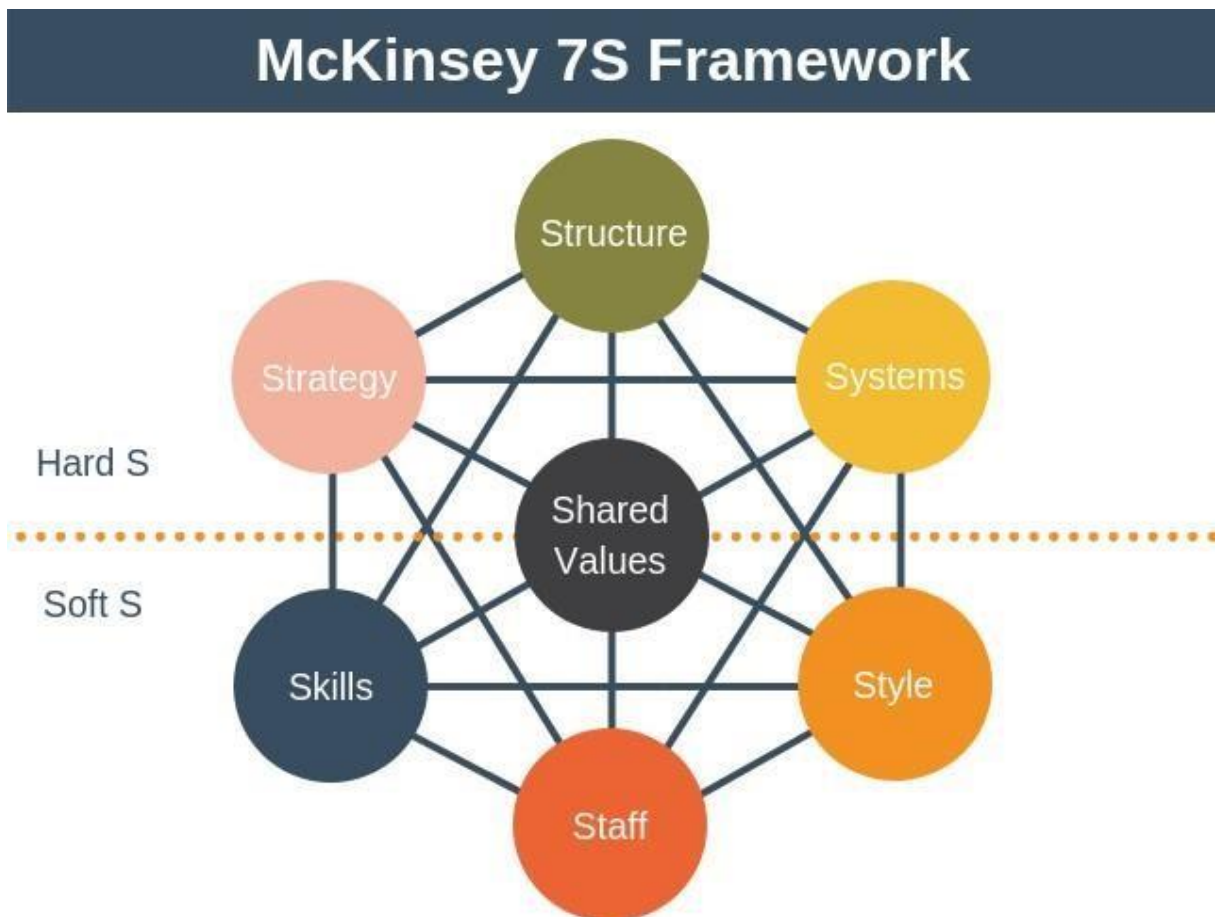
According to a CRY survey, India has over 99 million children who drop out of school when they are young. This means that at least one child in every four does not receive a proper primary education. Just 32 out of every 100 children complete the necessary schooling, and only 2% of Indian schools provide a complete education from kindergarten to class XII. Despite a shortage of funds and services in public schools, the increasing costs of private schools prevent most children from receiving a sufficient education. Impact Guru believes that education should be a human right for all people, not only a luxury for a select few. As a result, the company's goal is to use education crowdfunding to empower non-profits and individuals. Crowdfunding is an easy way of raising funds online by sharing the fundraiser with supporters, sponsors, and millions of well-wishers. Education crowdfunding can also help people who can't afford basic or higher education without taking out a student loan.

6. Film Crowd funding

A film is, without a doubt, the most powerful medium of storytelling. However, producing a film requires a budget, and for filmmakers who are new to the industry, finding a sponsor for a short film project is extremely unlikely.

Crowdfunding has recently gained prominence as a common option for aspiring and independent filmmakers who want to make their voices heard. Understand that cinema is a tool for social change, Influence Guru.

MC KINSEY 7S FRAMEWORK



1.STRATEGY

Impact Guru's predominant method is to expand an amazing platform that gives entire crowd investment solutions to allow people, non-income firms, and social establishments to

generate finances for scientific emergencies, non-public needs, innovative initiatives, or any social reason, huge or little. Impact Guru strives to mix generosity with need which will maximise people's ability to do properly.

2.STRUCTURE

Every decision is handled by different portions of the organisation. They have their own marketing and sales division, for example, that deals with all of the Beneficiaries as core customers and contributors as secondary consumers. They have a finance division that is responsible for efficiently allocating monies earned to the proper parts; this division is also responsible for spending and budgeting. The company, like other businesses, has an Operations division, Accounting and Finance, and Human Resources.

3.SYSTEM

All of the Impact Guru Organization's tasks and activities are mostly focused on online frameworks and capacities, where they manage their jobs through the primary site, which encourages consumers to contribute or donate dollars, and for confirmation, they receive an email at their e-mail address.

4. STAFF

The start-up company thinks that everyone should have equal work possibilities. Impact Guru has its own set of regulations and procedures for hiring employees. The company's top management is made up of a diverse group of experienced individuals who help the company run efficiently for a longer length of time. The other employees are likewise helpful and efficient workers who play an important role in the company's development and progress.

5.STYLE

Nature is informal and always full of energy, as it is an NGO, and it tries to bring together giving and need to maximise people's power to do good. Any and all explanations, issues,

and questions shall be evaluated and addressed by all representatives. This CEO approach benefits and influences employee exhibitions as well as the organization's efficiency.

6.SHARED VALUES

The focus of the organisation is mostly on the organization's vision. Furthermore, each and every other employee is successfully achieving the goal and vision by fostering positive relationships with one another. They have discussions to generate new ideas in order to achieve the best results and make medical preparations as simple as possible. Finally, the outcomes are extremely beneficial to the beneficiaries, contributors, and the poor; this distinguishes them from the competition because their aim is to make health care inexpensive in order to save lives today while safeguarding families for a brighter tomorrow.

7.SKILLS

To work for this organisation, one must have excellent interpersonal skills, presentation skills, persuasion skills, coding skills, imaginative talents, and if one is differently abled and perceives oneself as a member of society with talents such as content, design, product, business development, and similar, who are incredibly energetic in working and building up the NGO in order to fulfil its mission.

SWOT ANALYSIS OF IMPACT GURU



•STRENGTHS

- The company's communication is effective.
- The company has an excellent management staff, as well as a pleasant and imaginative research and development department.
- The company has a large number of branches, allowing it to reach a diverse and large number of people.

•WEAKNESS

- The firm has a modest number of tiny investors.
- The majority of the time, the target audiences' answers will be negative.
- There is a very low turnover rate of potential donors to those who actually donate.

•OPPORTUNITIES

- Increasing the number of channels via which the organisation connects with its customers.
- The company has the potential to expand into other developing cities.
- The company's global reach might be expanded.

•THREATS

- In the real world, there is competition. oChanges in the macro environment, such as government policy.
- New businesses and start-ups.

Suggestion for improvement

- Increasing the number of channels via which the organisation connects with its customers.
- The company has the potential to expand into other developing cities.
- The company's global reach might be expanded.

Introduction of Social media on crowdfunding platform

Beyond the conventional economic resources which is supplied through banks a brand new method of financing has mounted in 21st century that raises money on-line and this shape of acquiring capital is called crowdfunding, it facilitates needy human beings to get cash by using participating with a crowdfunding platform (Impact Guru) and doing a fundraising marketing campaign (maintaining a constant goal) through internet to the public to raise money from crowd or maybe social networking web sites like facebook, twitter and linkedIn, the entrepreneur can enhance fund. A short evaluate of the crowdfunding procedure is required so that it will provide an explanation for the essence of this phenomena. Project creators (those who require cash for his or her tasks), backers (folks who assist projects), and crowdfunding sites that connect mission creators and backers are all worried within the crowdfunding process. Crowdfunding web sites allow undertaking creators to submit facts on the Internet, along with venture descriptions, video/image materials, and hyperlinks to an internet website and social media debts. Creators outline the goal quantities they desire to raise and the cut-off date for fundraising campaigns further to trendy information approximately initiatives within the descriptions. This facts is made available to a large quantity of backers via crowdfunding web sites. In addition to browsing project websites, backers are given many social media options, which includes commenting on projects, 'liking' them, and finally financially supporting them.

Crowdfunding in the present day is an updated, internet-based version of the same old notion. The Internet has simplified and accelerated the process of circulating an idea and generating cash for it. Aside from obtaining access to funds, having validation of the idea or concept is also a big plus. Crowdfunding has been used to fund a variety of for-profit businesses, including artistic and creative initiatives, medical bills, vacation, and community-oriented social entrepreneurship enterprises.

Social media is a relatively latest phenomena that originated at some point of this century's millennial years. However, it has emerge as an crucial a part of every organization's communications in a reasonably short time period. According to at least one estimate, with the aid of 2025, one-1/3 of the sector's population might be related through various sorts of

social media. Consumer spending will grow via 29 trillion bucks as a result of social media penetration. As a result, it is no marvel that social media has been dubbed a key disruptor of marketing management during the last decade with the aid of researchers. There are a variety of motives why social media has turned out to be so popular in recent years. One is that we live in a communicative world in which belief is lacking. As a result, human beings mistrust advertising and marketing and different reputable assets of product facts, and they're skeptical of any records that does not come from people they understand. As a result, humans have banded together in organizations with shared hobbies.

In current years, the variety of crowdfunding systems and the tasks launched over them have exponentially accelerated however the wide variety of project assembly the goal quantity is reducing. Though many projects have capacity to elevate funds successfully however fail due to loss of proper popularity, publicity and merchandising. Here Social media plays a critical position in spreading phrases about marketing campaign and raising finances successfully. The quantity of hyperlinks to unique media web sites and shares assist to reach the goal amount of the mission in brief span of time.

LITERATURE REVIEW

1.Irma Borst, Etal (2018)

Crowdfunding is a technique of soliciting small amounts of money from a large variety of humans to fund a brand new task, commonly using the Internet and social media. They checked out how task creators use social media and the crowdfunding platform to solicit financing from extra remote/potential assets similarly to their contemporary networks. They looked at ten cultural initiatives at the Dutch crowdsourcing portal "Voordekunst." The findings contribute to theorizing on latent tie activation by means of revealing that financial charge is uploaded to the crowdfunding try via social media messaging and platform changes.

2.Kuppuswamy and Bayus (2013)

They described crowdfunding as "an hobby with an extended and illustrious history." They focused on Mozart and Beethoven concerts, as well as new song compositions and the Statue of Liberty. In their investigation, Gerber et al. (2012) determined that there were more than 50 crowdfunding websites running within the United States.

3.Three.Kuppuswamy ,Bayus and Mollick (2014)

They appeared into 4 types of crowdsourcing, which includes fairness-based totally (income sharing), lending- based, reward-primarily based (preordered), and donation-based totally. In their look at, Bellaflamme et al. (2014) discovered that reward-primarily based and fairness-primarily based crowdfunding are the 2 most famous types of crowdfunding.

4.Four.Choksi (2014) ,Dr. Mallika Srivatsava and M Sagar (2014)

They investigated a number of Indian internet crowdfunding web sites, dubbed CFPs, in addition to fund-elevating techniques and profits systems. They claimed that crowdfunding structures have been to be had for both commercial enterprise and social reasons such as NGOs and creative initiatives.

5.Five.V. Chirputkar, Saurab Saxena and Juhi Tarkus (2015)

The feasibility of a crowdfunding framework for micro-corporations become tested. They provided a crowdfunding approach for micro businesses, as well as a financial evaluation, based totally on their research. Many studies were performed on crowdfunding strategies, however in India, particular take a look at on the real issues and constraints faced by using crowd financing platforms continues to be lacking. Mitra (2012) investigated the perception of crowdsourcing, its environment, and the enterprise ideas of crowdsourcing within the worldwide marketplace. He described crowdfunding because the process of soliciting finances from the general public rather than from accepted monetary establishments such as banks, challenge capitalists, or corporations. He came to the belief that crowdfunding, particularly contribution and reward-based totally styles of financing, is a hastily growing commercial enterprise inside the international network. Equity-primarily based finances, however, are a not unusual supply of funding in Europe and Australia (Weatherston and Macht (2014).

6.Schweinbacher and Larralde (2013)

Described crowdfunding as an open call to the general public via the internet for financial assets, whether or not within the shape of a donation or in exchange for a reward or balloting rights, to support sports for exact reasons. Many scholars trust that crowdfunding is connected to some of modern-day economic tendencies, together with microcredit and crowd sourcing.

7.Howe (2008), Kleeman and Reider (2008)

Crowdfunding is a version that advanced from the idea of crowdsourcing. Crowdsourcing is the practice of soliciting thoughts, feedback, and answers from the general public so one can improve corporate hobby. Crowdfunding is a sort of crowdsourcing, consistent with Schwienbacher and Larralde (2010). Crowdsourcing is defined as the method of outsourcing inner company features to the overall public. Crowdfunding, according to Schwienbacher and Larralde (2010), is a progressive approach of elevating budget for brand new agencies that permits individual advocates of for-profit, inventive, or social tasks to solicit funding from a group of humans in exchange for destiny products or equity. The tasks variety from minor creative endeavours to enterprises in search of tens of millions of greenbacks in seed coins as an alternative to standard undertaking capital funding. Epsositi (2012) noted a huge-scale initiative through the US Congress to sell crowdsourcing as a supply of finance for new groups, claiming that crowdfunding is probably a possible opportunity to traditional fashions of early-level begin-up finance, together with assignment capital.

8.Kerkhof

He looked at the connections among social media web sites like Facebook and Instagram, as well as social connections, and the effectiveness of crowd investment campaigns. According to the findings, there is no link between the size of a social community and the fulfillment of a crowd fundraising attempt.

9.Luet al

He checked out the unstated hyperlinks among the effects of projects on crowdfunding platforms and the associated social media promoting sports. They determined a great hyperlink among a crowd investment task's early promotional actions and its fulfillment, in addition to the need of simultaneous advertising from many assets.

10.Meyskens and Bird (2015)

They investigated the function of crowdfunding inside the investment of social tasks, as well as crowdfunding kinds, systems, and social cost era. They concluded by using stating that crowdfunding no longer most effective assists entrepreneurs in raising budget, but also in growing social and financial price. Golic (2014) confirmed crowdsourcing as a possible alternative to raising funds for small and medium-sized corporations (SME). According to Mollick et al. (2016), crowdfunding not best presents new prospects for brand new tasks and revolutionary ventures, however it also presents traders with a brand new investment alternative. Because there are no middlemen in crowdsourcing, the price of financing is reduced as well.

11.Agrawal and Avi (2011)

In their investigation, they checked out crowdfunding in phrases of nearby restrictions. According to them, crowdfunding has no geographical boundaries due to the fact funds are raised online thru the net, but local investors are more likely than different investors to invest in a mission began by a person from their territory. As a end result, it was determined that the geographic restriction of crowd funding is decided through an investor's personal courting to the concept convener. Ethan Mollick (2013) looked at the aspects that affect the fulfillment or failure of crowd-funded tasks. The writer proven that the challenge's first-class and human relationships are the maximum crucial factors in its fulfillment.

12.JH Chaveri and Anjali Choksi (2014)

Crowdfunding is a set effort in which human beings connect and donate to a reason or a enterprise concept. This appears to be very similar to the traditional idea of charity or social cooperation, but not like funding, it's miles finished with the goal of gaining a economic or intangible return. The net and the use of social media for fundraising are synonymous with modern-day- day crowdfunding. Even though the capacity is giant, crowdfunding in India continues to be in its infancy. The look at examines some Indian online crowdfunding systems (CFPs), in addition to their areas of focus, fund-elevating approaches, and sales models. CFPs help each commercial and non-commercial sports. For example, Ketto (www.Ketto.Org) makes use of its platform to help non- earnings, artists, and social issues.

The CFPs have been selected to mirror a extensive variety of crowdfunding regions as well as information availability.

13.Griffin (2012)

Proven that crowdfunding is the manner of an entrepreneur selling his or her employer concept on a internet site like Craigslist.Com. The entrepreneur informs the target audience approximately his commercial enterprise concept and requests funding in this advertising. The business thought have to encompass an in depth description of the organisation's operations and dreams, in addition to the entrepreneur's destiny intentions for using the finances received. According to Bradford (2012), crowdfunding is a step- through-step manner wherein the individual that got here up with the idea makes a fundraising request to the target market by means of describing the business plan. The entrepreneurs additionally state the phrases and circumstances of the investors' cash contributions (Schweinbacher and Larrade, 2011). All crowdfunding transactions are facilitated thru net-based totally crowdfunding, in keeping with Burtch et al., 2012, which additionally gives a handy manner for all fund exchanges.

14.Hekmannand Brussee

The examine checked out the connection between campaign performance and social network and determined that successful creators had more friends but a sparse community, while failed creators had a dense network. They claimed that the mission's success is aided by using sparse and different networks.

15.Macht and Weatherston (2015)

Crowdfunding is a new fundraising technique for small corporation organisations, consistent with him. This is useful to fund-looking for groups because it alleviates fundraising issues at

the same time as also providing entrepreneurs with different price-added blessings including exposure, contacts, and increased get admission to to extra funding. The maximum critical element is that control and possession are not lost. Crowdfunding is a method of elevating begin-up funds for brand spanking new commercial enterprise ideas or any cultural, social, or for-profit endeavour. The fund is created by using pooling enormously small contributions from a massive quantity of those who use the net with out the need of conventional financial middlemen. Brem (2013) defines crowdfunding as "the system of obtaining 0.33- celebration investment from the overall public thru the use of an online webbased middleman platform."

Research Question

What is the effect of social media on crowdfunding platform?

Purpose

The purpose of this study is to see if raising awareness and conducting "Fund Raising campaigns" similar to the "Helpage India" model using social media and television advertising has a positive impact on increasing Crowd funding. This research is being undertaken to determine the extent to which advertisements have an effect on Beneficiaries as primary customers and Donors as secondary customers of newly launched crowd funding platforms.

OBJECTIVES OF THE STUDY

1. To determine the efficiency of pushing a Fund-Raising Campaign on individuals through internet channels.
2. To determine the characteristics that influence Crowd Funding Platforms' Online Campaigns.

3. To identify new methods that the organisation should implement in order to improve the success of their online advertising.
4. To identify the company's numerous marketing methods used to raise additional funds.
5. To have a better understanding of how people react to crowd funding platforms.

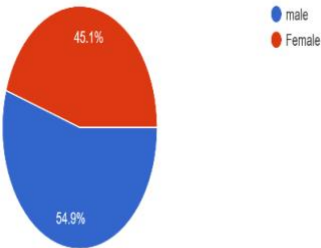
Research Methodology

Area of study:	West Bengal,jharkhand
Design of study:	1. Cross Sectional- Analyze data collected from a representative subset at specific point of time. 2. Analytical- Samples of subjects are identified and information about status and outcome is collected.
Sampling Unit:	Respondants who are aware of social media platforms.
Data Sample:	Quantitative
Sampling Size:	71
Mode of Data Collection	The data for the purpose of the study and analysis would comprise of both primary and secondary data. Primary data is accrued by Questionnaire survey method and secondary data is collected from books, notes material, journals and website. A well designed Questionnaire consists of 18 questions. A questionnaire consists of questions related to various aspects of social media impact on crowd funding. It contains questions related to Demographic information, impact of social media, crowd funding types etc. A Questionnaire is created using Google Forms will be shared to 71 respondants to collect their response online.

Analysis and interpretation.

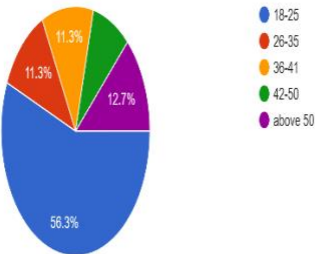
Gender

71 responses



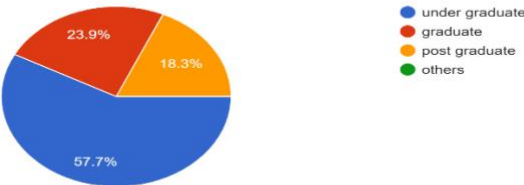
Age

71 responses

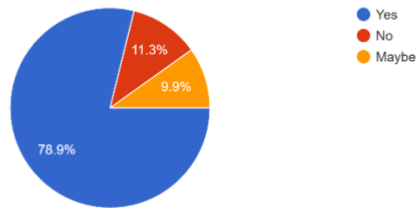


Education

71 responses

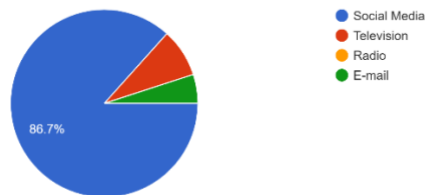


Have you heard of crowdfunding people getting together to invest in companies or projects?
71 responses



Interpretation-It is seen that majority of people knows about crowdfunding platform but still there are some who doesn't know about it.

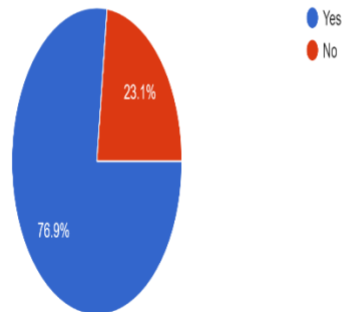
If yes,then what are the platforms of references which enabled you to reach crowdfunding organisations?
60 responses



Interpretation-It is seen that majority of people that is 86.7% choosed social media platform.

Have you ever raised or participated in a crowdfunding campaign?

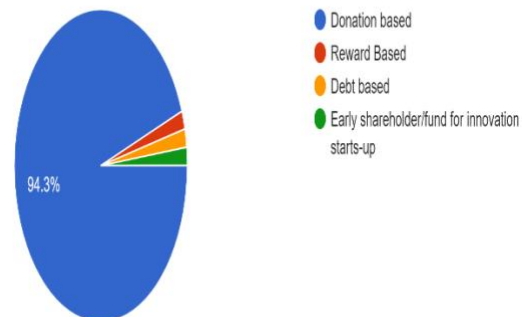
65 responses



Interpretation- It is seen that majority of people that is 76.9% have raised or participated in crowdfunding campaign.

If yes ,what type of campaign was it?

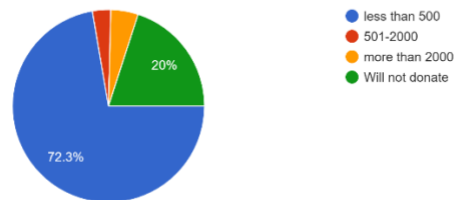
53 responses



Interpretation-It is seen that majority of people 94.3% have participated in donation based campaign.

In order to make a crowdfunding campaign successful,how much would you donate for genuine cause?

65 responses



Interpretation-It is seen that majority of people that is 72.3% is ready to donate less than Rs 500 while 20% are not ready to donate.

If you don't want to donate,briefly explain the reason? 4 responses

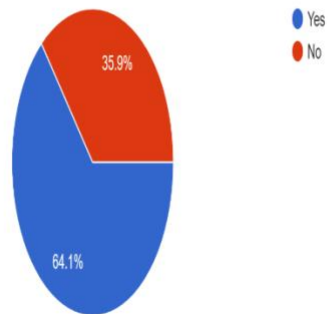
Doesnt feel safe
Does not secure to pay
Feel unsafe

Interpretation- It is seen that 20% of the people who are not ready to donate is because they feel unsecure.

Does not feel safe to donate through links

Are you aware of an organization by name Impact Guru?

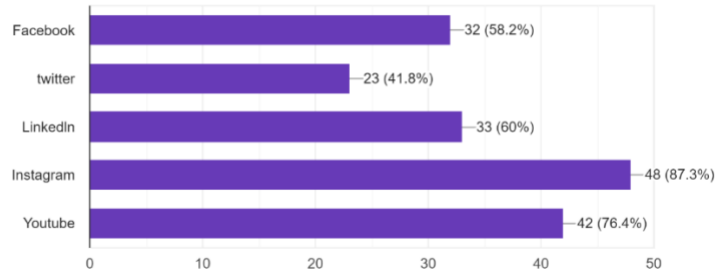
64 responses



Interpretation- It is seen that majority of people knows about Impact Guru.

If no,which among the following popular Social media platforms would help you pitch

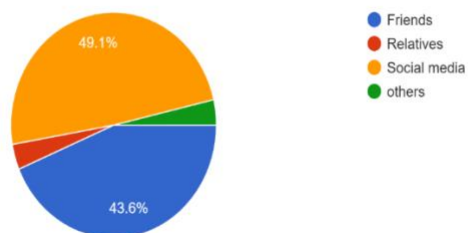
55 responses



Interpretation-It is seen majority of people who does not know about impact guru thinks instagram is the medium which will help them to know about it.

If Yes then how do u know

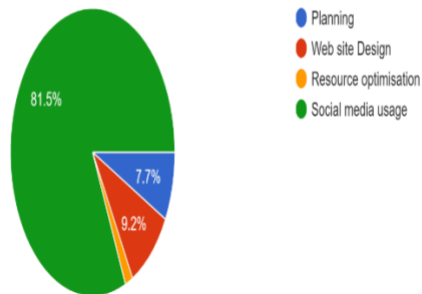
55 responses



Interpretation-It is seen that majority of people that is 49.1% of people came to know about Impact Guru through Social media,which means that social media is an important platform to spread awarness these days.

Among the following marketing strategies which should the company target more to improves its crowdfunding activities

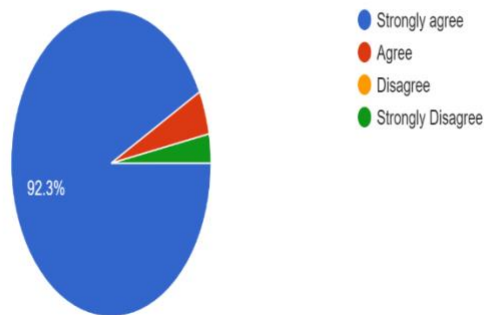
65 responses



Interpretation-It is seen that 81.5% of people thinks that social media usage Strategies should be improved to increase its crowdfunding activities.

To what extent would you agree with the impact of social media on crowdfunding?

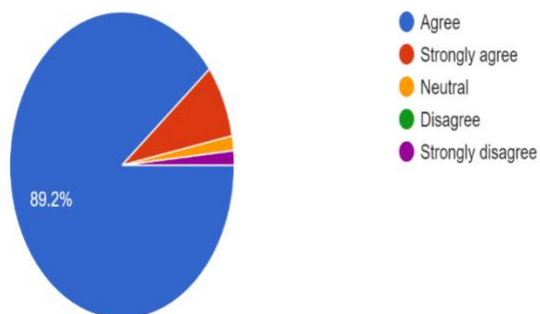
65 responses



Interpretation- It is seen that 92.3% do strongly agree that social media creates a high impact on crowdfunding.

Social Media platform with celebrity endroresemnt will have impact on crowdfunding decision

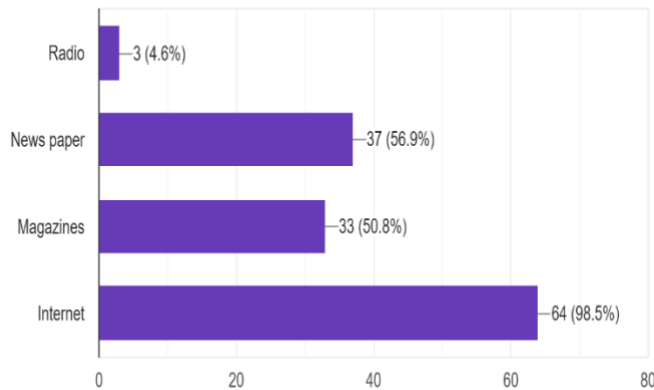
65 responses



Interpretation-It is seen that majority of people do agree that social media platform with celebrity endorsement will have impact on crowdfunding decision.

Which of the following platforms influenced you to contribute towards crowdfunding decision?

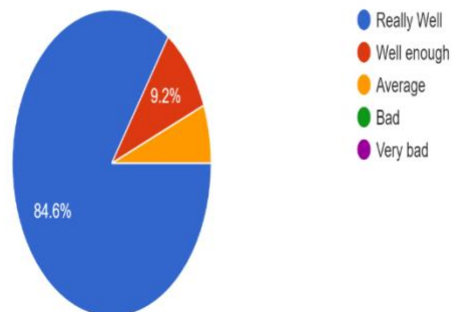
65 responses



Interpretation-Social media is an important platform for spreading awareness.

How well des Social media platform recognize dnors for their contribution

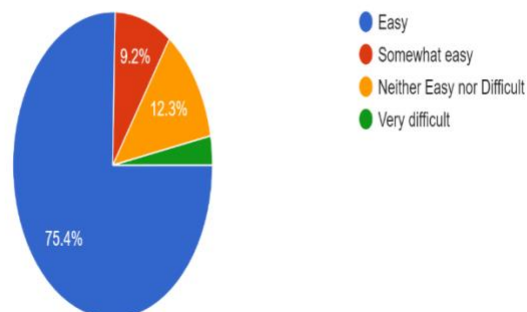
65 responses



Interpretation-It is seen that majority of people think that social media platform can recognize donors for their contribution.

How easy or difficult is the process of donating through social media platform

65 responses



Interpretation-It seems that donating through social media platform easy for maximum people .

LIMITATIONS

1. Beneficiaries are the primary customers of this study, while contributors are the secondary customers.
2. Because the study was focused solely on West bengal and jharkhand, the findings from the inquiry may not be applicable to other parts of the country;
3. Time is of essence

Recommendation-

Still there are many people who does not know about crowdfunding platform. So promotion should be done especially through instagram as through the study it is known that majority of people are comfortable with instagram and youtube. And crowdfunding companies should focus more on social media usage to improve its activities.

Conclusion

The study indicates that majority of people knows about crowdfunding platform through social media, and consumers have power in social media ecosystem than did in traditional advertising since they are no longer reliants on firms for information because social media presents them with alternatives .And the people who doesn't know about crowdfunding can be given knowledge about it through social media platform especially through instagram. Social media platform with celebrity endoresement will have impact on crowdfunding platform.

References

<https://www.startups.com/library/expert-advice/history-of-crowdfunding>

<https://blog.ipleaders.in/all-you-need-to-know-about-crowdfunding-in-india/amp/>

https://scholar.google.co.in/scholar?q=history+of+crowdfunding&hl=en&as_sdt=0&as_vis=1&oi=scholar#d=gs_qabs&u=%23p%3DfMmDwT4U000J

<https://www.smv.gob.pe/Biblioteca/temp/catalogacion/C8789.pdf>

<https://inc42.com/resources/indian-crowdfunding-scenario-beneficial-startups/amp/>

<https://www.easyship.com/blog/crowdfunding-promotion-tips>

<https://www.easyship.com/blog/guide-to-marketing-and-promotion-for-crowdfunding>

<https://www.easyship.com/blog/guide-to-marketing-and-promotion-for-crowdfunding>

<https://digitalcommons.unl.edu/cgi/viewcontent.cgi?article=1043&context=businessdiss>

<https://quizizz.com/admin/quiz/5cd3d92880542d001aa84e1e/crowdfunding-basics>

<https://www.surveymonkey.com/r/XZQMCKG>

<https://www.surveymonkey.com/r/W25NPWZ>

<https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.surveymonkey.co.uk/r/7BLGNP&ved=2ahUKEwjTgu7QvuTwAhV-7HMBHQSqBcwQFjACegQIERAC&usg=AOvVaw3J1BTbcF--99lYa3xAM2l->

[7HMBHQSqBcwQFjACegQIERAC&usg=AOvVaw3J1BTbcF--99lYa3xAM2l-](https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.surveymonkey.co.uk/r/7BLGNP&ved=2ahUKEwjTgu7QvuTwAhV-7HMBHQSqBcwQFjACegQIERAC&usg=AOvVaw3J1BTbcF--99lYa3xAM2l-)

[https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.surveymonkey.com/r/JZSCJT5&ved=2ahUKEwjTgu7QvuTwAhV-](https://www.google.com/url?sa=t&source=web&rct=j&url=https://www.surveymonkey.com/r/JZSCJT5&ved=2ahUKEwjTgu7QvuTwAhV-7HMBHQsqBcwQFjABegQIBhAC&usg=AOvVaw1JHBNFWLca6NVCLZRW2OIm)

[7HMBHQsqBcwQFjABegQIBhAC&usg=AOvVaw1JHBNFWLca6NVCLZRW2OIm](https://www.investindia.gov.in/team-india-blogs/crowdfunding-india-0)

<https://www.investindia.gov.in/team-india-blogs/crowdfunding-india-0>

<https://www.smallbizgenius.net/by-the-numbers/crowdfunding-stats/>

<https://www.startups.com/library/expert-advice/history-of-crowdfunding>

https://www.researchgate.net/publication/272984988_CROWDFUNDING_AT_INDIA_A_STUDY_OF_INDIAN_ONLINE_CROWDFUNDING_PLATFORMS

<https://www.investindia.gov.in/team-india-blogs/crowdfunding-india-0>

<https://www.smallbizgenius.net/by-the-numbers/crowdfunding-stats/>