

3.1.1 Grants received from Government and non-governmental agencies for research projects, endowments in the institution during the last five years (INR in Lakhs)

Name of the research project/ endowment	Name of the Principal Investigator/Co-investigator	Department of Principal Investigator	Year of Award	Amount Sanctioned	Duration of the project	Name of the Funding Agency	Type (Government/non-Government)	S.No.
Exploring the Relationship between Gamification-driven Financial Literacy Intervention, Financial Decision-making and Cognitive Biases: A Pre- and Post-test Experimental Study	Dr. Ratchana R / Dr. Nisha Mary Thomas	Management	2023	100000	1 year	AIMS Research and Innovation Fellowship Grant	Non Government	1
Developing a Branding Strategy for NVT Design Studio	Dr. Shyam S Prasad	Management	2021	700000	1 year	NVT Design Studio	Non Government	2
Enhancing Digital Media Effectiveness of NVT Brand	Dr. Shyam S Prasad	Management	2021	600000	1 year	NVT Quality Lifestyle Projects Ltd	Non Government	3
Mass Media Advertising Planning for NVT Quality Lifestyle	Dr. Shyam S Prasad	Management	2022	500000	1 year	NVT Quality Lifestyle Projects Ltd	Non Government	4
Business Valuation of QC	Dr. Nisha Mary Thomas	Management	2022	500000	1 year	NVT Quality Certification	Non Government	5


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