

“AN ANALYTICAL STUDY ON CROWDFUNDING IN INDIA”

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ABSTRACT

In present world of Innovation and technology, crowdfunding is an internet based financing for new and creative projects. Since the entrepreneurs and fund seekers can raise required capital using shares, debentures, private lenders, banks, venture capital and other financial institutions but still many new innovative projects are struggling to get required capital, for such an idea the best source according to many researchers is crowdfunding. Collective funds will be raised through online from millions of investors by presenting their projects/ plans/ ideas as start-ups. This paper studies the crowdfunding, conceptual knowledge to the public about crowdfunding, methods through which funds will be raised, Indian online crowdfunding platforms and also the risk awareness among the investors.

KEYWORDS: *Crowd Funding, Internet based, Crowd Funding Platforms, Risk*

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