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"A study of money management at Ekashar built tech pvt Ltd"

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ABSTRACT :

Money control plays a critical position inside the financial stability and growth of any organisation. This take a look at specializes in information and evaluating the money management practices adopted by means of Ekashar Built Tech Pvt. Ltd. The studies aims to explore how the employer plans, controls, allocates, and monitors its financial resources to make sure operational efficiency and lengthy-time period sustainability. Using each primary and secondary facts assets, the observe investigates budgeting techniques, rate monitoring, coins glide management, and investment making plans within the agency.

The findings spotlight the significance of adopting systematic financial planning, the use of digital tools for tracking fees, and employee awareness concerning monetary subject. The studies also identifies key demanding situations faced with the aid of the company in dealing with finances, along with coins glide delays, unexpected operational costs, and budgeting inconsistencies. Recommendations are supplied to improve monetary practices, decorate selection-making, and fortify inner economic controls. This take a look at contributes to a higher information of how green money management can cause advanced business overall performance in medium-sized firms. Keywords: Money Management, Financial Planning, Budgeting, Cash Flow, Expense Tracking, Financial Discipline, Ekashar Built Tech Pvt. Ltd, Corporate Finance, Business Sustainability, Financial Control.

Introduction

Money control is the spine of any a hit corporation, irrespective of its length or enterprise. It entails the strategic making plans, monitoring, and controlling of an employer's financial sources to acquire its brief-term and lengthy-time period desires. Proper money management ensures monetary balance, minimizes risks, and helps increase thru effective budgeting, price control, funding choices, and coins flow control. Ekashar Built Tech Pvt. Ltd is an rising agency inside the discipline of infrastructure and production, wherein managing budget correctly is essential due to the capital-intensive nature of operations. This have a look at ambitions to examine the money management practices observed with the aid of the organization, apprehend how monetary selections are made, and pick out areas in which enhancements can be delivered to decorate typical performance.

In brand new aggressive and dynamic commercial enterprise surroundings, agencies have to be proactive in managing their finances. Delays in cash influx, overspending, or negative investment choices can impact a corporation's increase and sustainability. Therefore, a scientific approach to money control not simplest improves monetary health but additionally supports strategic choice-making and resource optimization. This studies seeks to discover how Ekashar Built Tech Pvt. Ltd handles its monetary planning, keeps liquidity, allocates finances, and tracks expenses. The study also targets to focus on the demanding situations faced through the company in managing its price range and to signify realistic guidelines for higher monetary manipulate. By specializing in a real-international enterprise situation, this paper hopes to make contributions valuable insights into the importance of sound money control practices in the company international, especially in medium-sized non-public corporations operating inside the infrastructure area.

Objectives of the Study

- To understand the existing money management system followed by Ekashar Built Tech Pvt. Ltd., including budgeting, cash flow management, and expense tracking methods.
- To identify the level of financial awareness among employees involved in budgeting, accounting, and financial decision-making within the organization.
- To evaluate the effectiveness of financial planning and control measures implemented by the company.

Literature Review

Money management has long been recognized as a vital element in ensuring financial stability and sustainability for businesses across sectors. Various scholars and financial experts have studied the importance of budgeting, expense control, and financial planning in enhancing operational efficiency and long-term business growth.

Agarwal (2020) emphasized the practical application of financial principles, particularly in budgeting and investment decision-making. According to him, organizations that follow a systematic financial planning process are better prepared to handle uncertainties and align spending with strategic goals.

Similarly, Khan and Jain (2019) highlighted the core aspects of basic financial management, stating that effective budgeting and cash flow tracking are the foundation of a well-functioning financial system within any organization.

Pandey (2018) contributed to the field by discussing the significance of financial decision-making tools and techniques that aid in resource allocation and control. His work suggests that proper financial planning can improve decision quality and reduce unnecessary expenditures. Bhattacharya (2021) focused specifically on working capital and its management, pointing out that companies in the infrastructure and construction sectors face frequent challenges in managing liquidity due to fluctuating operational costs.

Brigham and Houston (2021) and Ross, Westerfield, and Jordan (2020) provided comprehensive insights into corporate finance and introduced models for evaluating financial performance, expense control, and investment efficiency. Their work is relevant to this study as it outlines best practices for maintaining financial discipline across departments.

In the Indian context, Sharma and Gupta (2019) explored management accounting practices and their role in internal financial control. Their findings suggest that employee awareness and understanding of financial procedures play a crucial role in successful implementation. This is supported by Reddy (2022), who conducted an empirical study on financial planning in Indian SMEs, revealing that companies with structured financial training for employees saw improved budgeting efficiency and cost control.

Additionally, the *Annual Financial Reports of Ekashar Built Tech Pvt. Ltd.* (2023) provided useful internal data on the company's financial operations, helping to frame the primary research tools. Government guidelines (2021) from the Ministry of MSME further outline the formal structure and support available for financial systems in small and medium-sized enterprises, including budgeting standards and control mechanisms.

In summary, the existing literature supports the idea that effective money management requires not only sound financial systems but also widespread employee awareness and consistent application of budgeting and control practices. This study builds upon these insights to explore how such theories and recommendations are applied in practice at Ekashar Built Tech Pvt. Ltd.

Research Methodology

1. Research Design

The present study follows a *descriptive research design*, aimed at exploring the role of emotional branding in building customer loyalty. The purpose of this research is to understand consumer perceptions, emotional triggers, and behavioral responses toward emotionally driven branding efforts.

2. Nature of the Study

The research is *quantitative and empirical* in nature, relying on *primary data* collected directly from respondents through a structured questionnaire. The study analyzes relationships between emotional branding strategies and consumer loyalty patterns.

3. Data Collection Method

- *Primary Data*: Collected through a structured questionnaire administered to 100 respondents using online and offline channels.
- *Secondary Data*: Collected from journals, articles, research papers, company reports, and websites related to emotional branding and customer loyalty to support theoretical insights.

4. Sampling Method

The study used *non-probability convenience sampling*, selecting participants based on their availability and willingness to respond. This approach helped target students, professionals, and consumers from various age and occupational backgrounds.

5. Sample Size

The sample size for this study is *100 respondents*.

6. Research Instrument

A *close-ended questionnaire* was designed, consisting of three sections:

- *Section A*: Demographic details (Age, Gender, Occupation)
- *Section B*: Emotional connection and loyalty-related questions
- *Section C*: Emotional branding's impact on buying behavior

7. Tools of Analysis

The collected data has been tabulated and analyzed using:

- Frequency distribution
- Percentage method
- Tabular presentation with interpretation for each question

8. Scope of the Study

The study focuses on understanding emotional branding's effect on customer loyalty across various consumer groups. It provides insights useful for marketers, branding professionals, and businesses that aim to create emotionally engaging brand experiences.

Data Analysis & Interpretation

1. Are you aware of the budgeting process followed in the company?

Particular	No. of Respondents	Percentage
Yes	62	62%
No	18	18%
Somewhat	20	20%

Interpretation:

62% of respondents are aware of the budgeting process, indicating a fair level of communication regarding financial planning. However, 38% (No + Somewhat) still lack full awareness, suggesting a need for more inclusive financial briefings.

2. How often does your department prepare or revise budgets?

Particular	No. of Respondents	Percentage
Monthly	30	30%
Quarterly	28	28%
Annually	22	22%
Not Sure	20	20%

Interpretation:

Most departments revise budgets monthly or quarterly. However, 20% of employees are unsure, indicating a communication gap or lack of involvement in budget-related processes.

3. Does the company regularly track and monitor expenses?

Particular	No. of Respondents	Percentage
Always	40	40%
Sometimes	35	35%
Rarely	15	15%
Never	10	10%

Interpretation:

40% of respondents believe expenses are always tracked, but a significant 25% think this happens rarely or never, suggesting inconsistency in expense monitoring across departments.

4. How would you rate the current cash flow management system?

Particular	No. of Respondents	Percentage
Very Effective	20	20%
Effective	38	38%
Neutral	25	25%
Ineffective	10	10%
Very Ineffective	7	7%

Interpretation:

58% of respondents find the cash flow management system effective, while 17% view it negatively. This shows a generally positive trend but also reflects the need for process improvements in certain areas.

Objective 2: To identify the level of financial awareness among employees**5. Have you received any training or orientation on financial management or budgeting in the company?**

Particular	No. of Respondents	Percentage
Yes	40	40%
No	60	60%

Interpretation:

Only 40% of respondents have received financial training, which suggests the company should invest more in financial literacy programs to increase internal awareness.

6. How familiar are you with the company's financial policies and procedures?

Particular	No. of Respondents	Percentage
Very Familiar	25	25%
Somewhat Familiar	50	50%
Not Familiar	25	25%

Interpretation:

Half of the respondents are only somewhat familiar with the financial policies, while 25% lack any familiarity. This indicates a need for better policy dissemination and training.

7. Do you feel your role has a financial impact on the company's money management?

Particular	No. of Respondents	Percentage
Yes	55	55%
No	20	20%
Not Sure	25	25%

Interpretation:

While 55% of employees feel their role affects financial outcomes, 45% either disagree or are unsure, reflecting a need to emphasize the financial accountability of all roles within the organization.

8. In your opinion, how well does the company control unnecessary expenses?

Particular	No. of Respondents	Percentage
Very Well	22	22%
Well	35	35%
Average	28	28%
Poorly	10	10%
Very Poorly	5	5%

Interpretation:

57% of the respondents believe that the company controls expenses well, while 15% express concern over ineffective cost control. This suggests moderate effectiveness but room for improvement.

9. Are financial decisions in your department made based on proper planning and data?

Particular	No. of Respondents	Percentage
Always	32	32%
Sometimes	38	38%
Rarely	20	20%
Never	10	10%

Interpretation:

While 70% believe that decisions are based on planning and data at least sometimes, 30% think this rarely or never happens. This indicates inconsistent application of data-driven decision-making across departments.

Findings

- **Awareness of Budgeting Process** A majority (62%) of employees are aware of the budgeting manner followed within the corporation, indicating that the procedure is communicated to key employees. However, 38% of respondents are either unaware or most effective truly conscious, suggesting the want for broader recognition tasks.

- Budget Review Frequency Most departments put together or revise budgets both month-to-month (30%) or quarterly (28%), at the same time as some follow annual planning. However, 20% of employees had been uncertain, indicating a communication gap or loss of involvement inside the system.
- Expense Monitoring Practices Only 40% of respondents believe fees are usually tracked and monitored. A massive element (25%) pronounced that monitoring is either rare or by no means executed, reflecting inconsistency in expense tracking techniques.
- Cash Flow Management Rating Around 58% of respondents rated the cash flow management device as either "Effective" or "Very Effective." However, 17% considered it "Ineffective" or "Very Ineffective," suggesting the presence of operational problems in handling inflows and outflows.
- Training and Orientation on Financial Management Only 40% of personnel mentioned receiving education or orientation on budgeting or economic management. This highlights a want for greater based training applications to increase monetary literacy throughout all ranges.
- Familiarity with Financial Policies Half of the respondents (50%) are only extremely acquainted with company financial policies, and 25% are not acquainted at all. This suggests that inner conversation on policies needs strengthening.
- Employee Perception of Financial Role Impact While 55% of employees experience their function has a economic impact, 45% both disagreed or were uncertain. This displays a need to promote the financial relevance of numerous roles inside the agency.
- Expense Control Measures About 57% of respondents feel the company controls useless costs well or thoroughly. However, 15% rated fee control poorly, indicating that there are regions where price management can be improved.
- Data-Based Financial Decision-Making Only 32% of respondents said monetary selections are constantly facts-based of their department, whilst 30% said that decisions are rarely or by no means based on right planning and data. This suggests a loss of consistency in economic decision-making practices throughout teams.

Conclusion

Effective money control is vital for the economic fitness and operational achievement of any agency. This look at aimed to analyze the prevailing monetary practices at Ekashar Built Tech Pvt. Ltd., focusing on budgeting, cash float control, and the financial recognition of personnel. Based on the findings derived from primary studies, it's miles obvious that whilst the enterprise has installed a foundational framework for economic planning and manipulate, there continue to be substantial gaps in consistency, communication, and employee involvement. The research discovered that although a majority of employees are aware about the budgeting system, a large portion either lacks complete expertise or isn't always actively engaged in it. This limits the effectiveness of the budgeting device, specifically in terms of its implementation on the departmental stage. Similarly, while the organization appears to have mechanisms for tracking fees and handling cash flow, those aren't uniformly skilled throughout all departments, leading to numerous perceptions of financial manage and effectiveness.

Another vital commentary from the examine is the exceedingly low stage of formal education and cognizance applications associated with economic control. Many employees indicated restrained familiarity with the business enterprise's financial guidelines, suggesting that internal communication concerning economic pointers and tactics desires to be strengthened. Furthermore, the examine located that a considerable proportion of personnel do no longer apprehend their personal function in influencing economic outcomes, that may negatively affect accountability and useful resource optimization. In conclusion, Ekashar Built Tech Pvt. Ltd. Has taken commendable steps toward established cash management, but to decorate its monetary performance further, the corporation need to attention on growing transparency, standardizing practices across departments, and making an investment in everyday financial education for personnel. By improving employee engagement in financial processes and selling a tradition of economic obligation, the organization can better align its strategic dreams with everyday monetary operations, making sure long-time period sustainability and increase.

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