

G. L. Bajaj Institute of Management and Research, Greater Noida

Parameter	Sponsored Research Projects								
2D.FPPP	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	Rs. 85000.00	Rupees Eighty Five Thousand only	
			CMC Limited	Assessment of Need of Fashion Designing and Critical Appraisal of the Computer Education Centre	CMC/sponsor/15/7	7-Dec-15	Rs. 65500.00	Rupees Sixty Five Thousand Five Hundred only	
			Apollo Tyres	Implementation of Sales Promotion Strategy and Designing Promotional Strategy for North India	AT/Rgrant/2015-3	21-Sep-15	Rs. 110000.00	Rupees One Lakh Ten Thousand only	
		2. DR. KIRTI DUTTA	Reliance Retails Limited	Comparative Study of organized Retailing in Competition with Kirana Shops	Reliance/16/proj-9	24-Mar-16	Rs. 87000.00	Rupees Eighty-Seven Thousand only	
		3. Ms. SONI SHARMA	Renault	Impact of Cross Cultural Communication in Organizational Behaviour	Ren/Spon/2015/2	14-Jun-15	Rs. 45000.00	Rupees Fourty Five Thousand only	
		4. 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	Rs. 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	Rs. 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	Rs. 65500.00	Rupees Sixty-Five Thousand Five Hundred only.	

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			3. DR. HEMLATA BHATT	Stellar Imperative Technology	Prospects of Systematic Data Recovery Process	SIT/2014/46	7-Oct-14	Rs. 45000.00	Rupees Fourty Five Thousand only
			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	Rs. 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	Rs. 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	Rs. 50000.00	Rupees Fifty Thousand Only
			2. DR. MUKUL GUPTA	Maruti Udyog Ltd.	Future of Newly Lanched Small Cars in the Indian Market and their comparison with Maruti Udyog Ltd.	Maruti/VP/FinRp/04	9-Jun-14	Rs. 68000.00	Rupees Sixty Eight Thousand only

