

### Guest Lecture on “World of Funding”

<b>Title</b>	Guest Lecture on “World of Funding” for the students of Department of Management Studies
<b>Date</b>	January 12, 2017
<b>Resource Person/Facilitator</b>	Mr. RajuMoza, CFO-C Zentrix
<b>Summary</b>	<p>One of the biggest challenges for entrepreneurs and small business owners is finding the funds necessary to launch – and subsequently grow their businesses. Funding is the fuel on which a business runs; a business without a funding source will flounder under the weight of its own debt. The lecture was organized to make students understand how the business can take different avenues to attain funding.</p> <p>The facilitator explained the students how choosing the right sources of capital are a decision that will influence a company for a lifetime. Mr. Mozahighlighted how competition in market has increased and is affecting the fundraising activities. The speaker discussed that along with funding; timing of the venture is also an important factor which determines the success or failure of any business. He providedan overview about the various sources of funding like debt and equity. Some other sources of funding include credit, venture capital, donations, grants, savings, subsidies, and taxes. Funding that have no direct requirement for return of investment are described as "soft funding" or "crowd-funding".</p> <p>The speaker addressed queries of the students and gave them an idea about the fundraising sources. The understanding of the factors governing the choice between different sources of funds will help the students to become successful entrepreneurs in today’s era of startups where funding is the foremost area of concern.</p>

