

# University of Mumbai



Research Project No:605

NAME OF THE RESEARCHER : Dr. Rupa Shah  
LECTURE IN : Commerce  
AMOUNT SANCTIONED : Rs.30000 /-

Ref No. APD/237/601 of 2019  
27th March, 2019

To,  
The Principal,  
Ghanshyamdas Saraf College of Arts and Commerce,  
RSET Campus, S. V. Road, Malad (W), Mumbai-400 064.

Sub: - Minor Research Grant Project.

Sir/Madam,

I am directed to inform you that the said proposal has been considered by the University and the research grant as quoted above is sanctioned to the researcher.

The sanctioned amount will be disbursed in two installments. The first installment of 40% of the sanctioned amount will be disbursed within the month of March. The remaining 60% amount will be disbursed up to 31st August, 2019.

The researcher is expected to spend 60% amount initially from his/her own resources to carry out the work.

Further, I am to inform you that the researcher will have to utilize the 40% sanctioned amount on or before 31st March, 2019 and submit original bills/vouchers of the expenditure alongwith Utilization Certificate duly certified by the Principal/ Director/ Head/Institute/University Department of the College to the Accounts Section of University.

Please note that 60% balance amount out of sanctioned grant will be released after presentation of your proposal & final approval of the committee. You need to submit utilization certificate after presentation of your research and final approval of 60% grant including bills/vouchers/receipts in original through University Accounts Section.

The report of the research work carried out by the concerned researcher will have to be submitted to the University on or before 31st August 2019.

The Principal/Head of the Institute are requested to inform the researcher accordingly and arrange to forward his/her undertaking immediately to enable this office to release first installment of the research grant.

Yours faithfully,

*Susawant*  
Assistant Registrar

(Academic Planning & Development)

RSET's, Gharbhavardas Barai College

Inward: 666 (21/11/2019)

Read by: .....

Principal's .....

Copy to: .....

University of Mumbai



Academic Planning &  
Development Section

No. APD/ICC/2019-20/23

28<sup>th</sup> November, 2019

**Circular :-**

**Sub : University Minor Research Projects Poster Presentation  
(academic year 2018-19)**

The Directors/Heads of the University Departments/Institutions/Principals and Project researchers of all affiliated colleges are hereby informed that the University has decided to represent the projects in the form of posters following all the methodology of representation which were sanctioned to the teachers under University Minor Research in the academic year 2018-19 on 16<sup>th</sup> December, 2019, 17<sup>th</sup> December, 2019 and 18<sup>th</sup> December, 2019 at 10.00 a.m. in the Convocation Hall, University of Mumbai, Fort, Mumbai - 400 032.

The programme is planned as under:

Dates of the Programme	Faculty
16 <sup>th</sup> December, 2019 at 10.00 a.m.	Engineering
17 <sup>th</sup> December, 2019 at 10.00 a.m.	Science and Pharmacy
18 <sup>th</sup> December, 2019 at 10.00 a.m.	Arts and Commerce



Ghanshyamdas Saraf  
college of arts & commerce  
EDUCATION EMPOWERS

Com-KC  
R.S.Campus, S.V. Road  
Malad (W), Mumbai – 400 064  
Tel.No. 022-4520 7766  
[www.sarafcollege.org.in](http://www.sarafcollege.org.in)  
[gsgc@rajasthani.org.in](mailto:gsgc@rajasthani.org.in)

Date :-31/08/2019

To,

The Registrar  
APD Section  
University of Mumbai,  
Fort Campus,Mumbai - 400032

**Sub:-** Submission of Minor Research project for the A.Y. 2018 - 19

**Ref:-** APD/ICD/2018 -19/593, 16th March,2019, Project No. 605 ( Commerce).

Dear Sir,

With reference to the above project number, I am forwarding herewith the Minor Research Project No.605 completed by DR. RUPAVISHAL SHAH titled, " A Study Of Impact of Celebrity Branding On the Purchasing Behavior of Consumers." for the academic year 2018-19.

Thanking you,  
Yours sincerely

**Dr. Rupa Shah**  
( Principal Investigator)

**Enclosures:**

- 1.Minor Research Project
- 2.Statement of Expenditure
- 3.Original bills/Voucher
- 4.Photo copy of Sanction letter

Forwarded through the Principal,

**Dr. Jayant Apte**

Ghanshyamdas Saraf College,  
Malad (West),Mumbai-64

**PRINCIPAL**

Rajasthani Sammelan Education Trust  
Ghanshyamdas Saraf College  
Of Arts & Commerce







Ghanshyamdas Saraf  
college of arts & commerce  
EDUCATION EMPLOYERS

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[www.sarafcollege.org.in](http://www.sarafcollege.org.in)  
[esgc@rajasthan.org.in](mailto:esgc@rajasthan.org.in)

Date :31/03/2019

RS/2019/168

**Mumbai University Research Grant for Minor Research Project Year 2018-19**

**Expenditure Incurred for the Research Project**

**Topic :- A Study Of Impact of Celebrity Branding On the Purchasing Behavior of Consumers.**

**Name of Researcher :** Dr. RUPA VISHAL SHAH (Principal Investigator)

**Research Proposal :** APD/ICD/2018 -19/593, 16th March,2019, Project No. 605 ( Commerce).

**Amount Sanctioned :** Rs.30,000/-

**Name of College :** Ghanshyamdas Saraf College of Arts and Commerce, Malad (W).

Sr.No	Date of Bill	Particulars/ Purpose	Amount	Annexure
1.	22/03/19	Stationery	4,251	✓A
2.	22/03/19	Installation of software and service	4,150	✓B
3.	25/03/19	Xerox and Printing	2,600	✓C
4.	26/03/19	Printing & pendrive	1,140	✓D
5.	27/03/19	Books	7,538	✓E
		<b>TOTAL</b>	<b>19,689</b>	

**Dr. Rupa Shah**  
Principal Investigator



16/4/19



**Dr. Jayant Apte**

**I/C Principal**

**I/C PRINCIPAL**

Rajasthan Education Trust  
Ghanshyamdas Saraf College  
Of Arts & Commerce



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Date :31/08/2019

**Mumbai University Research Grant for Minor Research Project Year 2018-19**

**Expenditure Incurred for the Research Project**

**Topic :- A Study Of Impact of Celebrity Branding On the Purchasing Behavior of Consumers.**

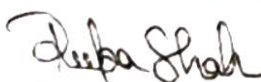
**Name of Researcher :** Dr. RUPA VISHAL SHAH (Principal Investigator)

**Research Proposal :** APD/ICD/2018 -19/593, 16th March,2019, Project No. 605 ( Commerce).


**Amount Sanctioned :** Rs.30,000/-

**Name of College :** Ghanshyamdas Saraf College of Arts and Commerce, Malad (W).

Sr.No	Date of Bill	Particulars/ Purpose	Amount	Annexure
1.	31/03/19	Expenditure details (already Submitted) Document attached	19,689	A
2.	11/05/19	Ink Cartridge	1,242	B
3.	22/07/19 29/08/19	Xerox	3,600	C
4.	22/08/19	Color Xerox	1,220	D
5.	26/07/19	DTP & alignment	4,500	E
6.	27/08/19	Project Printing	3,033	F
		<b>TOTAL</b>	<b>33,284</b>	

  
**Dr. Rupa Shah**  
Principal Investigator



  
**Dr. Jayant Apte**  
**PRINCIPAL**  
Rajasthan Sammelan Education Trust  
Ghanshyamdas Saraf College  
Of Arts & Commerce