

INVERTIS UNIVERSITY, BAREILLY,
LUCKNOW NATIONAL HIGHWAY, NH-24, BAREILLY, UTTAR PRADESH 243123
REQUEST FOR FINANCIAL ASSISTANCE

DATE OF APPLICATION: 06.05.2020

(a) TO be Filled by Applicant

NAME	Manmohan Bansal
DESIGNATION	Assistant Professor
NAME OF INSTITUTION	Invertis University Bareilly
DEPARTMENT	TIMS
TITLE OF RESEARCH (Attached Annexure for additional details)	An Empirical Study of Rural Consumer Shopping Orientation towards Fast Moving Consumer Goods.
STUDY LEAVE/RESEARCH ASSISTANT)	Research Assistant
NAME OF THE COLLABORATED INSTITUTION	Invertis University Bareilly
SUPERVISOR/GUIDE (INTERNAL)	Dr. Deepraj Gundihi
DATE OF JOINING PhD	14.08.2018
REQUESTED AMOUNT IN INR	48000/-

I hereby declared that all the information given by the applicant is true and appropriate in my knowledge as per the guidelines stated in the Employee Manual.



Registrar
Invertis University
Bareilly


Signature

ANNEXURE

- **PROJECT TITLE** An Empirical Study of Rural Consumer Shopping Orientation towards Fast Moving Consumer Goods.
- **AIM AND OBJECTIVE**
 - Study Rural Consumers buying pattern
 - Identify Rural consumer Shopping Orientation
 - To Develop consumer buying model
- **METHOD OF RESEARCH**
Field Survey

- **MATERIAL REQUIREMENT**

- **SPLIT EXPENDITURE**

<u>S.No</u>	<u>Item Description</u>	<u>Amount in INR</u>
1	Paper presentation Expenses: Fees for publishing research papers in academic journals or presenting at conferences.	30000
2	Travel Expenses and Fieldwork: Costs associated with travel to research sites, data collection locations, conferences, workshops, or seminars related to the research.	5000
3	Accommodation Expenses	—
4	Research materials and Supplies (laboratory equipment, chemicals, reagents, software licenses, books, and any other materials necessary for data collection and analysis.)	3000
5	Surveys and Questionnaires: Expenses related to designing, printing, and distributing surveys or questionnaires.	2000

6	Communication and Internet: Expenses for communication tools, internet connectivity, and web hosting for research-related activities.	3000
7	Intellectual Property Costs: Legal fees or patent application expenses for protecting intellectual property resulting from the research.	- NIL -
8	Printing and Photocopying: Expenses for printing research-related documents, posters, or handouts.	3000
9	Contingency Fund: A reserve amount set aside to cover unforeseen expenses or budget fluctuations during the research project.	2000
10	Other	- NIL -

Total Amount	48000
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Bansal

Signature of Applicant