

St. Mira's College for Girls, Pune  
(Autonomous-Affiliated to Savitribai Phule Pune University)

B.Com.

Subject: BUSINESS ADMINISTRATION-II

Semester: V

Year: 2017-2018

C51708

Unit 3 & 4: CASE STUDY Analytical Skills

## AN ASSIGNMENT

### ON THE STUDY OF FINANCIAL MANAGEMENT PRACTICES AND FINANCIAL MARKETS.

SUBMITTED TO : Asst. Prof. Shanthi Fernandes

SUBMITTED BY : Shashwatee Nanda\_4238

CLASS : T. Y. BCOM, 'A'

SEMESTER : V

YEAR : 2017-18

#### OBJECTIVES OF THE STUDY

The primary objective of this assignment is to study and showcase the counterparts of Financial Management that is applied everyday for using our utilised and unutilised money for better purposes.

- To study the Government Financial Schemes to promote, motivate and encourage Entrepreneurs
- To understand the base and functioning of Startup India and MUDRA Loan Scheme by Government
- To study and analyse the various types of Corporate frauds, Crowdfunding and the concept of Angel Investors through examples
- To focus and study on a single Financial Institution, analyse the products provided by them.
- To study in depth the Education Loan provided by an Institution/ Bank and comparing its interest rates with others.

*Shanthi*

Asst. Prof. Shanthi Fernandes (Subject Teacher)



*Jh*

Principal Incharge  
St. Mira's College for Girls

## STUDY OF GOVERNMENT FINANCIAL SCHEMES TO PROMOTE ENTREPRENEURS

### A] STARTUP INDIA

Startup India Campaign is based on an action plan aimed at promoting bank financing for startup ventures to boost entrepreneurship and encourage startups with job creation. The campaign was first announced by Prime Minister Narendra Modi in his 15 August 2015 address from the Red Fort. It focused on to restrict role of states in policy domain and to get rid of 'license raj' and hindrances like in land permissions, foreign investment proposals, environmental clearances. It was organised by the Dept. of Industrial Policy and Promotion (DIPP). A startup is an entity that is headquartered in India which was opened less than seven years ago and has an annual turnover less than ₹25 crore (US \$ 3.9 million). The government has already launched iMADE, an app development platform aimed at producing 1,000,000 apps and PMMY, the MUDRA Bank, a new institution set up for development and refinancing activities relating to micro units with a refinance fund of ₹200 billion (US \$ 3.1 billion).

The startup India initiative is also aimed at promoting entrepreneurship among SCs/STs, women communities. Rural India's version of startup India was named the Deen Dayal Upadhyay Swarnijoyan Yojana. To endorse the campaign, the first magazine for startups in India, The Co-founder, was launched in 2016.

### A] CASE STUDIES

#### • SAHARA FINANCIAL SCAM

Securities Fraud: Also known as stock fraud and investment fraud, is a deceptive practice in the stock or commodities markets that induces investors to make purchase or sale decisions on the basis of false information, frequently resulting in losses, in violation of securities laws.

Sahara SEBI case is the case of the issuance of Optionally Fully Convertible Debentures issued by the two companies of Sahara India Pariwar to which Securities and Exchange Board of India (SEBI) has asked the said bonds are

### • SATYAM SCAM

Accounting Fraud: Also known as accounting scam/ scandals which arise from intentional manipulation of financial statements with the disclosure of financial misdeeds by trusted executives of corporations or governments.

### 3. CFR(W) FUNDING - PUNYAKOTI

What is Punyakoti?

Punyakoti is first Indian animated film in Sanskrit. It is based on a popular folksong from South India. Punyakoti was started as an experiment - to not only see what happens when 35 animators from all around the world are working on the movie but also create a revival of the Sanskrit language, especially among the youngsters generation. The film is a debut venture by Ravi Sankar who is a multimedia expert and the head of Human Resource at Infosys, legendary filmmaker Sri-Udayaraj who is composing the film's soundtrack, filmmaker Anwar Ali and National Award winning editor Memoj Kenneth.

The Goal -

To raise ₹ 40,00,000 via crowdfunding for India's first ever animated film in Sanskrit.

