



SREE NARAYANA GURU COLLEGE OF COMMERCE

3.1.1: Grants received from Government and non-government agencies for research projects/ endowments in the institution during the last five years (INR in Lakhs)

ACADEMIC YEAR

2021-22



SREE NARAYANA GURU COLLEGE OF COMMERCE

METRIC NUMBER 3.1.1

INDEX

Supporting Documents

2021-22

Sr. No.	Name of the Project/ Endowments, Chairs	Name of the Principal Investigator/Co-investigator	Department of Principal Investigator	Year of Award	Amount Sanctioned	Duration of the project	Name of the Funding Agency	Type (Government / non-Government)
1	A Study on the Impact of Social Media Marketing with reference to Face Book in Chembur Area	Ms. Rishita Shukla	BMS	2021-22	5000	12 months	Arise Academy, Taliparimba, kannur, Kerala	Non Government



SREE NARAYANA GURU COLLEGE OF COMMERCE

(LINGUISTIC MINORITY INSTITUTION)

RE-ACCREDITED BY NAAC (GRADE-'B'-CGPA 2.45) [2019-2024]

AFFILIATED TO UNIVERSITY OF MUMBAI & RECOGNISED BY UGC-u/s 2(f)&12B

MANAGED BY SREE NARAYANA MANDIRA SAMITI (REGD.)

P. L. LOKHANDE MARG, CHEMBUR, MUMBAI - 400 089. ☎ 9326063380 / 9326083775 ✉ sngcollege86@yahoo.co.in / sngcollegeprincipal@gmail.com

28/01/2022

To,

Dr. Jazeer Abdul Khader,

Arise Academy,

Taliparamba, Kannur, Kerala.

Dear Sir,

Sree Narayana Guru College of Commerce is a well-known College, situated at P.L. Lokhande Marg, Chembur area, Mumbai. It has been established in the year 1986 by Sree Narayana Mandira Samiti [SNMS] a registered educational and charitable trust formed in 1963 by devotees of Sree Narayana Guru-the legendary saint and social reformer born in Kerala. Our college is situated at M ward of Mumbai. The M-East ward, one of the twenty-four administrative divisions of Mumbai and home to over 8,07,720 (Census2011) residents, is also one of the poorest areas in the city. Our institution provides higher education with skills and values to thousands of students every year, thereby youth belonging to economically and socially backward population living in and around slum areas of this ward gets immensely benefited. At present the College offers 12 UG and 04 PG programmes of University of Mumbai. The College is permanently affiliated with University of Mumbai, and recognised by UGC under section 2(f) and 12B of UGC Act. And re-accredited by NAAC.

The BMS (Bachelor of Management Studies) Department of our College is proposing to do a research project on "A Study on the Impact of Social Media Marketing with reference to Face Book in Chembur Area".

The cost of research involves an amount of around Rs. 27, 000/-, Since the objective of study and the outcome thereon will result to base for increase in awareness of social media and its impact on business we desire to get the same sponsored with the help of your esteemed academy. We are earnestly requesting you sponsor the expenses of this project work fully or

partially, Project proposal and budget is enclosed with full details for your perusal and expecting Positive response in this regard. The final Research Report will be submitted to your esteemed institution once it is completed.

If sanctioned, you may remit the amount to the following account of the College:

Sree Narayana Guru College of Commerce

A/c No.: 50092010038875

Canara Bank, Chembur Branch

IFSC: CNRB0015009

Thanking you in anticipation.

Warm Regards,



Dr. Ravindran Karathadi
Principal





ARISE MEDICAL ACADEMY

To

The Principal
Sree Narayana Guru College of Commerce
P.L.Lokhande Marg, Chembur.

18/07/22

Dear Sir,

Sub: Sanction letter for releasing an amount towards research project.

My organization received your research proposal and request for sponsorship for the research project titled "A Study on the Impact of Social Media Marketing with reference to Face Book in Chembur Area."

With reference to the discussion, we are happy to inform that we are ready to sanction a sum of around Rs.5,000/- (Five thousand only) towards this research project. The amount will be transferred as soon as possible.

Wishing all the success towards the completion of the project. In case you need any further clarification or assistance, do not hesitate to contact us.

Thanks
With Regards

For Arise Medical Academy

Authorized Signature





20/12/22

To

Mr. Jazeer Abdul Khader,
Arise Academy,
Taliparamba, Kannur, Kerala

Dear Mr. Jazeer Abdul Khader,

I hope this letter finds you in good health and high spirits. I am writing this letter to express my sincere gratitude for your sponsorship for the research project titled "A Study on the Impact of Social Media Marketing with reference to Face Book in Chembur Area" which was undertaken by the BMS department of our college. The sponsorship amount of Rs.5000 has helped us to complete the above project in the expected timeline. The softcopy of the same would be mailed to you soon after final editing.

Hoping to continue our association in the future too. Once again, I would like to extend my heartfelt gratitude on behalf of our entire team and the beneficiaries of our research project.

Thanking you,
Yours sincerely,

Dr. Ravindran Karathadi
Principal



Sree Narayana Guru College of Commerce (21-24)

Sponsorship for Cultural Programme

Ledger Account

1-Apr-2022 to 31-Mar-2023

Date	Particulars	Vch Type	Vch No.	Debit	Page 1 Credit
1-8-2022	By M.Comm <i>Being sponsorship for IDARA from Tech Infra Engineering - wrongly considered in PG</i>	Journal	61		10,000.00
10-8-2022	By M.Comm <i>Kohinoor Mgmt School - IDARA</i>	Journal	69		10,000.00
27-1-2023	By M.Comm <i>Being online payment received in Canara Bank from Deepak Mag for Financia.</i>	Journal	195		5,000.00
29-1-2023	By M.Comm <i>Being online payment received in Canara Bank from Satyam In for Financia.</i>	Journal	196		5,000.00
30-1-2023	By M.Comm <i>Being online payment received in Canara Bank from Pratik Patil for Financia.</i>	Journal	197		1,000.00
16-2-2023	By M.Comm <i>Archana T - Donation for BBI prog</i>	Journal	214		5,000.00
	By M.Comm <i>SNGCC Alumni - Donation for BBI prog</i>	Journal	215		3,000.00
31-3-2023	By (as per details) Sponsorship for OASIS Sponsorship for Research Project <i>Being amount trf.</i>	Journal	315	36,000.00 Dr 5,000.00 Dr	41,000.00
					80,000.00
To	Closing Balance			80,000.00	80,000.00



Sree Narayana Guru College of Commerce (21-24)

Printed on 5-Apr-2024 at 15:05

Research & Project Work Expenses Ledger Account

1-Apr-2022 to 31-Mar-2023

					Page 1
e	Particulars	Vch Type	Vch No.	Debit	Credit
2	To Sree Narayana Guru Co-Op Bank(4820) <i>Being chq issued for BMS Dept research project which is sponsored by Arise Academy</i>	SNG Bank- Pmt	213	5,000.00	
23	To Sree Narayana Guru Co-Op Bank(4820) <i>Being cheque issued against balance amount payable against Research Advisory Committee meeting held on 24.1.23 (671) and Research workshop (30)</i>	SNG Bank- Pmt	462	12,171.00	
				17,171.00	17,171.00
By	Closing Balance			17,171.00	17,171.00



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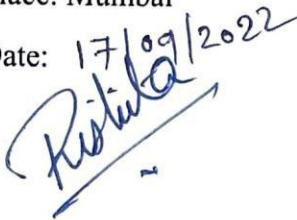
UTILISATION CERTIFICATE

RESEARCH PROJECT 2021-22

Certified that the Grant of Rs.5,000 (Rupees Five thousand only) sanctioned by Arise Academy, Taliparimba, kannur, Kerala, (w) for the support of Research Project titled "A Study on the Impact of Social Media Marketing with reference to Face Book in Chembur Areat" has been fully utilised for the purpose of which it was sanctioned and in accordance with the terms and conditions laid down in MOU.

Place: Mumbai

Date: 17/09/2022



Signature of Principal Investigator



Principal

Principal

Sree Narayana Guru
College Of Commerce
P. L. Lokhande Marg
Chembur, Mumbai - 400 089

