



Date: September 21, 2021

To,

Prof. Shefali Chhibber,  
Co PI - Harshvardhan Pawar, Omkar Pradhan  
Assistant Professor  
School of Film and Media  
Ajeenkya DY Patil University  
Pune, Maharashtra

**Subject:** Approval of Research Grant for **A Comparative Analysis of Campaign Planning Methodologies for Events.**

**Dear Shefali Chhibber,**

We are pleased to inform you that our organisation has reviewed and approved your proposal for the research project titled **A Comparative Analysis of Campaign Planning Methodologies for Events**, 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 **₹ 7,50,000/- (Rs. Seven lac Fifty thousand only)**, which will be disbursed according to the following structure:

**Initial disbursement:** ₹ 375000/- (Rs. Three lac Seventy five thousand only) upon signing the agreement.

**Subsequent payments:** ₹ 375000/- (Rs. Three lac Seventy five thousand 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 during the duration of **September 1, 2020 to March 30, 2021.**

**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**

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,

*Sheena Agarwal*

Sheena Agarwal,

HR Manager at Wizcraft International Entertainment Pvt. Ltd.