

28/c

FORM RDRM C

PROPOSAL FOR APPROVAL FOR TAKING UP CONSULTANCY

Please refer to Statues SA38 for more details

1. TITLE OF PROPOSED PROJECT: MOOD OF VOTERS SURVEY
2. Principal Consultant
 - a. Name: Nilesh Borde & Purva Hegde Desai
 - b. Designation: PROFESSOR
 - c. Department: GOA BUSINESS SCHOOL
3. CLIENT:
 - a. Firm: PRUDENT MEDIA
 - b. Address for Communication: St. Inez, Behind Caculo Mall, Panjim, Goa
 - c. Contact person in the Organization: Mr. PRAMOD ACHARYA
4. Names, Designation and Department of the staff members involved in this consultancy (including students)
 - 1] Nilesh Borde, Professor, GBS
 - 2] Purva Hegde Desai, Professor, GBS
 - 3] Amrut Jhet, MTS, GBS
5. Name and Address of Outside Expert (if any) involved in the Consultancy: NIL
6. Whether the Consultancy shall make use of any University facilities such as equipment or laboratory: No
7. Time Schedule
 - a. Duration (Weeks, months or years): 5 Days
 - b. Starting Date: 29/9/2021
8. Estimate of Charges
 - a. Honoraria to consultant(s), staff of laboratory and others.

Consultant Share	86,956 - 00
Other members Share	00,000 - 00
University Share (as per SA38.2.vii)	00 - 00
 - b. Cost of materials used in carrying out consultancy.

	00 - 00
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 - c. Computer charges.

	00 - 00
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 - d. Charges for use of laboratory equipment and instruments.

	00 - 00
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 - e. T.A./D.A. for visits to sites.

	00 - 00
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 - f. Administrative/overhead charges to be paid to the University (@15%)

	00 - 00
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 - g. Miscellaneous.

	00 - 00
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13,044 - 00

TOTAL

1,00,000 - 00

9. Give a brief description of the work to be done that includes scope of the work, Receivables from the client and Deliverables to the client. (As annexure I)

Declaration by Consultant(s)

- A. I/we shall ensure that the proposed consultancy project does not affect my/our regular academic, research and related activities and other duties which are assigned to me/us by the University.
- B. Number of Consultancies at present with me/each one of us do not exceed four in number.
- C. This is to certify that there is no close relationship between me/us and the client funding the consultancy project, or any vendor to whom payments are to be made from the consultancy project funds, or any such issue leading to conflict of interests.
- D. We have agreed to share the Honorarium as per following distribution.
- E. I/we undertake to abide by all the provisions of Statute SA-38 in connection with the Consultancy project proposed herewith.

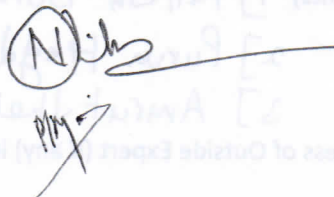
Name	Proposed share
Nilesh Borde	35,000-00
Purva Hegde Desai	35,000-00
Amrut Shet	16,956-00

Nilesh Borde

Purva Hegde Desai

Signatures of Consultants

(separate forms may be submitted if the consultants are from different department)



Declaration by Head of the Department

- A. For the present consultancy the CLIENT Prudent Media
has requested the services of Prof. Nilesh Borde & Prof. Purva Hegde Desai

(letter may be placed for records) and these faculty members may be permitted to take up the consultancy work.

- B. Based on the expertise available in the Department, following member(s) of the Department have been assigned the present consultancy work.
- a. Prof. Nilesh Borde
 - b. Prof. Purva Hegde Desai
 - c.

[Signature]

Signature of the Head of the Department

Dean

Goa Business School,
Goa University

The present consultancy project has been registered in RDRM and the reference number is

GU/D-RDRM/consult./Prudent Media/NB/GBS/20/2021-22.

[Signature]
06/10/2021

Signature of In-charge RDRM

Approved/~~Not Approved~~

[Signature]
Vice Chancellor
08/10/2021

FORM - C
ANNEXURE - I

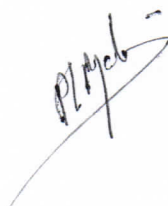
Prudent Media, a leading local news channel in Goa is gauging the mood of the state by conducting a citizen satisfaction survey with respect to the upcoming state elections. As consultants we are expected to:

1. Design a questionnaire
2. Analyse the data collected.
3. Give interpretation of the data received.
4. Give them graphical reports which will be used by them in their programme and
5. Be a panel member on their programme to explain the survey and analysis.

The data collection is the responsibility of Prudent Media. We shall receive:

1. Data collected by Prudent Media;
2. ₹ 1,00,000 towards consultancy charges inclusive of 15% university overheads in the name of Registrar, Goa University.

The time duration shall be 5 days starting 29th September to 3rd October.





Amrut Shet <amrutshet01@gmail.com>

Fwd: Prudent Media Survey

1 message

Nilesh Borde <nileshborde@unigoa.ac.in>
To: Amrut Shet <amrutshet01@gmail.com>

Thu, Sep 23, 2021 at 11:43 AM

----- Forwarded message -----

From: **Pramod Acharya** <pramod.reporter@gmail.com>

Date: Fri, 17 Sep 2021, 10:26

Subject: Re: Prudent Media Survey

To: Nilesh Borde <nileshborde@unigoa.ac.in>

Cc: Purva Hegde Desai <purva@unigoa.ac.in>, louisj <louisj@fomento.com>, Joe Louis <louisj@ilpl.biz>

Dear Nilesh,

Thanks a lot for your response.

Considering the situation you mentioned in your email, we have arranged for a team that would handle the data collection.

However, we would like to continue with our association with the University and Goa Business School in particular, as we have got the results bang on every time we have done it together.

My humble request to you would be to get associated with us for designing of questionnaire, selection of samples, cross tabulations, findings and representation on the expert panel during shooting of the show based on the survey.

We have factored the consultancy fee in our budgeting already.

Hoping for a positive reply.

Cheers,

Pramod Acharya
Editor
Prudent Media

On Thu, 16 Sep, 2021, 1:56 pm Nilesh Borde, <nileshborde@unigoa.ac.in> wrote:
Dear Pramod,

Thank you very much for your mail. Principally would love to do this survey, subject to receiving the approval from university.

However, due to pandemic it is difficult for us to involve the students in doing the survey. If Prudent is able to do the data collection, we will surely help with questionnaire designing, data analysis and interpretation.

If you think fit please let me know. The probable consultancy charges will be 1,00,000 (Rs. One lakh Only) including university overheads.

Looking forward to your response.

Best regards,

On Mon, 6 Sep 2021, 22:06 Pramod Acharya, <pramod.reporter@gmail.com> wrote:
Dear Nilesh,

Prudent Media intends to carry out Mood of the State survey this time also before the election like last time.

We would request Goa Business School of the Goa University to conduct the survey for us, like always.

We plan to telecast the survey findings on 2nd October, anniversary of Prudent Media.

We hope that the survey could be carried out between 20th and 27th September with a minimum sample size of 5000 voters i.e. minimum 125 samples from each constituency.

Kindly provide us with cost/ quotation for the same exercise.

Awaiting your reply.

Cheers,

Pramod Acharya
Editor
Prudent Media

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