TRINITY INSTITUTE OF PROFESSIONAL STUDIES

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"A+" Ranked Institution by SFRC, Govt. of NCT of Delhi
Recognised under section 2(f) of the UGC Act, 1956
NAAC Accredited "B++" Grade Institution

TRINITY MANAGEMENT REVIEW

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The Trinity Institute of Professional Studies (TIPS), Sector-9, Dwarka, an ISO 9001:2008 certified institute, is affiliated to Guru Gobind Singh Indraprastha University. It was founded in 2007 under the aegis of Kamal Educational and Welfare Society (KEWS) with the objective of overcoming the critical demand for skilled professionals in India and abroad by nurturing intellectual capital by adopting best practices in quality education.

TIPS is offering courses / programs across various disciplines, such as Management, Commerce, Information Technology, Journalism & Mass Communication and Law. Today, the Institute has over 1500 students and more than 60 faculty members. The faculty at the Institute has proper experience both from the industry and academics as a result of which it brings the right mix of research and industry experience to education and consultancy offered by the Institute.

COURSES OFFERED:

Programme	Annual Student Intake	First Shift	Second Shift
BAJMC	120	60	60
BCA	120	60	60
BBA (G)	240	120	120
B.COM (H)	80	40	40
BA LLB.	60	60	--

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TRINITY MANAGEMENT REVIEW

Trinity Management Review (TMR) is a quarterly online magazine brought up by the management department of Trinity Institute of Professional Studies. The articles, case studies, research papers and other contributions are made by academicians, consultants and management practitioners covering various areas of management. TMR offers a variety of perspectives from around the world to help you gain greater insight into the current management principles and practices.

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Crowdfunding in India

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Introduction:

SEBI in its reaction paper has characterized Crowdfunding as "a method for fund-raising for an inventive undertaking (for occurrence, music, film, book distribution), a kindhearted or public-interest cause (for example, a local area based social or co-usable activity) or an undertaking, through little monetary commitments from people who may number in the hundreds or thousands. Those commitments are looked for through an online group financing stage, while the offer may likewise be advanced through online media". SEBI in its reaction paper has observed Crowdfunding from the IOSCA Staff Working Paper which has characterized different kinds of group financing. As indicated by IOSCA, there are four kinds of Crowdfunding which are: Equity Crowdfunding, Peer to Peer loaning, Social loaning, and gift and Reward Crowdfunding. Web-based Crowdfunding in India is still at its early stage, where the financial backers and the guarantors need to adapt rapidly to what will and won't work. The lone guideline is on the Peer-to-Peer loaning which is managed by the Reserve Bank of India (RBI). For a similar explanation, suitable frameworks and cycles ought to be set up. It tends to be extensively separated into four classes: donation crowdfunding, reward crowdfunding, peer-to-peer lending, and equity crowdfunding.

1. Donation Crowdfunding: It includes raising assets for social, imaginative, altruistic, or different purposes. This model can be utilized for raising assets for causes going from calamity help training sponsorships, noble cause causes, and installment of hospital expenses. There are no monetary impetuses for benefactors. Gifts are made absolutely as a demonstration of charity.

2. Reward crowdfunding: This strategy is an alteration of the Donation model. Givers are given an impetus of some current or future unmistakable compensation for making commitments. The prize might be as an item or assistance, for instance, a pre-dispatch version of a recently evolved

computer game or free feast coupons. Award Crowdfunding is suitable for organizations where an imaginative thought or advancement is included.

3. Peer-to-peer lending: Peer-to-Peer Lending (P2P loaning) is a type of crowdfunding used to raise advances that are re-paid alongside interest. It very well may be characterized as the utilization of an online stage that matches money lenders with borrowers to give unstable credits. The borrower can either be an individual or a lawful individual requiring an advance. The loan fee might be set by the stage or by a shared understanding between the borrower and the moneylender. Expenses are paid to the stage by both the moneylender just as the borrower.

4. Equity crowdfunding: It alludes to raising support by a business, especially beginning phase subsidizing, through offering value interests in the business to financial backers on the web. Organizations looking to raise capital through this mode normally promote online through a crowdfunding stage site, which fills in as a go-between among financial backers and the new businesses.

CROWDFUNDING IN INDIA:

As referenced over the idea of crowdfunding isn't new in the Indian ward. The part which will be new to India would be the idea going on the web. This will along these lines act like a significant challenge since India has not yet been effective in building up a wrongdoing-free digital organization as of now. There is a low trust level among the clients in India concerning the validity of anything occurring on the web. Additionally, the business is likewise not very financial backer cordial. Prior, the internet business idea turned into a pattern simply because of the presentation of money down a framework by organizations.

It very well may be securely said India is as yet not ready to manage counterfeit sites and spam sends. It can't be supposed to be a country that can manage web security and mindfulness efficiently.vi Further, the issue of tax evasion would likewise scale up as pastors and different partners would begin engaging in these crowdfunding projects.

Disregarding all the previously mentioned issues, the idea of crowdfunding is getting quick. US has effectively made it legitimate by the establishment of Jumpstart Our Business Start-ups Act, 2012 (JOBS Act) as are different nations, consequently such an order ought to be established in India likewise so it can rival different nations on equivalent levels. The JOBS Act is one of the nearest global counterparts to our crowdfunding regime. It is extremely fundamental for a nation like India to investigate an assortment of alternatives to raise capital for its new companies. To place into the impact a functioning model of capital raising for these beginning up adventures and little and medium scale ventures it is right off the bat very fundamental that SEBI determines in clear words that its Regulations will be applied on the Internet destinations which will engage during the time spent crowdfunding. Furthermore, these stages ought to additionally go to the controllers with the goal that they can work in a manner that is dependable and very straightforward in nature. Thirdly, India should blast the punishments and liabilities on any digital-related misrepresentation that occurs to dissuade others from doing likewise. Likewise, every one of the arrangements made ought to keep into mind the IT laws predominant in the country. Consequently, India is prepared for receiving another idea that is being utilized worldwide to advance the development of its businesses.

A business person or a new business needed to ascend for their task or adventure they should enlist and add their undertakings to http://buckscapital .com. in their undertakings they have noticed the reason for which they require reserves and the how they spend it, the scheduled opening of mission and the prizes for the venture. The way the organization is making correspondence with the financial backers. Crowdfunding is another idea for Indian financial backers. The utilization of the web for raising capital prerequisites is extremely low in contrast with western nations. When customary monetary framework neglected to help new companies this alternative sprung up. Internet showcasing and on the web installment choices made Indian financial backers available to crowdfunding ways. India is the second biggest in the web market. Presently with the new companies' activity and how to get reserves made crowdfunding recognizable. Established in 2005, Equity net bills itself as the "first value crowdfunding site"

and claims to hold the lone patent for the idea. Numerous new companies which are effective just as creative are combined and gone through acquisitions with the corporate element. As numerous as 60 new businesses are as of now converged with huge organizations. Indian and Foreign organizations are drawing in with new businesses through a coordinated effort, speed increases, and speculation.

Conclusion

Crowdfunding is also termed as 'democratic finance 'as it doesn't include conventional financial middle people. Without a doubt Crowdfunding, which represents immense potential, is in its beginning stage. Consequently, it is the need of the hour for the administrators to view the guidelines and give this likely market a solid emotionally supportive network. Crowdfunding assumes an essential part in capital gathering for the Small and Medium-scale business elements, which in any case encounters an immense issue with customary structures like Banks and Financial Organizations and so on Crowdfunding Platforms are an incredible help framework for the Fund searchers and Fund Providers, and they have to improve their Competency to be in the standard subsidizing later on.

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Gig Economy- Future of India

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History & Introduction:

With the Covid19 surge it is now well accepted globally about the insecurity of jobs. Due to this pandemic there the unemployment has increased worldwide. The answer to this unemployment problem for India is Gig economy. The phrase "Gig" refers to the musical concert, the word "Gig" was coined by Jazz musicians in the late 1920s. After the great depression of the 1930s when unemployment was mounting, farmers lost their land due to droughts and falling prices, people were forced to migrate in search of work. In the 1940s a temp agency in the USA hired workers on a temporary basis. During the 1990s due to flexible work patterns, contractors used to hire temporary workers on call and this acts as the beginning of the era of the gig economy. In 2008 Airbnb initiated its operations in the USA giving the option to anyone to let out their spare room for generating more income. In 2018 the worth of Airbnb was 38 billion (Pickard, 2019).

So, briefly, we can describe the gig economy as a free-market system in which companies look forward to freelancers or contractors rather than hiring full-time workers. In this type of economy, workers can work for different employers at one time and they are paid per job or as per project. The rise of this economy has been seen after the technological advancements and this kind of arrangement provides flexibility and independence to the clients and the workers (Western Governors University, 2018).

The Gig economy acts as a blessing or curse depending upon its pros and cons to the varied persons. Undoubtedly, it provides freedom but it also takes away things like job security, paid

leaves, medical benefits, etc. If regulated, the gig economy can be fruitful in the long run as it provides opportunities for self-employment to the huge population (Randstad, 2020).

Future for India: In the pandemic of Covid19 in India platform economy firms like Uber, Swiggy, Zomato, Airbnb, etc. supported the frontline workers. Nevertheless, some of these firms followed the layoffs but still, they stood at that time. Considering the relevance of the Gig economy Indian parliament passed a new labor code "The Code on Social Security 2020" in September 2020. This law acknowledged the importance of gig workers and categorized it as a new occupational category in the country. In November 2015 Government of India passed the law that Gig companies can now be asked to make mandatory contributions towards Employees Provident Fund (EPF) and the workers can also make voluntary contributions towards the EPF. Platform workers are also eligible for maternity leaves, old age protection, provident fund, etc. (IBEF, 2020)

India has emerged as the fifth-largest economy in Flexi-staffing after the US, China, Brazil, and Japan. Digital platforms emerged as a strong provider of employment creation and thus eliminated the role of middlemen. The Gig economy is mostly popular in blue-collar workers like Uber/Ola drivers but now there is huge scope for white-collar workers too due to the increased demand in industrial sectors (Monga, 2020).

In India, approximately 3 million gig workers are working on different platforms as independent contractors, contract firm workers, online workers and digital platform workers. However, this number is small as compared to the total 500 million workers in India as delivery boys, cleaners, consultants, bloggers, etc. Due to the flexibility of working hours, this has persuaded the women too in labor force participation. If properly regulated there is a huge scope for the Gig economy in India as it can create more employment opportunities. An increase in the avenues will decrease the price of overall service that will generate consumer surplus and that amount can be spent on other sectors and with the multiplier effect, the GDP of the economy can be raised (Banik, 2020).

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Agile Leadership the new approach to leading

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Introduction

Traditional leadership practices are outdated and ineffective in today's workplace. Organizations today are undertaking the fundamental shift from a traditional working model designed for the industrial economy to an agile model designed for today's digital economy.

Agile Leadership is an entirely new approach for leading people in today's world. The fundamental change in approach or underlying assumptions in a new form of organization enables innovation, collaboration, and value creation at unprecedented speed, scale, and impact. Its leadership for the next generation of business leaders!

True Agile Leaders are inclusive, democratic leaders who exhibit a greater openness to ideas and innovations. With a passion for learning, a focus on developing people, and a strong ability to define and communicate a desired vision, they possess all of the tools necessary to successfully inspire others and become an agent for change within any organization.

Key characteristics of agile organizations are customer-focused and create value for various stakeholders; they work through a network of small, empowered teams; use rapid decision and learning cycles; have a dynamic people model engaging and empowering employees, and use next-generation-enabling technology.

The process of becoming a transformational agile leader has three fundamental reactive-to-creative mindset shifts that are critical to foster the culture of innovation, collaboration, and

value creation at the heart of agile organizations: from certainty to discovery, from authority to partnership, and from scarcity to abundance.

The shift towards new mind-sets and behaviors involves a major set of capabilities required by new leaders of an agile organization, such as building open, diverse, and empowered teams and encouraging plural views and dissent; support working in rapid cycles, with rigorous task prioritization; focused, short bursts of work; frequent reflection to measure and learn; encourage teams to focus on customers and understand their needs deeply, and explore opportunities to deploy design thinking and business-model innovation.

Post transforming the teams the agile leaders work towards transforming the organizations after co-creating a deeply resonant organizational purpose with participation across the organization, then broadcasting it at every opportunity. Further, leaders explore a holistic new agile design for their organization, creating it as a network of empowered micro businesses supported by a lean backbone, working in high collaboration with external partners. They shape a new agile organization culture within the organization through personally modeling, and developing in others, new mindsets and behaviors; fostering understanding and conviction around the core purpose; and ensuring the new agile designs reinforcing the new mindsets and behaviors. Lastly, engages people across the organization in co-creating the new agile organization design and culture through constant experimentation and learning.

Lastly, agile organizations post transforming themselves, develop an approach towards developing leaders by engaging or developing a cadre of enterprise-agility coaches supported by a leadership transformation team. They design a tailored journey for the top team. The organizations create an immersive learning experience for all senior leaders across the enterprise. They further link and apply the learning to existing and new agile-transformation experiments and initiatives. Lastly, the organizations frame and roll out the leadership initiative in 90-day cycles.