



**RV Institute of Management**

CA 17, 36th Cross Rd, 26th Main, 4th T Block East,  
Jayanagar, Bengaluru, 560041, Karnataka, India

Affiliated to  
Bengaluru City  
University

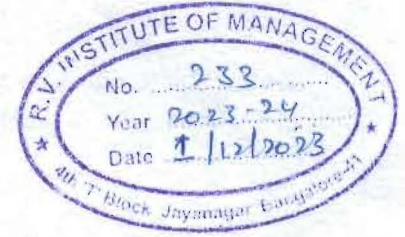
Approved by  
AICTE, New Delhi  
Accredited by NAAC  
with A+ Grade

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Ref: 324/RVIM/MBA/2023-24

Date: 29<sup>th</sup> November 2023

To,  
**The Hon. Secretary**  
**RSS Trust,**  
**II Block, Jayanagar,**  
**Bengaluru**



Respected Sir,

**Subject: Research Assignment from M/S Ashok Leyland Ltd.**

We are pleased to inform you good self that Mr. Subhadip Das, Area Manager, Ashok Leyland LCV approached us to take up the research assignment on "Analysing the Market Potential for Ashok Leyland MITR School bus in Bangalore City". we have executed two such projects for them in the year 2019-20 and 2022-23 and they were satisfied with our work.

The total expenditure involved estimated at Rs. 350,000.00(Three Lakhs Fifty Thousand only) will be reimbursed by M/S Ashok Leyland Ltd as detailed in the proposal. We will request them to transfer the amount to RSST and show it as grant to conduct this consultancy assignment.

The net surplus after covering all expenditure including provision made towards the faculty honorarium will be shared between the Institute and the faculty members as per institutional norms.

The detailed research proposal is attached herewith for your kind perusal and Approval.

This will help us in accreditations as well.

Thanking you

Truly yours

*(Signature)*  
**(Dr. Purushottam Bung)**  
Professor and Director



*Atce + Santosh*

*Pl. plan & take it forward*

*01/12*

*Approved*  
*(Signature)*  
*29/11*

## RESEARCH PROPOSAL

**THEME OF PROPOSAL:** - Analyzing the Market Potential for Ashok Leyland MITR School Bus in Bangalore City.

### **OBJECTIVES:**

1. To assess the market potential for Ashok Leyland MITR School Bus (ICSE, CBSE, aided and un-aided private schools) (Around 1300 - 1500 schools) in Bangalore City
2. To identify client's requirement in terms of number of buses including seating capacity, cost and emission norms (BS) with respect to Ashok Leyland MITR School Bus

### **TIME LINE:**

- Initial discussion with students and faculty members with Ashok Leyland's representatives on **28<sup>th</sup> November 2023**
- Field survey will be conducted from **2<sup>nd</sup> January 2024**
- Data Analysis and reporting will be done from **10<sup>th</sup> Jan 2024**
- Sharing and briefing of findings of the study with sponsors of the consultancy project on **13<sup>th</sup> Jan 2024**
- Final report submission will be done on **16<sup>th</sup> Jan 2024**

### **BUDGET PROPOSAL:**

S.NO	PARTICULARS		AMOUNT
1.	Student field investigators	a) Stipend Rs 1000 * 70 members = 70000 b) Daily allowance (food and fuel) Rs 400 * 70 members * 7 days = 196000	Rs. 266,000.00
2.	Honorarium to Faculty Research Supervisors/ consultants (Rs 7000 * 8 members)		Rs. 56000.00
3.	Honorarium to Analytical Team of Technicians & Students (Rs 4000 * 5 members)		Rs. 20,000.00
4.	Designing and Printing the Report		Rs. 5000.00
4.	Miscellaneous Expenses		Rs. 3,000.00
5.	<b>Total</b>		<b>Rs 350000.00</b>

  
29/11/23

## **BRIEF PROFILE OF FACULTY RESEARCH SUPERVISORS:**

### **1. Dr. Purushottam Bung**

B.E. (E&C), PGDM (Australia), MBA (Australia), Ph.D. in Management

Professor and Director, Interest area: Strategy and Entrepreneurship

Dr. Bung was conferred with "Distinguished Educator" award by the Discovery Media, New Delhi in 2013. In 2015 he has been awarded as 'Best Director of a B-school in Karnataka' as part of education excellence awards – 2015 by Brands Academy, Delhi. He is member of many Associations and Institutional bodies like; AIMA, AIMS, ISTD, NHRD, SMF, ISABM, MEDC, SEE, EPSI, AICP, MTC Global, etc. He was the treasurer of AIMS (Associations of Indian Management Schools) (Karnataka & Kerala Chapter) and is Vice President of APMINK (Association of Private Management Institutions of North Karnataka). Dr. Bung has been offering management consultancy services to local businesses and entrepreneurs as well. He has rich entrepreneurial experience of around fifteen years, working as management consultant for many MSMEs of Karnataka.

### **2. Dr. Santhosh M**

B.Sc., MBA, M.Phil., PGDHRM, Ph.D.

Associate Professor, Department of Marketing

Interest area: Statistics, OR and Retailing

He has published several research papers in national and internationally renowned and refereed journals. He has also presented research papers in both national and international Conferences. He has served as Member, BOE for Reputed Management Institutes at Bangalore and Mysore. He holds professional membership of QCFI and AIMA. He is a certified Apple DPD Educator. Received Best Paper award for the research paper presented at national conference organized by JSSATE in the year 2013.

### **3. Prof. N. Nagasubba Reddy**

M.Sc. (Computer Science), MBA

Assistant professor, Interest area: Business analytics

Area of Specialization is Systems. Participated and presented paper in National and International conferences. Certification from International School of Computer Technology, New Delhi. Involved in setting up the state-of-the-art technology in the computer labs. Other areas of interest are event management, reading books. Imparting computer skills for senior citizens through Centre for Information Technology.

**4. Dr. Dileep S**

MBA, M.Phil. (PhD)

Assistant Professor, Interest area: Finance

Specialized in the area of Accounts, Finance, International Finance and Derivatives. Published research papers in international and national journals. Has ten years of teaching experience. Presented and published research papers in international and national conference. Has attended and organized various workshops, FDPs and conferences. Has been invited as a guest faculty for several MBA Colleges in Bangalore.

**5. Dr. Jahnavi M**

**B. Tech, MBA, Ph. D in Management**

Associate Professor, Interest area: Business analytics

Core areas of teaching are Finance, derivatives, International Finance. She has around 14 years of teaching experience in Commerce and Management in the capacity of Assistant professor in reputed colleges in Bengaluru and Tirupati. She has authored books on Research Methodology, Application of Financial Econometrics and on Data Envelopment Analysis. She has published around 27 research articles in various prominent national and international journals. She has presented around 21 research papers in both national and international conferences.

**6. Dr. Vinay K S**

**B.E. M. Tech (Engineering & Management), Ph.D. (Mechanical Engineering)**

Asst. Professor, Interest area: Business analytics

With 8 years of experience, he has taught Engineering and Management Undergraduate and Post Graduate programs in different capacities during this period. He is also a freelance graphic designer and content crafter. He has a passion for research in agriculture sustainability and big data analytics. He has published papers in international journals and book chapters in the field of sustainable agriculture and big data analytics.

**COMMITMENT FROM SPONSORS**

1. Issue of T-Shirts with logo and ID Cards to all the student field investigators, faculty members and analytical team (90 nos.).
2. Certificate of appreciation to all the student field investigators.
3. Letter of appreciation acknowledging the services offered by faculty resource supervisors