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Indian Council of Social Science Research
(Ministry of Education)
JNU Institutional Area, Aruna Asaf Ali Marg
New Delhi – 110067
Website: www.icssr.org

SANCTION ORDER

F.No.02/2/2022-23/ICSSR/RP/MN/GEN

Dated: 05-05-2023

The Principal
Nirmala Memorial Foundation College of
Commerce and Science
D.S. Road Asha Nagar Thakur Complex
Kandivali (East) Mumbai – 400 101
Maharashtra

Subject: Sanction of Minor Research Project entitled "Influence of Brand in Buying Behaviour of Millennials In Mumbai with Reference to Selection of Ready-Made Garments" to Dr.Poonam Kakkad, Assistant Professor, Nirmala Memorial Foundation College of Commerce and Science, Mumbai

Dear Sir/Madam,

1. The Indian Council of Social Science Research (ICSSR) approved the award of "Influence of Brand in Buying Behaviour of Millennials In Mumbai with Reference to Selection of Ready-Made Garments" the above Minor Research Project submitted by Dr.Poonam Kakkad, Assistant Professor of your Institution.
2. The study, as proposed by the researcher, is to be located at and financially administered by your institution as per the guidelines of this award.
3. The ICSSR has sanctioned a grant-in-aid of **Rs.300000/-** (Rupees Three Lakh Only) for the above Research Project and the grant will be released as follows:

First instalment (40 % of Instalment)	:Rs. 120000/-
Second instalment (40 % of Instalment)	:Rs. 120000/-
Final instalment (15 % of Instalment)	:Rs. 45000/-
Publication Cost (5% of Instalment)	:Rs. 15000/-
Total	:Rs. 300000/-
Overhead charges over and above 5% or maximum Rs.100000	:Rs. 15000/-**

* This is to be retained by the ICSSR. ICSSR would publish it subject to recommendation by the expert and relevant Committees for the purpose, from the overall budget, so to be retained by the ICSSR.

** This amount will be released on successful completion of project after evaluation.

(The break-up budget approved by the ICSSR of Rs.300000/- is enclosed.)

4. The **First** installment of the approved grant-in-aid will be released after receiving the grant-in-aid bill duly filled in, stamped and signed by the Project Director as well as the affiliating organization.

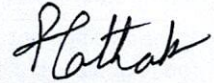
Pathak

5. In case, the study involves survey research, the finalized schedules/questionnaires (2 copies) designed to elicit information should be sent to the ICSSR as per the following schedule:
 - a) If the schedule /questionnaire for eliciting information is as per standard questionnaire, these will have to be sent to ICSSR immediately,
 - b) If the schedule /questionnaire for eliciting information are to be designed afresh keeping in view the requirements of the project, these will have to be sent to the ICSSR within a period of six months in any case.
6. The Second instalment will be released after receiving a satisfactory **Six Months** progress report along with a Budget statement of account of the account for the first instalment (Depending upon the duration of the Project).
7. The Third/Final instalment will be released on the receipt of:
 - (a) Satisfactory book length of the Final Report (Two Hard Copies plus one Soft Copy in CD or Pen-Drive) in the publishable form after incorporating all corrections, suggestions of the expert.
 - (b) Statement of accounts with Utilization Certificate in GFR of 12A form for the entire project amount duly signed by the Finance Officer/Registrar/Principal/Director of the affiliating institution.
 - (c) A certificate of statement of assets and books purchased out of the project fund issued by the affiliating institution
8. The scholar shall acknowledge support of ICSSR in all publications resulting from the project output (Research Paper, Books, Articles, Reports, etc.) and should submit a copy of the same to the ICSSR during its course and after completion. Non –Compliance to the condition may lead to action against the Project Director by ICSSR.
9. The University/Institution of affiliation will provide to the scholar office accommodation including furniture, library and research facilities and messengerial services. For this, the ICSSR shall pay to the University/Institution of affiliation **Overhead Charges @ 5%** of the total expenditure incurred on the project only after successful completion of the project.
10. The Contingency Grant may be utilized for research and office assistance, books, stationary, computer cost, research assistance and the field work expenses of Project Director, Co-Project Directors and research personnel connected with the research work.
11. The overhead charges to the affiliating institution over and above @ 5% or maximum Rs.1,00,000 will be released only after successful completion of the project after evaluation. The accounts and the Utilization Certificate will be signed by the Finance Officer/Registrar/Principal/Director in the case of accounts of the institution are audited by CAG/AG. Otherwise, they need to be signed by the Finance Officer and the Chartered Account.
12. The Director of the research project will be **Dr.Poonam Kakkad**, who will be responsible for its completion within **12 Months** from the date of commencement of the project, which is **10.03.2023** as intimated by the Project Director.
13. In case, the Project Director does not submit the periodic / final project report as per schedule with adequate justification, the researcher may be debarred from availing all future financial assistance and ICSSR may take any necessary action against the Project Director/Affiliating Institute as it is deem fit.

P. Kakkad

14. All grants from ICSSR are subject to the general provision of GFR 2017.
15. The Project Director will ensure that the expenditure incurred by him/her conforms to the approved budget heads. The grant-in-aid is subject to all the conditions laid down in the Indian Council of Social Science Research (ICSSR) Research Projects available in the ICSSR website www.icssr.org and other relevant Orders / Guidelines passed by ICSSR time to time.
16. The expenditure on this account is debatable to the Budget Head-ICSSR (Scheme Code 0877); OH 31.09 Research Projects.
17. All project instalments will be transferred through Public Finance Management System (PFMS) and ICSSR shall implement the EAT module for ensuring transparency of expenditure at all levels and to ensure that there is no parking of funds.
18. As per MOE instruction, the amount of grant sanctioned herein is to be utilized by the end of the project duration. Any amount of the grant remaining unspent shall be refunded to the ICSSR immediately after the expiry of the duration of the project. If the grantee fails to utilize the grant for the purpose for which the same has been sanctioned/or fails to submit the audited statement of expenditure within the stipulated period, the grantee will be required to refund the amount of the grant with interest thereon @ 10% per annum.

Yours faithfully,

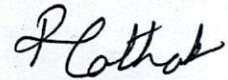


(Pushkar Pathak)
for MEMBER-SECRETARY

Encl: as above

Copy to:

1. Dr.Poonam Kakkad
Assistant Professor
Nirmala Memorial Foundation College of
Commerce and Science
D.S. Road Asha Nagar Thakur Complex
Kandivali (East) Mumbai – 400 101
Maharashtra
2. Finance Branch, ICSSR, New Delhi
3. Record file



(Pushkar Pathak)
for MEMBER-SECRETARY

PROJECT BUDGET

Title: Influence of Brand in Buying Behaviour of Millennials In Mumbai with Reference to Selection of Ready-Made Garments

By: Dr.Poonam Kakkad

S.No	Heads of Expenditure	Value (Rs.)
1	Project Director/Co-PD	--
2	Research Staff: Full time/part time/Hired services	Not exceeding 45% of the total budget
3	Field work	Not exceeding 35%
4	Equipment and study material	Not exceeding 10%
5	Contingency	Not exceeding 5%
6	Publication of report	5%*
	Grand Total	100%
	Institutional Overheads (over and above the total cost of the project)	Affiliating Institutional overheads @ 5% of the approved budget, subject to a maximum upper limit of Rs.1,00,000/-

* The five percent (5%) publication amount will be spent by the ICSSR Publication Division if the Final report is found publishable by an Expert Committee constituted by the ICSSR.

➤ Remuneration and Emoluments of Project Staff

- (a) Project staff could be engaged by the Project Director on a full/ part-time basis during the research work and the duration/consolidated monthly emoluments of their employment may be decided by the project director within the limits of the sanctioned financial allocation and as per the ICSSR rules.
- (b) Research Associate @Rs.20,000/- p.m. (Qualification – Post graduate in any social science discipline with minimum 55% marks and NET/SLET/M.Phil/Ph.D).
- (c) Research Assistant @Rs.16,000/- p.m.(Qualification-Ph.D./M.Phil./ Post graduate in social science discipline with minimum 55% marks.
- (d) Field Investigator @ Rs.15,000/- p.m. (not exceeding 6 months) (Qualification- Post graduate in any social science discipline with minimum 55% marks)
- (e) Retrospective payment for work already done is not permissible.

➤ **Re-appropriation:** The Project Investigator may with the permission of the Institution, re-appropriate expenditure from one sub-head to another, subject to a maximum of 10% of the particular budget heads. If the study necessitates re-appropriation beyond 10%, it may be done only after the approval of the ICSSR.

➤ **Selection of Research Staff** should be done through an advertisement and a selection committee consisting of (1) Project Director; (2) One outside Expert (other than the institute where the project is located); (3) a nominee of the Vice Chancellor/Head of the Institution and (4) Head of the Department)/Dean of relevant faculty duly approved by the competent authority.

➤ **For all field work related expenses** of Project Director, Co-Director and project personnel, rules pertaining to affiliating institutes shall be followed.

➤ **All equipment and books** purchased out of the project fund shall be the property of the affiliating institutions. On completion of the study, the Project Director shall submit an undertaking in this regard. The ICSSR, however, reserves the right to take charge of equipment and books, if it thinks it fit in a case.

➤ **Purchase of equipment/ assets** for the research Project is permissible only if it is originally proposed and approved by the ICSSR and does not exceed the permissible amount.

➤ The scholar should acknowledge the support of ICSSR in all publications resulting from the research project output (Research Paper, Books, Articles, Reports, etc.) and should submit a copy of the same to the ICSSR during its course and even after completion.

P. Kakkad