



# GRAVIN EVENTS

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## **Project Sanction Letter**

Date : 12/09/2021

To,

**Dr. Syed Wajid- PI**

**Mr. Ajay Singh, Ms. Sabiya Shaikh - CO-PI**

School of Management

Ajeenkya DY Patil University, Pune

**Subject:** Grant Approval for Research on Sustainable Business Practices

Dear Dr. Syed,

We are pleased to inform you that your research proposal titled "Sustainable Business Practices: Investigating the Impact of Sustainability Initiatives on Corporate Performance and Consumer Behavior" has been approved for funding. This research is vital in understanding the role of sustainability in enhancing corporate performance and influencing consumer behavior, and we commend your commitment to this important area.

### **Grant Details**

**Grant Amount:** Rs. 11, 70,000

**Project Duration:** 18 months

1. **Presentation of Findings:** We encourage you to present your findings at our next research symposium, where you can share insights with faculty and students.

We believe your research will contribute significantly to the field of management and offer valuable insights for both academics and practitioners. Should you have any questions or require assistance throughout the research process, please do not hesitate to reach out.

Congratulations once again on your successful proposal! We look forward to your impactful research.

Best regards

A handwritten signature in black ink, appearing to read 'Saina Fernandes', with a long horizontal flourish extending to the right.

[ SAINA FERNANDES ]  
HR MANAGER

(GRAVIN EVENTS)

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