

Smt. Durgadevi Sharma Charitable Trust



Chandrabhan Sharma College
Arts, Science & Commerce

(Affiliated to the University of Mumbai)
Accredited by NAAC 'B+'

ACADEMIC YEAR

2021 – 2022

I/C PRINCIPAL
Chandrabhan Sharma College
of Arts, Science & Commerce
Powai-Vihar, Powai, Mumbai - 400 076
Tel. 25704526 / 25704530

Chandrabhan Sharma College of Arts, Science & Commerce, Adi Shankaracharya Marg, Powai - Vihar, Powai, Mumbai - 400076.
Tel.: 022-25704526 / 25704530 Email: info@csccollege.co.in Web: www.csccollege.co.in

3.1.1.1 Grants received from government and non governmental agencies for research projects/ endowments in the during the last five years(INR in Lakhs)



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Sr. No	Name of faculties	Project Name	Page. No
1	Mrs. Dipt Parab	To study the impact of social media influencers (bloggers, youtubers, instafamous etc.) on undergraduate students of Mumbai University.	4-5



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Dipti Parab
Minor Research
+ Rs
25,921

University of Mumbai



Research Project No: 347

NAME OF THE RESEARCHER : Dipti Parab
LECTURE IN : Business Management
AMOUNT SANCTIONED : 25,921/-
CO-INVESTIGATOR :

Ref No. AAMS/ICD/106 of 2021
23rd July, 2021

To,

Smt. Durga Devi Sharma Charitable Trust's,
Chandrabhan Sharma College of Arts, Commerce
& Science At Powai Vihar, Mumbai- 400 076.

Sub: - Minor Research Grant Project.

Sir/Madam,

I am directed to inform you that the said proposal has been considered by the University and the research grant as quoted above is sanctioned to the researcher.

The sanctioned amount will be disbursed in two installments. The first installment of 70% of the sanctioned amount will be disbursed within the month of August. The remaining 30% amount will be disbursed up to 31st December, 2021.

The researcher is expected to spend 30% amount initially from his/her own resources to carry out the work.

Further, I am to inform you that the researcher will have to utilize the 100% sanctioned amount on or before 31st December, 2021 and submit original bills/vouchers of the expenditure alongwith Utilization Certificate duly certified by the Principal/ Director/ Head/Institute/University Department of the College to The Deputy Registrar, Accounts Section, Mahatma Phule Bhavan, Vidyanagari, Kalina Campus, University of Mumbai, Mumbai - 400 098.

The report of the research work carried out by the concerned researcher will have to be submitted to the University on or before 31st December, 2021.

The Principal/Head of the Institute are requested to inform the researcher accordingly and arrange to forward his/her undertaking immediately to enable this office to release first installment of the research grant.

Yours faithfully,

Assistant Registrar
(Academic Planning & Development Section)

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**“TO STUDY THE IMPACT OF SOCIAL MEDIA INFLUENCERS
(BLOGGERS, YOUTUBERS, INSTAFAMOUS ETC.) ON
UNDERGRADUATE STUDENTS OF MUMBAI UNIVERSITY”.**

REPORT OF THE MINOR RESEARCH PROJECT

SUBMITTED

TO

BOARD OF COLLEGE & UNIVERSITY DEVELOPMENT

UNIVERSITY OF MUMBAI – 400 032.



Principal investigator

MRS. DIPTI PARAB

DECEMBER 2021

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