

**KASTURBA GANDHI DEGREE & PG COLLEGE FOR WOMEN
MARREDPALLY :: SECUNDERAAD**

**UGC ACCOUNT (REGULAR & HOSTEL BUILDING
RECEIPTS & PAYMENTS FOR THE YEAR 2017-18**

RECEIPTS			PAYMENTS		
Particulars	Regular Account No.7074	Hostel Block A/c. No.2684	Particulars	Regular Account No.7074	Hostel Block A/c. No.2684
Opening Balance:					
Cash	--	--	Development Grant:(G.I.A.)		
Bank	389216	74091	Audit charges	1200	
Minor Research Project:			Minor Reserch Project:		
Dr. Annapurna Bhavani	305000		Dr. Annapurna Bhavani	298535	
Dr. B. Indira	168500		Dr. B. Indira	52982	
Prof. Neela Kameswari	105000		Prof. Neela Kamswari	50000	
Interest credited by bank:	+ 27520	2760	Audit charges (FIP Substitute salary)	1200	
G.I.A.: Cheque No.985689 issued to Ms.Jhansi, towards Honorarium for Guest Lecturer not clear. Hence reversed	3000		IQAC - ICT Communication: Revised cheque issued to M/s. Info Net work solutions	9600	
IQAC: Contingency - Cheque No.985688 issued to Mr.M. Narsimlu & Sons, NAAC report binding charges not cleared. Hence reversed.	8330		IQAC - Contingency: Audit charges	1200	
IQAC: Contingency - Cheque No.985688 issued to M/s. Sai Laser colour Lab. Studio, excess amount paid. Hence credited.(9750-9150)	600		IQAC - Contingency: Toner Refilling	5000	
			Closing Balance:		
			Bank	587449	76851
Total Rs.	1007166	76851		1007166	76851

chit's deccy
Principal

du
Hon. Secretary-cum
Correspondent

J. J. J.
Hon- Treasurer

Total - 1007166
Less o. Bal 389216

617950
Chq (Cancelled) - 11930
Bank Intrest = 27520

578500

Total = 1007166
Less = 587449
C. Bal

419717



A/c Dy No. 595
Date: 29/6/18

UNIVERSITY GRANTS COMMISSIONS -SOUTH EASTERN REGIONAL OFFICE
5-9-194, CHIRAG ALI LANE, IV FLOOR, A.P.S.F.C. BUILDING, HYDERABAD -500 001
Phones: 040 - 23204735, 23200208 FAX: 040 - 23204734, Website: www.ugc.ac.in, email: ugcsero@gmail.com

No.F MRP-6701/16 (SERO/UGC)

Link No:6701.

June,2017

The Accounts Officer
UGC-SERO, Hyderabad

Comcode: APOS009
UniqueID:TLHY00000228

30 JUN 2017

Sub: Release of Grants-in-aid to Minor Research Projects for the year 2017-2018 .
Sir / Madam,

The has reference to the Minor Research Project proposal submitted by Neela Kameswari V Department of Business management of "Kasturba Gandhi Degree & P.G. College for women" WEST MAREDPALLY, SECUNDERABAD entitled "Value Orientations of Individuals and its relationship to socially conscious consumption:Identifying and Profiling Ethical Consumers". The subject expert, who evaluated the proposal, has recommended for financial assistance as detailed below.

Sl. No	Item	Amount Allocated (Rs.)	Amount Sanctioned as first installment (Rs.)
1.	Books & Journals	70000.	70000.
2.	Equipment	0 0	0 0
	Total	70000.	70000.
3.	Field work & Travel	30000.	15000.
4.	Chemical & Glass Ware	0 0	0 0
5.	Contingency (incl. Special Needs)	20000.	10000.
6.	Hiring Services	20000.	10000.
	Total	70000.	35000.
	Grand Total	140000.	105000.

1. I am further to convey the sanction of the University Grants Commission to the payment of Rs.105000. to the principal, Kasturba Gandhi Degree & P.G. College for women, WEST MAREDPALLY, SECUNDERABAD as first installment (100% Non-Recurring and 50% Recurring grants) towards the above project.

Amount Sanctioned	Head of Accounts	Category
Rs. 70000.	35-CAP-MRP(50)-3(A)2202.03.102.02.01	GEN
Rs. 35000.	31-GIA-MRP(50)-3(A)2202.03.102.02.01	GEN

2. The above approval is subject to the general conditions of grants prescribed by the UGC for this scheme.
3. The sanctioned amount is debit to the Head of Accounts 35-CAP-MRP(50)-3(A)2202.03.102.02.01 (General), 31-GIA-MRP(50)-3(A)2202.03.102.02.01 (General) and is valid for payment during the financial year 2017-18 only and the amount of the Grant shall be drawn by the Accounts Officer (Drawing and Disbursing Officer) UGC-SERO, Hyd. on the Grants-In Aid Bill and shall be disbursed to and credited to "The Principal, Kasturba Gandhi Degree & P.G. College for women, WEST MAREDPALLY, SECUNDERABAD by Electronic Mode through PFMS Portal at the following details: (a) Name & Address of Account Holder: The Principal, Kasturba Gandhi Degree & P.G. College for women, WEST MAREDPALLY, SECUNDERABAD (b) Account No: 10043347074. (c) Name & Address of Bank Branch: SBI, SECUNDERABAD (d) IFSC Code: SBIN006645.
4. In case the Principal investigator is having ongoing Major/Minor Research Project OR has been transferred/left/retired from the college, the released amount of Rs.105000.- may be returned to UGC-SERO, Hyderabad immediately, failing which action will be initiated against the College for not adhering with the norms of UGC for the scheme.
5. The grantee institution shall ensure the utilization of grants -in-aid for which it is being sanctioned/paid. in case of non-utilization /part utilization, interest @ 10% per annum as amended from time to time on utilized amount from the date of drawl to the date of refund as per provision contained in General Financial Rules of Govt. of India will be charged.
6. The assets acquired wholly or substantially out of UGC's grants shall not be disposed or encumbered or utilized for the purposes other than those for which the grant was given, without proper sanction of the UGC and should, at any time the college ceased to function, such assets shall revert to the UGC.

11 January 2018

The Principal
Kasturba Gandhi Degree and P.G. college for Women
Secunderabad-500 026

Dear Madam:

Request to release funds for minor research project

I, Neela Kameswari, Professor in the Department of Business Management received funding for my minor research project Proposal No: 1528, titled "Value Orientations of Individuals and its Relationship to Socially Conscious Consumption" Identifying and Profiling Ethical Consumers". An amount of Rs.105000 was released as a first instalment by the UGC in the month of July 2017.

I request you to release an amount of Rs50,000 from this instalment towards purchase of books and journals. Copies of intimation of selection of the proposal, my acceptance of funding and release of grants letter are enclosed for your consideration.

Thank you

Sincerely

Neela Kameswari V
(Neela Kameswari V)
Principal Investigator

Neela Kameswari
PRINCIPAL
Kasturba Gandhi Degree & P.G. College
For Women, Merredapally,
SECUNDERABAD

O/C.

KASTURBA GANDHI DEGREE & PG COLLEGE FOR WOMEN

(Estd. 1973)

(Sponsored and Managed jointly by Osmania Graduates' Association and
The Exhibition Society, Hyderabad)



DEPARTMENT OF BUSINESS MANAGEMENT

WHERE SEEDS OF LEARNING GROW

Ref. No: KGCW/28728/20-21

The Joint Secretary
UGC (SERO)
Abids
Hyderabad

Date : 08/04/2021

Dear Sir

Submission of UGC- Minor Research Project

Dr. Neela Kameswari V, Professor in the Department of Business Management of Kasturba Gandhi College for Women, Principal Investigator, is submitting her UGC-minor research project report titled 'Value Orientations of Individuals and its relationship to Socially conscious Consumption: Identifying and Profiling Ethical Consumers', Proposal No 1528 and No. F.MRP-670116 (SERO/UGC) dated 30 JUN 2017. Kindly acknowledge receiving the same.

Thank you

Sincerely

PRINCIPAL

Kasturba Gandhi Degree & P.G. College
For Women, Marredpally
SECUNDERABAD.

Grants Commission
South Eastern Regional Office
Hyderabad-500 001.

MARREDPALLY, SECUNDERABAD - 500 026

Phone : 27802416, 27719641, 27707455 e-mail: kasturbapincipal@gmail.com Website: www.kasturbagandhicollege.com



Kasturba Gandhi Degree &
P.G. College For Women,
Inward No. KGCW/21406/2021
REGIONAL OFFICE 30/01/2021

UNIVERSITY GRANTS COMMISSION - SOUTH EASTERN REGIONAL OFFICE
5-9-194, CHIRAG ALI LANE, IV FLOOR, A.P.S.F.C. BUILDING, HYDERABAD -500 001
Phones: 040 - 23204735, 23200208 FAX: 040 - 23204734.

F.No.MRP-6701.(UGC/SERO)

Comcode:APOS009

Date: January, 2021
Reminder/Most Urgent

DR. NEELA KAMESWARI V
Dept. of **BUSINESS MANAGEMENT**
KASTURBA GANDHI DEGREE & PG COLLEGE FOR WOMEN
WEST MAREDPALLY, SECUNDERABAD - 500026.

Sub: UGC assistance to Minor Research Project approved to DR.NEELA KAMESWARI V,
Dept. of BUSINESS MANAGEMENT of KASTURBA GANDHI DEGREE & PG COLLEGE
(W), WEST MAREDPALLY entitled "Value Orientations of Individuals and it" - Reg.

Sir/Madam

The UGC-SERO has sanctioned grants under the Scheme of Minor Research Project as detailed below.

LinkNo	6701.
Name of Principal Investigator & Department	DR..NEELA KAMESWARI V, Dept. of BUSINESS MANAGEMENT
Name of the College & Address	KASTURBA GANDHI DEGREE & PG COLLEGE FOR WOMEN, WEST MAREDPALLY
Title of the Project	Value Orientations of Individuals and it
Amount Sanctioned	Rs. 140000/-
Amount Released	Rs. 105000/-

As per the guidelines of the Minor Research Project, The Principal Investigator/Institutions are expected to settle the grants immediately on completion of the Tenure of the Project. In case of reimbursement, if any, is not claimed within six months from the date of completion of the project, the same will lapse and no representation will be entertained in this behalf. You are therefore requested to submit the following documents.

In case the college is unable to submit the tick marked/given below documents, the college may arrange to refund the sanctioned amount of Rs. 105000/- along with Interest @10% p.a from the date of receipt of grant to the date of Refund either by way of Demand Draft drawn in favour of the Joint Secretary, UGC - SERO payable at Hyderabad or through RTGS as per the bank details given below:

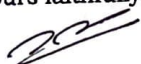
Holder of the Account	UGC-SERO, Hyderabad
Account Number	0606101053069
Name of the Bank	CANARA BANK, Abids, Hyderabad-500001
Type of the Account	Savings Account
IFSC Code	CNRB0000606

Annexure and details of Minor Research Project for Teachers - XII Plan can be downloaded from the website www.ugc.ac.in/swro under the head Schemes . (Link: http://www.ugc.ac.in/pdfnews/6733319_12th-plan-Minor.pdf)	
Documents Required	Ensure the following before submission
1 ✓ Annexure III (Page No. 9 of Guidelines) Statement of expenditure in respect of minor research project	Signature of the principal investigator Seal and Signature of the Principal of the college
2 ✓ Annexure - IV (Page No. 11 of Guidelines) Statement of expenditure incurred on field work <i>B&I Equip, Contingency</i>	This should be for the full amount spent, not only for the amount released by UGC. Signature of the principal investigator Seal and Signature of the Principal of the college
3 ✓ <i>Chemicals & Glassware, Heavy Scales</i> Annexure - V (Page No. 12 of Guidelines)	The certificate should be for full amount

<p>Audited Utilization Certificate (Audited by Statutory Auditor)</p>	<p>actually utilised, including the amount already released by UGC and advance from principal investigator, if any.</p> <p>Seal, Signature and Membership Number of the Chartered Accountant</p> <p>Signature of the principal investigator</p> <p>Seal and Signature of the Principal of the college.</p> <p>If you have unutilised amount, please refer to <i>refund procedure</i>.</p>
<p>4 ✓ Annexure - VI (Page No. 13 of Guidelines) Final Report of the work done on the Minor Research Project.</p>	<p>Signature of the principal investigator</p> <p>Seal and Signature of the Principal of the college</p>
<p>5 ✓ Annexure- VII (Page No. 15 of Guidelines) Proforma for submission of information at the time of sending the final report of the work done on the project</p>	<p>Details of item 15 (contribution to the society, if any) of the Annexure VII.</p> <p>Details of item 17 (relevant publications, if any) of the Annexure VII.</p> <p>Signature of the principal investigator</p> <p>Seal and Signature of the Principal of the college.</p>
<p>6 ✓ Certificate from the Principal (stating that the executive summary of the report/ papers published under this project are posted on the website of the University/College and a copy of the report is kept in the library for reference).</p>	<p>Seal and Signature of the Principal of the college</p> <p>Signature of the principal investigator</p>
<p>7 ✓ Details of publications of the papers (minimum two) in a reputed Journal in the form of Articles/Books/Presentation in Seminars etc. from the approved project as insisted in the Guidelines</p>	<p>Seal and Signature of the Principal of the college</p> <p>Signature of the principal investigator</p>

The above documents may be sent to this office by post within 7 days from receipt of this letter. **This may be treated as Most Urgent.**

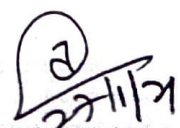
Yours faithfully,


(Dr.S.Salil)
Education Officer

Copy to:-

1. The Principal
KASTURBA GANDHI DEGREE & PG COLLEGE FOR WOMEN
WEST MAREDPALLY, SECUNDERABAD - 500026.
2. The Commissioner
Commissionerate of Collegiate Education
Govt. of **TELANGANA**

With a request to impress up on the College to Settle the accounts on Priority basis.


(Dr.V.Jayaprakash)
Section Officer

CONSOLIDATED STATEMENT OF EXPENDITURE INCURRED ON THE MINOR RESEARCH PROJECT (FOR THE COMPLETE PROJECT PERIOD)

FOR THE PERIOD: FROM AUGUST 1, 2017 TO OCTOBER 31 2019

Name of the P.I. & Dept: Dr. Neela Kameswari V Department of Business Management

Title of the Project: Value Orientations of Individuals and its relationship to socially conscious consumption: Identifying and Profiling Ethical consumers

File No.: MRP-6701/16(SERO/UGC)

Linkno: 6701

1. BOOKS & JOURNALS:

Sl. No	Name of the Books Purchased	Bill Nos/	Voucher No	Date	Amount
1	Behind ethical consumption: Purchasing motives and marketing strategies for organic food products, non-GMO's bio-fuels	IN-1704	001	04/06/2018	3992
2	Measures of personality and social psychological attitudes	IN-375	002	04/06/2018	7100
3	Contemporary issues in green and ethical marketing (Key Issues in Marketing Management)	408-5658738-5602756	003	05/06/2018	1614
4	Ethics & Morality in Consumption: Interdisciplinary Perspectives (Routledge Studies in Business Ethics)	IN-6605	004	19/08/2018	3584
5	Cluster Analysis	QNJF-14299	005	19/08/2018	1373
6	Marketing an Introduction	IN-10582	006	19/08/2018	3398
7	The Cambridge handbook of Consumer Psychology (Cambridge Handbooks in Psychology)	IN-59753	007	19/08/2018	4742
8	Economics, social responsibility and Consumers: The ethical perception	QWCA-208497	008	20/08/2018	6709
9	Ethical consumption: Social Value and Economic practice	IN-3276	009	10/10/2019	5115
10	The myth of the ethical consumer Hardback with DVD	IN-3276	009	10/10/2019	5096
11	Ethical consumption: Practices and identities: A Realist Approach (Routledge Studies in Critical Realism)	QSJW-6512	010	10/10/2019	9681
12	Microsoft Excel	QSLE-44884	011	10/10/2019	6080
13	Fair trade market driven-ethical consumption	IN-193	012	10/10/2019	2991
14	Marketing: a critical introduction	IN-9929	013	10/10/2019	5990
15	Marketing analytics: Strategic Models and Metrics	QSHS-681199	014	13/10/2019	3429
16	Story telling with Data: A Data Visualization Guide for Business Professionals	SDEE-7339	015	27/10/2019	2110
	TOTAL				67532

Contd..... 2

2. EQUIPMENT

Sl. No	Name of the equipment purchased	Bill Nos/	Date	Amount
1.	Nil	Nil	Nil	0
	Total			0

3. TRAVEL & FIELD WORK

Sl. No	Place visited	Mode of travel	Date	Voucher No	Amount	The P. I has visited the following places with regard to Data collection to carry out the project only	
CONVEYANCE EXPENSES							
1	To and from Home (Somajiguda) to Prashanti Nagar, Shivam to meet Prof. Shyam Sunder	Auto	6 Oct 2017	016	425		
2	To & from Home to Univ library	Auto	10 Jan 2018	017	500		
3	Padma Rao Nagar to Prashanti Nagar, Shivam	Uber go	10 March 2018	018	94.72		
4	Somajiguda to Jubilee hills to meet Prof. T.V. Ramana Rao	Uber go	22 May 2018	019	352.69		
5	College to Jubilee hills	Uber go	12 Jun 2018	020	532.22		
6	College to Prashanti Nagar, Shivam	Uber go	27 Jun 2018	021	189.65		
7	College to Univ. Library	Uber go	8 Jul 2018	022	175.76		
8	College to Univ library & home	Auto	Sept 2018	023	450		
9	College to Prashanti Nagar, Shivam	Uber go	4 Oct 2018	024	167.25		
10	Somajiguda to Prashanti Nagar, Shivam to meet Prof. Shyam Sunder	Uber go	19 Oct 2018	025	178.34		
11	Somajiguda to Jubilee hills to meet Prof. T.V. Ramana Rao	Uber go	9 Nov 2018	026	382.85		
12	College to Univ library & home	auto	5 Dec 2018	027	500		
FIELD WORK							
13	S. Pragna (Sainathapuram)*		21 Dec 2018	028	3000.00		
14	N. Lahari (A.S. Rao Nagar)*		21 Dec 2018	029	3000.00		
15	Kruthi (Uppal)*		21 Dec 2018	030	3000.00		
16	M. Prasanna (Vinayaknagar)*		21 Dec 2018	031	3000.00		
17	B. Indu (Vinayaknagar)*		21 Dec 2018	032	3000.00		
18	P. Pooja (Shamshabad)*		21 Dec 2018	033	3000.00		
19	M. Ramya (S.R. Nagar)*		21 Dec	034	3000.00		

2018					
CONVEYANCE EXPENSES					
20	College to Jubilee hills	Uber go	22 Jan 2019	035	362.86
21	To & from Somajiguda to Prashanti Nagar, Shivam to meet Prof. Shyam Sunder	auto	25 Jan 2019	036	450
22	College to Prashanti Nagar	Uber go	24 Feb 2019	037	134.07
23	College to UNIV to meet statistician	Uber go	3 Mar 2019	038	155.10
24	College to UNIV to meet statistician	Uber go	4 Mar 2019	039	137.64
25	College to UNIV to meet statistician	Uber go	24 Mar 2019	040	140.60
26	Univ to Home	Uber go	24 Mar 2019	041	125.73
27	College to Univ library	Uber go	28 Mar 2019	042	182.19
28	College to Univ library	Uber go	21 Apr 2019	043	148.85
29	Somajiguda to Prashanti Nagar, Shivam to meet Prof. Shyam Sunder	Uber go	2 May 2019	044	249.87
30	Somajiguda to Prashanti Nagar, Shivam to meet Prof. Shyam Sunder	Uber go	6 May 2019	045	164.64
31	Somajiguda to Prashanti Nagar, Shivam to meet Prof. Shyam Sunder	Uber go	23 May 2019	046	211.37
32	Somajiguda to Osmania Univ library	auto	10 Jun 2019	047	450
33	Somajiguda to Univ to meet statistician	Uber go	15 Jun 2019	048	183.95
34	Somajiguda to B.K. guda for data entry	Uber go	23 Jun 2019	049	159.44
35	Somajiguda to Univ library	Uber go	4 Jul 2019	050	278.33
36	Somajiguda to B.K. guda	auto	6 Jul 2019	051	200
37	College to OU and Home	auto	10 Jul 2019	052	500
Total					29183.12
*Seven students were drafted to conduct the survey through a face-to-face interview and were paid Rs.50 per questionnaire. Each student was given 50 forms and also Rs. 500 as conveyance.					

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4. CHEMICALS & GLASSWARE

Sl. No	Name of the Item purchased	Bill Nos/	Date	Amount
1.	Nil			
	Total	Nil	Nil	0
				0

5. CONTINGENCY:

Sl. No	Name of the Item purchased	Bill Nos/	Voucher No	Date	Amount
1	Internet browsing	10122698308	053	08/04/2018	767
2	Internet browsing	0123100310	054	10/05/2018	796.5
3	Internet print outs		055	27/06/2018	201
4	A4 bundles		056	12/9/18	360
5	Internet browsing	10124834310	057	09/10/2018	796.5
6	White paper bundles		058	23/10/2018	480
7	Xerox copies		059	10/11/2018	800
8	Xerox		060	13/11/2018	100
9	Folders		061	14/11/18	80
10	Xerox copies		062	6/12/18	2800
11	Hi lighters, Uniball pens		063	4/1/19	200
12	Internet printouts		064	25/01/2019	252
13	Xerox copies		065	21/02/2019	280
14	White paper bundles		066	06/03/2019	480
15	Internet print outs		067	15/07/2019	516
16	Internet browsing	T1,66eb64,0	068	09/07/2019	796.5
17	Pen drives	HYD8-2689503	069	13/10/2019	1683
18	Auditor fee		070		2000
	Total				13388.5

6. OTHERS (HIRING SERVICES)

Sl. No	Name of the service purchased	Bill Nos/	Voucher No	Date	Amount
1.	Data entry of questionnaires (172 @50= 8600) and bibliography and reference services @1400		071		10,000
2	Statistical analysis of data		072		10,000
	Total				20,000

All the Expenditure incurred under the above-approved Minor Research Project is according to rules,

Terms & conditions laid by UGC only

Neela Kameswari V
(Signature of the principal investigator)

PRINCIPAL INVESTIGATOR

[Signature]
(Signature of the Principal)

PRINCIPAL
Kasturba Gandhi Degree & P.G. College
For Women, Marayyapally,
SEUNDERABAD

[Signature]
(Signature of the Govt. Auditor/Chartered Accountant with Stamp)



Settlement proforma

UTILISATION CERTIFICATE

File No. F.NO:4-4/2015-16(MRP/UGC-SERO)

Link No. 6701

NAME OF THE PRINCIPAL INVESTIGATOR:
WITH ADDRESS

Dr. Neela Kameswari
Department of Business Management
Kasturba Gandhi Degree & P. G. College for Women
SECUNDERABAD 500026

TITLE OF THE PROJECT: Value orientations of Individuals and its relationship to socially conscious consumption: Identifying and Profiling Ethical Consumers.

Certified that the grant of Rs. 140000 (Rupees One lakh forty thousand rupees only) sanctioned by the University Grants Commission vide its letter No. F.MRP-6701/16(SERO/UGC) (Link No 6701) dated 30 Jun 2017 towards the UGC minor research project has been utilized for the purpose for which it was sanctioned and in accordance with the terms and conditions laid down by the commission. If as a result of check or audit objection, some irregularity is noticed at a later stage, action will be taken to refund or regularize the object amount.

Neela Kameswari
Signature of the
Principal Investigator

PRINCIPAL INVESTIGATOR

[Signature]
Chartered Accountant
with seal & stamp and date



[Signature]
Principal with seal and stamp
PRINCIPAL
Kasturba Gandhi Degree & P.G. College
For Women, Marredpally,
SECUNDERABAD.

ACCESSION CERTIFICATE

This is to certify that Dr. Neela Kameswari V, Department of Business Management, Kasturba Gandhi Degree & P.G. College for Women, Secunderabad has handed over the following books and journals purchased under the scheme of Minor Research Project to the Library of , Kasturba Gandhi Degree & P.G. College for Women, Secunderabad.

Sl. No	Name of the Books Purchased	Bill Nos/	Date	Amount
1	Behind ethical consumption: Purchasing motives and marketing strategies for organic food products, non-GMO's bio-fuels	IN-1704	04/06/2018	3992
2	Measures of personality and social psychological attitudes	IN-375	04/06/2018	7100
3	Contemporary issues in green and ethical marketing (Key Issues in Marketing Management)	408-5658738-5602756	05/06/2018	1614
4	Ethics & Morality in Consumption: Interdisciplinary Perspectives (Routledge Studies in Business Ethics)	IN-6605	19/08/2018	3584
5	Cluster Analysis	QNJF-14299	19/08/2018	1373
6	Marketing an Introduction	IN-10582	19/08/2018	3398
7	The Cambridge handbook of Consumer Psychology (Cambridge Handbooks in Psychology)	IN-59753	19/08/2018	4742
8	Economics, social responsibility and Consumers: The ethical perception	QWCA-208497	20/08/2018	6709
9	Ethical consumption: Social Value and Economic practice	IN-3276	10/10/2019	5115
10	The myth of the ethical consumer Hardback with DVD	IN-3276	10/10/2019	5096
11	Ethical consumption: Practices and identities: A Realist Approach (Routledge Studies in Critical Realism)	QSJW-6512	10/10/2019	9681
12	Microsoft Excel	QSLE-44884	10/10/2019	6080
13	Fair trade market driven-ethical consumption	IN-193	10/10/2019	2991
14	Marketing: a critical introduction	IN-9929	10/10/2019	5990
15	Marketing analytics: Strategic Models and Metrics	QSHS-681199	13/10/2019	3429
16	Story telling with Data: A Data Visualization Guide for Business Professionals	SDEE-7339	27/10/2019	2110
	TOTAL			67532

Neela Kameswari V

Signature of the
Principal Investigator

Signature of the
Librarian

[Signature]
Signature of the

Principal

PRINCIPAL INVESTIGATOR

**Kasturba Gandhi Degree & P.G. College
For Women, Marredpally,
SECUNDERABAD.**

[Signature]
(Signature of the Govt. Auditor/Chartered Accountant with Stamp)



**DETAILED STATEMENT OF EXPENDITURE FOR THE PROJECT DURATION
FROM AUGUST 1, 2017 TO OCTOBER 31 2019**

UGC Approval Letter No. F.MRP-6701/16(SERO/UGC) dated 30 Jun 2017 Link No 6701

Name of the Principal Investigator Dr. Neela Kameswari V
Department Business Management
University/College Kasturba Gandhi Degree & P. G. College for Women, Secunderabad

Item of Expend Approv.	Total grant	Grant Recd 1 st Inst	Grant Recd 2 nd Inst.	Actual Exp	Balance	Remarks
NON-RECURRING						
1. Equipment (Bills No & Date) 0	0	0	0	0	0	
2. Books & Journals 70000	70000	0	67532	2468		(Unutilized)
Total: (Non-Recurring) 70000	70000	70000	0	67532	2468	

RECURRING						
1. Contingency 20000	10000	0	0	13390	3390	
2. Chemicals & glass ware 0	0	0	0	0	0	
3. Travels 0	0	0	0	29185	14185	
4. Field work & Travel 30000	15000	0	0	20000	10000	
5. (others) Hiring services 20000	10000	0	0			
Total: (Recurring) 70000	35000	0	0	62575	27575 (to be received)	

CERTIFICATE:

Certified that the above grant has been utilized for the purposes for which it was sanctioned and in accordance with the terms and conditions attached to the grant. If as a result of a check on audit object, some irregularity is noticed at a later stage, action will be taken to refund, adjust or regularize the objected amount.

Neela Kameswari V
PRINCIPAL INVESTIGATOR


PRINCIPAL


Chartered Accountant

PRINCIPAL INVESTIGATOR

PRINCIPAL
Kasturba Gandhi Degree & P.G. College
For Women, Marredpally,
SECUNDERABAD.



Research work

Value Orientations of Individuals and its relationship to
Project Title : socially conscious consumption: Identifying and Profiling
Ethical Consumers

Introduction : (Including Origin of the research problem..) :

Introduction: Companies are responding to and would have to respond to society's demands for producing more socially responsible goods. Consumers across the world are increasingly concerned about the social and environmental impact of their purchase decisions. Choice between a fossil fuel car versus an electric vehicle, purchase of non-conflict diamonds, fair trade coffee etc., Today's marketers therefore cannot ignore this important and often influential group of consumers. Hence, there is a need to identify this set of consumers and profile their characteristics both demographically and psycho-graphically to serve them profitably.

Socially conscious consumption behavior is defined as "the perceived effect of consumer choice on social, environmental and safety matters" (Leigh, Murphy, & Enis, 1988, p5) or as striving to "protect and improve the social quality of life" (Davis, 1975, p 24). Ethical consumption behavior involves positive choice behaviors or negative consequence avoidance behavior usually with moral undertones." Morality is concerned with the norms, values and beliefs embedded in social processes which define right and wrong for an individual or community" Since ethical consumption is considered to be moral in nature, it should follow a moral decision making process (Caruana, 2007).

Purchase decisions are often preceded by one's belief systems and attitudes. In this context it becomes important to study the antecedents of socially conscious consumption behavior of individuals or "ethical consumers". Personal values of individuals are one of the many influences on behavior. This study attempts to understand the values which affect the purchase decisions of this group of consumers. Values are considered to determine the goals and standards of behavior pursued by people. They serve as guiding principles in a person's life according to Rokeach (1973). Individuals learn values from the society and its institutions which in turn shape their more general beliefs and world view. Several research studies have shown the important role played by values in explaining people's attitude and activities (Dunlap, Grieneeks, and Rokeach; 1983, Rankin 1983; DeYoung 1985-86). Van Liere & Dunlap (1980) state that market segmentation in the context of environmental protection would greatly benefit from psychological studies correlating individuals's demographic characteristics, attitudes and personality studies.

Need for the study

The question that this research tries to address is to determine the role played by an individuals' personal value orientations in making socially conscious purchase decisions. In effect we would like to identify "ethical consumers" based on their value orientations. Understanding which underlying forces, situations and individual differences play a role in consumer decisions is an important step in fully understanding socially conscious consumer behavior. India with its rapidly growing economy and home to a huge middle class is an attractive destination for the world's marketers. Consumption behavior has a cultural component and the Indian cultural ethos of emphasizing 'voluntary simplicity' prompts us to believe that India might consist of large number of 'ethical consumers'. Increasing education and awareness about environmental protection would also play an important role in making product choices. This study would be a small step in the direction of identifying and profiling the "ethical consumers".

Objectives :

The Primary objective of this research is to segment the socially conscious individuals depending on their personal value orientations.

Assistance

- Hiring Services : 30000
- Field Work and Travel : 40000
- Chemicals and Glassware : 0
- Contingency (including special needs) : 30000
- Books and Journals : 70000
- Amount of Equipment : 0
- Total : 170000**

Whether the teacher has received support for the research project from the UGC from any other agency? : No

Details of the Project/scheme completed or ongoing with the P.I :

Not Applicable

Institutional and Departmental facilities available for the proposed work :

The college offers an encouraging and conducive atmosphere for conducting research. Interdisciplinary learning atmosphere prevails in the college where ideas can be shared and debated making it helpful for pursuing research . The college has a well stocked library and also has computer systems with internet connection.

Other Infrastructural facilities :

The department has a well stocked library with internet facility. The post graduate library subscribes to five international , ten national print journals and twenty magazines related to various aspects of business management.

Any other information which the investigator may like to give in support of this proposal which may be helpful in evaluating :

Consumer behavior is still a little under researched area in the Indian context. A study of this nature would add to the existing body of literature and would be useful in understanding how an individual`s personal value systems affect the consumption choices of specific product categories. Behavior is a byproduct of an individual`s knowledge, beliefs and attitudes mediated by the context in which it happens. Understanding the antecedents of behaviors will greatly help in predicting them. Consequently strategies can be designed to align with the psychological dimensions of individuals. Furthermore, a research study such as this would be useful in developing appropriate social marketing campaigns by Governments and Non Governmental Organizations. Our students would greatly benefit from this project as they would be involved at various stages of the project, providing them an opportunity to connect theory to practice.

Recommendation/ Forwarding letter from the Principal: View Principal Letter

DECLARATION

I hereby declare that I have read the guidelines of Major Research Project Scheme of the University Grants Commission. In the event of a project being awarded, I undertake to engage myself for research work on the subject. I further declare that to the best of my knowledge and belief, the particulars given in the form are correct.

Date :17/08/2015 05:03:19

Print Exit

To certify that:

- a. The University/College/Institute is approved under Section 2(f) and 12(b) of the UGC Act and is fit to receive grants from the UGC.
- b. General physical facilities, such as furniture/space etc., are available in the Department/College.
- c. I/we shall abide by the rules governing the scheme in case assistance is provided to me/us from the UGC for the above project.
- d. I/we shall complete the project within the stipulated period. If I/we fail to do so and if the UGC is not satisfied with the progress of the research project, the Commission may terminate the project immediately and ask for the refund of the amount received by me/us.
- e. The above Research Project is not funded by any other agency.

(NEELA KAMESWARI V) Neela Kameswari V
Name and Signature of Principal Investigator

Signature of Co- Investigator

Shilpa Beedy
Registrar/Principal
(Signature with Seal)
PRINCIPAL
K. J. Somaiya Institute of Management Studies & Research
Post Bag No. 1, Maroldi
SECUNDERABAD.

Accepted List of Papers

- **How fresh? Working women's perspective of vegetable vending**, Journal of Contemporary research in management, Vol 3, No 3, July-September 2008 ISSN: 0973-9785
- **The current economic model: A road to perdition?** VNS, Management Today, Vol III No. 1&2, 2007, Bhopal
- **"Valuing Human Values"** in the journal 'VNS Management Today', vol IV No 1, 2003, Bhopal

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

ASSESSMENT CERTIFICATE

(to be submitted with the proposal)

It is certified that the proposal entitled "Value Orientations of Individuals and its relationship to socially conscious consumption behavior: Identifying and Profiling 'Ethical Consumers'" by (Dr./Prof./Mr./Mrs.) Neela Kameswari Deptt. Of Business Management has been assessed by the expert committee consist the following members for submission to the UGC Regional Office SERO, Hyderabad for financial support under the scheme of Minor research Projects:

Details of Expert Committee

D. Chennamma

1. Dr. Chennamma

HEAD

Department of Commerce
Kasturba Gandhi Degree &
PG College for Women

14 A Bhavani

3. Dr. Annapurna Bhavani

DEPT. OF BIOTECHNOLOGY

Kasturba Gandhi College for Women

WEST MARREDPALLY

SECUNDERABAD-500 026.

A Dayamayi

2. Dr. Dayamaye

Dept. of English
LIBRARY

Acc. No.

Lalitha Devi
4. Dr. Lalitha Devi

DEPARTMENT OF STATISTICS

Kasturba Gandhi Degree & P.G.

College for Women

West Marredpally,

SECUNDERABAD 500 026.

The proposal is as per the guidelines

Anita Reddy

(PRINCIPAL)
PRINCIPAL

Kasturba Gandhi Degree & P.G. College

For Women, Marredpally

SECUNDERABAD.

(Seal)



A/c Dy No. 4624
Date: 29/06/17

UNIVERSITY GRANTS COMMISSIONS - SOUTH EASTERN REGIONAL OFFICE
5-9-194, CHIRAG ALI LANE, IV FLOOR, A.P.S.F.C. BUILDING, HYDERABAD -500 001
Phones: 040 - 23204735, 23200208 FAX: 040 - 23204734, Website: www.ugc.ac.in, email: ugcsero@gmail.com

No.F MRP-6547/16 (SERO/UGC)

Link No:6547.

June,2017

The Accounts Officer
UGC-SERO, Hyderabad

Comcode: APOS009
UniqueID:TLHY00000228

30 JUN 2017

Sub: Release of Grants-in-aid to Minor Research Projects for the year 2017-2018.
Sir / Madam,

The has reference to the Minor Research Project proposal submitted by Dr.B.Indira Department of Department of Computer Science of "kasturba Gandhi Degree & PG College for Women" WEST MARREDPALLY, SECUNDERABAD entitled "A Study on the Effective use of ICT for Education and Learning purpose in Various Schools and Colleges of Hyderabad and Secunderabad". The subject expert, who evaluated the proposal, has recommended for financial assistance as detailed below.

Sl. No	Item	Amount Allocated (Rs.)	Amount Sanctioned as first installment (Rs.)
1.	Books & Journals	30000.	30000.
2.	Equipment	93500.	93500.
	Total	123500.	123500.
3.	Field work & Travel	30000.	15000.
4.	Chemical & Glass Ware	0 0	0 0
5.	Contingency (incl. Special Needs)	30000.	15000.
6.	Hiring Services	30000.	15000.
	Total	90000.	45000.
	Grand Total	213500.	168500.

1. I am further to convey the sanction of the University Grants Commission to the payment of Rs.168500. to the principal, kasturba Gandhi Degree & PG College for Women, WEST MARREDPALLY, SECUNDERABAD as first installment (100% Non-Recurring and 50% Recurring grants) towards the above project.

Amount Sanctioned	Head of Accounts	Category
Rs. 123500.	35-CAP-MRP(50)-3(A)2202.03.102.02.01	GEN
Rs. 45000.	31-GIA-MRP(50)-3(A)2202.03.102.02.01	GEN

2. The above approval is subject to the general conditions of grants prescribed by the UGC for this scheme.
3. The sanctioned amount is debit to the Head of Accounts 35-CAP-MRP(50)-3(A)2202.03.102.02.01 (General), 31-GIA-MRP(50)-3(A)2202.03.102.02.01 (General) and is valid for payment during the financial year 2017-18 only and the amount of the Grant shall be drawn by the Accounts Officer (Drawing and Disbursing Officer) UGC-SERO, Hyd. on the Grants-In Aid Bill and shall be disbursed to and credited to "The Principal, kasturba Gandhi Degree & PG College for Women, WEST MARREDPALLY, SECUNDERABAD, by Electronic Mode through PFMS Portal at the following details: (a) Name & Address of Account Holder: The Principal, kasturba Gandhi Degree & PG College for Women, WEST MARREDPALLY, SECUNDERABAD (b) Account No: 10043347074. (c) Name & Address of Bank Branch: SBI, SECUNDERABAD (d) IFSC Code: SBIN0006645.
4. In case the Principal investigator is having ongoing Major/Minor Research Project OR has been transferred/left/retired from the college, the released amount of Rs.168500./- may be returned to UGC-SERO, Hyderabad immediately, failing which action will be initiated against the College for not adhering with the norms of UGC for the scheme.
5. The grantee institution shall ensure the utilization of grants -in-aid for which it is being sanctioned/paid. in case of non-utilization /part utilization, interest @ 10% per annum as amended from time to time on utilized amount from the date of drawl to the date of refund as per provision contained in General Financial Rules of Govt. of India will be charged.
6. The assets acquired wholly or substantially out of UGC's grants shall not be disposed or encumbered or utilized for any other purpose than for which the grant was given, without proper sanction of the UGC and should, at any

From

Dr.B.Indira,
Associate Professor in Computer Science,
Department of Computer Science, PG Courses,
Kasturba Gandhi Degree and PG College for Women,
West Marredpally, Secunderabad - 26.
E-mail: indira.baddam@gmail.com.
Mobile : 91-9848952195.

To

The Joint Secretary & Head,
University Grants Commission, South Eastern Regional Office;
APSFC Building, 4th Floor,
P.B. No. 152, Chirag Ali Lane, Abids,
Hyderabad - 500001.

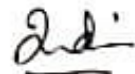
(Through proper channel)

Sub:- submission of minor research project entitled "A study on the effective use of ICT for education and learning purpose in various schools and colleges of Hyderabad and Secunderabad" to the UGC- Regarding.

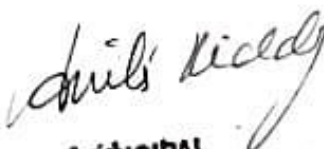
I would like to inform that, I am here with submitting a minor research project entitled "A study on the effective use of ICT for education and learning purpose in various schools and colleges of Hyderabad and Secunderabad". This project shall be immensely helpful in specific areas like developing diversified e-content, promoting girl education, adult education and striving for enhancing gross enrolment ratio.

Thanking you sir

Yours faithfully



(Dr.B.Indira)


PRINCIPAL
Kasturba Gandhi Degree & P.G. College
Enclosure - Two Sets of
UGC (Annexure II)

Enclosure - Two Sets of research project proposal as per the format given by

**UNIVERSITY GRANTS COMMISSION
BAHADUR SHAH ZAFAR MARG
NEW DELHI – 110 002.**

**Annual/Final Report of the work done on the Minor Research Project.
(Report to be submitted within 6 weeks after completion of each year)**

1. Project report No. 1st /Final : First Annual Report
2. UGC Reference No.F. : F.No:4/42015-16(MRP/UGC-SERO)
3. Period of report : from 01-08-2017 to 01-08-2018
4. Title of research project : Study of Physiological and biochemical variability associated with Salicylic acid induced abiotic stress tolerance in Sorghum
5. (a) Name of the Principal Investigator: Dr.Annapurna Bhavani
(b) Deptt. : Biotechno0logy
(c) College where work has progressed: Kasturba Gandhi Degree & PG College for Women, Secunderabad.
6. Effective date of starting of the project : 01-08-2017
7. Grant approved and expenditure incurred during the period of the report:
 - a. Total amount approved : Rs. 3,05,000
 - b. Total expenditure : Rs. 3,07,171
 - c. Report of the work done: (Please attach a separate sheet) Enclosed
 - i. Brief objective of the project :
 - To screen Sorghum varieties for abiotic stress tolerance and sensitivity.
 - To Induce tolerance in sensitive varieties by Salicylic acid treatment.
 - ii. Work done so far and results achieved and publications, if any, resulting from the work (Give details of the papers and names of the journals in which it has been published or accepted for publication_____)

Enclosed

- iii. Has the progress been according to original plan of work and towards achieving the objective. if not, state reasons

Yes