

Annexure - V
UNIVERSITY GRANTS COMMISSION
BAHADUR SHAH ZAFAR MARG
NEW DELHI - 110 002

Utilization certificate

Certified that the **Rs. 56921/-** (Rupees Fifty six thousand nine hundred and twenty one only) out of which Rs 30000/- (Rupees Thirty thousand only) received from the University Grants Commission under the scheme of support for Minor Research Project and Rs. Rs.26921/- (Rupees Twenty six thousand nine hundred and twenty one only) advanced by the Principal investigator of the project entitled "An Empirical Study of Consumer Buying Behavior and its Influence on Consumer Preference in FMCG Market in Malappuram District" vide UGC letter No. MRP (H) - 1041/13-14/KLCA046/UGC-SWRO dated 28-03-2014 has been fully utilized for the purpose for which it was sanctioned and in accordance with the terms and conditions laid down by the University Grants Commission.

SIGNATURE OF THE PRINCIPAL

M.E.S. KEVEEYAM COLLEGE
VALANCHERY - 676 552

Verified with Vouchers
and found correct

STATUTORY AUDITOR

For J B S & ASSOCIATES
Chartered Accountants
FRN 007021S

R. BALAKRISHNAN
M.Com., FCA, FCMA, FCS
Partner
Membership No. 203168

05 JUN 2017



True - Copy

PRINCIPAL
M.E.S KEVEEYAM COLLEGE
VALANCHERY, PIN- 676 552
MALAPPURAM

UNIVERSITY GRANTS COMMISSION
BAHADUR SHAH ZAFAR MARG
NEW DELHI - 110 002

STATEMENT OF EXPENDITURE IN RESPECT OF MINOR RESEARCH PROJECT

1. Name of Principal Investigator : Nisab. T
2. Dept. of PI : Commerce
3. Name of College : MES Keveeyam College Valanchery
4. UGC approval Letter No. and Date : MRP(H)- 1041/13-14/KLCA046/UGC-SWRO dated 28-03-2014
4. Title of the Research Project : An Empirical Study of Consumer Buying Behavior and its Influence on Consumer Preference in FMCG Market in Malappuram District.
5. Effective date of starting the project : 28-03-2014
6. a. Period of Expenditure : From March 2014 to February 2016

b. Details of Expenditure

Sl. No	Item	Amount approved (Rs)	Expenditure incurred (Rs)
1	Books & Journals	10000	10000
2	Contingency including special needs	20000	20841
3	Field Work/Travel	20000	26080
	Total	50000	56921

7. If as a result of check or audit objection some irregularly is noticed at later date, action will be taken to refund, adjust or regularize the objected amounts.
8. It is certified that the grant of Rs. 30000 (Thirty thousand only) received from the University Grants Commission under the scheme of support for Minor Research Project entitled "An Empirical Study of Consumer Buying Behavior and its Influence on Consumer Preference in FMCG Market in Malappuram District" Vide UGC letter No. MRP (H) - 1041/13-14/KLCA046/UGC-SWRO dated 28-03-2014 has been fully utilized for the purpose for which it was sanctioned and in accordance with the terms and conditions laid down by the University Grants Commission.

SIGNATURE OF PRINCIPAL INVESTIGATOR

NISAB.T
Assistant Professor
P.G Dept. of Commerce
MES KVEEYAM College
Valanchery-676552

PRINCIPAL

MES KEVEEYAM COLLEGE
VALANCHERY - 676 552

As per information
supplied by the
Proprietor/Partners/Directors

For J B S & ASSOCIATES
Chartered Accountants
FRN 007021S

R. BALAKRISHNAN
M.Com., FCA, FCMA, FCS
Partner
Membership No. 203168

15 JUN 2017 PRINCIPAL
M.E.S. KEVEEYAM COLLEGE
VALANCHERY, PIN- 676 552
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NEW DELHI - 110 002

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VALANCHERY - 676 552

*As per information
supplied by the
Proprietor/Partners/Directors

For J B S & ASSOCIATES
Chartered Accountants
FRN 007021S

R. BALAKRISHNAN
M.Com., FCA, FCMA, FCS
Partner
Membership No. 203168

05 JUN 2017

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MALAPPURAM

True copy



ज्ञान-विज्ञान विमुक्तये

विश्वविद्यालय अनुदान आयोग
नैऋत्य प्रादेशिक कार्यालय
UNIVERSITY GRANTS COMMISSION

SOUTH WESTERN REGIONAL OFFICE

P.K. Block, Palace Road, Gandhinagar
Bangalore-560 009.

Phone : (080) 2228 0380 Fax : (080) 2228 0381

PROVISIONAL APPROVAL LETTER

MRP(H)/13-14/KLCA046/UGC-SWRO

✓ SHRI NISHAB T
✓ ASSISTANT PROFESSOR
Dept of COMMERCE
MES KEVEEYAM COLLEGE,
VALLANCHERRY P.O.
MALAPPURAM DIST. - 676 552

15-Feb-14

Sub: Financial Assistance to SHRI NISHAB T, MES KEVEEYAM COLLEGE, VALLANCHERRY P.O., MALAPPURAM DIST. for undertaking Minor Research Project in Sciences for the project entitled AN EMPIRICAL STUDY OF CONSUMER BUYING BEHAVIOUR AND ITS INFLUENCE ON CONSUMER PREFERENCE IN FMCG MARKET IN MALAPPURAM DISTRICT

Sir/Madam,

This is in reference to the proposal submitted by SHRI. NISHAB T, ASSISTANT PROFESSOR, to UGC for financial assistance under the above scheme. The proposal was placed before an Expert Committee duly constituted for the purpose.

Items	Amount Recommended
<u>Non-Recurring:</u>	
Books and Journals	10000/-
<u>Recurring :</u>	
Contingency	20000/-
Fieldwork and Travel	20000/-
TOTAL :	50000/-

On receipt of the Approval letter, the Principal Investigator should inform the undersigned of his/her consent to implement the project and send the Acceptance Certificate(Annexure-I) before 10.3.14, otherwise it will be presumed that the Principal Investigator (PI) is not willing to implement the project and the approval will be withdrawn.

The grant is subject to the terms and conditions as per Xlth plan guidelines on Minor Research Project and availability of funds. *and final approval by the UGC*

Yours faithfully

Encl: As above

Copy to

1. The Principal
MES KEVEEYAM COLLEGE,
VALLANCHERRY P.O.
MALAPPURAM DIST. - 676 552

2. Office copy



(Neethu S Thulaseedharar
Education Officer

True copy

PRINCIPAL
M.E.S KEVEEYAM COLLEGE
VALLANCHERRY, PIN: 676 552
MALAPPURAM

Annexure - I

UNIVERSITY GRANTS COMMISSION
SOUTH WESTERN REGIONAL OFFICE
BANGALORE-560009

ACCEPTANCE CERTIFICATE FOR MINOR RESEARCH PROJECT

Name : NISAB. T
FILE NO. MRP(H)/13-14/KLCA046/UGC-SWRO DATED: 15 FEB-14

Title of the Project - **AN EMPIRICAL STUDY OF CONSUMER BUYING BEHAVIOUR AND ITS INFLUENCE ON CONSUMER PREFERENCE IN FMCG MARKET IN MALAPPURAM DISTRICT**

1. This is to certify that the awardee is permanent/regular working teacher in the college.
2. The research project is not being supported by any other funding agency.
3. The terms and conditions related to the grant are acceptable to the Principal Investigator and College.
4. At present, I have no research project/FIP fellowship approved by UGC and the accounts for the previous project, if any have been settled.
5. The project awarded is not connected with any other research work/project of the principal investigator.
6. The College/University is fit to receive financial assistance from UGC and is included in the list of Section 2(f) & 12 (B) prepared by the UGC.
7. This is to certify that the college is aided by State government (i.e, receiving salary grant from State Government)
8. (i) His/her date of birth is **9-5-1983**
9. The project shall be implemented immediately on the receipt of the grant.

Signature of the Principal
Investigator of the project

Signature of the Principal

(Seal)

Date: 08-03-2014



G. V. V.

Copy

PRINCIPAL
M.E.S KEVEEYEM COLLEGE
VALANCHERY, PIN- 676 557
MALAPPURAM