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Revathy Vishwanath  
Assistant Director I/c (RP)  
26716690

**Indian Council of Social Science Research**  
(Ministry of Human Resource Development)  
Aruna Asaf Ali Marg, New Delhi - 110067  
EPABX: 26741849-51 Fax: 91-11-26741836  
[rpr@icssr.org](mailto:rpr@icssr.org)

F.No. 02/138/2016-17/RP

Dated: 05.08.2016

The Registrar  
Assam University  
Silchar-788011, Cachar District  
(Assam)

**Subject: Sanction of Responsive Research Project entitled "Impact of TV Advertisements on Adolescent: A Study of Silchar Town of Assam to Dr. G P Pandey".**

Dear Sir,

The Indian Council of Social Science Research (ICSSR) considered the above research project submitted by Dr. G P Pandey, Head, Department of Mass Communication, Assam University, Silchar-788011, Cachar District (Assam).

2. The Study, as proposed by the researcher/(s), is to be located at and financially administered by your institution as per the guidelines of this award.

3. The ICSSR has sanctioned a grant-in-aid of Rs. 5,00,000/- (Rupees five lakh only) for the above research project and the grant will be released as follows:

First installment:	Rs.	2,00,000/-
Second installment:	Rs.	2,00,000/-
Final installment:	Rs.	1,00,000/-
<b>Total</b>	<b>Rs.</b>	<b>5,00,000/-</b>

\* The break-up budget approved by the ICSSR of Rs. 5.00 Lakh is enclosed.

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The first installment of the approved grant-in-aid will be released after the grant-in-aid bill duly filled in, stamped and signed by the Project Director as well as the affiliating organization. (GIB already received).

In case, the study involves survey research, the finalized schedules/questionnaires (5 copies) designed to elicit information should be sent to the ICSSR as per the following schedule:

- a) If the schedule /questionnaire for eliciting information is as per standard questionnaire, these will have to be sent to ICSSR immediately,
- b) If the schedule /questionnaire for eliciting information are to be designed afresh keeping in view the requirements of the project, these will have to be sent to the ICSSR within a period of six months in any case.

6. The second installment would be released on receipt of the **9 monthly** progress report on the project to be submitted by the Project Director in the prescribed format (enclosed) and simple statement of expenditure duly certified by the affiliating institution.

7. The Final installment will be released only after the receipt of the following documents under rule 1.10(3) of the ICSSR Research Grants and acceptance by the ICSSR:

- a) The final Report on the research project (in duplicate) in a publishable form.
- b) A short summary of the project report in duplicate in 2,000-5,000 words.
- c) Such data or information relating to the research project as may be asked for by the ICSSR for preservation in its Data Archives.
- d) The audited statement of accounts for all expenditure incurred together with utilization certificate in GFR 19-A form for the entire amount of the sanctioned grant.
- e) A statement of assets costing over Rs. 100/- and credit out of the project funds. Such assets are required to be donated to the affiliating organization after completion of the project.

8. The Director of the research project will be **Dr. G P Pandey**. Who will be responsible for its completion within **18 Months** from the date of commencement of the project, which is **1<sup>st</sup> September 2016** as intimated by the scholar.

9. In case, the Project Director does not submit the periodic/final project report as per schedule with adequate justification, the scholar may be debarred from availing all future financial assistance from ICSSR.

Rev. Dr. G. P. Pandey

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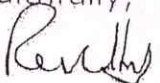
All grants from ICSSR are subject to the general provision of GFR 2005 and in particular with reference to the provision contained in GFR 209, GFR 210, GFR 211 and GFR 212.

1. The Project Director will ensure that the expenditure incurred by him conforms to the approved budget heads. The grant-in-aid is subject to all the conditions laid down in the ICSSR Research Grants scheme (responsive), available in the ICSSR website [www.icssr.org](http://www.icssr.org)

12. The expenditure on this account is debitable to the Budget Head-B Programmes Research Grants-Plan **General**. (10) Grant-in-aid for research project (s).

13. As per MHRD instruction, the amount of grant sanctioned herein is to be utilized by the end of the project duration. Any amount of the grant remaining unspent shall be refunded to the ICSSR immediately after the expiry of the duration of the project. If the grantee fails to utilize the grant for the purpose for which the same has been sanctioned/or fails to submit the audited statement of expenditure within the stipulated period, the grantee will be required to refund the amount of the grant with interest thereon @ 10% per annum.

Yours faithfully,

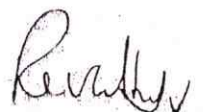


(Revathy Vishwanath)  
For Member Secretary

**Encl: as above**

Copy to:

1. Dr. G.P. Pandey  
Head,  
Department of Mass Communication,  
Assam University,  
Silchar-788011, Cachar District  
(Assam)
2. Finance Branch, ICSSR, New Delhi
3. Record file



(Revathy Vishwanath)  
For Member Secretary