



NXT&CO

01/7/2021

To,

PI- Prof. Yogita Kadam

CO-PI- Dr. Kirti Dang Longani, Prof. Sadhana Jadhav Tilekar, Dr. Pooja Gupta

School of Management
Ajeenkya DY Patil University
Pune

Subject: Grant Approval for Research on Strategic Agility and Responsiveness in Turbulent Markets

Dear Prof. Yogita,

We are pleased to inform you that your research proposal titled "**Strategic Agility and Responsiveness in Turbulent Markets: Examining Business Adaptability for Sustained Success**" has been accepted for funding. Your research into how firms can remain agile and responsive amid market disruptions is crucial for fostering resilience and long-term business performance.

Grant Details:

- **Grant Amount:** Rs. 16,50,000
- **Project Duration:** 18 months
- **Disbursement Schedule:** The grant will be disbursed in three installments:
 1. **First Installment:** Rs. 5,50,000 will be released upon submission and approval of your detailed project plan.
 2. **Second Installment:** Rs. 5,50,000 will be released after the submission of your mid-term progress report.
 3. **Final Installment:** Rs. 5,50,000 will be released upon receipt of your

Thanking You.

From Nxt&CO

Miss. Pranoti Shete

(Business Manager)

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Suggested Budget Allocation:

To ensure the effective utilization of the grant funds, we recommend the following allocation:

- **Researcher Expenses:** Rs. 400,000
- **Workshops and Strategy Development Sessions:** Rs. 420,000
- **Personnel and Administrative Costs:** Rs. 210,000
- **Market Analysis and Data Collection:** Rs. 3,70,000
- **Final Reporting and Presentation:** Rs. 250,000

Please adjust these allocations as necessary in your project plan.

Steps for Fund Utilization:

1. **Submission of Project Plan:** Within two weeks of receiving this letter, please submit a detailed project plan that outlines your research methodology, timeline, and a comprehensive budget breakdown detailing how the funds will be allocated.
2. **Mid-Term Progress Report:** This report should summarize your findings, any challenges faced, and adjustments made to your research approach.
3. **Final Report:** Upon completion of your study, a comprehensive final report must be submitted. This report should include:
 - An overview of the research objectives and outcomes.
 - Detailed findings regarding the challenges faced in managing cross-cultural teams.
 - Proposed strategies and solutions to improve cross-cultural management.
 - A summary of fund utilization.
 - Acknowledgment of the funding source in any resulting publications or presentations.

Presentation of Findings:

We encourage you to present your findings at our upcoming **Research Symposium**, which will facilitate discussions on the implications of your work for global business strategies and management practices.

If you have any questions or require assistance during your research, please do not hesitate to reach out. Your work has the potential to make a significant impact on the field of cross-cultural management and global organizational effectiveness.

Congratulations once again on your successful proposal! We look forward to seeing the positive impact of your research.

Best regards,

Thanking You.

Pranoti Shete

From Nxt&CO

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