3.2.1 – List of Grants sponsored by non-govt. bodies

S.No	Name of the Scheme/Project/ Endowments/ Chairs	Name of the Principal Investigator/ Co-Investigator (if applicable)	Page No
1	Environmental Support for Walking In India - A Pilot	Dr. M Sitamma	1
2	The influence of sustainable business model innovation on SME performance and competitive advantage: An empirical investigation of SME Performance in Saudi Arabia	Dr. Sudeepta Pradhan	2-24
3	Is it a news story or an advertisement? Evaluating persuasiveness of Programmatic Native versus Traditional Banner Ads	Dr. Rishi Dwesar	25-26
4	NCC Chair for Infrastructure Development	Dr. Y G Gangi Reddy	27-35
5	NCC Chair on Commercial Conflicts & Resolutions	Prof. Y Pratap Reddy	36 - 44
6	Virinchi Chair on Healthcare Services	Dr. Mohd. Akbar Khan	45 - 52
7	Sri. K R Paramahamsa, IAS (Retd.) Chair on Public Policy & Governance	Prof. V Hemalatha Devi	53 - 60
8	Managing Employee Retention through Employee Experiences in post-pandemic economy and beyond-Six Sigma Solutions	Prof. M Sitamma	61
9	Sri. NJY Chair in Leadership Excellence	Prof. M Sitamma	62-71
10	Conducting qualitative research to identify the training needs of entrepreneurs and farmers dealing in organic farming, urban farming and terrace gardening.	Prof. K S Venugopal Rao	72
11	Printing Press Industry - Market survey with regard to future perspective of printing in view of digitalization	Prof. K S Venugopal Rao	73
12	Product Research to reveal insights into customer behavior with respect to Organic products	Prof. K S Venugopal Rao	74
13	Pranab Mukherjee char for banking and Finance	Prof. J Mahender Reddy	75- 91
14	Big Green: Framework for Bringing Scale to Green Livelihood Initiatives	Prof. Shailendra Singh Bisht	92 - 95

Note: E – Copies of Grant letters are appended below.

ICFAI FOUNDATION FOR HIGHER EDUCATION HYDERABAD

S. Vijayalakshmi
REGISTRAR
ICFAI FOUNDATION FOR HIGHER EDUCATION
(Deemed-to-be-University establishes under section 3 of UGC Act 1956.)

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January 23, 2019

To whom it may concern

Dr. Sitamma Mikkilineni is an investigator on the research project "Environmental Support for Walking In India [EnSWIn] – pilot" sponsored by the George Institute for Global Health, Sydney, Australia, funded by an Under-Served Populations in LMIC Seed Grant for 2018/2019.

The total fund granted to this project, to begin in April 2019, is INR 2440600 (AUD 48189.65). The principal investigator on the project is Josyula K. Lakshmi from The George Institute for Global Health, India. Other investigators on this project include Rashmi Pant, from SHARE India; Seema Murthy, independent public health research consultant; Renu John, The George Institute for Global Health, India, and Keerthi Danthuri, The George Institute for Global Health, India. The project is planned for a period of 12 months from April 1, 2019 to March 31, 2020. I look forward to collaborating with her on this project.

Josyula K. Lakshmi
Senior Research Fellow
The George Institute for Global Health, India

ICFAI FOUNDATION FOR HIGHER EDUCATION HYDERABAD

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Kingdom of Saudi Arabia
Ministry of Education
Qassim University
Deanship of Scientific Research

المملكة العربية السعودية
وزارة التعليم
جامعة القصيم
عمادة البحث العلمي

Research Grant Request Form

To be Completed by the Principal Investigator of The Research Project Funded By SRD-QU

Grant Type Choose an item.

Research Proposal Title (in English)	Research Proposal Title (in Arabic)
The influence of sustainable business model innovation on SME performance and competitive advantage: An Empirical Investigation of SME Performance in Saudi Arabia	تأثير ابتكار نموذج الأعمال المستدامة على أداء الشركات الصغيرة والمتوسطة والميزة التنافسية: دراسة تجريبية لأداء الشركات الصغيرة والمتوسطة في المملكة العربية السعودية

Principal Investigator

Researcher Name: Makhmoor Bashir

Researcher College: College of Business & Economics

Department: Department of Business Administration

Academic Rank: Assistant Professor

Job ID: 76934

Principle Investigator contact information

Mobile Phone: 0543420130

E-mail: m.dar@qu.edu.sa

[a]Co- Investigators

Researcher Name	Researcher College	Department	Academic Rank	Job ID
1- Abdulaziz	College of Business and Economics	Business Administration	Assistant Professor	24434
2- Sudeepta Pradhan	ICFAI Business School	Department of Marketing & Strategy	Associate Professor	Click or tap here to enter text.
3- Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
4- Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.
5- Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.	Click or tap here to enter text.

Proposed total budget [b]	100000
Estimated duration	2 Years

Research Grant Request Form

Proposal Summary (MAX 300 Words):

The purpose of this study is to investigate the influence of sustainable business model innovation (BMI) on the firm performance and competitive advantage of SMEs in Saudi Arabia. The problems of resource depletion, water and pollution, and climate change have become a key focus for policy makers and practitioners, as well as academicians. This has resulted in a huge surge in the academic and non-academic literature on sustainability over the last ten years. There is huge market pressure for companies to deliver sustainable solutions to their customers. However, despite the surge in literature there is a lack of empirical evidence studying the influence of sustainable BMI on competitive advantage, not only in the region of Saudi Arabia, but also at the global level. The current study focuses on this gap by providing empirical evidence to investigate the influence of sustainable BMI on competitive advantage and firm performance. In addition, the mediating role of strategic flexibility will be considered. Data will be collected from 300 SMEs in Saudi Arabia. Structural equation modelling using AMOS and PLS will be used for data analysis. The main contribution of the study will lie in empirically highlighting the impact of Sustainable BMI on firms' competitive advantage and SME performance in the Saudi Arabian context, which has theoretical as well as managerial implications in line with the VISION 2030.

Keywords (4-6 Keywords):

Sustainable Business model innovation, Competitive advantage, strategic flexibility, Firm Performance, Vision 2030, SME's.

Research Objectives:

1. To investigate the impact of sustainable business model innovation on the performance of SMEs in Saudi Arabia.
2. To study the influence of business model innovation on competitive advantage.
3. To study the mediating role of strategic flexibility on business model innovation and competitive advantage.

Literature Review:

Research Problem

The drivers of the competitive landscape have been and will be changed with the industry 4.0 revolution (Schwab, 2017a). According to Chofreh et al. (2019), due to the challenges of environmental degradation, and the disruption of industry 4.0, relying on cost cutting and efficiency is not a feasible strategy. Rather, innovation is becoming an essential ingredient to success (World Economic Forum, 2019; Schwab, 2017b). Businesses require a radical shift to compete with climatic, environmental and social challenges (Bocken & van Bogaert, 2016). All this has created more pressure on companies to link their business models with sustainable innovation (Boons & Ludeke-Freund, 2013). These competitive pressures from the industry have led to an exponential increase in the academic and non- academic literature on sustainable business model innovation.

An increase in environmental consciousness, and the quest to sustainably provide greener solutions, have become important aspects in firms' business models (Bocken et al., 2014). Companies are now creating value with a triple-layered bottom line and changing their approach towards BMI (Clinton & Whisnant, 2019). However, despite the surge in the academic and non-academic literature on sustainable business model innovation, there is still a lack of clarity, and the overall categorization of the construct is still in its infancy (Ludeke-Freund & Dembek, 2017). Previous studies have looked at the components of sustainable BMI, but there is a lack of papers which have studied the relationship between sustainable BMI, SME performance, competitive advantage and strategic flexibility. This relationship is crucial to study, because SMEs are the backbone of any economy. The proposed study focuses on this gap by attempting to empirically study the construct of sustainable BMI. The central research question guiding this study is to understand the interaction between sustainable BMI and firm performance in SMEs in Saudi Arabia.

Introduction and Theoretical background

Business models (BMs), as a concept, have been in existence since pre-classical times (Foss & Saebi, 2017) and were initially defined as a firm's operative function (Wirtz et al., 2016). The concept has become more relevant for businesses since the mid-1990's Internet boom era, with strategists (Spieth et al., 2016; Teece, 2010) and entrepreneurs (Guo et al., 2017) calling it an important holistic indicator for organizational success (Hamelink & Opdenakker, 2019; Foss & Saebi, 2017), driven by growing interest in bottom-of-the-pyramid issues (Prahalad & Hart, 2002; Thompson & MacMillan, 2010) and industries' increased dependence on post-industrial technologies (Perkmann & Spicer, 2010). The concept of business model innovation (BMI) has garnered significant attention in the last decade and is considered not only a great source of value creation, but also a strong base for developing a sustainable competitive advantage (Bashir & Verma, 2019; Zott & Amit, 2007). Previous researchers have studied BMI effectiveness in varied contexts, ranging from e-commerce to strategy and technology management (Rachinger et al., 2019; Zott et al., 2011), its use in divergent theories (George & Bock, 2011) and the evolution of the term 'business model' itself (Wirtz et al., 2016). Researchers also suggest that that the perks from BMI are almost the same concerning technological innovation (Chesbrough, 2010).

The impact of BMI on competitive advantage has been cited as a vital area of interests for researchers in the field (Snihur & Zott, 2020; Bashir & Verma, 2019; Zott et al., 2011). Despite developments, the majority of work done in the area of BMI is conceptual, and the literature still lacks clarity regarding the influence of BMI on competitive advantage. Furthermore, the mediating role of strategic flexibility has not been studied, creating a need for further

exploration into this issue. The current study proposes and tests a conceptual model which highlights the relationship between sustainable BMI with SME Performance and competitive advantage.

Proposed Model and Hypothesis Development:

The present study suggests a conceptual model of sustainable BMI, competitive advantage and strategic flexibility, based on a comprehensive literature review, exploring theoretical and empirical studies. The study develops a link between sustainable BMI, competitive advantage, strategic flexibility and SME performance, which seems to be fragmented in existing literature, as shown in Figure 1. Its main contribution lies in empirically validating this established link, making it the first of its kind in the academic literature on sustainable BMI.

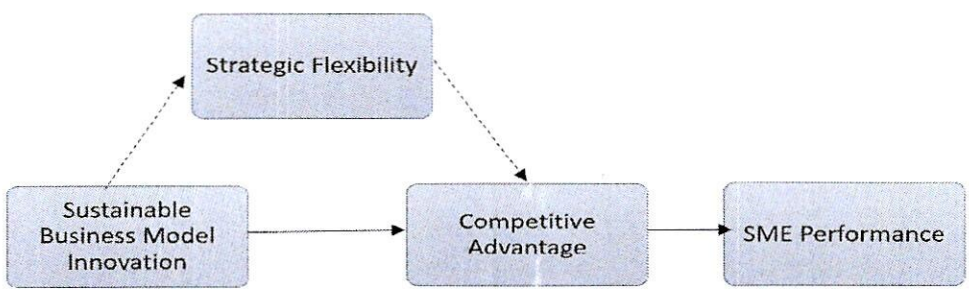


Figure 1: Proposed Model Direct Effect ⟶ Indirect Effect ⇢

Sustainable Business Model Innovation and SME Performance

There has been a huge surge in sustainability-related issues during the last decade (Goni et al., 2017). The problems of resource depletion, water and pollution, and climate change have been a priority for policy makers and practitioners, as well as academicians (Chofreh et al., 2018). This has resulted in a huge shift in consumer preferences towards sustainable products, transforming the competitive landscape, and forcing companies to change their products and processes (Nidumolu et al., 2009). Sustainable business model innovation has been defined in the extant literature as modification of a business model to a more sustainable one. Researchers suggest that it can be either a change in the existing business model, or changing the overall business model by addressing sustainability (Shakeel et al., 2020). This has put pressure on companies, which has resulted in more and more publishing 'triple-bottom-line' and 'sustainable development' reports (Brown & Fraser, 2006). The overall literature on sustainable business model innovation suggests that it does have an influence on firm performance. Hamelink & Opdenakker (2019), through means of three cases in the energy storage market, conclude that sustainable business model innovation results in higher employee and customer satisfaction, which automatically improves firm performance. Therefore, based on the above arguments we propose that:

H1: Sustainable business model innovation has a positive and direct influence on SME performance.

Business Model Innovation and Competitive Advantage

According to Porter (2008), competitive advantage means providing the buyer with more value than competitors at a lower cost, or performing the same activities at a relatively lower cost but in unique ways that create more value for the buyer than competitors do, thereby commanding a premium price. Companies spend a lot of money on research and development for new products and services to outperform their rivals and gain a competitive advantage. In today's

turbulent and globalized world, despite massive investment in product and service development, future returns are always uncertain because products and services are vulnerable to imitation, particularly from low labour economies (such as China and India). Hesitant to put money into product and service innovation, companies are increasingly turning toward BMI as a source of competitive advantage (Amit & Zott, 2012; Bashir & Verma, 2017). Imitating a product or service is easy, but emulating an entire, novel BM will never be easy for established firms because of lack of flexibility. The social complexity and path dependence associated with BMI might create a competitive advantage sustainable from the resource-based perspective (Barney, 1991). Therefore, based on the above arguments, the following hypothesis was developed:

H2: Business model innovation has a positive and direct influence on competitive advantage.

Business Model Innovation and Strategic Flexibility

Researchers have defined a firm's ability to adopt changes in its environment as strategic flexibility (Combe & Greenley, 2004). The modern business world is characterized by increased levels of complexity and uncertainty (Nowotny et al., 2001). Therefore, the only surviving businesses are those which develop the ability to navigate complex business environments and handle turbulent changes. Firms that have greater flexibility will have more ability to manage these changes by developing a new business model (Yang et al., 2020; Zhou & Wu, 2010). Therefore, based on the above arguments we propose the following hypothesis:

H3: Strategic flexibility mediates the relationship between BMI and competitive advantage.

Research Methodology:

Procedure & Participants

Researchers will use structural equation modelling (SEM) to test the relationship between BMI, managerial ties, managerial skills, entrepreneur skills, and exploitative learning. SEM will be used to determine the model's predictive strength because it is capable of simultaneously handling a complex network of relationships and providing meaning to the embedded measures. The study will use a questionnaire method to collect the data. The questionnaire will be distributed to around 300 SMEs operating in Saudi Arabia. Respondents will primarily be the top managers or respective heads responsible for a company's strategic orientation; for example, the director of strategic development or the chief operating officer.

Measures

Business Model Innovation: A nine-item scale measuring BMI will be adopted from Guo, Zhao, & Tang, (2013).

Sustainable Business Model Innovation: The scale for sustainable BMI would be developed by the researchers themselves.

Competitive advantage: This study will rely on eight items to measure competitive advantage, of which five are for differentiation, and three for the cost-based strategy validated and tested by Lee et al. (2015). To measure the differentiation advantage, a sample item is "We successfully differentiate ourselves from others through effective design: brand, appearance, feature, etc." To measure the cost-based advantage, a representative item is "Manufacturing costs are lower than those of our competitors."

Strategic Flexibility: A three-item measure adapted from Zhou and Wu (2010) and Sanchez (1995) will be used to measure strategic flexibility:

- We have a high degree of flexibility to redefine existing strategies.
- We have a high degree of flexibility to reconfigure chains of resources.
- We have a high degree of flexibility to redeploy resources effectively.

Control Variables

Previous studies (e.g. Damanpour, 1991; Moohammad et al., 2014; Mortara & Minshall, 2011) have documented well some of the organizational characteristics that influence firms' innovation practices. Moohammad et al. (2014) found that certain characteristics can support innovation practices. Among these, firm ownership status, age, and sector are often termed the organization's characteristics (Roxas et al., 2014). This study will collect control variables found to influence BMI, to eliminate the effects they might have on BMI: sector, firm age, employee tenure, employee position, market orientation, and firm ownership. That is, we will control for this set of variables in the model, to decrease the possibility of confounding effects on the variables of interest and to factor out the possibility that the results are driven by their exclusion.

Research Grant Request Form

Project Proposed Time Plan:

Planned sequence of major tasks	Researchers Names	Months																							
		1st Year												2nd Year											
		1	2	3	4	5	6	7	8	9	10	11	12	1	2	3	4	5	6	7	8	9	10	11	12
Preliminary Literature Review	Dr. Makhmoor Bashir & Dr. Abdul Aziz					✓																			
In Depth Literature Review	Dr. Sudeepta Pradhan								✓																
Exploratory Studies including FGDs and case studies	Dr. Makhmoor Bashir & Dr. Abdul Aziz										✓														
Interviews and Interview Analysis	Dr. Makhmoor Bashir & Dr. Abdul Aziz										✓														
Theory Building and Typology Development	Dr. Makhmoor Bashir, Dr. Abdul Aziz & Dr. Sudeepta Pradhan															✓									
Quantitative Data Collection Analyses of Quantitative Data and Model Validation	Dr. Makhmoor Bashir, Dr. Abdul Aziz & Dr. Sudeepta Pradhan																				✓				
Report Writing	Dr. Makhmoor Bashir & Dr. Abdul Aziz																								✓

Available Research Facilities to conduct the research:

Research Grant Request Form

Required Research Facilities to conduct the research:
1. SPSS for Data Analysis. 2. AMOS for Data Analysis. 3. Travelling Allowance 4. Data Collection 5. Laptops 6. Printers 7. Stationary Items

Detailed Total Budget:		
1- Research Group Salaries:		
Researcher Name: Makhmoor Bashir	Proposed amount	SR 35000
Researcher Name: Abdul Aziz Al Falih	Proposed amount	SR 30000
Researcher Name: Sudeepta Pradhan	Proposed amount	SR 30000
2- Assistant Researchers Salaries:		
Researcher Name: Not Applicable	Proposed amount	
Researcher Name:	Proposed amount	
3- Supportive Services Budget:		
Total Supportive Services Budget	Proposed amount	SR 10000
4- Detailed Supportive Services Budget:		
a) Materials and Supplies	Proposed amount	SR 5000
b) Research Computing Services	Proposed amount	SR 7000
c) Other Services	Proposed amount	SR 4000

Research Grant Request Form

d) Scientific Publishing	Proposed amount	SR 6000
e) Statistical Analysis	Proposed amount	SR 10000

Aspects of Research Collaboration (National or International) [c]:

International

Research Collaboration Benefits for Researchers at Qassim University (National or International):

This paper will extend the literature in three broad areas of sustainable business model innovation: SME Performance, competitive advantage and strategic flexibility. A limited number of studies have examined the links between these two areas. This study contradicts the traditional way of looking for a competitive advantage through product innovation. In contrast, this study hypothesizes that managers need to focus on sustainable BMI to gain a competitive advantage, because imitating a product is easy, while emulating a novel business model is difficult because of the path dependency and resource ambiguity associated with BMI. Therefore, one of the main contributions of this study will be an integrated model, highlighting the impact of sustainable BMI on competitive advantage, with the mediating role of strategic flexibility. To the best of our knowledge this study would be one of the first to study these relationships. Second, the extant literature on BMI gives very little clarity on the effects of sustainable BMI on competitive advantage (Foss & Seabi, 2017; Zott et al., 2011). The present study responds to this by measuring the impact of BMI on a firm's competitive advantage. The proposed model adds to the existing body of research addressing the outcomes of BMI. To the best of the author's knowledge, this study is one of the first to empirically test the relationship between sustainable BMI, competitive advantage and strategic flexibility. Previous studies which have highlighted the importance of BMI on competitive advantage have mainly been based on conceptual, systematic reviews or case-based (Bashir & Verma, 2019; Foss & Seabi, 2017; Amit & Zott, 2011).

Potential for Research Capacity Building:

This research has the capacity to develop capacity under the following three levels:
Individual: This research has potential to develop the research team at the Qassim university as how to network, collaborate, communicate and share experiences across a diverse international research group.
Organizational: At the organizational level this research has the capacity to develop the capacity of research departments across Qassim university in terms of knowledge sharing through active collaborations.

Institutional: This research would be of great help to the small medium enterprises across Saudi Arabia in accessing and highlighting the benefits of sustainable business model innovation. This research would provide timely insights to the SME's in the region of Saudi Arabia in their quest to move towards sustainable goals of vision 2030.

New or Advance Technology Used in This Project:

Structural Equation Modelling Using AMOS and through partial least Square method

Research Grant Request Form

Ethical Approval (If Applicable):
Not Applicable
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Declaration:

I'm (the Principle Investigator) hereby declare that the information produced in this form are accurate and true. I furthermore declare that this research is an original work, free of Plagiarism and never been funded by other institutions or sources, and will maintain the terms and conditions till the completion of the research project.

Name of the Principle Investigator	Makhmoor Bashir
Signature of the Principle Investigator	Click or tap here to enter text.

Research Grant Request Form

Date	Click or tap here to enter text.

Important notice.

[a] Research team data must be entered through Research Tracking Management System (RTMS)

[b] Detailed budget must be entered through Research Tracking Management System (RTMS)

[c] Attach confirmation and approval of the international researcher

عقد اتفاق لدعم مشروع بحثي
(منح المجموعات البحثية ٢٠٢٠- الدورة الثالثة)

ضمن برنامج دعم البحوث والذي يتم من الميزانية السنوية لجامعة القصيم ورغبة من الجامعة (ممثلة في عمادة البحث العلمي) في تشجيع البحث العلمي للأغراض العلمية والتطبيقية فقد تم بعون الله الاتفاق بتاريخ ١٤٤٢/٢/٢٦هـ (الموافق ١٣ / ١٠ / ٢٠٢٠) بين كل من:

١- جامعة القصيم (يشار إليها فيما بعد بـ"الطرف الأول ") ويمثلها في هذا العقد سعادة عميد عمادة البحث العلمي، بناء على الصلاحيات الممنوحة له حسب الأنظمة واللوائح الداخلية للجامعة.

٢-الباحث الرئيس للمشروع البحثي سعادة الدكتور/ Makhmoor Bashir Ahmad Dar Ghulam Mohammad Dar Dar

(يشار إليه فيما بعد بـ"الطرف الثاني ").

على إبرام هذا العقد طبقا للشروط والمواد التالية:

المادة الأولى:

يقوم الطرف الثاني بإنجاز المشروع البحثي ذي البينات التالية:

أ. رقم المشروع البحثي	10292-cbe-2020-1-3-I	
ب. المدة اللازمة لإنجازه بالشهور	٢٤ شهراً	
ج- عنوان المشروع البحثي	تأثير ابتكار نموذج الأعمال المستدامة على أداء الشركات الصغيرة والمتوسطة والميزة التنافسية: دراسة تجريبية لأداء الشركات الصغيرة والمتوسطة في المملكة العربية السعودية	
د -الميزانية المعتمدة	90800	تسعون ألفاً وثمانمائة

المادة الثانية:

تشمل الميزانية المعتمدة لهذا العقد المنصوص عليها في الفقرة د من المادة الأولى من هذا العقد جميع النفقات اللازمة لإجراء البحث ومكافآت الباحثين حسب الخطة الفنية المقدمة في استمارة المشروع البحثي ذي الرقم 10292- cbe -2020-1-3-I والمعتمدة ميزانيتها من قبل مجلس عمادة البحث العلمي وتصرف من بند النفقات العلمية في ميزانية جامعة القصيم.

يصرف الطرف الأول قيمة الخدمات المساندة (الملحق ١) من ميزانية المشروع المعتمدة للباحث الرئيس عند توقيع العقد على أن يلتزم الباحث الرئيس بتقديم تقرير إنجاز كل ستة أشهر وتتم إجازته من عمادة البحث العلمي.
تصرف مكافآت الباحثين بعد تسليم التقرير النهائي للمشروع البحثي والنشر العلمي وفق أنظمة العمادة وبنود هذا العقد.

المادة الثالثة:

يصرف الطرف الأول مكافأة الباحث المعتمدة من عمادة البحث العلمي للطرف الثاني بعد إجازة التقرير النهائي من قبل عمادة البحث العلمي ونشر ورقتين علميتين في مجلتين محكمتين ومدرجتين في تصنيف ISI وتسليم نسختين (ورقية وإلكترونية) من التقرير الفني النهائي والبحوث المنشورة. يعتبر استلام الباحث للمكافأة إقرارا من قبله بانتهاء جميع الالتزامات المالية المخصصة للمشروع البحثي وتنازلا عما لم يتم صرفه حتى تاريخ استلام المكافأة وإقراراً بانتهاء البحث فنيا وأكاديمياً ومالياً حسب ما تم الاتفاق عليه. وفي حال تعثر المشروع البحثي، يقدم الباحث تقريرا بأسباب التعثر، ويقوم الطرف الأول بدراستها واتخاذ ما يراه مناسبا حيال المشروع البحثي والباحث ماليا وإداريا.

المادة الرابعة:

يتعهد الباحث ألا يكون المشروع البحثي مستلاً من رسائل علمية (ماجستير أو دكتوراه) **أو بحثاً منتهياً أو جارياً** إلا بإشعار عمادة البحث العلمي وأخذ الموافقة. وحين القيام بما يخالف ذلك فيحق للطرف الأول أن يتخذ ما يراه مناسباً من إجراءات دون الرجوع للطرف الثاني.

المادة الخامسة:

يلتزم الباحث بمعايير البحث العلمي وأخلاقياته كما يلتزم بتعبئة النموذج الخاص بلجنة أخلاقيات البحث العلمي المعتمد من العمادة إذا كان المشروع البحثي يستوجب ذلك. وفي حال قيام الباحث بأي إجراء يخالف أخلاقيات البحث العلمي فإن الطرف الأول مخول باتخاذ الإجراءات التي يراها مناسبة بأي وقت دون الرجوع للطرف الثاني.

المادة السادسة:

يلتزم الطرف الثاني بإنجاز المشروع البحثي بواسطة الباحثين المشار إليهم في المقترح البحثي حسب المدة المتفق عليها في هذا العقد، ويعتبر عنوان البحث وأهدافه الموافق عليها من قبل الطرف الأول أساس تنفيذ العمل بالبحث وعليه فإن الطرف الأول له الحق في اتخاذ ما يراه مناسباً حيال أي خلل في هذا البند.

المادة السابعة:

وفقا لما جاء في خطة المشروع البحثي وما جاء في الملحق ذي الرقم (٢) من هذا العقد، تقع المسئولية الفنية والمالية على الباحث الرئيس بصفة أساسية، وفي حالة تخلي الباحث الرئيس عن إدارة المشروع لسبب خارج عن إرادته ويقدره الطرف الأول، فعلى الباحث الذي ينيبه من أعضاء الفريق البحثي - وبموجب توقيعه على العقد - التعهد بعمل جميع الترتيبات لإنجازه، حيث تقع عليه مسئولية إنهاء المشرع البحثي أو إيجاد بديل يتحمل جميع مسئوليات المشروع البحثي، وذلك بعد التنسيق مع عمادة البحث العلمي وموافقتها وتبقى ملكية البحث وفكرته في كل الأحوال تابعة لعمادة البحث العلمي، ولها الحق في تكليف من تراه مناسبا لإكمال هذا البحث أو إيقافه.

المادة الثامنة:

تعتبر الأجهزة والبرامج والمواد والكتب الموافق عليها والتي تم تأمينها من ميزانية المشروع عهدة على الطرف الثاني تسجل لدى إدارة المستودعات في الجامعة حسب الأنظمة وتعود ملكيتها للطرف الأول، لا يتم نقل العهدة من الطرف الثاني لأي شخص من دون موافقة الطرف الأول. وفي حالة تلفها أو ضياعها فإن الطرف الثاني ملزم بإعادة قيمتها الأصلية. وفي حال لم يكتمل البحث لأي سبب لم يقبله الطرف الأول فإن الطرف الثاني ملزم بدفع قيمة جميع ما تم صرفه الى حساب العمادة.

المادة التاسعة:

يتعهد الطرف الثاني بتقديم تقرير إنجاز كل ستة أشهر إلى مركز البحوث التابع له بشكل دقيق ومفصل مع إبراز ما تم إنجازه من البحث والمعوقات إن وجدت حسب النموذج المعتمد من العمادة.

المادة العاشرة:

يجب على الباحث الرئيس تقديم تقرير نهائي عند إغلاق المشروع، وفق النموذج المعتمد من العمادة، وفي حال عدم تقديم التقرير النهائي للمشروع البحثي من قبل الطرف الثاني في المدة المحددة لأي سبب لا يقدره الطرف الأول؛ فإنه يحق للطرف الأول اتخاذ ما يلزم من إجراءات مالية وإدارية قد تتضمن الحرمان من المكافآت والتعويض عما ما تم صرفه على المشروع وكل ما يكفل حقوق الطرف الأول دون الرجوع أو موافقة الطرف الثاني.

المادة الحادية عشرة:

فيما يخص النشر العلمي، يلتزم الطرف الثاني بأن يكون هو أو أحد أعضاء الفريق البحثي المنتمون إلى جامعة القصيم باحثاً رئيسياً وأن يلتزم بذكر الانتماء للجامعة بصيغتها المعتمدة. وفي حال وجود أكثر من انتماء للباحثين من الجامعة، يتم ذكر الجامعة كانتماء أول لهم. وفي حال إخلال الطرف الثاني بهذه المادة يحق للعمادة أن تتخذ ما تراه مناسباً.

المادة الثانية عشرة:

يجب أن يتم ذكر جميع أعضاء الفريق البحثي في الأبحاث المنشورة، ولا يجوز إضافة اسم أي باحث من خارج الفريق البحثي في الأبحاث المنشورة إلا بعد إذن العمادة، وفي حال مخالفة ذلك يحق للعمادة أن تتخذ ما تراه مناسباً.

المادة الثالثة عشرة:

يلتزم الطرف الثاني بنشر ورقتين علميتين على الأقل في مجلات علمية محكمة ومدرجة في قوائم ISI وفق أحدث إصدار، ويجب ذكر انتماء الباحث (الباحثين) للجامعة وفق الصيغة المعتمدة التالية:

Department of XXXX, College of XXX, Qassim University

ولن يقبل أي صيغة أخرى. **كما يجب شكر الجامعة (ممثلة بعمادة البحث العلمي) في دورها بتمويل البحث** وفق الصيغة التالية:

البحوث المنشورة باللغة العربية " **يتقدم الباحث (الباحثون) بجزيل الشكر والعرفان لجامعة القصيم ممثلة بعمادة البحث العلمي على دعمها المادي لهذا البحث تحت الرقم 10292-I-3-1-2020-cbe خلال العام ١٤٤٢هـ / ٢٠٢٠**

البحوث المنشورة باللغة الإنجليزية

The author(s) gratefully acknowledge Qassim University, represented by the Deanship of Scientific " Research, on the financial support for this research under the number (10292-cbe-2020-1-3-I) during the academic year 1442AH / 2020 AD"

كما يلتزم الطرف الثاني بتزويد عمادة البحث العلمي بنسخة ورقية ونسخة إلكترونية من البحوث المنشورة.

المادة الرابعة عشرة:

يلتزم الطرف الثاني بالتواصل مع الطرف الأول لتقديم أي التزامات أو متطلبات لاستكمال أوجه النقص في التقرير النهائي للبحث، وذلك دون أي التزامات مالية إضافية من قبل الطرف الأول.

المادة الخامسة عشرة:

يقوم الطرف الأول بدراسة التقارير الفنية من حيث مطابقتها لجميع بنود اللائحة الموحدة للبحث العلمي، وكذلك تدقيق تقارير الإنجاز ومطابقتها للبنود المناظرة لها في المشروع البحثي المعتمد أو أي تعديلات معتمدة من قبل الطرفين وحسب الصلاحيات.

المادة السادسة عشرة:

بالإضافة إلى ما نصت عليه اللائحة الموحدة للبحث العلمي حول تعليق وإلغاء المشروع البحثي من قبل الطرف الأول، يحق للطرف الأول تعليق أو إلغاء المشروع البحثي، واتخاذ الإجراءات الإدارية والمالية المناسبة على الطرف الثاني بما يراه الطرف الأول وذلك في حالات منها:

- تغيير أي من الباحثين أو إضافة غيرهم بدون موافقة مسبقة من الطرف الأول.
- المناقلة بين بنود الميزانية المعتمدة بدون موافقة مسبقة من الطرف الأول.
- تغيير في أهداف المشروع البحثي أو خطة تنفيذه بدون موافقة مسبقة من الطرف الأول.
- تأخير إرسال تقارير الإنجاز لمدة تزيد عن ثلاثين (٣٠) يوما من التاريخ المحدد لها.
- ظهور نواقص أساسية متعلقة بتنفيذ البحث خلال الزيارات الميدانية (إن وجدت) أو عند تقويم تقارير الإنجاز المالية والفنية.
- إخلال الطرف الثاني بالالتزام بواحد أو أكثر من الشروط التي تحكم سير العمل.

المادة السابعة عشرة:

يتعهد الباحث الرئيس بالالتزام ببنود الميزانية المعتمدة و المندرجة تحت مسمى (بند الخدمات المساندة) من خلال نظام تتبع وإدارة المشاريع البحثية RTMS وهي كالتالي: (بند الأجهزة والمواد، بند خدمات الحاسب الآلي، بند الخدمات الأخرى، بند التحليل الإحصائي، وبند النشر العلمي) كما ويتعهد الباحث الرئيس بتقديم الفواتير الأصلية والمستندات الخاصة بتسديد السلفة عن طريق توفير سند قبض يثبت فيه تحويل المبلغ المالي إلى حساب المستفيد (لا تقبل سندات القبض المدفوعة نقداً)، أو عند طلب التعويض عن مصروفات ونفقات الميزانية المعتمدة للبحث، وأتحمل عقوبة كل ما يترتب على مخالفة ذلك.

المادة الثامنة عشرة:

تعتبر "القواعد المنظمة للبحث العلمي بجامعة القصيم" و"مواد "اللائحة الموحدة للبحث العلمي في الجامعات " والتي لم يرد ذكرها في هذا العقد أو أي مواد تنظيمية خاصة يصدرها الطرف الأول مواد مكملة لهذا العقد وعلى الطرف الثاني تنفيذها، وللطرف الأول تفسيرها.

المادة التاسعة عشرة:

يلتزم الباحث بتقديم عروض أو ورش عمل أو غيرها من الأنشطة البحثية المنظمة عن طريق المركز أو العمادة والتي لها علاقة بالبحث (الأبحاث) المدعومة من العمادة عند طلب ذلك.

المادة العشرون:

الجهة المخول لها تفسير بنود هذا العقد هو مجلس عمادة البحث العلمي.

ملاحظة هامة:

جميع التقارير والمعاملات المتعلقة بإجراءات البحث، ترفع لعمادة البحث العلمي عن طريق مركز البحوث المختص، ولا تقبل المراجعات الفردية للباحثين إلا بخطاب رسمي من مدير المركز أو في حالات استثنائية يقدرها الطرف الأول.

حرر هذا العقد من نسختين يحتفظ كل طرف بواحدة منها.

الطرف الأول

عميد البحث العلمي

الاسم : د / منصور بن صالح الشريدة

التوقيع :.....

الطرف الثاني

الباحث الرئيسي في مشروع البحث

الاسم: Makhmoor Bashir Ahmad Dar Ghulam Mohammad Dar Dar

التوقيع : .....

رقم الجوال : 0543420130

رقم الأيبان: SA2280000493608010123127

ملحق (١)

(ميزانية مشروع بحثي)

رقم البحث	Makhmoor Bashir Ahmad Dar Ghulam Mohammad Dar Dar	المدة	١٢ شهر
كلية/جهة	كلية الاقتصاد والإدارة	تاريخ توقيع العقد	١٤٤٢/٢/٢٦هـ (الموافق ١٣ / ١٠ / ٢٠٢٠)
عنوان البحث	تأثير ابتكار نموذج الأعمال المستدامة على أداء الشركات الصغيرة والمتوسطة والميزة التنافسية: دراسة تجريبية لأداء الشركات الصغيرة والمتوسطة في المملكة العربية السعودية		

أ. مكافآت الفريق البحثي	
اسم الباحث	المبلغ المعتمد
Makhmoor Bashir Ahmad Dar Ghulam Mohammad Dar Dar	٢٨٨٠٠
عبدالعزيز عبدالمحسن عبدالله الفالح	٢٤٠٠٠
SUDEEPTA K C PRADHAN MAHESH PRADHAN	٢٤٠٠٠
اجمالي البند - أ	٧٦٨٠٠
ب. الباحثون المساعدون	**المبلغ المعتمد**
الحاصلون على الماجستير	
الحاصلون على البكالوريوس	
الطلاب الجامعيون	
الفنيون أو المهنيون	
إجمالي البند - ب	
ج- الخدمات المساندة	**المبلغ المعتمد**
اجمالي البند – ج	١٤٠٠٠
إجمالي الميزانية	٩٠٨٠٠

ملحق (٢)

١- يتعهد الباحث الرئيس والباحثون المشاركون بالعمل على تحقيق الأهداف المنشودة والمتفق عليها وفق ما جاء بخطة المشروع البحثي والالتزام بجميع بنود العقد المبرم مع الطرف الأول والقواعد العامة للائحة الموحدة للبحث العلمي المنظمة لسير العمل بالمشاريع البحثية المدعمة من قبل الطرف الأول، كما يتعهد الباحث الرئيس بالالتزام بالصرف وفق المعتمد ببنود الميزانية المعتمدة للبحث وطبقاً للأنظمة الحكومية المعمول بها وما ورد في اللائحة الموحدة للبحث العلمي.

٢- يتعهد الباحث الرئيس بأنه لم يتم تقديم هذا المشروع البحثي أو جزء منه بشكل مباشر أو غير مباشر لأي جهة تتبع الجامعة أو أية جهة أخرى بهدف الحصول على دعم مادي للمشروع الذي تم اعتماد ميزانية له من قبل الطرف الأول ويحق للطرف الأول اتخاذ ما يراه مناسباً في حال إذا ما تبين له خلاف ذلك.

٣- يتعهد الباحث المشارك ١ (الموقع أدناه) أنه في حالة تخلي الباحث الرئيس عن الإشراف على المشروع البحثي فإن مهمة استكمال المشروع البحثي وإنهائه تقع عليه، على أن يأخذ الموافقة المسبقة من عميد البحث العلمي.

	الاسم	الكلية	القسم	التخصص	التوقيع
الباحث الرئيس	Makhmoor Bashir Ahmad Dar Ghulam Mohammad Dar Dar	كلية الاقتصاد والإدارة	Business Administration	Strategic Management	
الباحث المشارك(١)	عبدالعزيز عبدالمحسن عبدالله الفالح	كلية الاقتصاد والإدارة	إدارة الأعمال	إدارة الجودة الشاملة وتحسين العمليات	
الباحث المشارك (٢)	SUDEEPTA K C PRADHAN MAHESH PRADHAN	ICFAI Business School Hyderabad		Corporate Social Responsibility	

Academy of Indian Marketing

AIM Sheth Foundation Research Awards 2018

Collaboration between **Academy of Indian Marketing** (AIM) and **Sheth Foundation** resulted in Sheth Foundation board agreeing to provide a sum of **US $10,000/-** grant to AIM. The Call for research Proposal announced in **April 2018** was very well received by researchers within India and abroad, and **52 proposals** were submitted under three different tracks through Easy Chair platform managed by Dr. S. Jayakar. Two proposals in each track were to be selected for the grant of **Rs.1,00,000/- each**. A committee was formed with Dr. Varsha Jain as the Chairperson. Other committee members were

1. **Consumer Behavior Track – (Proposals received 34)**
a. Co-Track Chair: Prof. Russell Belk, Distinguished Research Professor and the Kraft Foods Canada, Chair in Marketing at Schulich School of Business, York University, Canada
b. Co-Track Chair Prof. Sanjeev Tripathi, Associate Professor, Marketing, IIM- Indore, India
2. **Managerial Marketing Track – (Proposals received 13)**
a. Co-Track Chair Prof. A. Parasuraman ("Parsu"), Professor & James W. McLamore Chair in Marketing, University of Miami, USA
b. Co-Track Chair Prof. Ramendra Singh, Associate Professor, Marketing, IIM- Calcutta, India
3. **Marketing Analytics Track – (Proposals received 05)**
a. Co-Track Chair Prof. Vijay Viwasnathan, Associate Professor, Chair, IMC, Medill School, Northwestern University, USA
b. Co-Track Chair Prof. Arnab Laha, Associate Professor, IIM-Ahmedabad, India

Status:

After going through the rigorous vetting and review process, six proposals were selected for (two from each track) the grant. AIM congratulates the award recipients. The level of participation was very high and proposals which did not receive the research grant were no less competitive. We thank all the authors who submitted research proposals for elevating the level of rigor in research.

Important Observation from Submissions:

We strongy believe that Indian scholars can work effectively and can publish in top international journals if they get positive encouragement and also incentives by way of resources, funding and mentoring. The proposal and citation have also followed AIM Sheth Foundation research guidelines. I am very pleased that award recipients are from very diverse backgrounds and faculty at reputed universities and management institutions.

Dr. Jagdish N. Sheth

Founder- Academy of Indian Marketing

Academy of Indian Marketing

AIM Sheth Foundation Research Awards 2018

Consumer Behaviour		
Authors	Title	Institute
Rishi Dwesar 	Is it a news story or an advertisement? Evaluating persuasiveness of Programmatic Native versus Traditional Banner Ads	ICFAI Business School (IBS), Hyderabad, IFHE University
Sridhar Samu and Vidya Mahambare 	Consumer Decision Making about Financial Products: How Chit Funds Offer Dual Options	Great Lakes Institute of Management
Managerial		
Aishwarya Ramasundaram 	THE POINT OF NO RETURN	Indian Institute Of Management, Bangalore
Irudaya Veni Mary and Navena Nesakumari 	Adoption of Digital Marketing in Social Enterprises	Loyola Institute of Business Administration
Marketing Analytics		
Aditi Mudgal and Amrendra Pandey 	Developing Lexicon for mapping Consumer Perception of Indian Brands using Online Narrative Campai gns	BIMTECH
Surabhi Singh and Parikshit Kala 	An Empirical Study on the Impact of Neuromarketing in Online Retailing in Developing Nations	IMS Ghaziabad, ZeeHimgiri University

40 YEARS
IN NATION BUILDING

NCC

Ref: NCCL/ICFAI/2021-22/02 **Date: 01-12-2021**

Dr. AV Narasimha Rao
Director, The ICFAI Law School
The ICFAI Foundation for Higher Education, Hyderabad.

Respected Sir,

Subject: Consent to establish 'NCC Chair for Infrastructure Development' at The ICFAI Law School

With reference to our discussions, we are pleased to inform you that we wish to establish 'NCC Chair for Infrastructure Development' at The ICFAI Law School, The ICFAI Foundation for Higher Education, a deemed-to-be university established under Section 3 of The UGC Act, 1956. We appreciate the efforts of The ICFAI Foundation for Higher Education in general and The ICFAI Law School in particular in propagating legal awareness about all facets of the Infrastructure Industry and inclusion of law of infrastructure in the curriculum being offered to the students of law who are the hopes for the future generations. We have therefore decided to extend support to The ICFAI Law School to undertake research projects and assist the capacity building. We recognize the need to undertake the research, strengthen the governance and machinery to monitor the execution of projects and control the illegal trade and business and frame the strategic public policies for creating healthy environment in the Infrastructure Industry. This will boost the confidence among the consumers and general public, and help in achieving the social objectives of the Infrastructure Industry.

We are pleased to communicate to you that we have decided to establish '**NCC Chair for Infrastructure Development**' with an annual grant of Rs. 72,00,000 [Rupees Seventy Two lakhs only] per annum to the tune of 3 years, at The ICFAI Law School and support your efforts in creating a healthy business environment for Infrastructure Industry by disseminating knowledge, legal awareness and policy measures.

Wishing you all the success and looking forward to receive a Detailed Proposal from you

Yours truly,
for NCC Limited

Authorized Signatory

NCC Limited ★ 1800 ★ Hyderabad ★ NCC

NCC Chair for 'Infrastructure Development'

Preamble

The ICFAI Foundation for Higher Education [IFHE] is a Deemed-to-be-University established u/s 3 of The UGC Act, 1956; and imparting quality Higher Education in the fields of Management, Law, Engineering and Architecture. The ICFAI Law School, Hyderabad, a Constituent of IFHE, offers UG, PG Programs and Ph.D. Programs.

The Centre for Excellence in Corporate & Commercial Laws of The ICFAI Law School imparts training in the professional skill sets, advocacy issues and legal analytics. It provides the right platform for invention and dissemination of knowledge in the area of commercial business including the Infrastructure Industry.

To meet the challenges at national and global levels in a highly dynamic context demands the integration of academics, industry interface and research activities. The university education system facilitates insightful thinking on all issues connected with focus on knowledge generation and dissemination towards enhancement of functioning of banks.

In order to enrich the academic resources of the university system for a deeper reflection on critical issues we have formulated the Scheme for establishing a '**NCC Chair for Infrastructure Development**'. It aims to work for the development of economic conditions in the region by providing support towards improvement of the landscape through Infrastructure Development in the country. In this background, the Chair is being established to enable research in the domain of Infrastructure Development with a focus on the areas of investments and availability of resources.

Signature of Chairperson	Signature of Authorized Person of Sponsoring Body

Part A: Chair Advisory Committee [CAC]

A1. Composition

A Chair Advisory Committee shall be constituted to assist the Chair in the selection as well as operation of the Chair. The composition of the Chair Advisory Committee (CAC) is as below:

1	Director, The ICFAI Law School	Chair-Person
2	HoD, Centre for Excellence in Commercial & Corporate Law	Member
3	Retired High Court Judge	Member
4	Advocate dealing with Infrastructure Industry	Member
5	Representative from the Sponsoring Body	Member
6	Senior Managerial Person from the Sponsoring Body	Member
7	Chair Professor	Secretary

A2. Functions

The CAC would perform the following functions:

- Identification of areas for improving public policies through research in Infrastructure Development to enhance governance mechanism;
- Selection of the Chair Professor;
- Review of the Progress of the Activities undertaken by the Chair Professor;
- Matters referred to the Committee by the Chair-Person from time to time.

A3. Tenure

The tenure of the CAC shall initially be 03 [three] years. The Chair-Person, CAC may extend the tenure at his/her discretion. An existing member of the CAC, upon its re-constitution, may be re-nominated on the Advisory Committee.

A4. Admissibility of TA/DA to the Members of the Committee

External Members of the Committee shall be paid TA / DA as per the prevailing rules of The ICFAI Foundation for Higher Education, as and when they may be required to travel in connection with the work of the Committee and they shall also be paid Rs. 5,000 (Rupees Five thousands only) /- as a token honorarium for each meeting of CAC.

Signature of Chairperson	Signature of Authorized Person of Sponsoring Body

Part B: Chair for Infrastructure Development

B1. Eligibility

The Chair Professor should have a proven good track record of research, handling of consultancy projects, and work for inclusiveness of stakeholders.

B2. Qualification

An academician / Professional having outstanding track record in the field of Infrastructure Development.

B3. Age

50-65 years and the age restriction may be relaxed under exceptional cases.

B4. Duration

The Chair will be initially for a period of 03 [three] years from the date of the award of the Chair and further extended for one more term of two years.

B5. Responsibilities

- To engage in research and in turn, contribute to the advancement of knowledge in the area of the Infrastructure Development.
- To participate and present papers in national and international conferences relevant to areas of research relevant to the Chair.
- To organize / conduct conference(s)/seminar/s by inviting top level academicians / advocates and other professionals / senior management from Infrastructure Industry.
- To publish seminar / conference proceedings in reputed journal
- To publish articles / research papers / reports / books in journal of repute.
- To strengthen the role of universities / academics in public policy making.
- To have a periodical interaction with Doctoral students and faculty members on research related matters.
- To deliver a set of lectures in the domain area to doctoral students.

B6. Logistics support to the Chair

The Chair shall be located at The ICFAI Law School, The ICFAI Foundation for Higher Education, Hyderabad and shall be provided with all the academic, administrative and logistic support extended to other Professors of the School.

Signature of Chairperson	**Signature of Authorized Person of Sponsoring Body**

B7. Funding

The sponsoring body would provide the Grant to The ICFAI Law School for managing the Chair for Infrastructure Development, to meet the expenditure / budget for the salary / compensation component, books and library, expenditure towards travel and organizing the seminars / conference and development and maintenance of the Facilities including physical and IT Infrastructure Development.

B8. Annual Budget

Sl. No	Expenditure /Budget item	Amount [₹]
1	Salary / Compensation of Chair Professor	24,00,000
2	Salary / Compensation for the Support Staff	12,00,000
3	Books and Journals	6,00,000
4.	Travel [National and International]	6,00,000
5	Workshops / Conferences / Seminars	6,00,000
6	IT Facilities [Software / Networking / Computers]	6,00,000
7	Maintenance & Development of Facilities	6,00,000
8	Contingency / Miscellaneous Expenses	6,00,000
	Total	**72,00,000**

B9. Accommodation

Accommodation to the Chair Professor or a suitable housing allowance and other necessary support and assistance will be provided by The ICFAI Foundation for Higher Education.

B10. Review of Progress

The University will evolve a mechanism to review the progress of the Chair annually. The university will submit a report on the activities and the outcome of the Chair to the Foundation after 03 [three] years. The sponsor body may undertake the exercise of reviewing the Chair for its continuance, at any stage. The Chair will be required to publish research output in the form of a research report/ book. The Chair will be required to submit status of the research report at the end of the first year for the consideration of the CAC.

Signature of Chairperson	**Signature of Authorized Person of Sponsoring Body**

B11. Appointment of Support Staff

The Director, The ICFAI Law School, would appoint the support staff required for smooth working of the activities undertaken by the Chair Professor, duly consulting the Chair Professor on Infrastructure Development.

Part C: Guidelines for Chair Professor

C1. Guidelines for Submission of Proposals from Chair Professor

C1.1 Title of the Project

The Chair Professor should suggest the Probable Titles of the Research Projects.

C1.2 Statement of the Problem

The research proposal should showcase the problem to be investigated clearly and briefly. The consequence of the problem in the hypothetical context of the concerned regulation should be specified.

C1.3 Overview of Literature

Summarizing the present status of research in the area including major findings, the project proposal should clearly demonstrate the relevance or otherwise of the findings or approaches for the investigation of the problem at hand.

C1.4 Conceptual Framework

Given the problem and the theoretical perspective for investigation of the problem, the proposal should clearly indicate the concepts to be used and demonstrate their relevance for the study. It should further specify the empirical dimension, if any, that needs to be explored for investigating the problem.

C1.5 Research Questions or Hypotheses

Given the conceptual framework and dimensions of the problem, specific questions to be answered and hypotheses to be tested through the proposed study should be explicitly formulated, compatible with the research design.

C1.6 Coverage

In the light of the questions raised or the hypotheses proposed to be tested, if sampling becomes necessary, full information on the following points should be given:

(a) Universe of the Study;

(b) Sampling Frame; and

(c) Units of Observation and Sampling size.

Signature of Chairperson	**Signature of Authorized Person of Sponsoring Body**

If the Study requires any control groups, they should be specifically mentioned. An explanation of the determination of size and type of the sample shall also be necessary. Proposals not requiring a sample selection should specify their strategy appropriately and describe the rationale.

C1.6 Methodology

A suitable description of the methods of research for the study may be given.

C1.7 Data Collection

The different types of data that are proposed to be gathered should be specifically mentioned. The sources for each type and the tools and techniques that will be used for collecting different types of data should be specified.

C1.8 Time Budgeting: The project should be broken up in suitable stages and the time required for the completion of each stage of work should be specified.

C1.9 Bibliography.

C2. Undertaking from Chair Professor

An applicant selected for the position of the Chair Professor will have to sign an Undertaking and Conditions attached thereto separately (**Annexure-I**).

C3. Library Facility

The Chair Professor shall be provided the facility to have access to University Library for research, study and consultation.

C4. Publication of the Research Report

The Chair Professor takes the responsibility to publish the research report through a reputed publisher. The copyright of the publication shall vest with the sponsoring body. All correspondence in this regard shall be addressed to the Chair Person of the CAC. The following text shall be prominently printed on the back of the inner title / cover page of the book:

'This research work was done under the auspices of the Chair for Infrastructure Development supported by The ICFAI Law School, The ICFAI Foundation for Higher Education, Hyderabad, India. The responsibility for the facts given and opinions expressed rests entirely with the author'.

C5. Decision of the Chair Person of CAC

The decision of the Chair Person will be final in all matters concerning the Chair Professor and CAC.

Signature of Chairperson	**Signature of Authorized Person of Sponsoring Body**

Annexure - I

Undertaking

1. I hereby accept the Position of the Chair Professor for the Chair for Infrastructure Development being offered by the Sponsoring Body amounting to Rs. 24,00,000/- (Rupees Twenty Four Lakhsonly) to be disbursed in the prescribed manner and agree to fulfill all the requirements and conditions as contained in the **Annexure-II**. I will also abide by the existing rules as well as those likely to be framed in future.
2. I agree to refund the amount of all the expenditure incurred with stipulated interest in connection with the above project by the Sponsoring Body, if the work for which the grant has been awarded is either not properly carried out or is discontinued by me or the draft reports submitted by me are not upto the satisfaction of the Sponsoring Body.
3. I will not accept financial assistance from any other source for undertaking research on the same subject / project.
4. I agree that the Sponsoring Body has the right to suspend the award if I violate / modify / ignore any of the conditions attached to it.
5. I do agree that any recovery from me as provided under Para 2 above may be affected either from me under the Public Debt Act, 1944 (as amended from time to time) at the discretion of the Chair-Person of the Chair for Infrastructure Development.

Signature of Chair Professor	**Signature of Chairperson**	**Signature of Authorized Person of Sponsoring Body**

Annexure – II

Terms And Conditions for Chair Professor

1. The completed research report shall be submitted to the Chair-Person of Infrastructure Development, within the stipulated time as mentioned in the Scheme.
2. Non-submission of reports at specified intervals may lead to suspension / cancellation of the grant without notice.
3. The Sponsoring Body has the right to terminate the award at any time, without prior intimation, if the progress is found to be unsatisfactory, for any reasons whatsoever, by the Advisory Committee.
4. No extension of time to complete the research project will be given beyond the stipulated period, except under exceptional circumstances, with the permission of the Chairperson.
5. In the event of discontinuation of the project for the above-mentioned reasons or for any other reason whatsoever (including personal reasons) by the Chair Professor, he / she will be required to pay back to the Chair the amount already paid to him / her along with interest thereon @10% and shall also hand over all the data/ material collected in connection with the Chair.
6. After the completion of the study, a declaration to the effect that the project being basically the work of the Chair is not responsible for factual errors, inaccuracies, inferences, if any, shall be suitably incorporated in the research report by the Chair Professor. The name of the Chair shall be prominently displayed on the cover page of the research report if it is published.
7. The person selected, if already employed, may be required to produce a 'No Objection Certificate' from the institution for taking up the assignment.
8. Copyright of the Publication shall be vested with the Sponsoring Body.
9. The decision of the Chairperson shall be final in all matters.

Signature of Chair Professor	Signature of Chairperson	Signature of Authorized Person of Sponsoring Body

40 YEARS
IN NATION BUILDING

NCC

Ref: NCCL/ICFAI/2021-22/01 **Date: 01-12-2021**

Prof. AV Narasimha Rao
Director, The ICFAI Law School
The ICFAI Foundation for Higher Education, Hyderabad.

Respected Sir,

Subject: Accepting to establish 'NCC Chair on Commercial Conflicts & Resolutions' at The ICFAI Law School

With reference to our discussions, we are pleased to inform you that we wish to establish 'NCC Chair on Commercial Conflicts & Resolutions' at The ICFAI Law School, The ICFAI Foundation for Higher Education, a deemed-to-be university established under Section 3 of The UGC Act, 1956. We appreciate the efforts of The ICFAI Foundation for Higher Education in general and The ICFAI Law School in particular in propagating the legal awareness about all facets of the Commercial Conflicts & Resolutions. After knowing about the efforts of The ICFAI Law School, like inclusion of law of Commercial Conflicts & Resolutions in its curriculum being offered to the students of law who are the hopes for the future generations, we have decided to provide handholding to The ICFAI Law School to undertake research projects and support the capacity building. We recognize the need to undertake the research, strengthen the governance and machinery to monitor the execution of projects and control the illegal trade and business and frame the strategic public policies for creating healthy environment, and to boost the confidence among the consumers and general public, for the Commercial Conflicts & Resolutions.

As such, we are very much pleased to communicate to you that we have decided to establish '**NCC Chair on Commercial Conflicts & Resolutions**' with an annual grant of Rs.1,08,00,000 [Rupees One Crore Eight lakhs only] per annum to the tune of 3 years, at The ICFAI Law School and support your efforts in creating a healthy business environment for Infrastructure Industry by disseminating knowledge, legal awareness and policy measures.

Wishing you all the success and looking forward to receive a Detailed Proposal from you

Yours truly,
for NCC Limited

Authorized Signatory

NCC Limited ★ NCC ★ Hyderabad-500081

Scheme For Chair on 'Commercial Conflicts & Resolutions'

Preamble

The ICFAI Foundation for Higher Education [IFHE], a Deemed-to-be-University established u/s 3 of The UGC Act, 1956; imparting qualitative Higher Education in the fields of Management, Law, Engineer and Architecture. The ICFAI Law School, Hyderabad, a Constituent of IFHE, offers UG and PG Programs, and Ph.D.

The Centre for Excellence in Corporate & Commercial Law of The ICFAI Law School imparts training in the professional skill sets, advocacy issues, legal analytics will provide the right platform for invention and dissemination of knowledge for the matter dealing with Commercial Conflicts & Resolutions. To meet the challenges at national and global levels in a highly dynamic context demands the integration of academics, industry interface and research activities. The university education system facilitates insightful thinking on all issues connected with focus on dissemination of knowledge.

In order to enrich the academic resources of the university system for a deeper reflection on critical issues we have formulated the Scheme for establishing a '**NCC Chair on Commercial Conflicts & Resolutions**'. It aims to work for the development of economic conditions in the region by providing support towards improvement of the landscape thro' Commercial Conflicts & Resolutions in the country. In this background, the Chair is being established to enable research in the domain of Commercial Conflicts & Resolutions with a focus on the areas of investments and availability of resources.

Signature of Chairperson	**Signature of Authorized Person of Sponsoring Body**

Part A: Chair Advisory Committee [CAC]

A1. Composition

A Chair Advisory Committee shall be constituted to assist the Chair in the selection as well as operation of the Chair. The composition of the Chair Advisory Committee (CAC) is as below:

1	Director, The ICFAI Law School	Chair-Person
2	HoD, Centre for Excellence in Commercial & Corporate Law	Member
3	Retired High Court Judge	Member
4	Advocate dealing with Commercial Conflicts & Resolutions	Member
5	Representative from the Sponsoring Body	Member
6	Senior Managerial Person from the Sponsoring Body	Member
7	Chair Professor	Secretary

A2. Functions

The CAC would perform the following functions:

- Identification of areas for improving public policies through research in Commercial Conflicts & Resolutions to enhance governance mechanism;
- Selection of the Chair Professor;
- Review of the Progress of the Activities undertaken by the Chair Professor;
- Matters referred to the Committee by the Chair-Person from time to time.

A3. Tenure

The tenure of the CAC shall initially be 03 [three] years. The Chair-Person, CAC may extend the tenure at his/her discretion. An existing member of the CAC, upon its re-constitution, may be re-nominated on the Advisory Committee.

A4. Admissibility of TA/DA to the Members of the Committee

External Members of the Committee shall be paid TA / DA as per the prevailing rules of The ICFAI Foundation for Higher Education, as and when they may be required to travel in connection with the work of the Committee and they shall also be paid Rs. 5,000 (Rupees Five thousands only) /- as a token honorarium for each meeting of CAC.

Signature of Chairperson	Signature of Authorized Person of Sponsoring Body

Part B: Chair on Commercial Conflicts & Resolutions

B1. Eligibility

The Chair Professor should have the proven good track record of research, handling of consultancy projects, work for inclusiveness of stakeholders.

B2. Qualification

An academician / Professional having outstanding track record in the field of Commercial Conflicts & Resolutions.

B3. Age

50-65 years and the age restriction may be relaxed under the exceptional cases.

B4. Duration

The Chair will be initially for a period of 03 [three] years from the date of the award of the Chair and further extended for one more period of two years.

B5. Responsibilities

- To engage in research and in turn, contribute to the advancement of knowledge in the area of the Commercial Conflicts & Resolutions.
- To participate and present papers in national and international conferences relevant to areas of research relevant to the Chair.
- To organize / conduct conference(s)/seminar/s by inviting top level academicians / advocates and other professionals / senior management dealing with Commercial Conflicts & Resolutions.
- To publish seminar / conference proceedings in reputed journal
- To publish articles / research papers / reports / books in journal of repute.
- To strengthen the role of universities / academics in public policy making.
- To have a periodical interaction with Doctoral students and faculty members on research related matters.
- To deliver a set of lectures in the domain area to doctoral students.

B6. Logistics support to the Chair

The Chair shall be located at The ICFAI Law School, The ICFAI Foundation for Higher Education, Hyderabad and shall be provided with all the academic, administrative and logistic support extended to other Professors of the School.

Signature of Chairperson	Signature of Authorized Person of Sponsoring Body

B7. Funding

The sponsoring body would provide the Grant to The ICFAI Law School for managing the Chair on Commercial Conflicts & Resolutions, to meet the expenditure / budget for the salary / compensation component, books and library, expenditure towards travel and organizing the seminars / conference and development and maintenance of the Facilities including physical and IT Infrastructure Development.

B8. Annual Budget

Sl. No	Expenditure /Budget item	Amount [₹]
1	Salary / Compensation of Chair Professor	30,00,000
2	Salary / Compensation for the Support Staff	24,00,000
3	Books and Journals	9,00,000
4.	Travel [National and International]	9,00,000
5	Workshops / Conferences / Seminars	9,00,000
6	IT Facilities [Software / Networking / Computers]	9,00,000
7	Maintenance & Development of Facilities	9,00,000
8	Contingency / Miscellaneous Expenses	9,00,000
	Total	**1,08,00,000**

B9. Accommodation

Accommodation to the Chair Professor or a suitable housing allowance and other necessary support and assistance will be provided by The ICFAI Foundation for Higher Education.

B10. Review of Progress

The University will evolve a mechanism to review the progress of the Chair annually. The university will submit a report on the activities and the outcome of the Chair to the Foundation after 03 [three] years. The sponsor body may undertake the exercise of reviewing the Chair for its continuance, at any stage. The Chair will be required to publish research output in the form of a research report/ book. The Chair will be required to submit status of the research report at the end of the first year for the consideration of the CAC.

Signature of Chairperson	Signature of Authorized Person of Sponsoring Body

B11. Appointment of Support Staff

The Director, The ICFAI Law School, would appoint the support staff required for smooth working of the activities undertaken by the Chair Professor, duly consulting the Chair Professor on Commercial Conflicts & Resolutions.

Part C: Guidelines for Chair Professor

C1. Guidelines for Submission of Proposals from Chair Professor

C1.1 Title of the Project

The Chair Professor should suggest the Probable Titles of the Research Projects.

C1.2 Statement of the Problem

In the opening of the research, Proposal should showcase the problem to be investigated clearly and briefly. The consequence of the problem in the hypothetical context of the concerned regulation should be specified.

C1.3 Overview of Literature

Summarizing the present status of research in the area including major findings, the project proposal should clearly demonstrate the relevance or otherwise of the findings or approaches for the investigation of the problem at hand.

C1.4 Conceptual Framework

Given the problem and the theoretical perspective for investigation of the problem, the proposal should clearly indicate the concepts to be used and demonstrate their relevance for the study. It should further specify the empirical dimension, if any, that needs to be explored for investigating the problem.

C1.5 Research Questions or Hypotheses

Given the conceptual framework and dimensions of the problem, specific questions to be answered and hypotheses to be tested through the proposed study should be explicitly formulated, compatible with the research design.

C1.6 Coverage

In the light of the questions raised or the hypotheses proposed to be tested, if the sampling becomes necessary, full information on the following points should be given:

(a) Universe of the Study;

(b) Sampling Frame; and

(c) Units of Observation and Sampling size.

Signature of Chairperson	**Signature of Authorized Person of Sponsoring Body**

If the Study requires any control groups, they should be specifically mentioned. An explanation of the determination of size and type of the sample shall also be necessary. Proposals not requiring a sample selection should specify their strategy appropriately and describe the rationale.

C1.6 Methodology

A suitable description of the methods of research for the study may be given.

C1.7 Data Collection

The different types of data that are proposed to be gathered should be specifically mentioned. The sources for each type and the tools and techniques that will be used for collecting different types of data should be specified.

C1.8 Time Budgeting: The project should be broken up in suitable stages and the time required for the completion of each stage of work should be specified.

C1.9 Bibliography.

C2. Undertaking from Chair Professor

An applicant selected for the position of the Chair Professor will have to sign an Undertaking and Conditions attached thereto separately (**Annexure-I**).

C3. Library Facility

The Chair Professor shall be provided the facility to have access to University Library for research, study and consultation.

C4. Publication of the Research Report

The Chair Professor takes the responsibility to publish the research report through a reputed publisher. The copyright of the publication shall vest with the sponsoring body. All correspondence in this regard shall be addressed to the Chair Person of the CAC. The following text shall be prominently printed on the back of the inner title / cover page of the book:

'This research work was done under the auspices of the Chair on Commercial Conflicts & Resolutions supported by The ICFAI Law School, The ICFAI Foundation for Higher Education, Hyderabad, India. The responsibility for the facts given and opinions expressed rests entirely with the author'.

C5. Decision of the Chair Person of CAC

The decision of the Chair Person will be final in all matters concerning the Chair Professor and CAC.

Signature of Chairperson	**Signature of Authorized Person of Sponsoring Body**

Annexure - I

Undertaking

1.I hereby accept the Position of the Chair Professor for the Chair on Commercial Conflicts & Resolutions being offered by the Sponsoring Body amounting to Rs.30,00,000/- (Rupees Thirty Lakhs only) to be disbursed in the prescribed manner and agree to fulfill all the requirements and conditions as contained in the **Annexure-II**. I will also abide by the existing rules as well as those likely to be framed in future.

2. I agree to refund the amount of all the expenditure incurred with stipulated interest in connection with the above project by the Sponsoring Body, if the work for which the grant has been awarded is either not properly carried out or is discontinued by me or the draft reports submitted by me are not upto the satisfaction of the Sponsoring Body.

3. I will not accept financial assistance from any other source for undertaking research on the same subject / project.

4. I agree that the Sponsoring Body has the right to suspend the award if I violate / modify / ignore any of the conditions attached to it.

5. I do agree that any recovery from me as provided under Para 2 above may be affected either from me under the Public Debt Act, 1944 (as amended from time to time) at the discretion of the Chair-Person of the Chair on Commercial Conflicts & Resolutions.

Signature of Chair Professor	Signature of Chairperson	Signature of Authorized Person Of Sponsoring Body

Annexure – II

Terms And Conditions for Chair Professor

1. The completed research report shall be submitted to the Chair-Person of Commercial Conflicts & Resolutions, within the stipulated time as mentioned in the Scheme.
2. Non-submission of reports at specified intervals may lead to suspension / cancellation of the grant without notice.
3. The Sponsoring Body has the right to terminate the award at any time, without prior intimation, if the progress is found to be unsatisfactory, for any reasons whatsoever, by the Advisory Committee.
4. No extension of time to complete the research project will be given beyond the stipulated period, except under exceptional circumstances, with the permission of the Chair-Person.
5. In the event of discontinuation of the project for the above-mentioned reasons or for any other reason whatsoever (including personal reasons) by the Chair Professor, he / she will be required to pay back to the Chair the amount already paid to him / her along with interest thereon @10% and shall also hand over all the data/ material collected in connection with the Chair.
6. After the completion of the study, a declaration to the effect that the project being basically the work of the Chair is not responsible for factual errors, inaccuracies, inferences, if any, shall be suitably incorporated in the research report by the Chair Professor. The name of the Chair shall be prominently displayed on the cover page of the research report if it is published.
7. The person selected, if already employed, may be required to produce a 'No Objection Certificate' from the institution for taking up the assignment.
8. Copyright of the Publication shall be vested with the Sponsoring Body.
9. The decision of the Chair-Person shall be final in all matters.

Signature of Chair Professor	**Signature of Chairperson**	**Signature of Authorized Person Of Sponsoring Body**

Scheme For Chair on 'Healthcare Services'

Preamble

The ICFAI Foundation for Higher Education [IFHE], a Deemed-to-be-University established u/s 3 of The UGC Act, 1956; imparting qualitative Higher Education in the fields of Management, Law, Engineer and Architecture. The ICFAI Law School, Hyderabad, a Constituent of IFHE, offers UG and PG Programs, and Ph.D.

The Centre for Excellence in Corporate & Commercial Law of The ICFAI Law School imparts training in the professional skill sets, advocacy issues, legal analytics will provide the right platform for invention and dissemination of knowledge for the matter dealing with Healthcare Services. To meet the challenges at national and global levels in a highly dynamic context demands the integration of academics, industry interface and research activities. The university education system facilitates insightful thinking on all issues connected with focus on dissemination of knowledge.

In order to enrich the academic resources of the university system for a deeper reflection on critical issues we have formulated the Scheme for establishing a '**Virinchi Chair on Healthcare Services**'. It aims to work for the development of economic conditions in the region by providing support towards improvement of the landscape thro' Healthcare Services in the country. In this background, the Chair is being established to enable research in the domain of Healthcare Services with a focus on the areas of investments and availability of resources.

ICFAI LAW SCHOOL IFHE HYDERABAD

VIRINCHI LTD. HYDERABAD

Part A: Chair Advisory Committee [CAC]

A1. Composition

A Chair Advisory Committee shall be constituted to assist the Chair in the selection as well as operation of the Chair. The composition of the Chair Advisory Committee (CAC) is as below:

1	Director, The ICFAI Law School	Chair-Person
2	HoD, Centre for Excellence in Commercial & Corporate Law	Member
3	Retired High Court Judge	Member
4	Advocate dealing with Healthcare Services	Member
5	Representative from the Sponsoring Body	Member
6	Senior Managerial Person from the Sponsoring Body	Member
7	Chair Professor	Secretary

A2. Functions

The CAC would perform the following functions:

- Identification of areas for improving public policies through research in Healthcare Services to enhance governance mechanism;
- Selection of the Chair Professor;
- Review of the Progress of the Activities undertaken by the Chair Professor;
- Matters referred to the Committee by the Chair-Person from time to time.

A3. Tenure

The tenure of the CAC shall initially be three years. The Chair-Person, CAC may extend the tenure at his/her discretion. An existing member of the CAC, upon its re-constitution, may be re-nominated on the Advisory Committee.

A4. Admissibility of TA/DA to the Members of the Committee

External Members of the Committee shall be paid TA / DA as per the prevailing rules of The ICFAI Foundation for Higher Education, as and when they may be required to travel in connection with the work of the Committee and they shall also be paid Rs. 5,000 (Rupees Five thousands only) /- as a token honorarium for each meeting of CAC.

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Part B: Chair on Healthcare Services

B1. Eligibility

The Chair Professor should have the proven good track record of research, handling of consultancy projects, work for inclusiveness of stakeholders.

B2. Qualification

An academician / Professional having outstanding track record in the field of Healthcare Services.

B3. Age

50-65 years and the age restriction may be relaxed under the exceptional cases.

B4. Duration

The Chair will be initially for a period of 3 [three] years from the date of the award of the Chair and can further get extended for a period of two years.

B5. Responsibilities

- To engage in research and in turn, contribute to the advancement of knowledge in the area of Healthcare Services.
- To participate and present papers in national and international conferences relevant to areas of research relevant to the Chair.
- To organize / conduct conference(s)/seminar/s by inviting top level academicians / advocates and other professionals / senior management dealing with Healthcare Services.
- To publish seminar / conference proceedings in reputed journal
- To publish articles / research papers / reports / books in journal of repute.
- To strengthen the role of universities / academics in public policy making.
- To have a periodical interaction with Doctoral students and faculty members on research related matters.
- To deliver a set of lectures in the domain area to doctoral students.

B6. Logistics support to the Chair

The Chair shall be located at The ICFAI Law School, The ICFAI Foundation for Higher Education, Hyderabad and shall be provided with all the academic, administrative and logistic support extended to other Professors of the School.





B7. Funding

The sponsoring body would provide the Grant to The ICFAI Law School for managing the Chair on Healthcare Services, to meet the expenditure / budget for the salary / compensation component, books and library, expenditure towards travel and organizing the seminars / conference and development and maintenance of the Facilities including physical and IT Infrastructure Development.

B8. Annual Budget

Sl. No	Expenditure /Budget item	Amount [₹]
1	Salary / Compensation of Chair Professor	18,00,000
2	Salary / Compensation for the Support Staff	12,00,000
3	Books and Journals	5,00,000
4.	Travel [National and International]	5,00,000
5	Workshops / Conferences / Seminars	5,00,000
6	IT Facilities [Software / Networking / Computers]	5,00,000
7	Maintenance & Development of Facilities	5,00,000
8	Contingency / Miscellaneous Expenses	5,00,000
	Total	**60,00,000**

B9. Accommodation

Accommodation to the Chair Professor or a suitable housing allowance and other necessary support and assistance will be provided by The ICFAI Foundation for Higher Education.

B10. Review of Progress

The University will evolve a mechanism to review the progress of the Chair annually. The university will submit a report on the activities and the outcome of the Chair to the Foundation after two years. The sponsor body may undertake the exercise of reviewing the Chair for its continuance, at any stage. The Chair will be required to publish research output in the form of a research report/ book. The Chair will be required to submit status of the research report at the end of the first year for the consideration of the CAC.

B11. Appointment of Support Staff

The Director, The ICFAI Law School, would appoint the support staff required for smooth working of the activities undertaken by the Chair Professor, duly consulting the Chair Professor on Healthcare Services.

VIRINCHI HYDERABAD

ICFAI LAW SCHOOL IFHE

Part C: Guidelines for Chair Professor

C1. Guidelines for Submission of Proposals from Chair Professor

C1.1 Title of the Project

The Chair Professor should suggest the Probable Titles of the Research Projects.

C1.2 Statement of the Problem

In the opening of the research, Proposal should showcase the problem to be investigated clearly and briefly. The consequence of the problem in the hypothetical context of the concerned regulation should be specified.

C1.3 Overview of Literature

Summarizing the present status of research in the area including major findings, the project proposal should clearly demonstrate the relevance or otherwise of the findings or approaches for the investigation of the problem at hand.

C1.4 Conceptual Framework

Given the problem and the theoretical perspective for investigation of the problem, the proposal should clearly indicate the concepts to be used and demonstrate their relevance for the study. It should further specify the empirical dimension, if any, that needs to be explored for investigating the problem.

C1.5 Research Questions or Hypotheses

Given the conceptual framework and dimensions of the problem, specific questions to be answered and hypotheses to be tested through the proposed study should be explicitly formulated, compatible with the research design.

C1.6 Coverage

In the light of the questions raised or the hypotheses proposed to be tested, if the sampling becomes necessary, full information on the following points should be given:

(a) Universe of the Study;

(b) Sampling Frame; and

(c) Units of Observation and Sampling size.

If the Study requires any control groups, they should be specifically mentioned. An explanation of the determination of size and type of the sample shall also be necessary. Proposals not requiring a sample selection should specify their strategy appropriately and describe the rationale.

C1.6 Methodology

A suitable description of the methods of research for the study may be given.

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C1.7 Data Collection

The different types of data that are proposed to be gathered should be specifically mentioned. The sources for each type and the tools and techniques that will be used for collecting different types of data should be specified.

C1.8 Time Budgeting: The project should be broken up in suitable stages and the time required for the completion of each stage of work should be specified.

C1.9 Bibliography.

C2. Undertaking from Chair Professor

An applicant selected for the position of the Chair Professor will have to sign an Undertaking and Conditions attached thereto separately (**Annexure-I**).

C3. Library Facility

The Chair Professor shall be provided the facility to have access to University Library for research, study and consultation.

C4. Publication of the Research Report

The Chair Professor takes the responsibility to publish the research report through a reputed publisher. The copyright of the publication shall vest with the sponsoring body. All correspondence in this regard shall be addressed to the Chair Person of the CAC. The following text shall be prominently printed on the back of the inner title / cover page of the book:

'This research work was done under the auspices of the Chair on Healthcare Services supported by The ICFAI Law School, The ICFAI Foundation for Higher Education, Hyderabad, India. The responsibility for the facts given and opinions expressed rests entirely with the author'.

C5. Decision of the Chair Person of CAC

The decision of the Chair Person will be final in all matters concerning the Chair Professor and CAC.

VIRINCHI LTD. HYDERABAD

ICFAI LAW SCHOOL IFHE HYDERABAD

Annexure - I

Undertaking

1. I hereby accept the Position of the Chair Professor for the Chair on Healthcare Services being offered by the Sponsoring Body amounting to ₹ 18,00,000 (Rupees Eighteen Lakhs only) to be disbursed in the prescribed manner and agree to fulfill all the requirements and conditions as contained in the **Annexure-II**. I will also abide by the existing rules as well as those likely to be framed in future.
2. I agree to refund the amount of all the expenditure incurred with stipulated interest in connection with the above project by the Sponsoring Body, if the work for which the grant has been awarded is either not properly carried out or is discontinued by me or the draft reports submitted by me are not upto the satisfaction of the Sponsoring Body.
3. I will not accept financial assistance from any other source for undertaking research on the same subject / project.
4. I agree that the Sponsoring Body has the right to suspend the award if I violate / modify / ignore any of the conditions attached to it.
5. I do agree that any recovery from me as provided under Para 2 above may be affected either from me under the Public Debt Act, 1944 (as amended from time to time) at the discretion of the Chair-Person of the Chair on Healthcare Services.

Signature of Chair Professor	**Signature of Chairperson**	**Signature of Authorized Person of Sponsoring Body**

ICFAI LAW SCHOOL IFHE HYDERABAD

Annexure – II

Terms And Conditions for Chair Professor

1. The completed research report shall be submitted to the Chair-Person of Healthcare Services, within the stipulated time as mentioned in the Scheme.
2. Non-submission of reports at specified intervals may lead to suspension / cancellation of the grant without notice.
3. The Sponsoring Body has the right to terminate the award at any time, without prior intimation, if the progress is found to be unsatisfactory, for any reasons whatsoever, by the Advisory Committee.
4. No extension of time to complete the research project will be given beyond the stipulated period, except under exceptional circumstances, with the permission of the Chair-Person.
5. In the event of discontinuation of the project for the above-mentioned reasons or for any other reason whatsoever (including personal reasons) by the Chair Professor, he / she will be required to pay back to the Chair the amount already paid to him / her along with interest thereon @10% and shall also hand over all the data/ material collected in connection with the Chair.
6. After the completion of the study, a declaration to the effect that the project being basically the work of the Chair is not responsible for factual errors, inaccuracies, inferences, if any, shall be suitably incorporated in the research report by the Chair Professor. The name of the Chair shall be prominently displayed on the cover page of the research report if it is published.
7. The person selected, if already employed, may be required to produce a 'No Objection Certificate' from the institution for taking up the assignment.
8. Copyright of the Publication shall be vested with the Sponsoring Body.
9. The decision of the Chair-Person shall be final in all matters.

VIRINCHI LTD. HYDERABAD

ICFAI LAW SCHOOL IFHE HYDERABAD

Scheme For Chair on 'Public Policy & Governance'

Preamble

The ICFAI Foundation for Higher Education [IFHE], a Deemed-to-be-University established u/s 3 of The UGC Act, 1956; imparting qualitative Higher Education in the fields of Management, Law, Engineer and Architecture. The ICFAI Law School, Hyderabad, a Constituent of IFHE, offers UG and PG Programs, and Ph.D.

The Centre for Excellence in Corporate & Commercial Law of The ICFAI Law School imparts training in the professional skill sets, advocacy issues, legal analytics will provide the right platform for invention and dissemination of knowledge for the matter dealing with Public Policy & Governance. To meet the challenges at national and global levels in a highly dynamic context demands the integration of academics, industry interface and research activities. The university education system facilitates insightful thinking on all issues connected with focus on dissemination of knowledge.

In order to enrich the academic resources of the university system for a deeper reflection on critical issues we have formulated the Scheme for establishing '**Sri. K R Paramahamsa, IAS (Retd.) Chair on Public Policy & Governance**'. It aims to work for the development of economic conditions in the region by providing support towards improvement of the landscape thro' Public Policy & Governance in the country. In this background, the Chair is being established to enable research in the domain of Public Policy & Governance with a focus on the areas of investments and availability of resources.

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Part A: Chair Advisory Committee [CAC]

A1. Composition

A Chair Advisory Committee shall be constituted to assist the Chair in the selection as well as operation of the Chair. The composition of the Chair Advisory Committee (CAC) is as below:

1	Director, The ICFAI Law School	Chair-Person
2	HoD, Centre for Excellence in Commercial & Corporate Law	Member
3	Retired High Court Judge	Member
4	Advocate dealing with Public Policy & Governance	Member
5	Representative from the Sponsoring Body	Member
6	Senior Managerial Person from the Sponsoring Body	Member
7	Chair Professor	Secretary

A2. Functions

The CAC would perform the following functions:

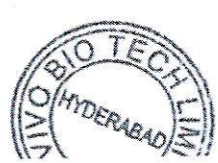
- Identification of areas for improving public policies through research in Public Policy & Governance to enhance governance mechanism;
- Selection of the Chair Professor;
- Review of the Progress of the Activities undertaken by the Chair Professor;
- Matters referred to the Committee by the Chair-Person from time to time.

A3. Tenure

The tenure of the CAC shall initially be three years. The Chair-Person, CAC may extend the tenure at his/her discretion. An existing member of the CAC, upon its re-constitution, may be re-nominated on the Advisory Committee.

A4. Admissibility of TA/DA to the Members of the Committee

External Members of the Committee shall be paid TA / DA as per the prevailing rules of The ICFAI Foundation for Higher Education, as and when they may be required to travel in connection with the work of the Committee and they shall also be paid Rs. 5,000 (Rupees Five thousands only) /- as a token honorarium for each meeting of CAC.





Part B: Chair on Public Policy & Governance

B1. Eligibility

The Chair Professor should have the proven good track record of research, handling of consultancy projects, work for inclusiveness of stakeholders.

B2. Qualification

An academician / Professional having outstanding track record in the field of Public Policy & Healthcare.

B3. Age

50-65 years and the age restriction may be relaxed under the exceptional cases.

B4. Duration

The Chair will be initially for a period of 3 [three] years from the date of the award of the Chair and further extended for one more period of two years.

B5. Responsibilities

- To engage in research and in turn, contribute to the advancement of knowledge in the area of Public Policy & Governance.
- To participate and present papers in national and international conferences relevant to areas of research relevant to the Chair.
- To organize / conduct conference(s)/seminar/s by inviting top level academicians / advocates and other professionals / senior management dealing with Public Policy & Governance.
- To publish seminar / conference proceedings in reputed journal
- To publish articles / research papers / reports / books in journal of repute.
- To strengthen the role of universities / academics in public policy making.
- To have a periodical interaction with Doctoral students and faculty members on research related matters.
- To deliver a set of lectures in the domain area to doctoral students.

B6. Logistics support to the Chair

The Chair shall be located at The ICFAI Law School, The ICFAI Foundation for Higher Education, Hyderabad and shall be provided with all the academic, administrative and logistic support extended to other Professors of the School.

B7. Funding

The sponsoring body would provide the Grant to The ICFAI Law School for managing the Chair on Public Policy & Governance, to meet the expenditure / budget for the salary / compensation component, books and library, expenditure towards travel and organizing the seminars / conference and development and maintenance of the Facilities including physical and IT Infrastructure Development.

B8. Annual Budget

Sl. No	Expenditure /Budget item	Amount [₹]
1	Salary / Compensation of Chair Professor	18,00,000
2	Salary / Compensation for the Support Staff	12,00,000
3	Books and Journals	3,00,000
4.	Travel [National and International]	3,00,000
5	Workshops / Conferences / Seminars	3,00,000
6	IT Facilities [Software / Networking / Computers]	3,00,000
7	Maintenance & Development of Facilities	3,00,000
8	Contingency / Miscellaneous Expenses	3,00,000
	Total	**48,00,000**

B9. Accommodation

Accommodation to the Chair Professor or a suitable housing allowance and other necessary support and assistance will be provided by The ICFAI Foundation for Higher Education.

B10. Review of Progress

The University will evolve a mechanism to review the progress of the Chair annually. The university will submit a report on the activities and the outcome of the Chair to the Foundation after two years. The sponsor body may undertake the exercise of reviewing the Chair for its continuance, at any stage. The Chair will be required to publish research output in the form of a research report/ book. The Chair will be required to submit status of the research report at the end of the first year for the consideration of the CAC.

B11. Appointment of Support Staff

The Director, The ICFAI Law School, would appoint the support staff required for smooth working of the activities undertaken by the Chair Professor, duly consulting the Chair Professor on Public Policy & Governance.

Part C: Guidelines for Chair Professor

C1. Guidelines for Submission of Proposals from Chair Professor

C1.1 Title of the Project

The Chair Professor should suggest the Probable Titles of the Research Projects.

C1.2 Statement of the Problem

In the opening of the research, Proposal should showcase the problem to be investigated clearly and briefly. The consequence of the problem in the hypothetical context of the concerned regulation should be specified.

C1.3 Overview of Literature

Summarizing the present status of research in the area including major findings, the project proposal should clearly demonstrate the relevance or otherwise of the findings or approaches for the investigation of the problem at hand.

C1.4 Conceptual Framework

Given the problem and the theoretical perspective for investigation of the problem, the proposal should clearly indicate the concepts to be used and demonstrate their relevance for the study. It should further specify the empirical dimension, if any, that needs to be explored for investigating the problem.

C1.5 Research Questions or Hypotheses

Given the conceptual framework and dimensions of the problem, specific questions to be answered and hypotheses to be tested through the proposed study should be explicitly formulated, compatible with the research design.

C1.6 Coverage

In the light of the questions raised or the hypotheses proposed to be tested, if the sampling becomes necessary, full information on the following points should be given:

(a) Universe of the Study;

(b) Sampling Frame; and

(c) Units of Observation and Sampling size.

If the Study requires any control groups, they should be specifically mentioned. An explanation of the determination of size and type of the sample shall also be necessary. Proposals not requiring a sample selection should specify their strategy appropriately and describe the rationale.

C1.6 Methodology

A suitable description of the methods of research for the study may be given.

VIVO BIO TECH LIMITED HYDERABAD

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C1.7 Data Collection

The different types of data that are proposed to be gathered should be specifically mentioned. The sources for each type and the tools and techniques that will be used for collecting different types of data should be specified.

C1.8 Time Budgeting: The project should be broken up in suitable stages and the time required for the completion of each stage of work should be specified.

C1.9 Bibliography.

C2. Undertaking from Chair Professor

An applicant selected for the position of the Chair Professor will have to sign an Undertaking and Conditions attached thereto separately (**Annexure-I**).

C3. Library Facility

The Chair Professor shall be provided the facility to have access to University Library for research, study and consultation.

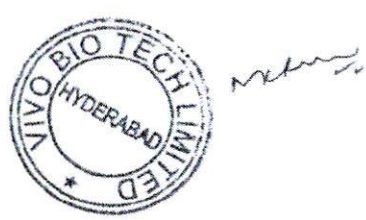
C4. Publication of the Research Report

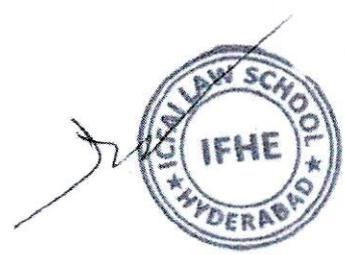
The Chair Professor takes the responsibility to publish the research report through a reputed publisher. The copyright of the publication shall vest with the sponsoring body. All correspondence in this regard shall be addressed to the Chair Person of the CAC. The following text shall be prominently printed on the back of the inner title / cover page of the book:

'This research work was done under the auspices of the Chair on Healthcare Services supported by The ICFAI Law School, The ICFAI Foundation for Higher Education, Hyderabad, India. The responsibility for the facts given and opinions expressed rests entirely with the author'.

C5. Decision of the Chair Person of CAC

The decision of the Chair Person will be final in all matters concerning the Chair Professor and CAC.





Annexure - I

Undertaking

1. I hereby accept the Position of the Chair Professor for the Chair on Public Policy & Healthcare being offered by the Sponsoring Body amounting to ₹ 18,00,000 (Rupees Eighteen Lakhs only) to be disbursed in the prescribed manner and agree to fulfill all the requirements and conditions as contained in the **Annexure-II**. I will also abide by the existing rules as well as those likely to be framed in future.
2. I agree to refund the amount of all the expenditure incurred with stipulated interest in connection with the above project by the Sponsoring Body, if the work for which the grant has been awarded is either not properly carried out or is discontinued by me or the draft reports submitted by me are not upto the satisfaction of the Sponsoring Body.
3. I will not accept financial assistance from any other source for undertaking research on the same subject / project.
4. I agree that the Sponsoring Body has the right to suspend the award if I violate / modify / ignore any of the conditions attached to it.
5. I do agree that any recovery from me as provided under Para 2 above may be affected either from me under the Public Debt Act, 1944 (as amended from time to time) at the discretion of the Chair-Person of the Chair on Public Policy & Governance.

Signature of Chair Professor	**Signature of Chairperson**	**Signature of Authorized Person of Sponsoring Body**

ICFAI LAW SCHOOL ★ IFHE ★ HYDERABAD

VIVO BIO TECH LIMITED HYDERABAD

Annexure – II

Terms And Conditions for Chair Professor

1. The completed research report shall be submitted to the Chair-Person of Public Policy & Governance, within the stipulated time as mentioned in the Scheme.
2. Non-submission of reports at specified intervals may lead to suspension / cancellation of the grant without notice.
3. The Sponsoring Body has the right to terminate the award at any time, without prior intimation, if the progress is found to be unsatisfactory, for any reasons whatsoever, by the Advisory Committee.
4. No extension of time to complete the research project will be given beyond the stipulated period, except under exceptional circumstances, with the permission of the Chair-Person.
5. In the event of discontinuation of the project for the above-mentioned reasons or for any other reason whatsoever (including personal reasons) by the Chair Professor, he / she will be required to pay back to the Chair the amount already paid to him / her along with interest thereon @10% and shall also hand over all the data/ material collected in connection with the Chair.
6. After the completion of the study, a declaration to the effect that the project being basically the work of the Chair is not responsible for factual errors, inaccuracies, inferences, if any, shall be suitably incorporated in the research report by the Chair Professor. The name of the Chair shall be prominently displayed on the cover page of the research report if it is published.
7. The person selected, if already employed, may be required to produce a 'No Objection Certificate' from the institution for taking up the assignment.
8. Copyright of the Publication shall be vested with the Sponsoring Body.
9. The decision of the Chair-Person shall be final in all matters.

ICFAI LAW SCHOOL IFHE HYDERABAD

VNR VJIET BIO TECH PARK HYDERABAD

SIX SIGMA DATA SOLUTIONS PRIVATE LIMITED

28-05-21

To,

Dr. M Sitamma,
The Area Head (HR)
The ICFAI Business School
The ICFAI Foundation for Higher Education
Hyderabad

Madam,

Sub: - Your Research Project Proposal on the topic: - **'Managing Employee Retention through Employee Experiences in post-pandemic economy and beyond'**

******

This has reference to your project proposal entitled, **' Managing Employee Retention through Employee Experiences in post-pandemic economy and beyond'** 'submitted to us.

We are happy to inform you the project is approved for an amount of INR 60 lakhs (Rupees Sixty Lakhs Only). Further, we wish to inform you that we will be remitting upfront INR 5 lacs representing the initial amount from our side. The other disbursements for the project will be started after completing the necessary non-disclosure agreements between you and us.

You can initiate the project by appointing a research associate and creating the necessary wherewithal

We expect your cooperation for implementation of this project at the earliest.

With Warm regards,

Authorised Signatory
Six Sigma Data Solutions Private Limited

Regd Office : Flat No. 203, "KAIZEN MIRZA WHITE HOUSE" H.No : 1-20-268, Sy.No.72
Opp : Hockey Stadium Entrance, Rasoolpura, Begumpet, Secunderabad-3 Telangana State, India.
Mobile Number : 9885487222 , email : somesh@ssdspl.com
CIN No.: U74999TG2018PTC127125

Maheshwer Peri
Founder & Chairman, Careers360

May 28, 2021

Dr. C S Shylajan
Dean,
The ICFAI Business School
The ICFAI Foundation for Higher Education
Donthanapally
Shankarapalli Road
Hyderabad.

Sir,

Subject: Establishing 'Shri N J Yasaswy Chair on Leadership Excellence' at The ICFAI Business School

With reference to our discussions, I am pleased to inform you that I wish to establish 'Shri N J Yasaswy Chair on Leadership Excellence' at The ICFAI Business School, The ICFAI Foundation for Higher Education, a deemed-to-be university established under Section 3 of The UGC Act, 1956.

The University has lived up to the original vision of the founder, late **Shri N J Yasaswy.** It has tried to maintain very high standards in terms of the various programs it offers. The flagship, ICFAI Business School (IBS) ranks among the top institutions in the country. The University has evolved into an institution that grooms its students into innovative and ethically grounded individuals, capable of managing change in a globally competitive environment.

The University is also dedicated to quality research. Particular mention needs to be made of the Ph.D. Program in Management which is unique and has a blend of the American and Indian practices. The work carried out by the University in the area of development of case studies on leadership issues is laudable.

I appreciate the efforts of The ICFAI Foundation for Higher Education in general and The ICFAI Business School in particular in imbibing leadership skills and propagating awareness about late **Shri N J Yasaswy's** vision amongst your stakeholders, particularly your students.

I have therefore decided to set up a platform at The ICFAI Business School to undertake research projects and support the capacity building efforts of the institution. This is in recognition of the need to undertake cutting edge research and further strengthen the governance and machinery for creating leadership excellence. This will boost the confidence of the student community and inspire them to become better leaders and responsible citizens.

Flat No. 4323, Sector B 5 & 6, Vasant Kunj, New Delhi 110070
Mob: +91 9811065502, E-mail : maheshp@careers360.com

Maheshwer Peri

Founder & Chairman, Careers360

I am pleased to communicate to you that I have decided to establish **'Shri N J Yasaswy Chair on Leadership Excellence** 'with an annual grant of ₹ 100,00,000 [Rupees One crore only] with an initial tenure of two years, at The ICFAI Business School and support your efforts in the direction of creating leadership excellence.

I wish you all success and look forward to receiving a detailed proposal from you.

Yours truly,



Maheshwer Peri

Flat No. 4323, Sector B 5 & 6, Vasant Kunj, New Delhi 110070
Mob: +91 9811065502, E-mail : mahesh@careers360.com

May 28, 2021

Shri N J Yasaswy Chair on Leadership Excellence

Preamble

The ICFAI Foundation for Higher Education (IFHE), Hyderabad is one of the premier institutes in India imparting Business, Law, Engineering and Architecture education, and carving out the new generation professionals. **Shri N J Yasaswy Chair on Leadership Excellence** will provide the right platform for invention and dissemination of knowledge in the area of leadership skills required in the VUCA and post pandemic world.

The imperatives of skills and excellence to meet the leadership challenges at national and global levels in a highly dynamic context demands the integration of academics, industry interface and research activities. The chair will facilitate insightful thinking on all issues connected with knowledge generation and dissemination towards enhancement of functioning of personnel donning leadership roles.

To augment the academic resources of the university system for a deeper reflection on critical leadership issues we have formulated the Scheme for establishing a Chair on **'Leadership Excellence'**. The chair will work on the more nuanced attributes of excellent leadership. The broad understanding is that Leadership Excellence is a process that can and needs to be cultivated. There is a need to change tack. Executive leadership teams should be focusing on how to lean on tools and technology that are available to allow employees to work smarter, not harder. Leaders need to create space in their schedules to be aware about the emerging trends in leadership strategy and practice. The chair essentially will work on leaders at all levels to adopt a Gen Z mindset.

Hyderabad

Part A: Chair Advisory Committee [CAC]

A1. Composition

A Chair Advisory Committee shall be constituted to assist the Chair in the selection as well as operation of the Chair. The composition of the Chair Advisory Committee (CAC) is as below:

1	Dean, The ICFAI Business School	Chairperson
2	HOD, N J Yasaswy Centre for Excellence in Leadership Excellence	Member
3	Representative from the Sponsor's side	Member
4	Sponsor	Co-Chairperson
5	Chair Professor	Secretary

A2. Functions

The CAC would perform the following functions:

- Identification of areas for improving public policies through research in **Leadership Excellence** to enhance governance mechanism;
- Selection of the Chair Professor;
- Review of the Progress of the Activities undertaken by the Chair Professor;
- Matters referred to the Committee by the Chairperson from time to time.

A3. Tenure

The tenure of the CAC shall initially be two years. The Chairperson, CAC may extend the tenure at his/her discretion. An existing member of the CAC, upon its re-constitution, may be re-nominated on the Advisory Committee.

A4. Admissibility of TA/DA to the Members of the Committee

External Members of the Committee shall be paid TA / DA as per the prevailing rules of The ICFAI Foundation for Higher Education, as and when they may be required to travel in connection with the work of the Committee and they shall also be paid Rs. 5000/- as a token honorarium for each meeting of CAC.

Part B: Scheme For Shri N J Yasaswy Chair on Leadership Excellence

B1. Eligibility

The Chair Professor should have the proven good track record of research, handling of consultancy projects, work for inclusiveness of stakeholders.

B2. Qualification

An academician / Professional having outstanding track record in the field of Leadership Excellence.

B3. Age

Minimum 45 years and the age restriction may be relaxed for exceptional cases.

B4. Duration

The Chair will be initially for a period of 2 [two] years from the date of the award of the Chair and further extended for a period of two years.

B5. Responsibilities

- To engage in research and in turn, contribute to the advancement of knowledge in the area of leadership excellence
- To participate and present papers in national and international conferences relevant to the Chair.
- To organize / conduct conference(s)/seminar/s by inviting top level academicians and other professionals/ senior management from the area of leadership excellence
- To publish seminar/ conference proceedings in reputed journals
- To publish articles/research papers/reports/books in journals of repute.
- To strengthen the role of universities/academics in Leadership Excellence.
- To have a periodical interaction with Doctoral students and faculty members on research related matters.
- To deliver a set of lectures in the domain area to doctoral students.

B6. Logistics support to the Chair

The Chair shall be located at The ICFAI Foundation for Higher Education, Hyderabad and shall be provided with all the academic, administrative and logistic support extended to other Professors of the School.

B7. Funding

The sponsor would provide the Grant to The IFHE for managing the Chair on the area of leadership excellence, to meet the expenditure / budget for the salary / compensation component, books and library, expenditure towards travel and organizing the seminars / conference and development and maintenance of the Facilities including physical and IT infrastructure. All appointments will be made in consultation with the Sponsor. The Sponsor will do the funding based on the performance and requirements of Shri N J Yasaswy Chair on Leadership Excellence.

B8. Tentative Annual Budget*

Sl. No	Expenditure /Budget item	Amount [₹] in Lacs
1	Salary / Compensation of Chair Professor	36
2	Salary / Compensation for the Support Staff	24
3	Books and Journals	2
4.	Travel [National and International]	4
5	Workshops / Conferences / Seminars	20
6	IT Facilities [Software / Networking / Computers]	2
7	Maintenance & Development of Facilities	2
8	Contingency / Miscellaneous Expenses	10
	Total	**100**

***Budget is at the sole discretion of the Sponsor based on performance and progress of the projects under the Chair.**

B9. Accommodation

Accommodation to the Chair Professor or a suitable housing allowance and other necessary support and assistance will be provided by The ICFAI Foundation for Higher Education.

B10. Review of Progress

The University will evolve a mechanism to review the progress of the Chair annually. The university will submit a report on the activities and the outcome of the Chair to the Foundation after two years. The sponsor body may undertake the exercise of reviewing the Chair for its continuance, at any stage. The Chair will be required to publish research output in the form of a research report/ book. The Chair will be required to submit status of the research report at the end of the first year for the consideration of the CAC.

B11. Appointment of Support Staff

The Dean, The ICFAI Business School, would appoint the support staff required for smooth working of the activities undertaken by the Chair Professor, duly consulting him/her.

Part C: Guidelines for Chair Professor

C1. Guidelines for Submission of Proposals from Chair Professor

C1.1 Title of the Project

The Chair Professor should suggest the Probable Titles of the Research Projects.

C1.2 Statement of the Problem

The proposal should showcase the problem to be investigated clearly and briefly. The consequence of the problem in the hypothetical context of the concerned regulation should be specified.

C1.3 Overview of Literature

Summarizing the present status of research in the area including major findings, the project proposal should clearly demonstrate the relevance or otherwise of the findings or approaches for the investigation of the problem at hand.

C1.4 Conceptual Framework

Given the problem and the theoretical perspective for investigation of the problem, the proposal should clearly indicate the concepts to be used and demonstrate their relevance for the study. It should further specify the empirical dimension, if any, that needs to be explored for investigating the problem.

C1.5 Research Questions or Hypotheses

Given the conceptual framework and dimensions of the problem, specific questions to be answered and hypotheses to be tested through the proposed study should be explicitly formulated, compatible with the research design.

C1.6 Coverage

In the light of the questions raised or the hypotheses proposed to be tested, if sampling becomes necessary, full information on the following points should be given:

(a) Universe of the Study;

(b) Sampling Frame; and

(c) Units of Observation and Sampling size.

If the Study requires any control groups, they should be specifically mentioned. An explanation of the determination of size and type of the sample shall also be necessary. Proposals not requiring a sample selection should specify their strategy appropriately and describe the rationale.

C1.6 Methodology

A suitable description of the methods of research for the study may be given.

C1.7 Data Collection

The different types of data that are proposed to be gathered should be specifically mentioned. The sources for each type and the tools and techniques that will be used for collecting different types of data should be specified.

C1.8 Time Budgeting: The project should be broken up in suitable stages and the time required for the completion of each stage of work should be specified.

C1.9 Bibliography.

C2. Undertaking from Chair Professor

An applicant selected for the position of the Chair Professor will have to sign an Undertaking and Conditions attached thereto separately (**Annexure-I**).

C3. Library Facility

The Chair Professor shall be provided the facility to have access to University Library for research, study and consultation.

C4. Publication of the Research Report

The Chair Professor takes the responsibility to publish the research report through a reputed publisher. The copyright of the publication shall vest with the Sponsor. All correspondence in this regard shall be addressed to the Chairperson of the CAC. The following text shall be prominently printed on the back of the inner title / cover page of the book:

'This research work was done under the auspices of **Shri N J Yasaswy Chair on Leadership Excellence** supported by The ICFAI Foundation for Higher Education, Hyderabad, India. The responsibility for the facts given and opinions expressed rests entirely with the author'.

C5.) Decision of the Chair Person of CAC

The decision of the Chair Person will be final in all matters concerning the Chair Professor and CAC.

Annexure - I

Undertaking

1. I hereby accept the Position of the Chair Professor for the Shri N J Yasaswy Chair on Leadership Excellence being offered by the Sponsor amounting to ₹ 1,00,00,000 (Rupees One Hundred Lacs only) to be disbursed in the prescribed manner and agree to fulfill all the requirements and conditions as contained in the **Annexure-II**. I will also abide by the existing rules as well as those likely to be framed in future.
2. I agree to refund the amount of all the expenditure incurred with stipulated interest in connection with the above project by the Sponsor, if the work for which the grant has been awarded is either not properly carried out or is discontinued by me or the draft reports submitted by me are not upto the satisfaction of the Sponsor.
3. I will not accept financial assistance from any other source for undertaking research on the same subject / project.
4. I agree that the Sponsor has the right to suspend the award if I violate / modify / ignore any of the conditions attached to it.
5. I do agree that any recovery from me as provided under Para 2 above may be affected either from me under the Public Debt Act, 1944 (as amended from time to time) at the discretion of the Chairperson of the Shri N J Yasaswy Chair on Leadership Excellence.

Signature of Chair Professor	**Signature of Chairperson**	**Signature of Sponsor**

Annexure – II

Terms and Conditions for Chair Professor

1. The completed research report shall be submitted to the Chairperson of IFHE, within the stipulated time as mentioned in the Scheme.
2. Non-submission of reports at specified intervals may lead to suspension / cancellation of the grant without notice.
3. The Sponsor has the right to terminate the award at any time, without prior intimation, if the progress is found to be unsatisfactory, for any reasons whatsoever, by the Advisory Committee.
4. No extension of time to complete the research project will be given beyond the stipulated period, except under exceptional circumstances, with the permission of the Chairperson.
5. In the event of discontinuation of the project for the above-mentioned reasons or for any other reason whatsoever (including personal reasons) by the Chair Professor, he / she will be required to pay back to the Chair the amount already paid to him / her along with interest thereon @10% and shall also hand over all the data/ material collected in connection with the Chair.
6. After the completion of the study, a declaration to the effect that the Chair is not responsible for factual errors, inaccuracies, inferences, if any, shall be suitably incorporated in the research report by the Chair Professor. The name of the Chair shall be prominently displayed on the cover page of the research report if it is published.
7. The person selected, if already employed, may be required to produce a 'No Objection Certificate' from the institution for taking up the assignment.
8. Copyright of the Publication shall be vested with the Sponsor.
9. The decision of the Chairperson shall be final in all matters.

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Date:21-09-21

To,
Dr. K. S. Venu Gopal Rao.
Professor and Area Head-Marketing and Strategy,
The ICFAI Business School,
The ICFAI Foundation for Higher Education,
Donthanapally, Shankarapalli Road
Hyderabad

Sir,

Sub: Conducting qualitative research to identify the training needs of entrepreneurs and farmers dealing in organicfarming, urbanfarming and terrace gardening.

Due to enhanced awareness about the health benefits of organic farming, marketers are able to charge a premium from customers. Affluent and health conscious consumers are willing to pay very high premium for these products.

Innovations and easy information availability is creating a new class of self-trained farmers who have taken the baby steps in organic farming in small land holdings and often large terraces often referred to as Urban farming. Organic farming cost could be 50% to 60% less when compared to inorganic farming practices.

In addition to domestic demand side, globalized markets provide significant opportunities for such innovative agricultural products to capture a larger share of the global demand for organic food. To exploit the opportunities and provide the impetus to farmers to double their incomes they need to be educated in modern farming practices.

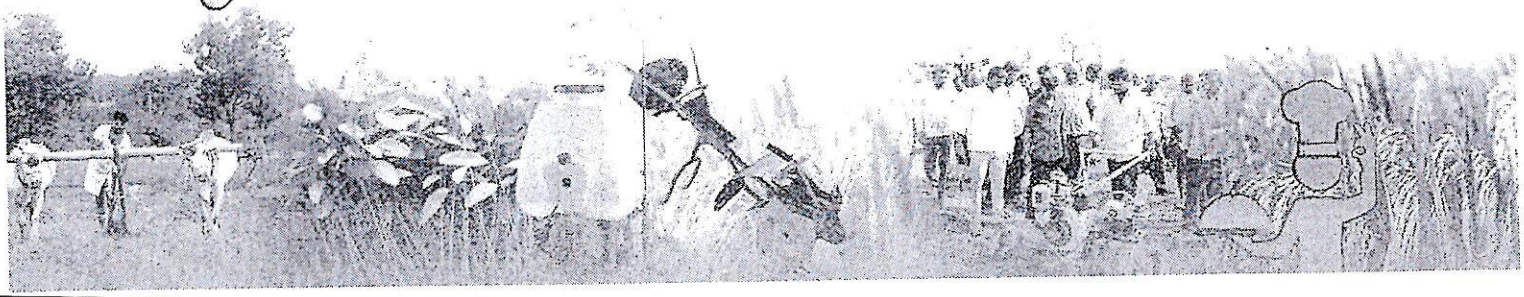
In the above backdrop we would like you to conduct a qualitative research to identify the training needs of entrepreneurs and farmers who wish to establish and expand their business in organic farming, urbanfarmingand terrace gardening.

The project is approved for an amount of INR 4,95,000/-(Four lakh Ninety Five Thousad Only). We will be remitting the amount before the end of this year. The research assignment needs to be completed before November 30, 2022.

We look for your assistancein implementation of this project.

With Warm regards,

Proprietor



సేంద్రియ / సహజ ఉత్పత్తులు తినండి...
ఆరోగ్యంగా జీవించండి

Eat Natural Products
Lead Healthy Life

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(Beside Metro Pillar No. A-817), **KUKATPALLY**, Hyderabad.
✆ :**9908815432** • E-mail: naturalproducts99@gmail.com



22-08-21

To,

Dr. K. S. Venu Gopal Rao.
Professor and Area Head-Marketing and Strategy,
The ICFAI Business School,
The ICFAI Foundation for Higher Education,
Donthanapally, Shankarapalli Road
Hyderabad

Sir,

Sub: Product Research to reveal insights into customer behavior with respect to Organic products

The global organic products business is growing at a rate of 16% per annum. Growing adoption of organic food & beverages owing to associated health benefits and eco-friendly characteristics is expected to drive demand in the next five years. In addition, regulatory support for organic farming is also expected to have a positive influence on the market by improving supply and product quality.

The organic food industry in India is in the early stages of growth. Higher disposable income and greater health awareness have resulted in an increased domestic demand for organic food. There is huge premium in selling organic products, not only to export markets but also to affluent, health conscious domestic consumers. The country has both abundance of labor and diverse agro- climatic region that is well suited for year round agriculture cultivation.

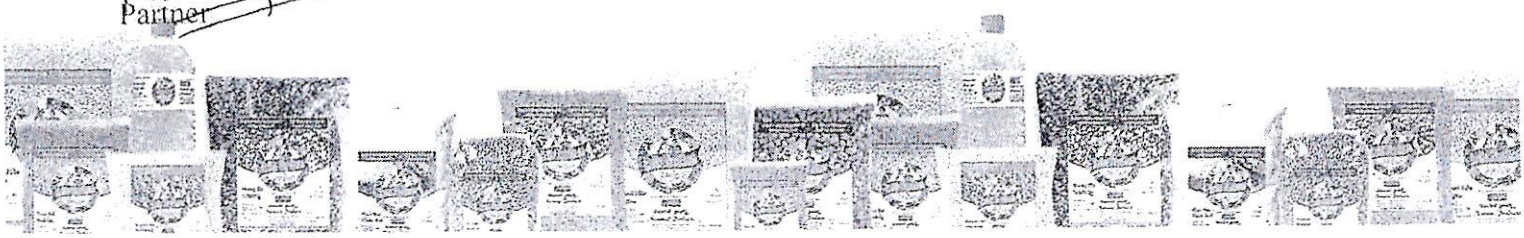
In the above backdrop we would like you to conduct product research to reveal insights into customer behavior with reference to organic products in India's key metro markets. The findings will help marketers reach out to target customers effectively.

The project is approved for an amount of INR 5,05,000 (Five lakhs five thousand only). We will be remitting the amount before the end of this year. The research assignment needs to be completed before September 30, 2022.

We seek your support for implementation of this project.

Thanks and regards,

Partner





Ritunestham Press

Plot No. 17, IDA, Balanagar, Ranga Reddy Dist. Ph: +91 **7416045979**
Email: ritunesthampress@gmail.com

Date:18-07-21

To,

Dr. K. S. Venu Gopal Rao.
Professor and Area Head-Marketing and Strategy,
The ICFAI Business School,
The ICFAI Foundation for Higher Education,
Donthanapally, Shankarapalli Road
Hyderabad

Sir,

Sub: Printing Press Industry - Market survey with regard to future perspective of printing in view of digitalization

The paper industry is facing many challenges with the advent of digital modes of communication and heightened environmental awareness. This industry is often called the 'traditional industry'. According to experts, the paper business is changing and evolving into new business domains leaving behind its limited traditional uses.

Although many experts project that the industry will demonstrate reasonable growth of at least 8-10 percent, some product segments within the industry will continue to face challenges as a result of technological obsolescence, availability of natural resources, depleting availability of fresh water and changing habits of consumers.

In the above backdrop we would like you to conduct a primary research with end users across select sectors that consume high quantities of paper will shed more light on the future prospects of the industry.

The project is approved for an amount of INR 5,00,000/- (Five lakh Only) . We will be remitting the amount before the end of this year. The research assignment needs to be completed before July 30, 2022.

We solicit your cooperation for implementation of this project.

Best regards,

For Ritunestham Press

Proprietor

Omita Paul
Managing Director

PRANAB MUKHERJEE FOUNDATION
Serving India, Serving Humanity

PMF/HOC/19/1202/037

2 December 2019

Dear Dr. Reddy,

I am writing to you on behalf of the Pranab Mukherjee Foundation. As discussed in our meeting with Dr Jagannath Patnaik, on 2 December 2019, we have no objection in setting up of the **"Pranab Mukherjee Chair for Banking and Finance"**, at IFHE(Deemed University), Hyderabad.

We are committed towards building impactful partnerships between national and international organisations, advisors, practitioners, academicians, policy makers, and other like-minded individuals and undertake research and consultancy projects to build a more equitable society and strengthen India's democracy to promote peace, harmony and happiness at the national, regional and global level. We also aim to initiate, support and execute projects that will create and use knowledge and innovation to improve the health of the Indian Economy, and the quality of life in rural, semi-urban and urban areas, thereby creating communities that are **Hi-tech, Healthy, Happy, Humane and Harmonious.**

In pursuance of these objectives, we suggest that the Chair undertakes Research and Consultancy towards improvement of the Public finance landscape and bring about Banking reforms in the country.

With regards,

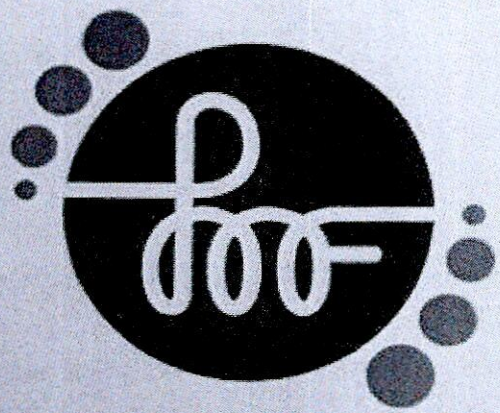
Yours sincerely,

(Omita Paul)

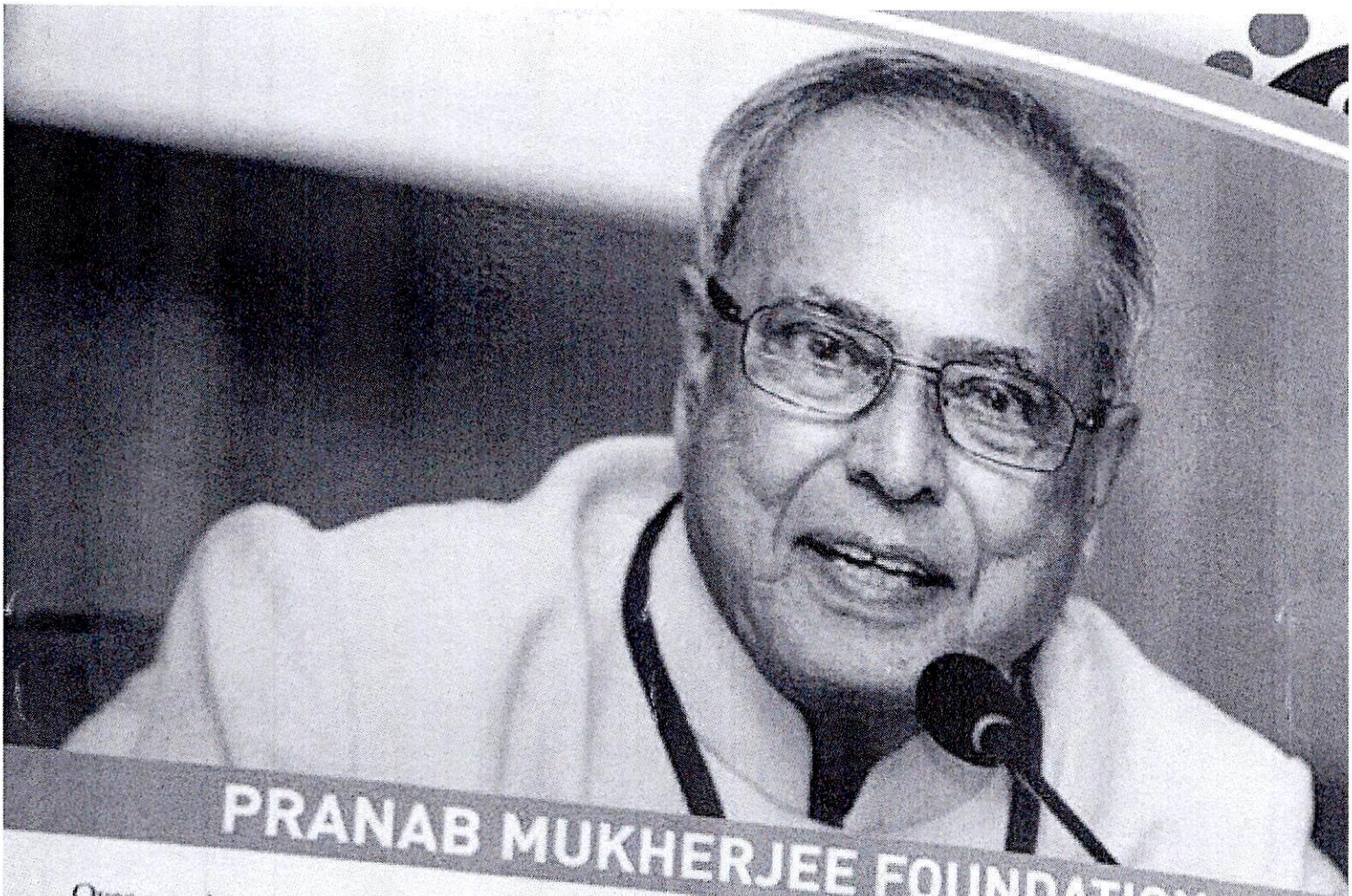
Dr Mahendra Reddy
Vice Chancellor
IFHE(Deemed University)
Shankarpally, Hyderabad,
Telangana - 500075

Delhi : S-22, Greater Kailash-II, New Delhi-110048
Tel : 011-21410718
Email : o.paul@pmf.org.in
Web : www.pranabmukherjeefoundation.org

Gurugram : Plot No. 36-47, Udyog Kunj, HSIIDC, Sohna Gurugram Road
Village Alipur, Tehsil Sohna, District Gurugram
Haryana - 122102



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PRANAB MUKHERJEE FOUNDATION

Over a period of five decades of exemplary service to India through his role as a Union Cabinet Minister, celebrated Parliamentarian, Deputy Chairman of the Planning Commission, teacher, author, and journalist, 13th President of India, Shri Pranab Mukherjee's legacy is one of upholding the sanctity of the Indian Constitution and preparing the people of India to meet the challenges of an increasingly globalised, interdependent and uncertain world. In all of these roles, Shri Mukherjee has championed issues that lie at the heart of India's social, economic and developmental challenges – literacy, healthcare, food security, energy security, rural and urban planning, economic empowerment, banking, governance and administrative reforms, and national and regional security.

Throughout his career, Shri Mukherjee sought to strengthen and build institutions of Indian democracy and serve the interests of the most vulnerable, underprivileged and disadvantaged of India's people. The Pranab Mukherjee Foundation seeks to carry forward his legacy through partnerships that make a meaningful difference to the areas of important national, regional and global concerns.

Our Mission

The Foundation will initiate, support and execute projects that will create and use knowledge, creativity and innovation to improve the quality of life in rural, semi-urban and urban areas and contribute to the building of an inclusive India. The Foundation will undertake research and consultancy projects to strengthen India's constitutional democracy and promote peace, harmony and understanding at the national, regional and global level.

Who we are

The Pranab Mukherjee Foundation will work to find innovative and lasting solutions that address critical challenges affecting communities in India and other developing countries. Many of these challenges lie at the divide between the vision of governments and leaders, and their inability to effectively reach the most affected and vulnerable communities.

In a world of great inequities, failure to commit to addressing vital problems that are often life and death issues for people and their communities has created

starker disparities. Whether the issues involve creating economic opportunities, promoting public consciousness to climate change, strengthening political dialogue within India's neighbourhood, creating enabling conditions for entrepreneurs, or furthering the role and impact of public institutions in India, delivering sustainable solutions requires focused approaches that directly engage with the issue on the ground while empowering affected communities and individuals to become stakeholders.

The Foundation will seek to bring together national and international advisors and practitioners, international organisations, academicians, policy makers, public servants and other like-minded organisations to prioritise critical issues, plan effective approaches, identify existing delivery systems and develop new processes that accomplish quick and responsive implementation.

What we do

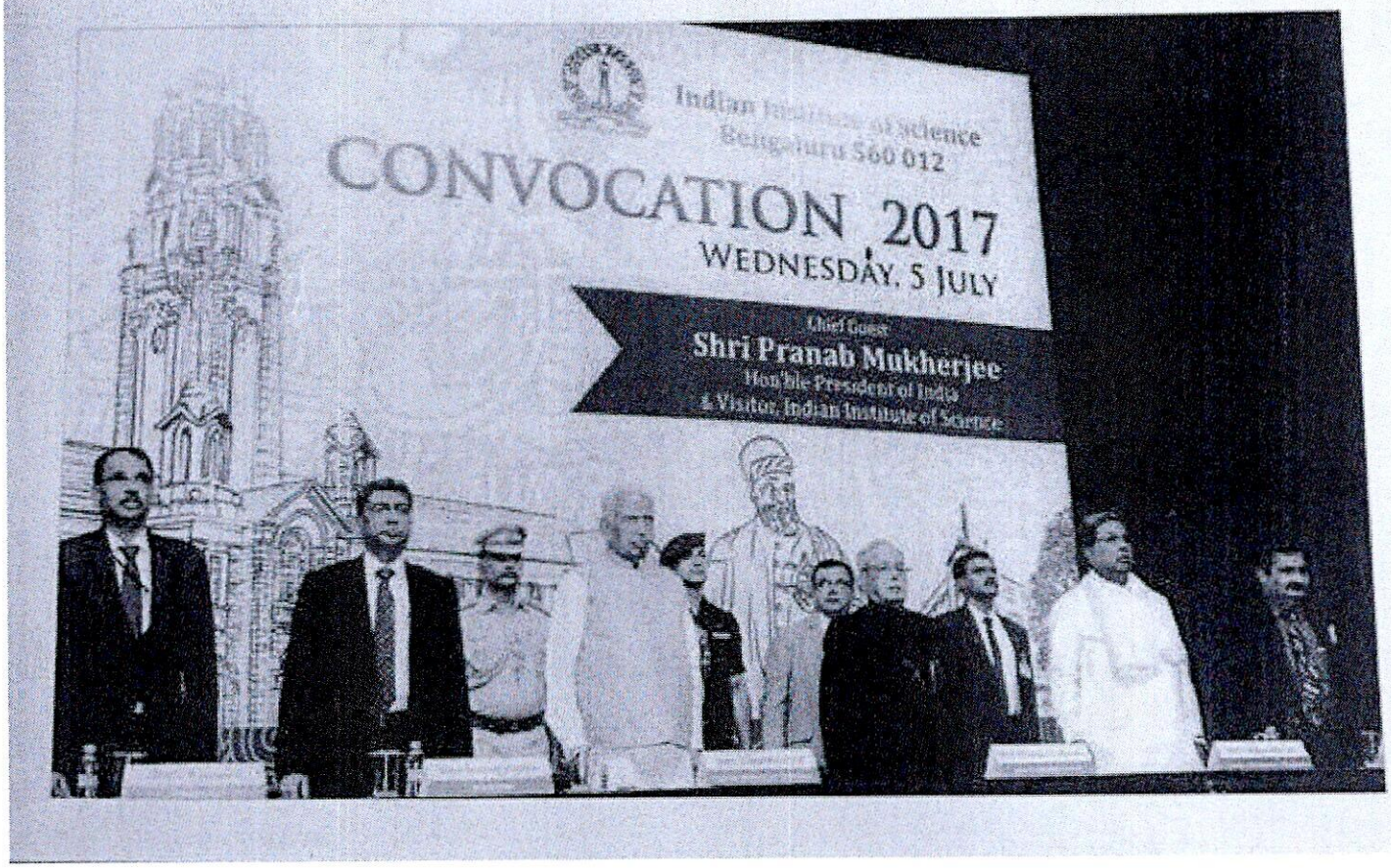
India will develop when the whole of India develops. The benefits of growth must reach the last person in the row. The Pranab Mukherjee Foundation will begin from the grassroots and work towards continuous improvement supplemented with academic research. Our focus is on creating a sustainable and inclusive development model that can be easily replicated.

The Foundation will build impactful partnerships between governments, academia, public policy experts, corporates, community leaders, individuals and other key partners that serve to advance the Foundation's vision. The Foundation will promote research, provide policy advisory and consultancy and engage in advocacy of important national and global issues.

Higher Education and Institution Building

Twenty-first century education has evolved to necessitate the delivery of learning environments that promote critical thinking, complex communication skills, collaboration, and a positive approach towards public service and engaging with the world.

The majority of university graduates today will work and live in environments that are multicultural, interdisciplinary, interconnected and technology intensive, and our higher education systems act as the last mile where many of these crucial skills have to be honed. While matters relating to pedagogy, curriculum delivery, benchmarking programmes and systems are of concern even in well-established higher education systems, India has not kept pace in even more essential aspects such as integration of digital learning into standard curricula, leveraging technology to improve higher education administration and internationalisation of higher education.





The Foundation will build strategic partnerships with advisors, experts, and practitioners working in the education sector to identify and address higher education challenges that stem from the secondary and senior secondary school levels; collaborate with key partners to strengthen training for teachers, administrators and university leaders; work with key partners to promote internationalisation of higher education institutions; and contribute to policymaking in the higher education and broader education sector in India and developing countries.

The Foundation will assist in improving public policies for achieving a more focused outcome by initiating and supporting cutting-edge research, contributing to the existing body of knowledge and disseminating findings for public debate for building and strengthening institutions for overall improvement of quality of life in rural, semi-urban and urban areas.

Law and Constitutional Governance

The challenges of public policy and supportive legal reforms that are imperative to our time require reforms in governance and law. Central to this are the reform of public institutions and public law; promoting governance mechanisms that are more inclusive and participatory; and establishing greater accountability and transparency in our public systems in order to promote greater equity and justice.

The Pranab Mukherjee Foundation will serve as a platform that promotes dialogue among government, academia, policymakers, civil society and other national and international stakeholders; encourage inquiry on policy and advocacy, and evaluate the links between established legal frameworks and governance in practice; initiate campaigns for policy and institutional changes; and create networks of engaged scholars and citizens.

Innovation and Entrepreneurship

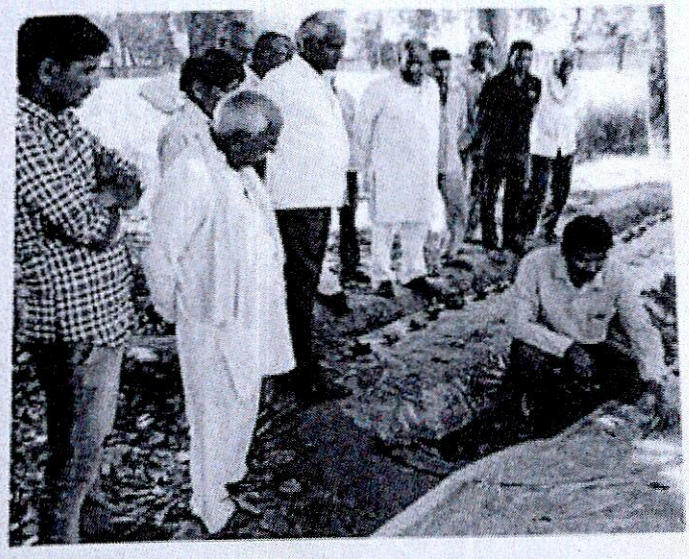
In a world where change is the only constant, complex, dynamic and interconnected approaches are required to address the most critical problems. Societal inequities and environmental challenges necessitate innovative and creative solutions to tackling poverty, human rights, education and other crucial issues. Encouraging innovation for social change is the key to responding to these challenges.

The Foundation will aim to promote social innovation and entrepreneurship through ways which will ensure that the value it creates not only benefits the individual but accrues to the wider communities that they inhabit. The Foundation will partner with government to strengthen its efforts to incubate new ideas and enterprises; build networks that bring together the public, private and non-profit sectors to collectively engage with and support entrepreneurial ventures; encourage wider distribution of private capital and philanthropic support for innovators and entrepreneurs; and contribute to developing an ecosystem that catalyses sustainable and inclusive growth in India and developing communities.

The Foundation will engage with innovators, leverage their knowledge, generosity and sharing spirit to bolster







the economic growth in informal and formal sectors, keeping the unmet social needs of the grassroots level in focus. The Foundation will also setup demonstration units based on innovations (including grassroots innovations) in selected rural areas in hub and spoke model to promote entrepreneurship, generate employment opportunities and enhance incomes at the village level.

Economic and Social Development

As economic development has created wider opportunities for access to jobs, education and health care for people across the world, unequal growth has left the most marginalised, particularly in developing countries, without the same opportunities. Reducing economic disparities and creating sustainable growth in India will be imperative not only to lift entire communities out of poverty and unstable livelihoods, but also to secure physical and territorial security in India and its neighbourhood.

The Foundation will work on issues including enabling rural communities to become as self-sufficient as possible through innovative and entrepreneurial approaches; empowering women to create stable livelihoods; highlighting India's unique arts and handicrafts while creating national and international enterprise opportunities for our artisans; and sharing examples of successful approaches with other developing communities.

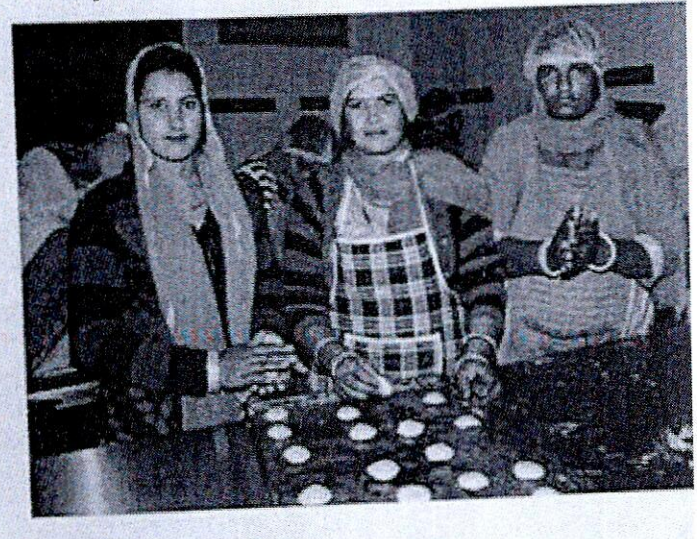
The Foundation will initiate and collaborate with other organisations for capacity building, awareness and knowledge dissemination in the areas of education and technology with the objective of uplifting the status and economic condition of marginalised communities.

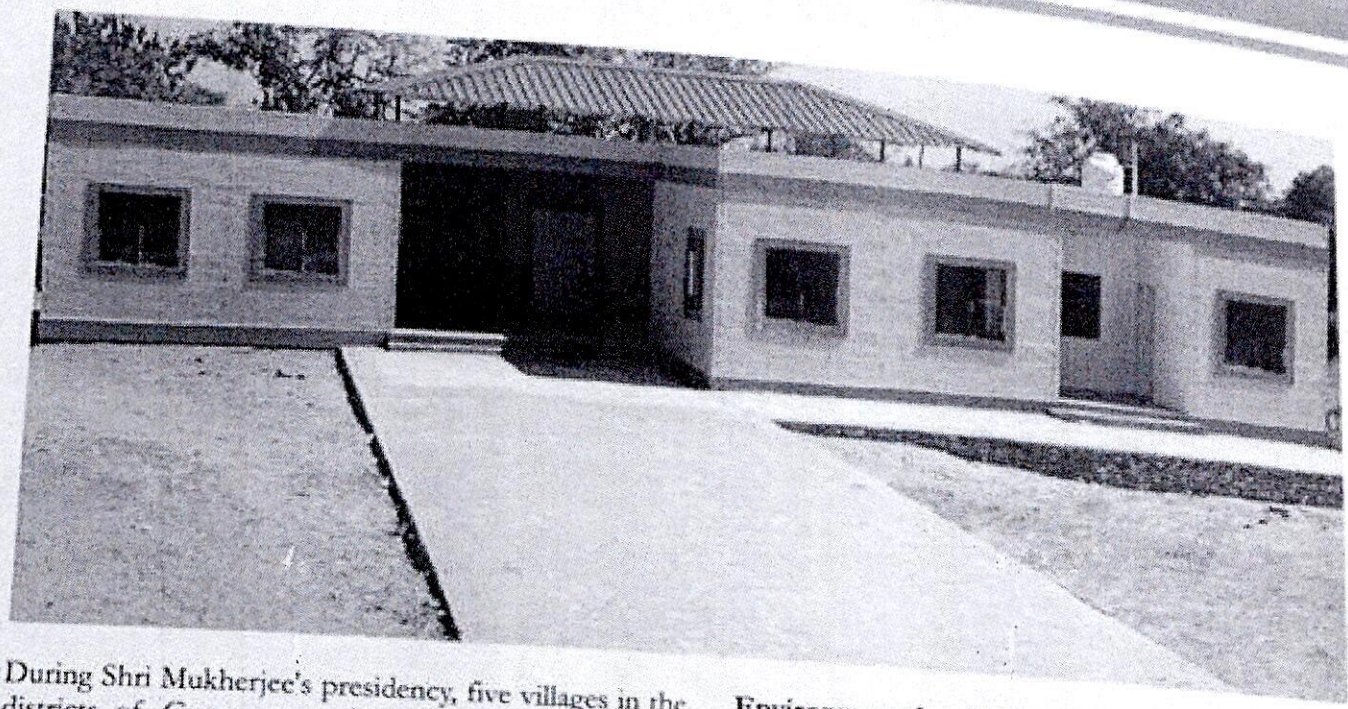
Smart Villages

The Pranab Mukherjee Foundation envisions holistic and sustainable growth of communities that enables its members to be self-sufficient and happy based on the 3H model of SmartGram – "a Humane, Hi-tech and Happy village."

The Foundation will reform/ rejuvenate villages by improving areas of livelihood, education, water & sanitation, healthcare & nutrition, farming & food processing, natural resource conservation and infrastructural challenges in multiple states across India through the implementation of the SmartGram initiative that will lead to an inclusive growth model for scaling up and transforming villages towards self-sustainable development.

> *"For me, India is so much and yet, so much more! I have sought answers in her mountains and rivers, in her people, in her music and in her villages. Every time I have come out with a better understanding of India, because in each of these India thrives."*
>
> **Pranab Mukherjee**

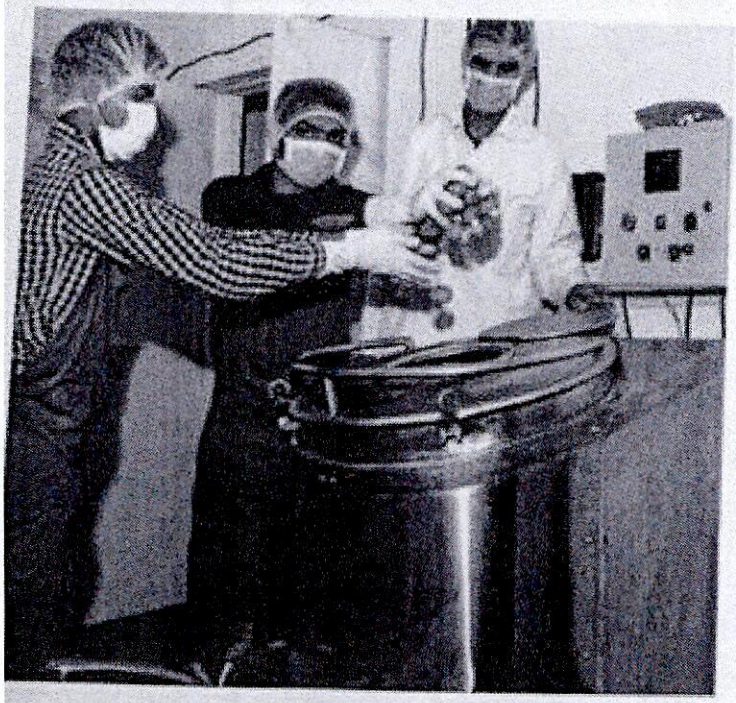


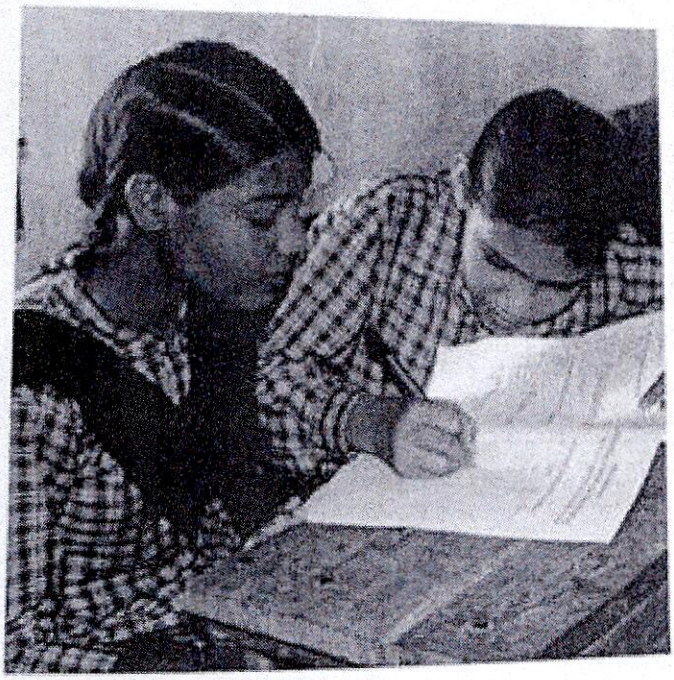


During Shri Mukherjee's presidency, five villages in the districts of Gurugram and Mewat were selected to implement various programmes based on a convergence model with the support of ministries of the Central Government, Government of Haryana, public and private sector organisations, NGOs and individuals. Based on the encouraging results from these five villages, the SmartGram initiative has been expanded to 10 clusters covering 100 villages. In the next three years, the Foundation will replicate this model to at least 3 more States, by identifying clusters of 5-15 villages in each of the identified States for development as SmartGrams.

Environmental and Climate change

Among other global challenges that will have a substantial impact on national and global security is climate change and its effects on the environment we inhabit. Across the world, low lying and coastal communities have lost their lands to rising sea waters, or are at risk of inundation. Climate change, sea-level rise and melting of glaciers are expected to affect water balance and ground water quality in India and other regions of the world, with agricultural yields, droughts and human morbidity and mortality likely to be affected.

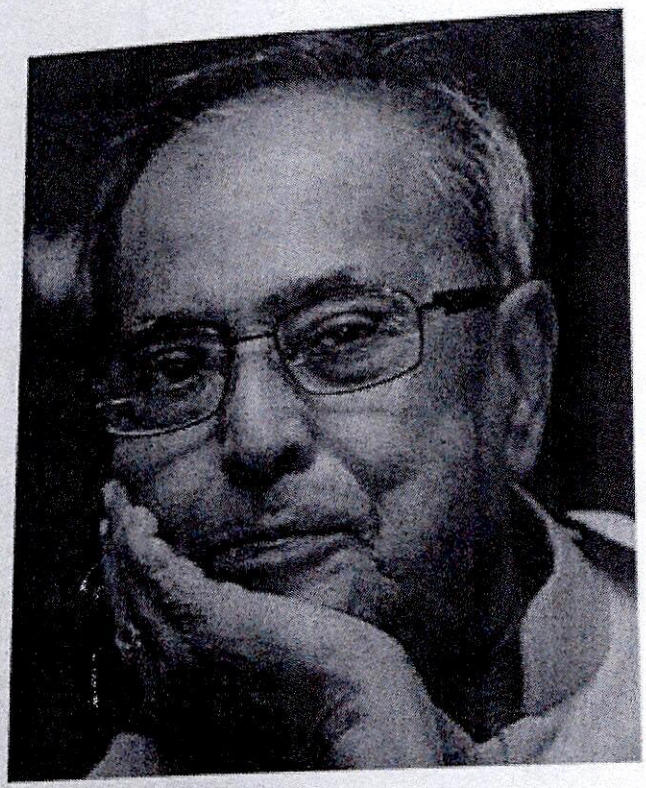






Our Partners

- Tata Trusts
- Bharti Foundation
- Centre for Research in Rural and Industrial Development (CRRID), Haryana
- Common Service Centre-Special Purpose Vehicle (CSC-SPV)
- Expressions India
- Indian Farmers Fertiliser Cooperative Limited (IFFCO)
- Indian Renewable Energy Development Agency (IREDA)
- Jaquar Foundation
- Karma Healthcare
- Konark Energy Solutions
- Max Life Insurance Company Ltd
- National Bank for Agriculture and Rural Development (NABARD)
- National Building Construction Company (NBCC)
- National Dairy Research Institute (NDRI)
- National Skill Development Corporation (NSDC)
- Niswarth Kadam
- O. P. Jindal Global University, Sonipat
- Oil and Natural Gas Corporation (ONGC)
- Oxen Farm Solutions Pvt Ltd
- Prashak Technoenterprises
- PrepMySkills
- Public Health Foundation of India
- Rural Electrification Corporation Ltd
- Selfie With Daughter Foundation
- Skill Council for Green Jobs
- Swami Rama Himalayan University, Dehradun
- University of Engineering and Management, Kolkata



Shri Pranab Mukherjee

Hon'ble Former President of India

Pranab Mukherjee was the 13th President (25 July 2012-25 July 2017) of the Republic of India.

Born in 1935, in a remote village called Mirati in Birbhum District of the state of West Bengal to freedom fighters, Former President Mukherjee has had a long and illustrious career in Indian politics. Having been born nearly a decade before India's independence, Shri Mukherjee was both a witness to and an active participant in some of the most important events leading to the nation's independence and thereafter, its journey that established it as one of the most vibrant and cited democracies of the world.

Former President Mukherjee's life is a story of the rise of a man from humble beginnings to the first citizen and President of the country through hard work and commitment.

After post graduating in Political Science and History from the University of Calcutta, he completed his LLB from the same university. After finishing his education, he worked for a short while as a clerk in a government office, which he left to become a lecturer in Political Science in South 24 Parganas, one of the districts of his home state.

The Former President's career in politics began in 1969 with his election to the Union Upper House – Rajya Sabha or the House of the Elders. Within a decade, he was elected deputy leader of the House to which he was re-elected four times. In 1980, he became the leader of the house.

In 2004, he was elected to the Union Lower House – the Lok Sabha or the House of the People – and in the same year, he was elected as its leader. He was re-elected to the house in 2009.

The Former President's scholastic disposition, oratorical skills, his remarkable gift to recall to memory even the lesser-known facts of the nation's political and Parliamentary history and his genial personality, won him admirers, respect and stature, cutting across party affiliations, in the Parliament. He gained recognition of being one of the India's foremost Parliamentarians.

It made him the natural choice of his party to be its famed trouble-shooter. He was called upon, in this capacity, to steer some of the most important, delicate and sensitive debates in the Parliament, both on behalf of his party and the Government. He accomplished this task with great finesse which earned him the reputation as a consensus builder, in the tumultuous political landscape of the country.

In the Congress party, Former President Mukherjee rose rapidly, becoming one of its towering leaders. He was made a member of the Congress Working Committee, the highest policy making body of the party at an early age and continued in it for 23 years until he was elected as the President of the country.

In 1969, he was inducted as a member of the Council of Ministers in every Government that the Congress party formed or led. During more than four decades since then, he was either a junior Minister or a Cabinet





Minister of the crucial Ministries of Commerce, Finance, External Affairs and Defence. He was also the Deputy Chairman of India's Planning Commission.

Some of his landmark achievements as a Cabinet Minister include his selection as the best Finance Minister of the world in 1984 by Euromoney Magazine; Finance Minister of the Year award in 2010 by Emerging Markets, the daily newspaper of Record of IMF, World Bank etc.; and as the Defence Minister, opening the gates for stronger India-US defence cooperation by concluding the 'New Framework for US-India Defence Relations' in 1995. In this capacity, he also laid down the much-needed blue print for the modernisation of India's Armed forces and established procedures and systems to overcome crippling delays that had eroded the nation's defence capability. As the External Affairs Minister, he built the foundation for wider relations with the US, steering and signing the India-US Nuclear Agreement in 2010.

The Former President also served as the Chairman of around 95 Groups of Ministers (GoMs), during the two UPA Governments (2004-10), formed by an alliance of over a dozen disparate parties. His astute consensus building capability, his experience and seniority, was utilised by the government to resolve delicate and sensitive difference between Ministries that threatened to hamper the performance of the Government. In this manner, he played a crucial part and left a deep imprint on almost all the major policy decisions taken during the 10 years of the UPA Government.

Even as the President of India, a post of more ceremonial significance in a Parliamentary Democracy, he strove to be a catalyst on issues of critical importance to the country. During his five years in the Rashtrapati Bhavan, the largest office-cum-residence of any head of state in the world with its sprawling lawns and gardens, the Former President transformed his Presidency into what is now famously known as the 'People's Presidency'. He threw open the vast estate to the people and encouraged their participation in several activities taken during the Presidency. It brought throngs of people to the estate and by the end of his Presidency over five million had visited Rashtrapati Bhavan and its precincts, the majority taking advantage of the liberalised access to visit the world famous Mughal Gardens situated across the President's Study.

As the President, he reached out to millions in the country and abroad by starting a twitter account and an interactive Facebook platform to encourage their participation and involvement in several new innovative programmes of Rashtrapati Bhavan. They included workshops to sensitise people and promote schemes for environment protection, gender equality, innovation and skill development, for which various In-Residence programmes were launched. Through this programme, artists/innovators/scholars/teachers/students were able to reside in Rashtrapati Bhavan as a guest of the President for up to a month. Here they interacted with important people, worked in the areas of their expertise in the quiet of the precincts and returned as change agents of the society.

Another area of focused attention was innovation and its importance for the development of especially semi-urban and rural areas. To give innovations a platform for exhibition, celebrate and promote scientific temperament and technological innovation at the grass root level and disseminate information on them at a pan-Indian level, the Festival of Innovation was started at Rashtrapati Bhavan and held at regular intervals.

Prominent among the new initiatives were the efforts taken to promote higher education in the country. Towards this goal, the Visitor's Conferences of Vice Chancellors/Directors/Director Generals of Institutions of Higher Learning were held to formulate strategies, many of which are under implementation.

Taking the Presidency to the people, a 13-volume documentation of the history and the various aspects of Rashtrapati Bhavan was published besides providing online access to the library containing rare publications.

One of the major efforts was to create facilities for the people to better appreciate the important events in the nation, many of which the Rashtrapati Bhavan was a witness to. Two museums were built covering a space of over 11,000 square meters to house documents, artefacts and erect story-telling events relating to India's freedom struggle.

Over 60 cultural programmes were also staged in Rashtrapati Bhavan to encourage and promote the kaleidoscopic cultural facets of the country.

Several initiatives were taken to promote the happiness and wellness of the 7000 odd inhabitants of Rashtrapati Bhavan. The 4S initiative consisted of programmes for different age groups- 'Samagam,' for senior citizens 'Sparsh,' for differently abled children, 'Sanskar' for nutritional requirements of children and 'Sanskriti' for the holistic development of children aged 7-15.

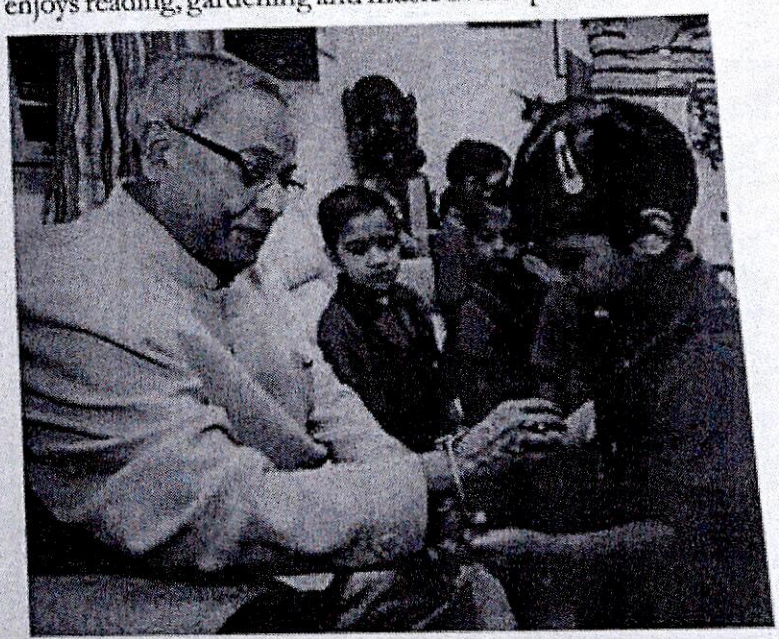
A pilot project of SmartTownships was initiated in the President's Estate. It has now transformed into the SmartGram Initiative to develop 100 villages of Haryana into Humane, Happy and Hi-tech villages in collaboration with the State Government, NGOs, public and private individuals. This work is now being taken forward through the Pranab Mukherjee Foundation.

The Former President is a recipient of several awards and honours including India's second highest civilian award, the Padma Vibhusan in 2008 and the Best Parliamentarian Award in 1997. He is recipient of Doctor of Laws Honoris Causa conferred by several universities both in India and abroad.

What perhaps the Former President will be most remembered in the history for is his scholastic temperament, his unwavering commitment to development through inclusive growth, his unflinching adherence to pluralism, rule of law and constitutionalism. To him, the last three are the keystones of democracy that have sustained India especially during the trying decades in the immediate aftermath of the nation's Independence. These pillars he has safeguarded zealously, without fear or favour, even during challenging times and in the face of adversarial circumstances that future historical research may testify.

The Former President was married to late Smt. Suvra Mukherjee, an accomplished singer of Rabindra Sangeet and an artist. He has two sons and a daughter.

A man of simple taste, Former President Mukherjee, enjoys reading, gardening and music in his spare time.



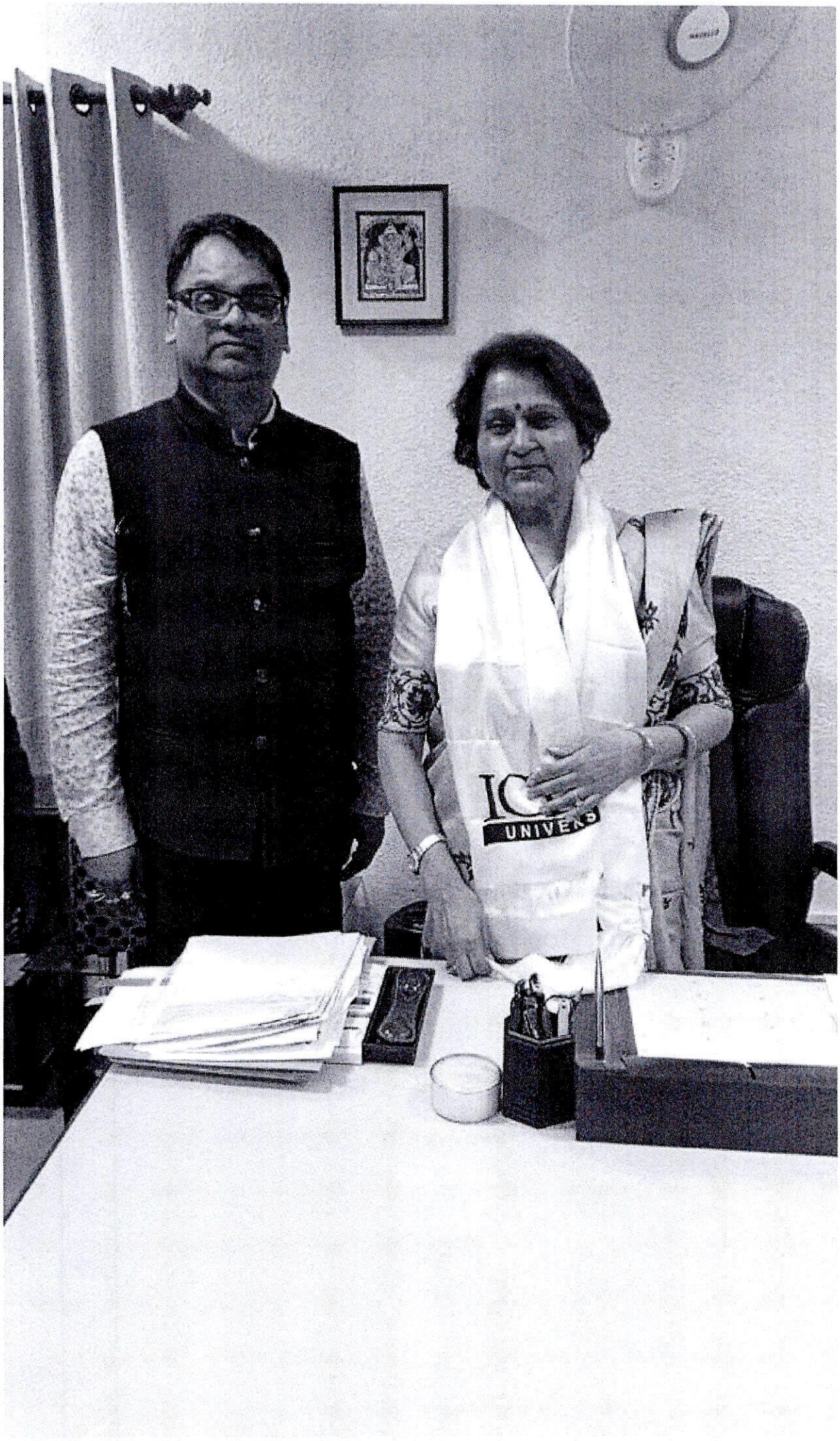
“Our universities and academic institutions must take a lead in imparting education which will help us meet the moral challenges of our times. They must help us build a modern democracy based on the values of human dignity and equality.”

Pranab Mukherjee

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FRIEDRICH EBERT STIFTUNG

09 December 2021

Professor J Mahender Reddy
Vice Chancellor
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Telangana, India

Dear Prof. Reddy,

Sub: **Recognition of the Marketing and Strategy Department of ICFAI Business School, Hyderabad a constituent of The ICFAI Foundation of Higher Education, as a Centre of Excellence in Marketing and Strategy.**

The Friedrich-Ebert-Stiftung, India office has been working in India since 1980s, on promotion of social democracy values: freedom, justice and solidarity. The Economy of Tomorrow (EoT) work line at FES primarily looks at transformative discourses dealing with three mega-trends in India that is energy transition, urban transformation and digital automation. Gender justice, digital justice and climate justice are integral to the work.

FES is working towards creating a coalition of progressive actors who can bring innovative ideas on table for creation of a socially equitable, resilient and smart development model for India, one which would serve as a roadmap for similar narratives globally.

FES India office, through EoT, has had the pleasure of working with the Marketing and Strategy Department of ICFAI Business School (IBS), Hyderabad on several occasions in the past. Noteworthy has been the cooperation on a 3-year long research project called Big Green: Scaling up Framework for Green Livelihood Initiative. This project had active collaboration between FES and Marketing and Strategy Department at IBS. The research was carried out in several regions of India and finalized in documentation of the entire process and creation of a framework. This is one of the pioneering works of FES and Marketing and Strategy Department at IBS since it combines the questions of sustainable environment, green economy and equality, all in one. The project was completed under a budget of approximately 16,000 Euros contributed by FES.

Another recent undertaking has been the Digital Transformation of Informal Sector Workers through EdTech. This has been done in collaboration with the Marketing and Strategy Department and the Centre of Excellence for Digital Transformation (CeDT) at the IBS. Here in again, the idea is to weave the livelihood security issues of informal workers with that of current digital revolution. A cross sectoral exploration of ground-realities, best practices, stakeholder mapping has been done. The project was completed under a budget of approximately 7,000 Euros contributed by FES.

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Going forward, it is intended to undertake an in-depth research of the sector from street vendors perspective and their digital transformation. The following facets of digital integration and digital justice can be studied – personal transformation (quality of life, change in status, societal outlook etc.), business opportunities (upward mobility, skill building, green jobs etc.) and regulation (supporting policies, suitable ecosystem, stakeholder compatibility etc.). This can be done for street vendors operating in the travel and tourism sector, as this has been one of the worst hit sectors during pandemic and still continues to suffer heavy losses. Within this, the idea would be to understand the complexities and opportunities in four different circuits - religious circuits, historical circuits, nature and wildlife circuits and heritage circuits.

The support, extended by the Marketing and Strategy Department as well as CeDT, in terms of personnel, time and facilities at the campus for these collaborative endeavors has been encouraging. The Department and Centre also ensures that their network of experts and professionals in field are merged with that of FES, resulting in high-quality engagements and discussions at consultations.

The faculty members of the Marketing and Strategy Department involved in the project are thoroughly invested in the project, managing organizational as well as content-related duties, without compromising on the outcomes of the project. They involve their students and alumni in the entire project cycle, for providing them with the right exposure to concurrent issues and engaging the upcoming generations in these crucial debates from start.

The established and trusted relationship of the Marketing and Strategy Department , the Centre as well as the IBS with senior government officials, policy makers, industry and corporate leaders makes the uptake of inclusive and progressive discourses within these stakeholder groups, much easier.

The Friedrich-Ebert-Stiftung, is pleased to recognize the Marketing and Strategy Department of ICFAI Business School, Hyderabad a constituent of The ICFAI Foundation of Higher Education, as a Centre of Excellence in Marketing and Strategy.

Yours sincerely

Ulrich Storck
Country Director
Friedrich-Ebert-Stiftung, India office

Mandvi Kulshreshtha
Program Adviser, Economy of Tomorrow
Friedrich-Ebert-Stiftung, India office

BIG Green journey

Developing a Scaling Up Framework for Green Livelihood Initiatives

Shailendra Singh Bisht
Gururaja Budhya
Mandvi Kulshreshtha
Sachin Kumar
Sandeep Kumar

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