

SRI DHARMASTHALA MANJUNATHESHWARA COLLEGE (AUTONOMOUS)

UJIRE-574 240

DAKSHINA KANNADA, KARNATAKA STATE

(Re-Accredited by NAAC at 'A++' Grade)

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30-03-2024

File No: SDMSMGR/2023-24/11

To,

Ms. Ashwini Jain

Assistant Professor

B.Voc in Digital Media and Film Making

SDM College (Autonomous), Ujire

Sir/Madam

Sub: Sanction Letter of Seed Money Grant for Research 2023-24

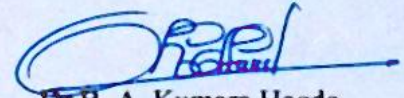
Based on the recommendations of the expert committee your project entitled "**Educational branding v/s advertising: A study of branding and advertising impact on student enrolment in Dakshina Kannada**" is approved with an amount of **Rs.25000** (Rupees Twenty five thousand) as per budget details given below

S.N.	Particulars	First Instalment	Second Instalment	Third Instalment	Amount (Rs.)
1	Books & Journals	5000	-	-	5000
2	Chemicals/Glassware/Plasticwares	-	-	-	-
3	Characterization/Testing/Software charge	1000	3000	-	4000
4	Field work/travel	2000	1000	-	3000
5	Printing and binding	-	1000	-	1000
6	Special need	1000	1000	-	2000
7	Publication-Article Processing charge	-	-	10000	10000
	Total	9000	6000	10000	25000

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Terms & Conditions:

1. The first instalment amount shall be spent for the project within the specified time of six months and utilization certificate with bills are to be submitted on or before 30 September 2024.
2. The second instalment will be released after submitting the half yearly progress report & Utilization certificate with bills.
3. 10% reappropriation of fund is allowed with prior approval of Research & Development Cell
4. Third instalment will be released only after the publication of research findings in UGC recognized journal
5. All the field visit and travel should be carried out with the prior approval of the Head of the Department
6. Books & Journal, Research tools and glassware purchased under the project become College/Department property.
7. Final project report, utilization certificate, statement of expenditure and bills are to be submitted on or before 30 March 2025.



Dr B. A. Kumara Hegde

Principal
PRINCIPAL
S.D.M COLLEGE
UJIRE - 574240, D.K.