



INVERTIS UNIVERSITY BAREILLY

Established by Govt. of U.P. u/s 2f of UGC Act, 1956 vide U.P. Act 22 of 2010.

Seed Money Grant Order

Ref. No.: Date: 18/10/18
IU/RAC/18-19/Seed Money/12

Reference: Proposal for seed money grant dated 4th Oct. 2018

By PI Prof. Manish Gupta

Based on recommendations of the Research Advisory Committee (RAC) for the project proposal titled "Study of Online and In-store Shopping Behaviour for Consumer Durables and Luxury Goods." has been selected for the award of the seed money grant of INR 4.5 (Lakhs). The grant should be utilized as per the conditions mentioned in the seed money policy, any violation may lead to the cancellation of the grant.

This grant release is subject to the timely submission of the statement of expenditure as per the proposal and completion report at the end of the tenure of the grant.

Dean (R & D)

Invertis University

Bareilly 243123, U.P.

Copy to:

1. PI: Prof. Manish Gupta, Prof., Dept. of Management, IU
2. Accounts
3. Concerned Head of Department
4. Director Administration for personal file

Registrar
Invertis University
Bareilly

CAMPUS

Invertis Village, Bareilly-Lucknow National Highway-24, Bareilly (UP)-243 123

• Ph. & Telefax: (0581) 2460442, 2460443, 3390000

• Fax: (0581) 3390233, 2460454 • Email: info@invertis.org

CITY OFFICE:

B-186, Civil Lines, Opp. GPO, Bareilly-243001 • Ph.: (0581) 2429100, 2429000

www.invertisuniversity.ac.in