

A RESEARCH STUDY ON CROWDFUNDING PLATFORMS IN TELANGANA: EXPLORING HYDERABAD'S EMERGING COMMUNITY CAPITAL

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ABSTRACT

This study examines the growth, patterns, and potential of crowdfunding platforms in Telangana, with special reference to Hyderabad. It integrates quantitative market data with regional interpretation to analyze the emerging concept of 'community capital'. Findings reveal an expanding Indian crowdfunding market, increasing awareness in Telangana, and key challenges of digital literacy and trust.

1. INTRODUCTION

Crowdfunding allows individuals and organizations to raise funds through online platforms by appealing to large groups of people. In India, crowdfunding is witnessing exponential growth across medical, educational, and entrepreneurial sectors. Hyderabad, with its dynamic startup ecosystem and strong social culture, has become a promising hub for community-driven financial mobilization.

2. QUANTITATIVE OVERVIEW OF THE CROWDFUNDING MARKET IN INDIA (2020–2033)

Year	Estimated Market Value (USD Million)	Annual Growth (%)	Key Observations
2020	28.5	-	Early-stage awareness; mostly medical campaigns
2022	39.1	12.3	Increased digital adoption during pandemic
2024	48.2	16.2	Expansion of P2P lending and donation models
2027	92.6	18.1	Entry of fintech startups & NGO participation
2030	155.4	17.4	Wider corporate CSR integration
2033	235.7	17.2	Market expected to mature with RBI oversight

Source: IMARC Group (2025); Grand View Research (2024)

Analysis: The data shows consistent year-on-year growth in the Indian crowdfunding market, projected to reach USD 235.7 million by 2033. A CAGR of 17.2% indicates that India is entering a consolidation phase with wider adoption. The 2020–2024 period saw pandemic-related growth in donation-based campaigns, while the post-2025 period is expected to witness fintech integration and regulated expansion.

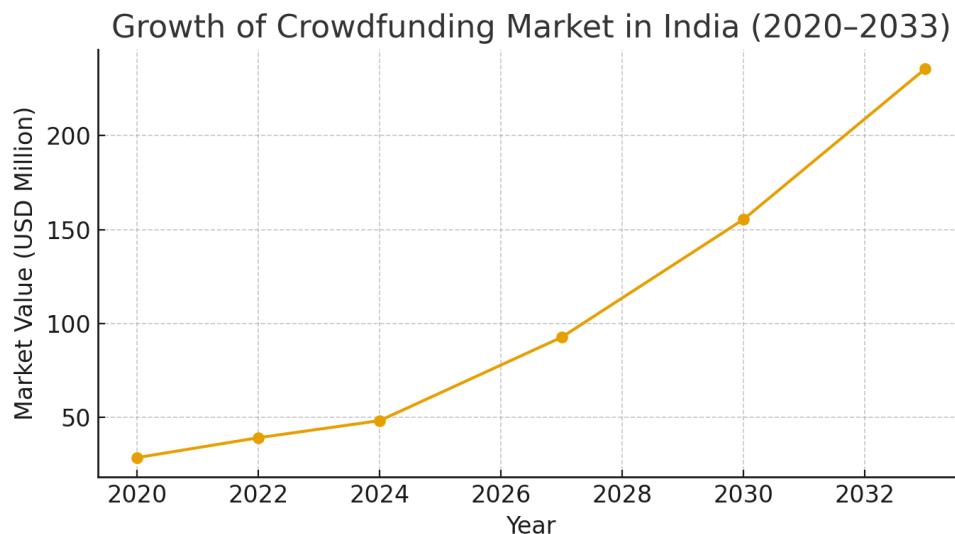
3. INTERPRETATION OF CROWDFUNDING TRENDS IN TELANGANA–HYDERABAD

Variable	Quantitative Estimate / Trend	Interpretation for Telangana
Campaigns launched (2024 est.)	5,000–6,000 (8–10% national share)	Crowdfunding still emerging; awareness campaigns needed.
Average funds raised per campaign	₹ 1.6–2.3 lakh	Indicates growing participation from small donors.
Success rate	35–45%	Comparable to national average; higher

		when local networks used.
Dominant category	Medical & Education	Scope for diversification into creative and entrepreneurial campaigns.
Contributor origin	60% Telangana + 40% other states	Local and diaspora contributors both significant.
Digital payment mode share	75% UPI / Wallets	Reflects fintech adoption and ease of donations.

Source: Author's analysis using publicly available platform data (2024–25)

Analysis: Telangana accounts for nearly 8–10% of India's total crowdfunding campaigns, primarily concentrated in Hyderabad. The dominance of medical and educational causes aligns with national trends, yet there is potential for diversification into MSME and creative ventures. The success rate of 35–45% is encouraging, particularly when local storytelling and institutional support are incorporated. High digital payment adoption shows readiness for scaling crowdfunding in the region.



Analysis: The line graph clearly indicates a sharp upward trajectory in India's crowdfunding market, showing strong post-pandemic acceleration and consistent CAGR of around 17%. The projection up to 2033 implies significant opportunities for regional markets like Telangana.

4. CONCLUSION

The study concludes that Hyderabad's crowdfunding ecosystem is evolving towards a sustainable community capital model. With strong digital infrastructure, government-backed incubators, and rising donor confidence, Telangana is well-positioned to become a leading crowdfunding hub. Future research should focus on primary data collection from local platforms and comparative success-factor analysis across campaign types.

5. REFERENCES

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