



# Bharath

## INSTITUTE OF HIGHER EDUCATION AND RESEARCH

(Declared as Deemed-to-be University under section 3 of UGC Act, 1956)  
(Vide Notification No. F.9-5/2000 - U.3, Ministry of Human Resource Development, Govt. of India, dated 4<sup>th</sup> July 2002)



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Chennai - 600 073. Tamil Nadu.

Ref No.SMS-2015-O-317

Date: 20/03/2018

To  
Mr.Palaniraj. K,  
Assistant Professor/ Arts and Science,  
BIHER.

Thro: Concern Head of the Department

Greetings!!!

We are happy to announce that the Research Advisory Committee has approved your proposal for Seed Money Scheme-2015 which was presented by you. You are requested to complete the proposal and send the progress report to the Dean Research in the prescribed time period.

**Title of the Project: Brand name in consistency of market share and consumer decision.**

**Seed Money Amount: Rs.3,75,000/- (Rupees Three Lakhs and Seventy Five Thousands Only)**

**Approved on: 07/03/2018**

**Payment details:**

**Voucher No.317**

**Dated: 23/08/2018**

With Regards

  
Dean-Research