



**NALLAMUTHU GOUNDER MAHALINGAM COLLEGE  
(AUTONOMOUS)**

Re-Accredited by NAAC and ISO 9001:2015 Certified Institution  
Affiliated to Bharathiar University, Pollachi – 642001; Coimbatore (Dt)



**SEED Money for Research - Faculty Empowerment System**

**Allotment letter**

**Date 7.2.24 @ Board Room**

To:

2	Dr Mohanasundari T	UG CA	Impact of Consumer Behaviour on Brand Equity for Refrigerator with special reference to Coimbatore District.
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Sir/Madam

**Sub:** IV Cycle of SEED Money for Research - SF Faculty , your proposal titled as above

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**Ref:** Minutes of the meeting dated 7.2.24 on SEED Money

We are happy to sanction Rs 25,000/= (Twenty Five thousand) only to you for a period of 6 (six) months to enrich your quality of research to make you mobilize resources for your individual research from external funding agencies for your research activities at NGM College.

You are requested to abide by the Terms and Conditions for SEED Money attached herewith.

You are requested to give an acceptance letter to Principal through Dean Office.

**PRINCIPAL**  
**NGM COLLEGE POLLACHI**  
Executive officer

Dr. T. Mohana Sundari received the copy of this sanction letter for SEED Money with Terms and Conditions . I have read the Terms and conditions and will abide them

Name of the Faculty

Department

Signature of the Faculty

2 Dr. T. Mohana Sundari UG-CA

T. Mohana Sundari