

Institute Name : G. L. Bajaj Institute of Management and Research
 India Rankings 2016 : IR17-MGMT-1-14631
 Discipline : MANAGEMENT

Sponsored Research Projects (Parameter - 2D)

| S.No. | Financial Year | Name of Faculty (Principal Investigator) | Name of the Funding agency | Title of the Project | Sanctioned order no. | Sanctioned date | Amount Received (In Rupees) | Amount received (in words) |
|-------|----------------|--|---|---|----------------------|-----------------|-----------------------------|---|
| 1 | 2015-16 | 1. DR. URVASHI MAKKAR | Pragati Solutions | Market Research for Distribution Network in Punjab | PS/2016/Sp.-4 | 22-Apr-16 | 85000.00 | Rupees Eighty Five Thousand only |
| | | 2. DR. URVASHI MAKKAR | CMC Limited | Assessment of Need of Fashion Designing and Critical Appraisal of the Computer Education Centre | CMC/sponsor/15/7 | 7-Dec-15 | 65500.00 | Rupees Sixty Five Thousand Five Hundred only |
| | | 3. DR. URVASHI MAKKAR | Apollo Tyres | Implementation of Sales Promotion Strategy and Designing Promotional Strategy for North India | AT/Rgrant/2015-3 | 21-Sep-15 | 110000.00 | Rupees One Lakh Ten Thousand only |
| | | 4. DR. KIRTI DUTTA | Reliance Retails Limited | Comparative Study of organized Retailing in Competition with Kirana Shops | Reliance/16/proj-9 | 24-Mar-16 | 87000.00 | Rupees Eighty-Seven Thousand only |
| | | 5. Ms. SONI SHARMA | Renault | Impact of Cross Cultural Communication in Organizational Behaviour | Ren/Spon/2015/2 | 14-Jun-15 | 45000.00 | Rupees Fourty Five Thousand only |
| | | 6. DR. VINOD SHARMA | Yale Global Institute of Sustainable Forestry (Yale University) | Impact Climate Change and Business Strategies: Special Reference to Pharaceutical Industry in Pithampur, Madhya Pradesh | YGI/grant/15-1 | 6-Apr-15 | 78000.00 | Rupees Seventy Eight Thousand Only |
| 2 | 2014-15 | 1. DR. URVASHI MAKKAR | BSNL | Assessment of Buying Behaviour in the case of Mobile Cash Card in Changing Scenario | BSN/Feb.15/13 | 3-Feb-15 | 75600.00 | Rupees Seventy-Five Thousand Six Hundred only |
| | | 2. DR. DEEPA GUPTA | L&T CAPITAL | Auto Ancillaries Preference for Seeking Credit - A Comparative Study of NBFCS in Repect of MSME Sector in NCR | L&TC-sp/2015-6 | 9-Jun-15 | 65500.00 | Rupees Sixty-Five Thousand Five Hundred only. |
| | | 3. DR. HEMLATA BHATT | Stellar Imperative Technology | Prospects of Systematic Data Recovery Process | SIT/2014/46 | 7-Oct-14 | 45000.00 | Rupees Fourty Five Thousand only |

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| | | 4. DR. VINOD SHARMA | Yale Global Institute of Sustainable Forestry (Yale University) | The Impact of the Tourism on the Livelihood of Solukhumbu Region (Sagarmatha National Park), Nepal | YGI/grant/14-5 | 10-Jul-14 | 66500.00 | Rupees Sixty Six Thousand Five Hundred Only |
| | | 5. DR. SUGANDHA AGARWAL | Thomson Press (India) Ltd. | Study of the Scope of Personalized Requirement of Printing based on Digital Process in NCR | NIL | 18-Feb-14 | 55800.00 | Rupees Fifty Five Thousand Eight Hundred only |
| 3 | 2013-14 | 1. DR. VINOD SHARMA | Yale Global Institute of Sustainable Forestry (Yale University) | Impact Climate Change and Business Strategies: Special Reference to Automobile and Associated Ancillary Sector in MP" | YGI/grant/14-1 | 6-Mar-14 | 50000.00 | Rupees Fifty Thousand Only |
| | | 2. DR. MUKUL GUPTA | Maruti Udyog Ltd. | Future of Newly Lunched Small Cars in the Indian Market and their comparison with Maruti Udyog Ltd. | Maruti/VP/FinR p/04 | 9-Jun-14 | 68000.00 | Rupees Sixty Eight Thousand only |