

Date: July 15, 2022

To,

Prof. Dushyant Somvanshi, Dr. Manju Rughwani, Harrashad Kaamble
Associate Professor
School of Film and Media
Ajeenkya DY Patil University
Pune, Maharashtra

Subject: "Sanction and Endorsement of Research Proposal for a Comprehensive Study on Artificial Intelligence-Driven Storytelling: Investigating Technological Innovations, Ethical Implications, and Future Applications in Creative Media"

Dear Dushyant,

We are pleased to inform you that our organisation has reviewed and approved your proposal for the research project titled **"A Comprehensive Study on Artificial Intelligence-Driven Storytelling: Investigating Technological Innovations, Ethical Implications, and Future Applications in Creative Media"**.

submitted by the School of Film and Media at Ajeenkya DY Patil University, Pune.

After careful consideration, we are confident that this project aligns with our organization's commitment to fostering innovation, creativity, and scholarly research in the field of media and film studies.

Grant Approval

The total approved grant for this project is ₹ 10,00,000/- (Rs. Ten lac only), which will be disbursed according to the following structure:

Initial disbursement: ₹ 500000/- (Rs. Five lac only) upon signing the agreement.

Subsequent payments: ₹ 500000/- (Rs. Five lac only) based on progress milestones and periodic reports. This grant is intended to cover the necessary research expenses including equipment hiring, location hunting, travel and camera hiring along with software, resources, etc. as outlined in the proposal.

Terms and Conditions

In line with our agreement, the School of Film and Media will be responsible for:

- Submitting quarterly progress reports.
- Sharing interim and final research findings.
- Acknowledging the support of our organisation in all publications, presentations, and promotional materials related to the project.
- Ensuring that the project is completed within the stipulated time frame of August 1, 2022 to March 31, 2023.

Project Collaboration

We are eager to collaborate with ADYPU's School of Film and Media in this exciting endeavor. Our partnership will not only promote academic excellence but will also encourage the application of research outcomes to enhance industry practices. Furthermore, we anticipate this project to provide students and faculty with significant opportunities for hands-on research experience and innovation.

Next Steps



Whistling Woods International,
Filmcity Complex, Goregaon (East), Mumbai 400 065.
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Please review and sign the attached agreement document. Once signed, kindly return a copy for our records, after which we will initiate the first disbursement of funds. If you have any questions or require further clarification regarding the grant or project terms, do not hesitate to contact us.

We look forward to a successful collaboration and are excited to see the outcomes of your research contribute to the growing body of knowledge in media studies.

Thank you for your efforts, and congratulations once again.

Warm regards,

Ravi Gupta

Ravi Gupta
Executive Director and Dean. WWI