

Study on Significance of Fund Raising in Managing Capital in the Firm

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Abstract: *The operation of the organisation is impossible without money. In today's business world, managing finances is a crucial duty for all businesses. The application and usage of the money are both parts of active and skilled fund management. The money is invested in a way that increases revenue for the business. The worst situation for business might occasionally result from an idol fund. There may be sources of additional funding that should be investigated. Financial managers must make rational and qualitative decisions about how, when, what, and how much money is used. The fund must be dispersed such that the financial commitments of are satisfied in a timely and precise manner, which requires the knowledge, experience, and qualifications of financial specialists. It ought to be separated into liquid and capital-based funds. A liquid fund designated to short-term resources that can be used to fulfil immediate needs, such as covering daily expenses, paying suppliers, and remitting taxes to the government. Capital-based funds are designated to long-term resources.*

Keywords: Financial management, financial manager, funds, and business environment

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