

# Study on the Significance of Fundraising in the Practice of Financial Management

Aakash Yadav<sup>1</sup>, Kori Jyoti Devi<sup>2</sup>, Mali Arjun<sup>3</sup>

Asst. Professor<sup>1</sup> and TYBCOM<sup>2,3</sup>

Uttar Bhartiya Sangh's Mahendra Pratap Sharda Prasad Singh College of Commerce & Science, Mumbai, Maharashtra

**Abstract:** *Insufficient financial resources hinder the operation of the organization. Effective financial management is crucial in the contemporary corporate landscape. Efficient and skilled administration of the fund involves the implementation and utilization of the fund. The fund is utilized in a manner that generates additional revenue for the company. Occasionally, an investment fund dedicated to supporting a certain idol might lead to the most unfavorable condition for a firm. It is important to investigate potential avenues for increasing funding. The primary responsibility of financial managers is to make informed decisions regarding the allocation and utilization of cash, considering factors such as timing, amount, and purpose. Financial specialists with expertise, experience, and certifications are required to allocate the fund, ensuring that financial commitments are met promptly and accurately. The allocation should be separated into funds based on liquidity and capital. A liquid fund is designated for the purpose of managing short-term resources to fulfill immediate financial responsibilities, such as daily expenses, supplier payments, tax payments to government agencies. On the other hand, capital-based funds are allocated to cover long-term resources.*

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