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Review Paper on Role of Fund Raising in Financial Management

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Abstract: *Without funds, the functioning of the organization is not possible. Funds management in any business is very important task in today's business environment. Active and competent management of the fund includes the application and use of the fund. The fund is used in such a way that generates more income for the company. Sometimes an idol fund can create the worst state of business. Possible sources of fund augmentation should be explored. The qualitative and rational task of financial managers is to decide how, when, what and how much funds are used. The knowledge, experience and qualifications of financial specialists are needed to distribute the fund, and the fund must be distributed so that the financial obligations of are fulfilled in a timely and accurate manner. It should be divided into funds based on liquid and capital. A liquid fund allocated to short-term resources to meet short-term obligations such as meeting daily expenses, paying suppliers, paying taxes to government agencies, and capital-based funds allocated to cover long-term resources.*

Keywords: Financial management, financial manager, Funds, business environment

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