14.04.2025

To

Dr Sumera Aluru
Associate Professor
RV Institute of Management
Bangalore

Dear Madam,

Greetings!!

Subject: Award of ARIF Grant - 2024-25

We are pleased to inform you that the project proposal titled *"Effectiveness of Fintech Apps in Financial Literacy and Responsible Finance among Lower-Income individuals"*, submitted and presented by:

Principal Investigator – Dr Sumera Aluru, Associate Professor

Co-Investigator – Dr Purushottam Bung Professor and Director and Dr Jahnavi M Associate Professor

has been approved for a grant-in-aid of up to **Rs. 1,00,000**/- (Rupees One lakh only). The study should be completed in one year from now.

You are requested to commence the study immediately and submit the interim report by the end of August 2025. A statement of the expenses incurred till that point, along with vouchers, may please be emailed for facilitating release of the first installment of the grant, along with information relating to your affiliating institution and its banker(s) for RTGS/NEFT payment.

We wish you 'the best of luck' for the study.

Yours sincerely, *Dr Ch S Durga Prasad*
Executive Director
Association of Indian Management Schools
6-3-348, First Floor, A-Block,
Midtown, Road No.1, Banjara Hills,
Hyderabad - 500 034, Telangana

Web: **aims.org.in**; **atmaaims.com**

CC: Dr Jahnavi M, Associate Professor & Head of the Institution