



அரசு கலை மற்றும் அறிவியல் கல்லூரி  
சத்தியமங்கலம் - 638 401, ஈரோடு மாவட்டம், தமிழ்நாடு.  
**GOVERNMENT ARTS AND SCIENCE COLLEGE**  
(Recognized u/s 2(f) & 12 (B) of the UGC Act, 1956. A Co-educational institution affiliated to Bharathiar University, Coimbatore)

www.gascathy.ac.in

e-Mail: gascathy@gmail.com

Phone : 04295-297141

3.1.1.1. Total Grants from Government and non-governmental agencies for research projects /endowments in the institution during the last five years (INR in Lakhs)



Phone Off : (044) 2844 5570 / 2844 6486 / 2844 5974  
Fax : (044) 2844 6486

**TAMILNADU STATE COUNCIL  
FOR HIGHER EDUCATION**

Lady Willingdon College Campus,  
Kamarajar Salai, Chennai - 600 001

**K. VIVEKANANDAN, I.A.S.,  
Member Secretary [FAC],**

**Rc.No. 1351/2019 A**

**Date: 04-02-2020**

Sir,

Sub: Scheme of 'Minor Research Project' for the year 2019-2020 -  
Proposals selected for fund - Reg.

Ref: This council even number letter dated.20.08.2019.

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Tamil Nadu State Council for Higher Education is pleased to inform you that your project titled as "Students understanding of social advertisements and their contribution for societal development- a comparative analysis of pre and post advertising" has been selected for funding under the scheme 'Minor Research Project' for the year 2019-2020. TANSCHCE wish to inform you that the mid-term report will be reviewed by the experts to check the originality of the Research Project for the release of the funds and it should be submitted on or before 31<sup>st</sup> July 2020. There will be a review on the final report and it has to be submitted on or before 28<sup>th</sup> February 2021. The norms specified for this scheme is enclosed in a separate sheet. Kindly follow the norms and give an undertaking (enclosed) that your work is genuine and not published before of carried out earliest by any one or in any form. Kindly stick on to the deadlines for the submission of the reports or otherwise the project would not be considered for further funding.

Sd/-  
MEMBER SECRETARY [FAC]

//Forwarded by order//

RESEARCH OFFICER

Encl: As above.

Copy to:  
Dr.K. Ponglannan,  
Assistant Professor,  
Department of Commerce,  
Government Arts & Science College,  
Sathyamangalam - 638 401

To  
The Principal,  
Government Arts & Science College,  
Sathyamangalam - 638 401



  
Principal  
Government Arts & Science College  
Sathyamangalam  
Erode District.