

INVERTIS UNIVERSITY, BAREILLY,
LUCKNOW NATIONAL HIGHWAY, NH-24, BAREILLY, UTTAR PRADESH 243123

REQUEST FOR FINANCIAL ASSISTANCE

DATE OF APPLICATION: 25.06.2022

(a) TO be Filled by Applicant

| | |
|--|--|
| NAME | Seema Barthwal |
| DESIGNATION | Assistant Professor |
| NAME OF INSTITUTION | Invertis University, Bareilly, |
| DEPARTMENT | Management & Studies |
| TITLE OF RESEARCH (Attached Annexure for additional details) | Promoting India as an spiritual Tourism Destination |
| STUDY LEAVE/RESEARCH ASSISTANT) | Research Assistant |
| NAME OF THE COLLABORATED INSTITUTION | Invertis University, Bareilly |
| SUPERVISOR/GUIDE (INTERNAL) | Prof. A.R. Shukla & Dr. Mobin Anwar |
| DATE OF JOINING PhD | 01.07.2021 |
| REQUESTED AMOUNT IN INR | 45,000/- |

I hereby declared that all the information given by the applicant is true and appropriate in my knowledge as per the guidelines stated in the Employee Manual.







Registrar
Invertis University
Bareilly


Signature

(b) To be Filled by Committee

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|----------------------------|--|
| STATUS (APPROVED/REJECTED) | Approved |
| AMOUNT GRANTED IN INR | 45000/- |
| COMMENT / REMARKS | Objective is to promote India's Tourism and help grow economically & socially. |

SIGNATORIES

| Supervisor | Research Coordinator/Head of Department | Dean (R&D) | Vice-Chancellor |
|---|--|---|---|
|  |  Head Department of Commerce Faculty of Management Invertis University, Bareilly (UP) |  Dean Research and Development Invertis University, Bareilly |  VICE CHANCELLOR INVERTIS UNIVERSITY BAREILLY |



Registrar
Invertis University
Bareilly

ANNEXURE

- **PROJECT TITLE** Promoting India as a Spiritual Tourism Destination.

- **AIM AND OBJECTIVE**
 - To assess the unique spiritual & cultural assets of India & their appeal to international tourists, with a focus on understanding their preferences & expectations.
 - To analyze the marketing & promotional strategies employed by the Indian govt. & tourism industry to position India as a spiritual tourism destination & evaluate their effectiveness.
- **METHOD OF RESEARCH**

The research is exploratory in nature and followed by Questionnaire & data analysis.

- **MATERIAL REQUIREMENT**

- **SPLIT EXPENDITURE**

| <u>S.No</u> | <u>Item Description</u> | <u>Amount in INR</u> |
|-------------|---|----------------------|
| 1 | Paper presentation Expenses: Fees for publishing research papers in academic journals or presenting at conferences. | 15,000/- |
| 2 | Travel Expenses and Fieldwork: Costs associated with travel to research sites, data collection locations, conferences, workshops, or seminars related to the research. | 8,000/- |
| 3 | Accommodation Expenses | 10,000/- |
| 4 | Research materials and Supplies (laboratory equipment, chemicals, reagents, software licenses, books, and any other materials necessary for data collection and analysis.) | 2,000/- |
| 5 | Surveys and Questionnaires: Expenses related to designing, printing, and distributing surveys or questionnaires. | 2,000/- |

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|----|---|--------|
| 6 | Communication and Internet: Expenses for communication tools, internet connectivity, and web hosting for research-related activities. | 2000/- |
| 7 | Intellectual Property Costs: Legal fees or patent application expenses for protecting intellectual property resulting from the research. | - |
| 8 | Printing and Photocopying: Expenses for printing research-related documents, posters, or handouts. | 2000/- |
| 9 | Contingency Fund: A reserve amount set aside to cover unforeseen expenses or budget fluctuations during the research project. | 3000/- |
| 10 | Other | |

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|----------------------------|----------|
| <u>Total Amount</u> | 45,000/- |
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Signature of Applicant

Registrar
Invertis University
Bareilly