

GLA University (Track ID: UPUNGN11537)

INDEX (2018-19)

3.5.2 Revenue generated from consultancy and corporate training during the last five years (INR in Lakhs)

3.5.2.1: Total amount generated from consultancy and corporate training year wise during the last five years (INR in lakhs)

S. No.	Name of the consultant	Name of consultancy project	Consulting/Sponsoring agency with contact details	Year	Revenue generated (INR in Lakhs)	Page No/ Hyperlink
1	Prof S.V.Singh Department Of Biotechnology	70 Cows under JD control program using indigenous vaccine- 70 dosed given	Mr. Rajinder Singhal, Bharat Mata Goshala Pranayas, Narela, New Delhi	2018	0.0700	2
2	Prof S.V.Singh Department Of Biotechnology	Crohn's enterites and structure in interstime symptoms+ Cryptosporiodiosis Diagnosis by 4 tests (ZN staining, PCR and ELISA) & therapy	Mr. Nihal Singh, Pradhan, Tyoga, Bharatpur, Rajasthan	2018	0.0500	7
3	Prof S.V.Singh Department Of Biotechnology	Crohn's enterites and structure in interstime symptoms+ Cryptosporiodiosis Diagnosis by 4 tests (ZN staining, PCR and ELISA) & therapy	Dr. Vishnu Narayan	2018	0.0500	11
4	Prof S.V.Singh Department Of Biotechnology	Indigenous vaccine against Johne's disease in Goats- 10 dosed given	Mr. Amit Agrawal, Journalist, Jansatta, New Delhi	2019	0.0050	16
5	Dr. T Guru Sant Dr. Ankit Saxena Prof. Vikas Tripathi Institute of Business Management	Developing New business Opportunities in India Business Strategy Setting up new ERP system	Indian Stone Industries	2019	0.0500	19
6	Dr. Aneesya Sharma, Dr. Seemant Yadav, Dr. Utkal Khaneelwal Department of Management	Advertising and Promotion Strategies	SJP INDIA Associates, Mathura (U.P)	2019	0.6356	28
7	Dr. Kushagra Kulshrestha, Dr. Vivek Agrawal Department of Management	Promotion Plan for the Real Estate Business	Koshda Buildcon Pvt Ltd, Mathura	2019	0.6356	44
8	Dr. Utkal Khandelwal Dr. Seemant Yadav Department of Management	Project on Strategic Tie-ups for Business Expansion	Wingston Hotel , Mathura	2019	0.7203	57
9	Dr. Ankit Saxena Prof. Vikas Tripathi Institute of Business Management	Advertising and Promotion Strategies	DEKBAC GLOBAL LLP	2019	0.5932	73
10	Prof. S. V. Singh Department of Biotechnology	Crohn's enterites and structure in interstime symptoms+ Cryptosporiodiosis Diagnosis by 4 tests (ZN staining, PCR and ELISA) & therapy	Arun J Thomas, USA	2019	0.0500	97

महामन्त्री :

भारत माता कल्याण प्रन्यास
भारतीय संस्कृति के ज्ञान विज्ञान
का प्रचार प्रसार

संरक्षक :

गोपाल गौसदन हरेवली दिल्ली
4000 गोंवश का सेवा प्रकल्प

न्यासी :

श्रीकृष्ण गऊशाला
मुलतानपुर डचास, दिल्ली
7500 गोंवश का सेवा प्रकल्प

राष्ट्रीय महामन्त्री :

भारतीय गोंवश रक्षण संवर्धन परिषद
संस्कृत मोचन हनुमान मन्दिर
सेक्टर 6, रामकृष्ण पुरम,
नई दिल्ली

न्यासी :

मर्वेश्वर नारायण गोशाला
मांट, बुंदेलखण, उ.प्र.

प्रधान :

श्री राम गोशाला न्यास
शुक्रतीर्थ उत्तरप्रदेश

गो / 415

आदरणीय श्री प्रो०डी०एस०चौहान जी

उपकुलपति महोदय

गिरधारी लाल अग्रवाल, विश्व विधालय

मथुरा, उत्तर प्रदेश ।

विषय :- **गोंवश को टीकाकरण ।**

महोदय ,

नरेला दिल्ली में हमारी गोशाला है जिसमें **70 गोंवश** है गत कई वर्षों से **डा०शुर्वीर सिंह** जी ने जोनी बीमारी के टीकाकरण की सुविधा हमें दी हुई है जिसका हमें लाभ मिल रहा है गोंवश का स्वास्थ्य काफी अच्छा रहता है-

आपसे निवेदन है कि इस वर्ष में हमारी 20 बछड़ियों का टीकाकरण कराकर कृतार्थ करें-

धन्यवाद

आपका अपना

राजेन्द्र सिंहल

महामन्त्री

भारत माता कल्याण प्रन्यास

9810055638


प्रतिलिपी:- डा० शुर्वीर सिंह जी HOD

BIO Technology Department

17 Km Stone , NH-2, Mathura Dell i Road

P.O.Chaumuhan , Mathura-281-40 (U.P.)

कार्यालय व निवास : के.सं. 312, अग्रसेन मार्किट, स्टेट बैंक के सामने, बवाना रोड, नरेला, दिल्ली-110040

मो : 9810055638 फ़ैक्स : 011-27282881 E-mail : singhalrahul4@gmail.com  rajendersinghal134@gmail.com



दिनांक: 27/09/2018

डॉ० शूर वीर सिंह
प्रो० एवं विभागाध्यक्ष
विभाग बायोटेक्नोलॉजी
मो०: 9412826674, 9719072856

सेवा में,
श्रीमान् राजेन्द्र सिंहल जी
के०सं० 312, अग्रसेन मार्किट
स्टेट बैंक के सामने
बवाना रोड़, नरेला
दिल्ली-110040

आपके पत्रांक गो/415 दि० 06/09/2018 के बावत आवगत कराना है कि आपके अनुरोध पत्र का श्रीमान् कुलपति महोदय ने प्रति गाय रू० 100/- के हिसाब से रू० 10,000/- मात्र निम्न खाते में जमा करा दें।

Account Name: Consultancy A/C **GLA University**

Account Number: 199901000009038

Bank Name: Indian Overseas Bank

Bank Address: GLA Engg. College, Ajhai Village & Post Ajhai, Mathura

IFSC Code: IOBA0001999

आपके द्वारा भुगतान करने के पश्चात जी०एल०ए० विश्वविद्यालय अपनी टीम भेजकर गायों का उपचार करने की व्यवस्था सुनिश्चित करा देगा।

डॉ० शूर वीर सिंह
विभागाध्यक्ष, बायोटेक विभाग

[Signature]
27/09/2018

महामन्त्री :

भारत माता कल्याण प्रन्यास
भारतीय संस्कृति के ज्ञान विज्ञान
का प्रचार प्रसार

संरक्षक :

गोपाल गौसदन हरेवली दिल्ली
4000 गोवंश का सेवा प्रकल्प

न्यायी :

श्रीकृष्ण गऊशाला
मुलतानपुर डबवास, दिल्ली
7500 गोवंश का सेवा प्रकल्प

राष्ट्रीय महामन्त्री :

भारतीय गोवंश रक्षण संवर्धन परिषद
संकेत मोचन हनुमान मन्दिर
संकेत 6, रामकृष्ण पुरम,
नई दिल्ली

न्यायी :

सर्वेश्वर नारायण गोशाला
मांटे, कुंदावन, उ.प्र.

प्रधान :

श्री राम गोशाला न्याम
शुक्तीर्थ उत्तरप्रदेश

अ. 1416.

दिनांक 1/10/2018

आदरणीय प्रो० डी०एस० चौहान जी

उपकुलपति महोदय

गिरधारी लाल अग्रवाल, विश्व विद्यालय

मथुरा, उत्तर प्रदेश ।

विषय :- गोवंश को टीकाकरण ।

आपके पत्रांक 27/9/18 के संदर्भ में हमारे पास 70 गोवंश है
आपके खाते में ₹ 7000/- जमा करा दिये है कृपया शीघ्र टीम भेजकर
हमारे गोवंश का टीकाकरण कराने की व्यवस्था कर अनुग्रहित करे-

धन्यवाद

आपका अपना

राजेन्द्र सिंहल

महामन्त्री

भारत माता कल्याण प्रन्यास

9810055638

Dr. Shree Vir Singh
H. S. B. -
Biotechnology
Bharat

कार्यालय व निवास : के.सं. 312, अग्रमैन मार्केट, स्टेट बैंक के सामने, बवाना रोड़, नरेला, दिल्ली-110040

मो : 9810055638 फ़ैक्स : 011-27282881 E-mail : singhalrajendra@gmail.com rajendersinghal134@gmail.com

Printed By : Luktesh Kumar Gautam

Reference No.: 991810300006

CONSULTANCY FEE

A/C No.: ~~101-9038~~

Date: 30/10/2018

Session:	2018-19
Depositor Code:	GLA118501
Depositor Name:	Shoor Vir Singh
Amount:	5000.00

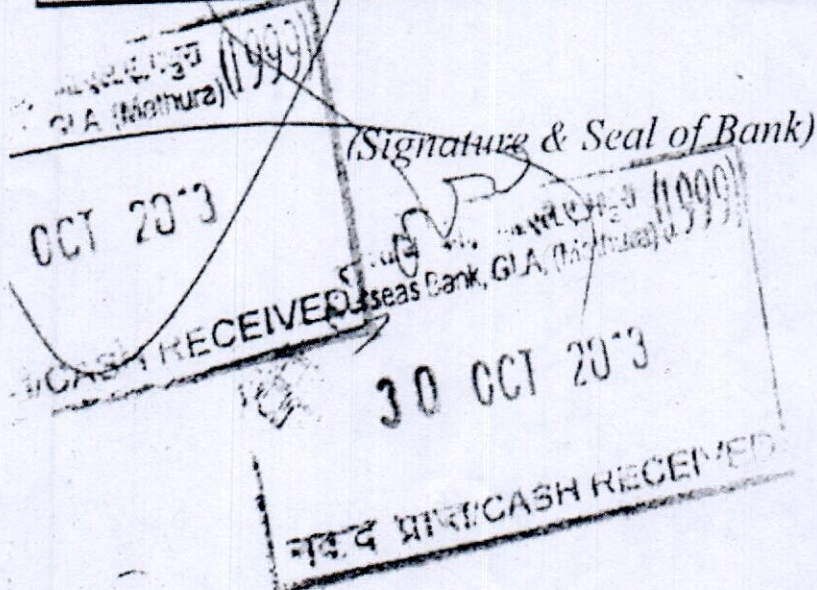
Five Thousands Only

**Purpose of Depositing Amount - Amount
Received From Shoorvir Singh Hod Biotech
For Consultancy Fee (9038)**

(Remitter's Signature)

Contact No. 9719072856

DD No.	Bank	Payable	Amount
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TYPE: SAVINGS ACCOUNT - PUBLIC
A/C NO. 199901000009038
M/S. CONSULTANCY A/C GLA UNIVERSITY
200/1 RAMANA RETI VRINDABAN
MATHURA, UTTAR PRADESH-281121

DATE: 27-01-2021
PAGE: 1

STATEMENT OF ACCOUNT FOR THE PERIOD OF 01-04-2018 TO 31-03-2020

DATE	PARTICULARS	CHQ. NO.	WITHDRAWALS	DEPOSITS	BALANCE
01-04-2018	Int. Pd: 01-02-2018 to 30-04-2018: 199901000009038				5,30,735.61Cr
04-05-2018	TO GATE PAPER	128385	2,13,986.00	3,914.00	5,34,649.61Cr
19-06-2018	-GLA CANTEEN	128386	20,559.00		3,20,663.61Cr
21-06-2018	CHRGs- SMS ALERT JUNE 2018		17.70		3,00,104.61Cr
16-07-2018	NEFT-HDFC-N198180587647072-SAN PRINTS-VMP502470			20,121.36	3,00,086.91Cr
17-07-2018	NEFT-SBIN-SBIN41822464252-PAO Dept o-/URGENT/GRAN			18,79,750.00	3,20,208.27Cr
10-08-2018	Int. Pd: 01-05-2018 to 31-07-2018: 199901000009038			3,782.00	21,99,958.27Cr
13-08-2018	CHRGs- SMS ALERT SEPTEMBER 2018		17.70		22,03,740.27Cr
24-09-2018	Charges for PORD Customer Payment : 000133899506		5.90		22,03,722.57Cr
25-09-2018	CASH			7,000.00	22,03,716.67Cr
01-10-2018	PRABAL PRATAP SINGH	128387	40,000.00		22,10,716.67Cr
04-10-2018	NEFT-IDIB-IDIBH18303300064-AJIT KUMAR-/ATTN/FUND-/				21,70,716.67Cr
30-10-2018	991810300006				21,75,716.67Cr
05-11-2018	Int. Pd: 01-08-2018 to 31-10-2018: 199901000009038			5,000.00	21,80,716.67Cr
10-12-2018	TRIR/834415234174/IMPS/AMAL DEV. S			17,734.00	21,98,450.67Cr
31-12-2018	CHRGs- SMS ALERT DECEMBER 2018		17.70		22,03,432.97Cr
05-01-2019	Charges for PORD Customer Payment : 000151204390		5.90		22,03,427.07Cr
05-01-2019	NEFT-UBIN-IOBAN19005433728-VIKRAM DES-	128388	25,000.00		21,78,427.07Cr
05-01-2019	Charges for PORD Customer Payment : 000151205012		5.90		21,78,421.17Cr
05-01-2019	NEFT-UBIN-IOBAN19005434026-VIKRAM DES-	128389	25,000.00		21,53,421.17Cr
30-01-2019	NEFT-SBIN-SBIN61903055022-IIT-/ATTN/			84,285.00	22,37,706.17Cr
30-01-2019	NEFT-SBIN-SBIN619030556077-IIT-/ATTN/			99,945.00	23,37,651.17Cr
04-02-2019	Int. Pd: 01-11-2018 to 31-01-2019: 199901000009038			19,324.00	23,56,975.17Cr
01-03-2019	SHOORVEER SINGH	128392	17,600.00		23,39,375.17Cr
12-03-2019	991903120004			500.00	23,39,875.17Cr
15-03-2019	SB 9008			13,00,000.00	36,39,875.17Cr
16-03-2019	PRABAL PRATAP SINGH	128391	17,000.00		36,22,875.17Cr
25-03-2019	Charges for PORD Customer Payment : 000164901643		5.90		36,22,869.27Cr
25-03-2019	NEFT-PJSB-IOBAN19084018332-PRAMA INST-	128390	20,768.00		36,02,101.27Cr
25-03-2019	NEFT-AND8-ANDBN19232590011-INDIAN STO-/ATTN/~//IND			5,000.00	36,07,101.27Cr
25-03-2019	NEFT-SBIN-SBIN419084632874-CHAIRMAN J-/ATTN/			14,855.00	36,21,956.27Cr
25-03-2019	NEFT-SBIN-SBIN419084633666-CHAIRMAN J-/ATTN/			14,365.00	36,36,321.27Cr
27-03-2019	JAI SHEEL INFOTECH	128393	11,500.00		36,24,821.27Cr
30-03-2019	SB 9036	387159	590.00		36,24,231.27Cr
03-04-2019	Remittance ID : [0266103190000006] : LODGE AND REAL		25,54,680.00		10,69,551.27Cr
03-04-2019	Remittance ID : [0266103190000006] : CGST ON FOREX TRAN		634.92		10,68,916.35Cr
03-04-2019	Remittance ID : [0266103190000006] : SGST ON FOREX TRAN		634.92		10,68,281.43Cr
03-04-2019	Remittance ID : [0266103190000006] : COMMISSION, LI		3,540.00		10,64,741.43Cr
09-04-2019	COMPETENT ENGINEERS		18,054.00		10,46,687.43Cr
12-04-2019	UPI/910241638077/arunmeo@paytm/CREDIT	128394		5,000.00	10,51,687.43Cr
16-04-2019	BY CIG. 001507..ETC:1999			2,74,500.00	13,26,187.43Cr
16-04-2019	KULDEEP	387158	5,310.00		13,20,877.43Cr
16-04-2019	ANKIT MISHRA	387163	15,323.00		13,05,554.43Cr
23-04-2019	Charges for PORD Customer Payment : 000170155966		2.96		13,05,551.47Cr
23-04-2019	NEFT-UTIB-IOBAN19113173191-VANI INTER-	387161	2,826.00		13,02,725.47Cr
30-04-2019	COMPETENT ENGINEERS	387164	39,666.00		12,63,059.47Cr
04-05-2019	Int. Pd: 01-02-2019 to 30-04-2019: 199901000009038			20,206.00	12,83,265.47Cr
13-05-2019	991905130001			11,200.00	12,94,465.47Cr

जी0एल0ए0 / कन्सल्टैन्सी / बायोटेक / 2

दिनांक: 30 / 10 / 2018

डॉ0 शूर वीर सिंह

प्रो0 एवं विभागाध्यक्ष

विभाग बायोटेक्नोलॉजी

मो0: 9412826674, 9719072856

सेवा में,

श्रीमान् निहाल सिंह

ग्राम- त्योगा

जिला- भरतपुर (राजस्थान)

आपसे बार्तालाप होने के पश्चात आपको अवगत कराना है कि आपके अनुरोध के आधार पर श्रीमान् कुलपति महोदय ने पैराट्यूबरकुलोसिस की जांच हेतु रु0 5,000/- मात्र है, जो कि निम्न खाते में आज दिनांक 30 / 10 / 2018 को जमा करा दिया गया है।

Account Name: Consultancy A/C GLA University

Account Number: 199901000009038

Bank Name: Indian Overseas Bank

Bank Address: GLA Engg. College, Ajhai Village & Post Ajhai, Mathura-281406 (UP)

IFSC Code: IOBA0001999

डॉ0 शूर वीर सिंह

विभागाध्यक्ष, बायोटेक विभाग

Department of Biotechnology, IAH

GLA University, Mathura

Mob: +91-9719072856, +91-9412826674, Email: shoovir.singh@gmail.com

Report for diagnosis of *Mycobacterium avium* subspecies *paratuberculosis* (MAP) infection the cause of Johne's disease (JD) or Paratuberculosis in domestic animals and associated with Inflammatory Bowel Disease (IBD) or Crohn's Disease (CD) and also with other diseases (Type-I Diabetes, Thyroid disorders, Autism, Multiple Sclerosis, Alzheimer's disease, Blau syndrome, Ulcerative colitis, Autoimmune arthritis and many more) in Human beings.

Patient Name: Mr. Nihal Singh, S/O Ghan Shyam Singh R/O village Tyonga, Dist. Bharatpur, Rajasthan

Age/Sex: 64/ male, **Body weight:** 92 kg

Brief History of Patient: Suffering from Frequent Bowel Movement from last 3 year.

Treatment provided: Under treatment for 1.5 years to anti-MAP drugs

Problems: Symptoms again come (Problem Frequent bowel movement, No loose motion)

Period of ailment: 1 month

Surgery: Operated for piles in 15 oct 2012 and fistula in 26 Nov 2012

History of Consuming raw or pasteurized milk & milk products: Consuming Ice-cream

Present Status of Disease: Symptoms matched with clinical cases of Bowel disease/Crohn's disease

Consulting Physician / Specialist:

- Dr. Prabhat Agarwal (MD), Leelawati Hospital, Farah, Mathura
- Taking Ayurvedic Formulations

Samples submitted to Microbiology Laboratory:

Date of submission: 28/02/19

Type of Sample (s): Stool

Results of Screenings:

Date: 02/03/2019

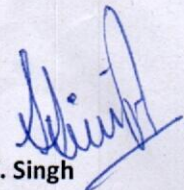
Diagnosis for *Mycobacterium avium* subspecies *paratuberculosis* (MAP) infection

Sn	Specimen Source/ Tests	Results
1.	Stool i. Microscopy [Ziehl Neelsen (ZN) / Acid fast staining]*	Positive (1+)
2.	MAP IS900 PCR i. Stool DNA	Negative

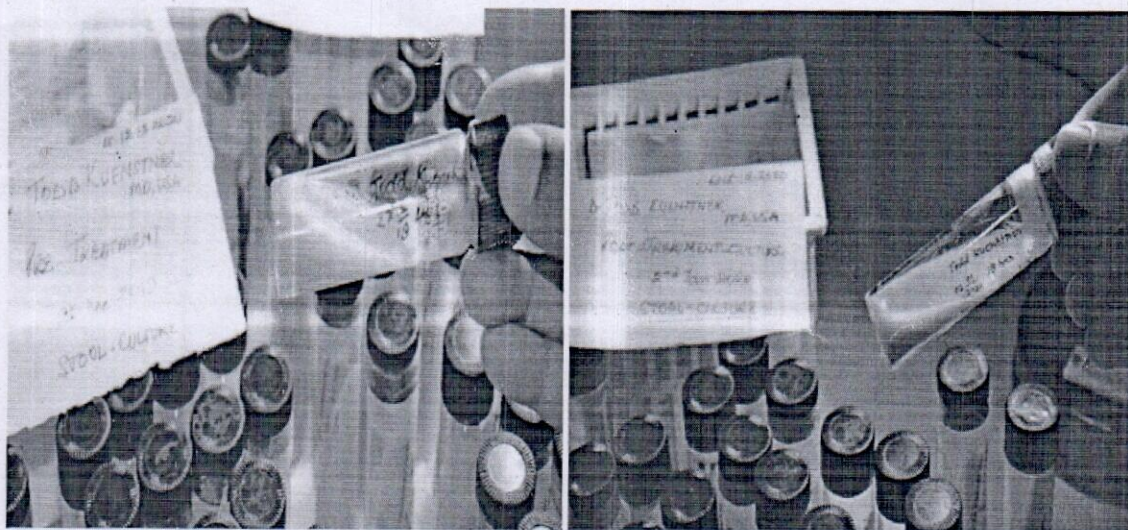
Positive* for Acid fast bacilli indistinguishable to *Mycobacterium avium* subspecies *paratuberculosis*

Remarks/Results

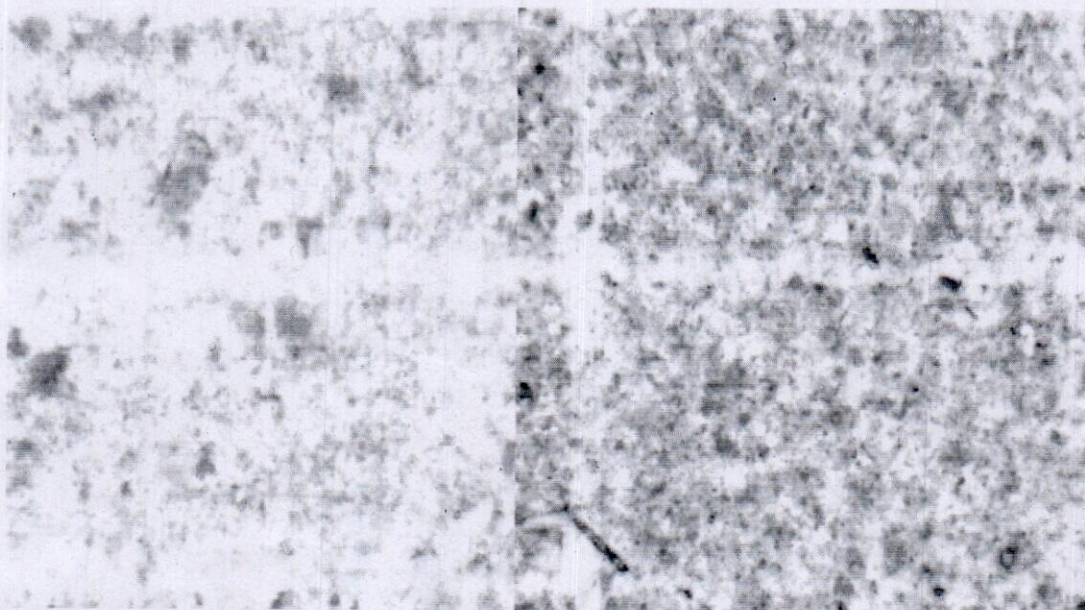
We solicit your kind cooperation to help other such patients in your contact with our knowledge, expertise and resources in this field.


Dr. S. V. Singh

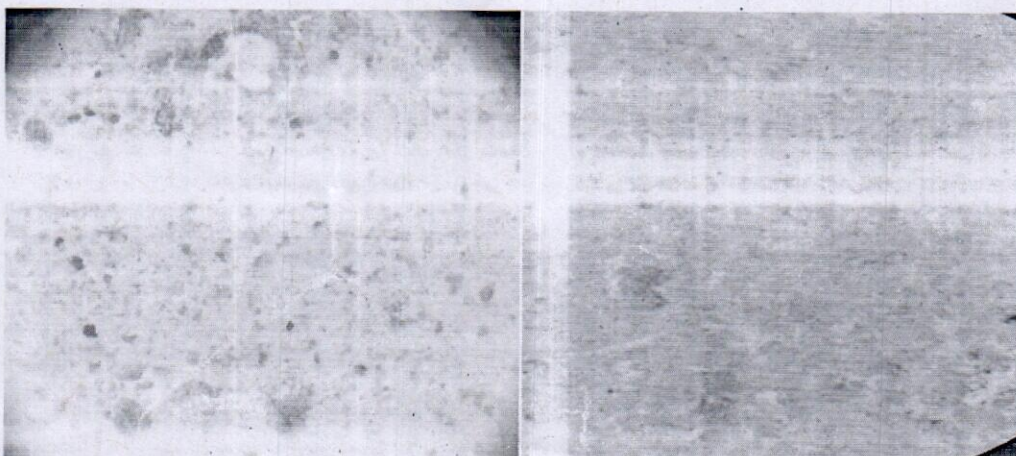
Principal Scientist & Head



Stool Culture on HEYM medium (Pre-treatment and Post treatment)



Stool Microscopy [Ziehl Neelsen (ZN) / Acid fast staining] (Pre-treatment)



Stool Microscopy [Ziehl Neelsen (ZN) / Acid fast staining] (Post-treatment)

TYPE: SAVINGS ACCOUNT - PUBLIC
A/C NO. 199901000009038 INR
W/S. CONSULTANCY A/C GLA UNIVERSITY
200/1 RAMANA RETI VRINDABAN
MATHURA, UTTAR PRADESH-281121

DATE: 27-01-2021
PAGE: 1

STATEMENT OF ACCOUNT FOR THE PERIOD OF 01-04-2018 TO 31-03-2020

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24-09-2018	Charges for PORD Customer Payment : 000133899506		5.90		22,03,722.57Cr
25-09-2018	CASH			7,000.00	22,03,716.67Cr
01-10-2018	PRABAL PRATAP SINGH	128387	40,000.00		22,10,716.67Cr
04-10-2018	NEFT-IDIB-IDIBH18303300064-AJIT KUMAR-/ATTN/FUND-~/			5,000.00	21,70,716.67Cr
30-10-2018	991810300006			5,000.00	21,75,716.67Cr
30-10-2018	Int. Pd: 01-08-2018 to 31-10-2018: 199901000009038			17,734.00	21,80,716.67Cr
05-11-2018	TRTR/834415234174/IMPS/AMAL DEV. S			5,000.00	21,98,450.67Cr
10-12-2018	CHRGs- SMS ALERT DECEMBER 2018		17.70		22,03,432.97Cr
31-12-2018	Charges for PORD Customer Payment : 000151204390		5.90		22,03,427.07Cr
05-01-2019	NEFT-UBIN-IOBAN19005433728-VIKRAM DES-	128388	25,000.00		21,78,427.07Cr
05-01-2019	Charges for PORD Customer Payment : 000151205012		5.90		21,78,421.17Cr
05-01-2019	NEFT-UBIN-IOBAN19005434026-VIKRAM DES-	128389	25,000.00		21,53,421.17Cr
30-01-2019	NEFT-SBIN-SBIN619030555022-IIT-/ATTN/			84,285.00	22,37,706.17Cr
30-01-2019	NEFT-SBIN-SBIN619030556077-IIT-/ATTN/			99,945.00	23,37,651.17Cr
04-02-2019	Int. Pd: 01-11-2018 to 31-01-2019: 199901000009038			19,324.00	23,56,975.17Cr
01-03-2019	SHOORVEER SINGH	128392	17,600.00	500.00	23,39,375.17Cr
12-03-2019	991903120004			13,00,000.00	23,39,875.17Cr
15-03-2019	SB 9008				36,39,875.17Cr
16-03-2019	PRABAL PRATAP SINGH	128391	17,000.00		36,22,875.17Cr
25-03-2019	Charges for PORD Customer Payment : 000164901643		5.90		36,22,869.27Cr
25-03-2019	NEFT-PJSB-IOBAN19084018332-PRAMA INST-	128390	20,758.00	5,000.00	36,02,101.27Cr
25-03-2019	NEFT-AND8-ANDBN19232590011-INDIAN STO-/ATTN/~/IND				36,07,101.27Cr
25-03-2019	NEFT-SBIN-SBIN419084632874-CHAIRMAN J-/ATTN/			14,855.00	36,21,956.27Cr
25-03-2019	NEFT-SBIN-SBIN419084633666-CHAIRMAN J-/ATTN/			14,365.00	36,36,321.27Cr
27-03-2019	JAI SHEEL INFOTECH	128393	11,500.00		36,24,821.27Cr
30-03-2019	SB 9036	387159	590.00		36,24,231.27Cr
03-04-2019	Remittance ID : [0266103190000006] : LODGE AND REAL		25,54,680.00		10,69,551.27Cr
03-04-2019	Remittance ID : [0266103190000006] : CGST ON FOREX TRAN		634.92		10,68,916.35Cr
03-04-2019	Remittance ID : [0266103190000006] : SGST ON FOREX TRAN		634.92		10,68,281.43Cr
03-04-2019	Remittance ID : [0266103190000006] : COMMISSION, LI		3,540.00		10,64,741.43Cr
09-04-2019	COMPETENT ENGINEERS		18,054.00		10,46,687.43Cr
12-04-2019	UPI/0241638077/arunmeo@paytm/CREDIT	128394		5,000.00	10,51,687.43Cr
16-04-2019	BY CIG.001507..ETC:1999			2,74,500.00	13,26,187.43Cr
16-04-2019	KULDEEP	387158	5,310.00		13,20,877.43Cr
16-04-2019	ANKIT MISHRA	387163	15,323.00		13,05,554.43Cr
23-04-2019	Charges for PORD Customer Payment : 000170155966		2.96		13,05,551.47Cr
23-04-2019	NEFT-UTIB-IOBAN19113173191-VANI INTER-	387161	2,826.00		13,02,725.47Cr
30-04-2019	COMPETENT ENGINEERS	387164	39,666.00		12,63,059.47Cr
04-05-2019	Int. Pd: 01-02-2019 to 30-04-2019: 199901000009038			20,206.00	12,83,265.47Cr
13-05-2019	991905130001			11,200.00	12,94,465.47Cr

Vishnu Narayanan 25/11

Diagnosed e- Crohns, based on HPR on
20/10/18.

Current treatment: - T. Prednisolone 20mg

T. Mesalazine 1500mg

T. Azoran 50mg

T. Pan Hony.

One Sample

Recd
Sutkur
8/12/2018

12.	"	"	Sample No. 50 Serum	"	F.	30
			Kum. Sadhna.	"		
12.	"	"	Sample No. 22 Serum & Blood	"	male,	27
			Mr. Bhupendra.	"		
13.	"	"	Sample No. 34 Serum	"	male,	34
			Mr. Baly.	"		
14.	"	"	Sample No. 3 Serum & EDTA blood	"	male.	25
			Mr. Jitendra.	"		

दिनांक: 10/12/2018

जी0एल0ए0/कन्सल्टैन्सी/बायोटेक/2

डॉ0 शूर वीर सिंह
प्रो0 एवं विभागाध्यक्ष
विभाग बायोटेक्नोलॉजी
मो0: 9412826674, 9719072856

सेवा में,

डॉ. विष्णु नारायण,

पुलिन्थानुतू इल्लोम परकोड़े, पो: अदूर.

केरला पिन: 691554

आपसे बार्तालाप होने के पश्चात आपको अवगत कराना है कि आपके अनुरोध के आधार पर श्रीमान् कुलपति महोदय ने पैराट्यूबरकुलोसिस की जांच हेतु रू0 5,000/- मात्र है, जो कि निम्न खाते में आज दिनांक 10/12/2018 को जमा करा दिया गया है।

Account Name: Consultancy A/C GLA University

Account Number: 199901000009038

Bank Name: Indian Overseas Bank

Bank Address: GLA Engg. College, Ajhai Village & Post Ajhai, Mathura-281406 (UP)

IFSC Code: IOBA0001999

डॉ0 शूर वीर सिंह
विभागाध्यक्ष, बायोटेक विभाग

Department of Biotechnology, GLA University

PO-Chaumuhan-281 406, Mathura- (UP)

Tel: +91-5662-250900, 250909 Extn. 2013: Fax: +91-5662-

241687, Mob: +91-9719072856, +91-9412826674,

Email: shoovir.singh@gla.ac.in; shoovir_singh@rediffmail.com



GLA
UNIVERSITY
MATHURA

Report for diagnosis of *Mycobacterium avium* subspecies *paratuberculosis* (MAP) infection the cause of Johne's disease (JD) or Paratuberculosis in domestic animals and associated with Inflammatory Bowel Disease (IBD) or Crohn's Disease (CD) and also with other diseases (Type-I Diabetes, Thyroid disorders, Autism, Multiple Sclerosis, Alzheimer's disease, Blau syndrome, Ulcerative colitis, Autoimmune arthritis and many more) in Human beings.

Date: 22/12/18

Patient Name and address: Dr. Vishnu Narayan R/O Pulinthanathu Illom Parakode, PO-Adoor, Pathanamthitta, Kerala 691554

Phone no: +91-7411181934

Email: vishnunarayan291992@gmail.com

DOB/Age/Sex: 19/ 12/ 1991, 26 years, male

Brief History of Patient: Symptoms of the complication in patient is started from 25/08/2018. Patients had fever and chills accompanied by intense abdominal pain with diarrhoea and vomiting. Patient took 500 mg Ciprofloxacin for 5 days and complication got resolved. Complications get relapsed after 2 weeks the he went to gastroenterologist and he checked CRP was 65.6 and he advised colonoscopy. Report showed there are apthous ulcers present from rectum to biopsy came as granuloma suggestive for Crohn's. Colonoscopy was repeated on 20/11/2018 shows central necrotising granuloma which is suggestive of intestinal TB but PCR was negative

Problems: Fever, Chills, Abdominal pain, Vomiting, Diarrhoea for 3 days in 2 episodes.

Period of ailment: 5 months

Surgery: Biopsy (4 months back)

History of Animal Contact or Consuming raw or, pasteurized milk and milk products:
Yes

Present Status of Disease: Apthous ulcers present from rectum to biopsy came as granuloma suggestive for Crohn's and Central necrotising granuloma which is suggestive of intestinal TB.

Present Status of Patient: Loss of 2 kg weight, Symptoms not persist

Consulting Physician / Specialist:

- Dr. Madhu Sasidharan
- Dr. Biji K A, MD (Pathology)

Treatment provided:

Beginning: 500 mg Ciprofloxacin

After Relapse: Prednisolone: 40 mg tapered to 5 mg recently

Mesalazine: 1500 mg

Azathioprine: 50mg

Samples submitted to Department of Biotechnology, GLA University:

Date of submission: 08/12/2018

Type of Sample (s): Stool, Serum, Blood clot

Results of Screenings:

Date: 22/12/14

Diagnosis for *Mycobacterium avium* subspecies *paratuberculosis* (MAP) infection

Sn.	Specimen Source/ Tests	Results
1	Blood DNA i. MAP IS900 PCR ii. MAP IS1311 PCR iii. Genotyping (IS1311 PCR product digested with Mse I and Hinf I restriction enzyme)	Under process
2	Serum i. MAP Indigenous ELISA Kit standardized for human samples	Positive
3	Stool i. Microscopy (Ziehl Neelsen (ZN) Acid fast staining) ii. Culture	Positive (2+) Under Incubation

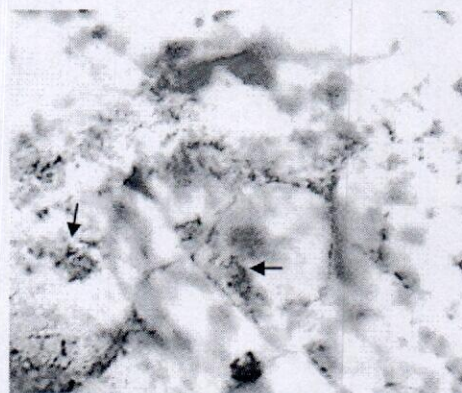
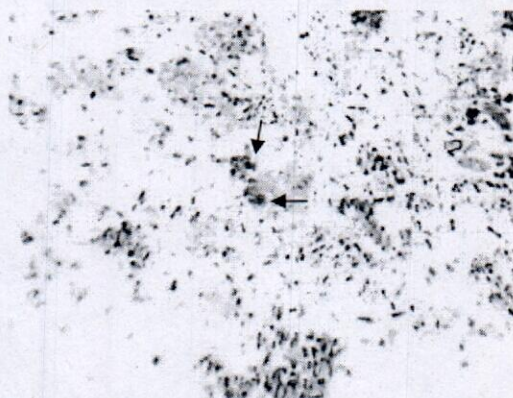


Fig. Acid fast bacilli present in stool samples of the patient (Dr. Vishnu Sarswat)

Remarks:

We solicit your kind cooperation to help other such patients in your contact with our limited knowledge and resources in this field.

Dr. S. V. Singh
Professor & Head
Department of Biotechnology,
GLA University, Mathura

TYPE: SAVINGS ACCOUNT - PUBLIC
A/C NO. 199901000009038 INR
CONSULTANCY A/C GLA UNIVERSITY
200/1 RAWANA RETI VRINDABAN
MATHURA, UTTAR PRADESH-281121

DATE: 27-01-2021
PAGE: 1

STATEMENT OF ACCOUNT FOR THE PERIOD OF 01-04-2018 to 31-03-2020

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01-04-2018	Int. Pd: 01-02-2018 to 30-04-2018: 199901000009038				5,30,735.61Cr
04-05-2018	TO GATE PAPER	128385	2,13,986.00	3,914.00	5,34,649.61Cr
19-06-2018	GLA CANTEEN	128386	20,559.00		3,20,663.61Cr
21-06-2018	CHRG- SMS ALERT JUNE 2018		17.70		3,00,104.61Cr
16-07-2018	NEFT-HDFC-N198180587647072-SAN PRINTS-VMP02470			20,121.36	3,00,086.91Cr
17-07-2018	NEFT-SBIN-SBIN418222464252-PAO Dept O-/URGENT/GRAN			18,79,750.00	3,20,208.27Cr
10-08-2018	Int. Pd: 01-05-2018 to 31-07-2018: 199901000009038			3,782.00	21,99,958.27Cr
13-08-2018	CHRG- SMS ALERT SEPTEMBER 2018		17.70		22,03,740.27Cr
24-09-2018	Charges for PORD Customer Payment : 000133899506		5.90		22,03,722.57Cr
25-09-2018	CASH			7,000.00	22,03,716.67Cr
01-10-2018	PRABAL PRATAP SINGH	128387	40,000.00		22,10,716.67Cr
04-10-2018	NEFT-IDIB-IDIBH18303300064-AJIT KUMAR-/ATTN/FUND-~				21,70,716.67Cr
30-10-2018	991810300006			5,000.00	21,75,716.67Cr
30-10-2018	Int. Pd: 01-08-2018 to 31-10-2018: 199901000009038			5,000.00	21,80,716.67Cr
05-11-2018	TRIR/834415234174/IMPS/AMAL DEV. S			17,734.00	21,98,450.67Cr
10-12-2018	CHRG- SMS ALERT DECEMBER 2018		17.70		22,03,432.97Cr
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05-01-2019	NEFT-UBIN-IOBAN19005434026-VIKRAM DES-	128389	25,000.00		21,53,421.17Cr
30-01-2019	NEFT-SBIN-SBIN61903055022-IIT-/ATTN/			84,285.00	22,37,706.17Cr
30-01-2019	NEFT-SBIN-SBIN619030556077-IIT-/ATTN/			99,945.00	23,37,651.17Cr
04-02-2019	Int. Pd: 01-11-2018 to 31-01-2019: 199901000009038			19,324.00	23,56,975.17Cr
01-03-2019	SHOORVEER SINGH	128392	17,600.00	500.00	23,39,375.17Cr
12-03-2019	991903120004			13,00,000.00	23,39,875.17Cr
15-03-2019	SB 9008				36,39,875.17Cr
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25-03-2019	Charges for PORD Customer Payment : 000164901643				36,22,869.27Cr
25-03-2019	NEFT-PJ5B-IOBAN19084018332-PRAMA INST-	128390	5.90		36,02,101.27Cr
25-03-2019	NEFT-AND8-AND8N19232590011-INDIAN STO-/ATTN/~/IND		20,768.00	5,000.00	36,07,101.27Cr
25-03-2019	NEFT-SBIN-SBIN419084632874-CHAIRMAN J-/ATTN/			14,855.00	36,21,956.27Cr
25-03-2019	NEFT-SBIN-SBIN419084633666-CHAIRMAN J-/ATTN/			14,365.00	36,36,321.27Cr
27-03-2019	JAI SHEEL INFOTECH	128393	11,500.00		36,24,821.27Cr
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03-04-2019	Remittance ID : [026610319000006] : LODGE AND REAL		25,54,680.00		10,69,551.27Cr
03-04-2019	Remittance ID: [026610319000006] : CGST ON FOREX TRAN		634.92		10,68,916.35Cr
03-04-2019	Remittance ID: [026610319000006] : SGST ON FOREX TRAN		634.92		10,68,281.43Cr
03-04-2019	Remittance ID : [026610319000006] : COMMISSION, LI		3,540.00		10,64,741.43Cr
09-04-2019	COMPETENT ENGINEERS		18,054.00		10,46,687.43Cr
12-04-2019	UPI/91024163807/arunmeo@paytm/CREDIT	128394		5,000.00	10,51,687.43Cr
16-04-2019	BY CLG.001507..ETC:1999			2,74,500.00	13,26,187.43Cr
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30-04-2019	COMPETENT ENGINEERS	387161	2,826.00		12,63,059.47Cr
04-05-2019	Int. Pd: 01-02-2019 to 30-04-2019: 199901000009038	387164	39,666.00		12,83,265.47Cr
13-05-2019	991905130001			20,206.00	12,94,465.47Cr
				11,200.00	

Date: 07.03.2019

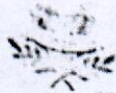
RECEIPT

Received with thanks 10 doses of Indigenous Vaccine against Johnes disease in goats on payment basis. I intend to deposit Rs. 500/- (10 Dose @ Rs. 50/- dose) in the consultancy account of GUA University, Mathura.

Thanking you,

Mr. Amit Agrawal
Journalist
Jansatta,
New Delhi

OFFICE COPY



GLA



Indian Overseas Bank

Printed By : Luktesh Kumar Gautam

Reference No. : 991903120004

CONSULTANCY FEE

A/C No.: ~~401~~ 9030

Date: 12/03/2019

Session:	2018-19
Depositor Code:	GLA118501
Depositor Name:	Shoor Vir Singh
Amount:	500.00

Five Hundreds Only

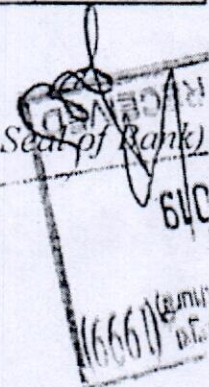
Purpose of Depositing Amount - Amount
Deposit By Prof Shoor Vir Singh

(Remitter's Signature)

Contact No. 9719072856

DD No.	Bank	Payable	Amount
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(Signature & Seal of Bank)



TYPE: SAVINGS ACCOUNT - PUBLIC
A/C NO: 199901000009038
M/S. CONSULTANCY A/C GLA UNIVERSITY
200/1 RAMANA RETI VRINDABAN
MATHURA, UTTAR PRADESH-281121

DATE: 27-01-2021
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05-11-2018	TRTR/834415234174/IMPS/ANAL DEV. S		17.70		21,98,450.67Cr
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13-05-2019	991905130001			20,206.00	12,94,465.47Cr



T. Guru Sant <tguru.sant@gla.ac.in>

CONSULTANCY ASSIGNMENT DURING SUMMER - REQUEST

2 messages

prem swarup <indianstones2015@gmail.com>
To: "T. Guru Sant" <tguru.sant@gla.ac.in>
Cc: Vikas Tripathi <vikas.tripathi@gla.ac.in>

Fri, Feb 15, 2019 at 1:06 PM

Dear Guru

In continuation of your previous email where you have asked for Consultancy Assignment during summers, we are please to invite you to work with us during the summer on behalf of GLA University. We require your services for one and a half months starting mid May till June end. The areas where we require your services are as follows:

- A. For developing new business opportunities in India and Abroad for our stone products for which your travel expenses will be taken care of by our company.
- B. Setting up new ERP system for our company.
- C. Some business strategy related work for one of the newly opened Fastener Company.

For this work we require your presence in Betamcharla where our factory is located for few days and other days you have to travel to various client locations. For your consultancy assignment we offer you Rs. 1,00,000 which we can pay to your institute. I will be paying 5% as advance as and when you send us the account details and reset as you work with us in two tranches 15% and 20%.

Looking forward to a positive response from you.

Thank you and best regards

M.Prem Swarup

Indian Stone Industries

F.s No : 77,

Kurnool Road,

Betamcherla - 518599.

Mob : +91 94402 59598.

T. Guru Sant <tguru.sant@gla.ac.in>
To: prem swarup <indianstones2015@gmail.com>
Cc: Vikas Tripathi <vikas.tripathi@gla.ac.in>

Fri, Feb 15, 2019 at 2:01 PM

Dear Sir

thanks for your offer. I will be up for the task in summer. I will send you the details on Monday.

regards

[Quoted text hidden]

GLAU/IBM/Consultancy/ISI/2019/2

Date : 28-Feb-2019

To

M. Prem Swarup

Indian Stone Industries,

F.s No.:77,

Kurnool Road,

Betamcherla – 518599

Dear Sir,

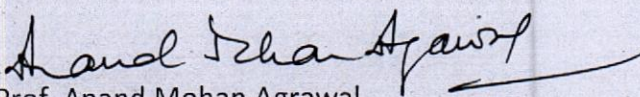
Subject: Allotment of Consultancy Assignment to Faculty Members

In response to your requisition for consultancy assignment during summers, this is to inform you that following members have been assigned to perform the consultancy work:

1. Dr. T Guru Sant, Assistant Professor (mail : tguru.sant@gla.ac.in)
2. Prof. Vikas Tripathi, Professor (mail : vikas.tripathi@gla.ac.in)
3. Dr. Ankit Saxena, Associate Professor (mail : ankit.saxena@gla.ac.in)

I am sure that they will put all the hard work to meet the requisite goals of consultancy assignment.

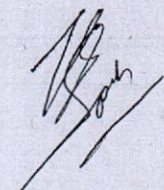
Regards

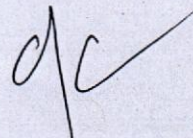

Prof. Anand Mohan Agrawal

Pro Vice Chancellor and Director

GLA University

Mathura



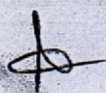


S.No. 34

Date - 21/8/2019

RD-64
23/8/19

Dr. Vikas Tripathi
per discussion.



GLAU/IBM/Consultancy/ISI/2019/5

Date : 08-Aug-2019

To
The Pro Vice Chancellor,
GLA University,
Mathura

Respected Sir,

Subject: Request to distribute the consultancy Fee to the facilitators

This is for your kind consideration that the consultancy assignment of Indian Stone Industries has been completed and payment for consultancy fee is received in the **Account of GLA University** as per the following detail

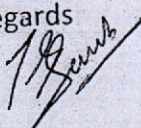
Account	Date	Amount (Rs)
GLA University	25.03.2019	5000
	15.06.2019	40000
	05.07.2019	55000

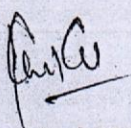
Further in reference to the University policy of disbursement of consultancy fee to the faculty members assigned, I would like to request to transfer the amount equally in the name of the following faculty members

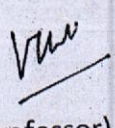
1. Dr T Guru Sant (Assistant Professor, IBM-PG)
2. Dr Ankit Saxena (Associate Professor, IBM-PG)
3. Pro Vikas Tripathi (Professor & Head, IBM-PG)

We are thankful to the University for providing the opportunity to work for the assignment.

Regards

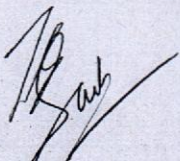

Dr. T. Guru Sant (Assistant Professor)

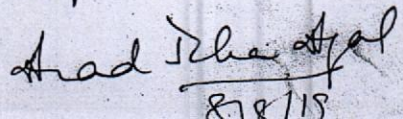

Prof. Vikas Tripathi (Professor)


Dr. Ankit Saxena (Associate Professor)
Institute of Business Management
GLA University, Mathura

Hon'ble Chairman EC
through Registrar

We may disburse money
as per rules.
Sub pl.




8/8/19



Indian Stone Industries

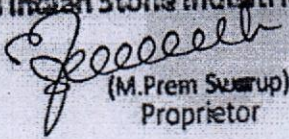
Gods Own Colours

Manufacturers and Exporters of Natural Stones

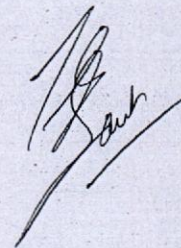
Completion Certificate

This is to certify that Dr. T. Guru Sant along with Prof. Vikas Tripathi and Dr. Ankit Saxena from GLA University has successfully completed the consultancy project for Indian Stone Industries. They have successfully developed new clients in Europe and Australia for the company. They have also developed the domestic market mainly in Rajasthan, Andhra Pradesh and Uttar Pradesh. He has also facilitated in implementation of ERP tool in the company along with streamlining GST process. I am completely satisfied with the consultancy provided to me by Dr. T. Guru Sant, Dr. Vikas Tripathi and Dr. Ankit Saxena from GLA University. I would keep this engagement in times to come.

For M/s Indian Stone Industries


(M. Prem Swarup)
Proprietor





Consultancy Report

For

Indian Stone Industries

Submitted By

Dr. T. Guru Sant

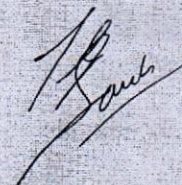
Assistant Professor, IBM (PG), GLA University

Prof. Vikas Tripathi

Professor and Head, IBM (PG), GLA University

Dr. Ankit Saxena

Associate Professor, IBM (PG), GLA University



About the Company and Its Products

INDIAN STONE INDUSTRIES have been Exclusive Manufacturers and Exporters of Natural Slate and Stones to major countries of the world. This company is located at Kurnool Road Bethamcherla. The natural stones are available in the following colours:

- LIME BLACK STONE
- LIME YELLOW STONE
- LIME GREY STONE
- LIME ASH STONE

The above colours are natural and there is no artificial polish or paint is applied so the colour remains intact throughout the life of the stone. One of the other unique feature of the stone is that it remains on the same temperature throughout the year and does not heat or get cold as per external weather. These stones are further available in various finishes. These finishes are unique and stones are crafted as per the requirements of the customers. Following are the technical specifications which are available:

- Sizes
 - Squared
 - Rectangle
 - Irregular
 - Random
 - Size Defined by Client



- Edges

- Sawned
- Hammered
- Handset
- Sizziled

- Surfaces

- Natural
- Flamed
- Sandblasted
- Chissled
- Rocky
- Honed
- Fined Honed
- Mirror Honed
- Rubbed
- Antiqua
- Brushed
- Deep Brushed
- Acid Wash
- Acid Wash Brushed
- Halfhoned and Brushed
- River Wash Finish, Etc

- Copings

- Half Bulnosing
- Full Bulnosing

Handwritten signature

o Rocky Face Bulnosing

The company's total turnover is more than 15 crores per quarter. The company has now exports in USA, Canada, Australia, France, Belgium and Italy. The company is one of the largest exporters of Slate Stones.

Consultancy Details

Following are the main highlights of Consultancy Project:

A. Implementation of ERP Tool: Earlier the company was managing the business and supply chain in disintegrated manner and manual intervention was there from receiving of order to final delivery. We have designed an integrated system and as per the unique requirement of the company with technical support from Hyderabad based company named Qualia. With this tool now, the management can track everything on single software. With this implementation the efficiency has been increased and the lead time is reduced by 3 days in total.

B. Business Development: Earlier the company was not present in US but we have developed new business in California and Nevada states of US. The total increase in business is 4 Crores per annum. Alongside we have also negotiated an exclusive contract with one of the French Companies who will now only purchase products from Indian Stone Industry. These business leads have been generated in accordance with the new product lines which are developed. Now the business is also concentrating on exporting products from other parts of the country such as Kota. Indian stone industries is now



one of the leading exporters in Kadapa Stone export category. We have also automated the web based queries.

C. **Staffing Issues:** The company has total 250 employees and 160 daily wage labour.

During the festive seasons some of the daily wage labours go to their home towns and with their unavailability some tactical problems are faced. We have suggested the company to introduce special incentive schemes for festive period.

Conclusion

Indian Stone industries now account for 70% of the exports of Kadapa Stone in the entire south region. With ERP tool in place and expanded footprints in US the company is expected to grow at more than 25% on yearly basis. Now the company is operating at its full production capacity.



For M/s Indian Stone Industries
[Signature]
(M. Prem Suresh)
Proprietor

[Signature]

SJP INDIA ASSOCIATES

REGD. OFF:- 111, SHRI JAMUNA DHAM, GOVERDHAN ROAD, MATHURA-281004
Tel. (0565) 2425038, 2421412 Fax: 0565- 2425051 E-mail info@shrigroup.net www.shrigroup.net

May 11, 2018

To,

The Pro Vice Chancellor & Director,
Institute of Business Management,
GLA University, Mathura.

Subject: Consultancy Proposal

Dear Sir,

First of all we introduce ourselves. Our group is one of the leading real estate developers in Mathura and nearby area. We are developing many housing projects and have already delivered few projects successfully in the recent years. However due to certain environmental changes and laws, the demand of housing sector is impacted adversely. These changes have impacted our business.

We have come to know that you are providing your professional services in developing a new project promotion plan. We request you to help us in creating and developing a promotional plan highlighting our credibility and strengths which can create new demands for our recent project. We need you to assist us in building advertizing and promotion strategies for our projects.

Our organization shall be obliged if you can let us know your willingness for the work and also the professional fees, terms and conditions etc. soon.

With kind regards,

Yours sincerely

FOR SJP INDIA ASSOCIATES

PARTNER AUTH. SIGNATORY
(Authorized Signatory)

Prof. Anand M. Agrawal
Pro Vice Chancellor &
Director, Institute of Business Management



GLA
UNIVERSITY
MATHURA
Established vide U.P. Act 21 of 2018

May 17, 2018

To,
HR,
SJP India Associates,
111, Shri Jmuna Dham,
Goverdhan Crossing,
Mathura-281004.

Subject: Consulting Proposal

Dear Sir,

We are writing this letter in reference to your letter dated 11.05.18 and subsequent discussion in your office regarding proposal for consultancy. We are happy to inform you that we are ready to provide you our services for developing a new project promotion plan.

We will be suggesting you suitable path for building advertizing and promotion strategies for your project to greater sales.

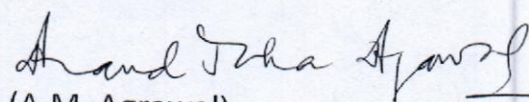
As discussed, we will be:

- (i) Beginning the work immediately after receiving your confirmation.
- (ii) The consulting assignment will be completed in FIVE months. You will be informed about the progress regularly and your valuable insight will be sought.
- (iii) We shall be charging a sum of **Rs. 75,000/-** for the entire work.

A line of acceptance from your end will be appreciated.

With regards,

Yours faithfully


(A.M. Agrawal)

SJP INDIA ASSOCIATES

REGD. OFF.: 111, SHRI JAMUNA DHAM, GOVERDHAN ROAD, MATHURA-281004
Tel. (0565) 2425038, 2421412 Fax: 0565- 2425051 E-mail info@shrigroup.net www.shrigroup.net

May 20, 2018

To,

The Pro Vice Chancellor and Director,
Institute of Business Management,
GLA University, Mathura.

Subject: Consultancy Proposal

Dear Sir,

I am very happy to inform you that we have accepted your term and conditions for the Consultancy proposal for developing a new project promotion plan and advertizing and promotion strategies for our project to foster better sales as per your letter dated May 17, 2018.

Mr. be the contact person from our side.

Kindly submit the report soon.

Best Regards,

Yours sincerely

FOR SJP INDIA ASSOCIATES

PARTNER WITH SIGNATORY

(Authorised Signatory)

GLA UNIVERSITY, MATHURA

17th Km stone, Mathura Delhi Road, PO Chaumuhan, Mathura 281406 (UP) India
Tel : +91-5662-250900,250909 | Website : gla.ac.in | E-mail : glauniversity@gla.ac.in



GLA
UNIVERSITY
MATHURA
Recognized by UGC under Section 12B

Accredited with **A** Grade by NAAC

PAN NO. AABTS1465A

GSTIN:

09AABTS1465Q2ZT

Customer Details: Your Reference No.

Name: SJP India Associates

Address: 111, Shri Jmuna Dham, Goverdhan Crossing, Mathura-281004 (U.P.) India

Customer GSTIN:

Place of Supply:

Mathura

Invoice No. #

Date

2019/GLA/02

18.03.2019

Product/Service-wise Details:

No.	Description	SAC Code	Total Charges
1	Development of New Project Plan	,00440125	63560.00
	ADD GST 18%		11440.00
	Total		75,000.00

Amount in Words:

Note: Make all cheques payable to
CONSULTANCY A/C GLA UNIVERSITY

BANK ACCOUNT DETAILS

199901000009038

IFSC CODE:- IOBA0001999

BANK: INDIAN OVERSEAS BANK

BRANCH: GLA UNIVERSITY, MATHURA

For GLA University Mathura	Summary	Amount
	Invoice Value	63560.00
	Total GST	11440.00
	Grand Total	75,000.00

Authorised signatory



ओरियन्टल बैंक ऑफ़ कॉमर्स
ORIENTAL BANK OF COMMERCE

तिलक द्वार, मथुरा - 281001
TILAK DWAR MATHURA -281001
IFSC CODE : ORBC0100104

VALID FOR THREE MONTHS FROM THE DATE
30032019
D D M M Y Y Y

PAY TO THE ORDER OF GLA UNIVERSITY

या धारक को OR BEARER

RUPEES रुपये Sixtyseven Thousand Five Hundred And 0 Paise Only

₹ 67500.00
अदा करें

खाता सं
A/c No. 01041131000124
A/C PAYEE

For S J P INDIA ASSOCIATES

MTL/CAA A

सभी सीबीएस शाखाओं पर देय PAYABLE AT ALL CBS BRANCHES

⑈111676⑈ 281022002⑈ 000124⑈ 29

Please sign above
Partner

Prof. Anand M. Agrawal
Pro Vice Chancellor &
Director, Institute of Business Management



Date: April 1, 2019

To
HR
SJP India Associates
111, Shri JmunaDham
Goverdhan Crossing
Mathura- 281004

Subject: Payment Confirmation

Dear Sir,

It is confirmed that I have received complete payment from your side. I am very glad for completion of our consultancy work on right time. Many thanks to you that you paid full pay of Rs. 75, 000/- (Seventy five thousand only) according to our agreement. One thing is most important that it was our 1st business deal as well as it is completed without any interruption.

Anticipating further future collaborations with your esteemed firm.

Once again Thanks to you.

Best Regards,

Yours faithfully

Anand M. Agrawal
(A.M. Agrawal)

To,

Prof. Anand Mohan Agrawal

Pro Vice Chancellor and Director

GLA University, Mathura

Date: 22 November, 2018

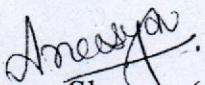
Respected Sir,

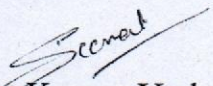
Subject: Intimation of Submission of Consultancy Report

This is for your kind information that the consultancy assignment of SPJ India Associates, Mathura has been completed and the summary report related to the above mentioned assignment has been submitted with concerned officials of the company.

We are thankful to the university administration for their continuous support and guidance.

Regards


Dr. Aneesya Sharma (Associate Professor)


Dr. Seemant Kumar Yadav (Associate Professor)

Dr. Utkal Khandelwal (Associate Professor)

Institute of Business Management,

GLA University, Mathura

Prof. Anand M. Agrawal
Pro Vice Chancellor &
Director, Institute of Business Management



GLA
UNIVERSITY
MATHURA
Established under U.P. Act 21 of 2010

Date: November 22, 2018

To
HR
SJP India Associates
111, Shri JmunaDham
Goverdhan Crossing
Mathura- 281004

Subject: Request for Payment

Dear Sir,

I am happy to inform to you that the consultancy work for developing a new project promotion plan, advertising and promotion strategies of SPJ India Associates has been completed. Kindly find the attached file containing the consultancy project report on the same.

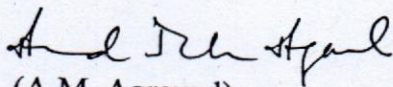
I further request you to make the payment for the work assigned. The amount due is Rs.75, 0000/- (Seventy five thousand only).

Kindly do the needful at the earliest.

Once again Thanks to you.

Best Regards,

Yours faithfully


(A.M. Agrawal)

Consultancy Report

For

SPJ India Associates

Mathura

On

Developing advertising and promotional strategies

Submitted by

Dr. Aneesya Sharma

Associate Professor, IBM (PG), GLA University, Mathura

Dr. Seemant Kumar Yadav

Associate Professor, IBM (PG), GLA University, Mathura

Dr. Utkal Khandelwal

Associate Professor, IBM (PG), GLA University, Mathura

Company Profile

SHRI Group is a prominent name in the real estate arena since 1998. With its headquarter in Mathura, the realty firm has a total of 12, accomplished and on-going, residential projects. While for commercial undertakings are on the verge of completion/have been completed, many other projects are still taking form as their blueprints are being chalked out. As of now, an extensive land cover is under SHRI Group's possession with far-fetched developments in Tier-II cities such as Kanpur, Lucknow, Nasik, Noida and others. With numerous residential societies and an awe-inspiring shopping arcade, the realty firm is well-established within Mathura. SHRI Group has come up with mammoth size hotels and colonies in the Braj region, namely- Vrindavan and Goverdhan. SHRI Group has taken a big leap by coming up with a self-sufficient township in Greater Noida which in turn has fetched positive limelight to the enterprise. We bring about uniformity in all our ventures through means of landscaping and innovation makes them unique. SHRI Group was launched with the desire to create 'Prosperity for all'. Ever since, all our endeavours aim at fulfilling our goal by means of affordable housing yet lavish environs. SHRI Group is the most ancient real estate company in Mathura and has emerged as the brand name for contemporary Mathura.

Consultancy Details

Developing a construction marketing plan and strategy is critical to the success of your organization. It's important to understand the general steps necessary to create and implement a construction marketing plan for your business. The construction market looks very, very different today than it did two or three years ago. Thus, your construction marketing plans must change accordingly in order to capitalize on potential avenues of revenue.

Marketing Strategies to Expand Your Construction Business

Strategy 1: Bringing the Business Online

The construction business is no doubt an offline business; you cannot give your services online ever. But you need to come online because your customers are spending most of their time online. Your potential customers are spending a major portion of their time on social-sites and internet surfing and it has become a mandatory to advertise your business online.

We hired a web-developer to build the existing website look more professional and ensuring all important elements of a good website because your website is the same for online visitors as your office is for the offline visitors.

Strategy 2: Marking SPJ Associates presence through Social Media Marketing

As you need to put big signboards to indicate peoples towards your office similarly you need to use social media as a signboard to show the direction of your website. When we talk of social media there are numerous social media platforms available. We recommended and used the Facebook promotional Ad services that give traffic of potential customers. We shared pictures and make sure to share some ongoing construction pictures too. Presenting every aspect of the company to the customers so as to develop a sense of transparency and trust.

Strategy 3: Listing the company's name In Online Directories

When a person goes to search engine asking about the best service provider in their locality for anything, the search engine comes up with the names of directories rather than individual sites of the service provider.

Strategy 4: Made small DIY YouTube videos

Customers are always attracted towards any proposal to get something for free and if they like what they get they will easily spend money to keep in contact with the freebie provider. Thus, as a construction expert, we recommend you to impart some knowledge to your customers for free by making small DIY YouTube videos for your customers to build their confidence in you. Providing your tips and tricks to help your customer in solving their small problem on their own will build on you and they are sure to come to you when they need something big to be done.

Strategy 5: Social Services or Charity for more visibility and increased Profit-Earning

Social Service or Charity is one of the best ways to come in the sight of your prospective customers in a good way. Company's brand logo or a signboard with the company's name will keep telling everybody about you and your work. Social Services give any person a wide range of exposure; which is the base for any business development.

Conclusion

Above strategies will definitely help the company to increase its exposure through effective advertising that will lead to increased profits, will generate exposure for growth and help to land up with bigger projects and contracts, all of which will help the SPJ India Associates to thrive in this ultra-competitive industry.

To

HR

SJP India Associates

111, Shri Jamuna Dham

Goverdhan Crossing

Mathura- 281004

Date: October 20, 2019

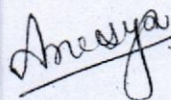
Subject: Progress review report

Respected Sir,

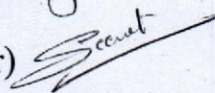
It is to bring to your kind notice that our team has finalized the web-developer for revamping the existing website for more brand visibility and completed the task of bringing the business online. We also listed the company's name in online directories and made a small DIY YouTube videos for customers to build their confidence in the company. We are also organizing social services and charity events on behalf of the company to bring more visibility in the market.

Regards

Dr. Aneesya Sharma (Associate Professor)



Dr. Seemant Kumar Yadav (Associate Professor)



Dr. Utkal Khandelwal (Associate Professor)

Institute of Business Management,

GLA University, Mathura

To

HR

SJP India Associates

111, Shri Jamuna Dham

Goverdhan Crossing

Mathura- 281004

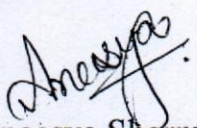
Date: August 10, 2018

Subject: Progress review report

Respected Sir,

It is to bring to your kind notice that our team has discussed various strategies for SPJ India Associates promotional and advertising plans. We are in talk with few web-developers to build the existing website look more professional and attractive for more brand visibility. Simultaneously we are marking company's presence through social media marketing.

Regards


Dr. Aneesya Sharma (Associate Professor)

Dr. Seemant Kumar Yadav (Associate Professor)

Dr. Utkal Khandelwal (Associate Professor)

Institute of Business Management,

GLA University, Mathura

To,

Prof. Anand Mohan Agrawal

Pro Vice Chancellor and Director

GLA University, Mathura

Date: May 25, 2018

Respected Sir

Subject: Request to distribute the consultancy assignment to faculty members

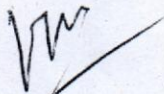
It is to bring to your kind notice that SPJ India Associates has accepted the proposal of providing them consultancy on the area of promotion plan, advertising and promotion strategies.

To work upon the assignment, we have to allot the work to the following faculty member as per their expertise in the related area.

1. Dr. Aneesya Sharma (Associate Prof.)
2. Dr. Seemant Kumar Yadav (Associate Prof.)
3. Dr. Utkal Khandelwal (Associate Prof.)

Kindly grant the permission to allot the work to above faculty members.

Regards



Prof. Vikas Tripathi

HoD (IBM-PG)

To,

Prof. Anand Mohan Agrawal

Pro Vice Chancellor and Director

GLA University, Mathura

Date: May 25, 2018

Respected Sir

Subject: Request to distribute the consultancy assignment to faculty members

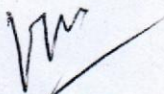
It is to bring to your kind notice that SPJ India Associates has accepted the proposal of providing them consultancy on the area of promotion plan, advertising and promotion strategies.

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1. Dr. Aneesya Sharma (Associate Prof.)
2. Dr. Seemant Kumar Yadav (Associate Prof.)
3. Dr. Utkal Khandelwal (Associate Prof.)

Kindly grant the permission to allot the work to above faculty members.

Regards



Prof. Vikas Tripathi

HoD (IBM-PG)

July 11, 2018

To,
The Director,
Institute of Business Management,
GLA University, Mathura.

Subject: Consulting Proposal

Dear Sir,

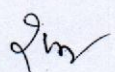
We are one of the leading real estate developers in the vicinity of Mathura and Vrindavan. We have developed many projects and delivered them successfully in the recent years. As you are aware, due to certain environmental changes the demand of housing sector is impacted adversely. These changes have created pressure on our business.

We understand that you are providing your professional services in developing a new project promotion plan. May we request you to help us in developing a promotional plan highlighting our strengths which can create new demands for our recent project. Specifically we need you to assist us in building advertizing and promotion strategies for our project to foster better sales.

We shall be grateful if you can let us know your willingness for the work and also the consultancy fees, terms and conditions etc. at an early date.

With regards,

Yours sincerely


(Dr. S.S. Bansal)

Prof. Anand M. Agrawal
Pro Vice Chancellor &
Director, Institute of Business Management



GLA
UNIVERSITY
MATHURA
Established vide U.P. Act 21 of 2010.

16 July, 2018

To,
Mr. Hari Babu Sharma
Manager
Koshda Buildcon
Mathura

Dear Sir,

Subject: Allotment of consultancy assignment to faculty members.

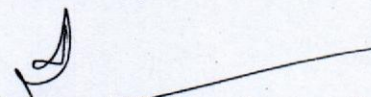
In response to your requisition for consultancy assignment on "New Project plan, Advertising & Promotion Strategies", this is to inform you that the following members have been assigned to perform the given consultancy work:

1. Dr. Kushagra Kulshrestha
2. Dr. Vivek Agrawal

I am sure that they will meet your expectation and meet the requisite goals of consultancy assignment.

Best Regards,

Yours faithfully


(Prof. Anand Mohan Agrawal)



**KOSHDA
BUILDCON**
Your Dream Our Destination

www.koshda.com

July 20, 2018

To,

**The Pro Vice Chancellor and Director,
Institute of Business Management,
GLA University, Mathura.**

Subject: Consulting Proposal

Dear Sir,

I am very happy to inform you that Management has accepted your term and conditions for the Consulting proposal for developing a new project promotion plan and advertizing and promotion strategies for our project to foster better sales as per your letter dated July 17, 2018.

Mr. Hari Babu Sharma will be the SPOC from our side.

Looking forward for early submission of report.

Regards,

Yours sincerely

(Dr. S.S. Bansal)

KOSHDA BUILDCON PVT. LTD.

Regd. Office: Koshda House Tilak Dwar Mathura-281001

GLA UNIVERSITY, MATHURA

17th Km stone, Mathura Delhi Road, PO Chaumuhan, Mathura 281406 (UP) India
Tel : +91-5662-250900,250909 | Website : gla.ac.in | E-mail : glauniversity@gla.ac.in



GLA
UNIVERSITY
MATHURA
Recognized by UGC under Section 2(B)

Accredited with **A** Grade by NAAC

PAN NO. AABTS1465A

GSTIN:

09AABTS1465Q2ZT

Customer Details: Your Reference No.

Name: Koshda Buildcon Pvt. Ltd.

Address: Koshda House Tilak Dwar, Mathura - 281001 (U.P.) India

Customer GSTIN:

Place of Supply:

Mathura

Invoice No. #

Date

2019/GLA/03

18.03.2019

Product/Service-wise Details:

S. No.	Description	SAC Code	Total Charges
1	New Project plan, Advertising & Promotion Strategies	00440125	63560.00
		ADD GST 18%	11440.00
		Total	75,000.00

Amount in Words:

Note: Make all cheques payable to
CONSULTANCY A/C GLA UNIVERSITY

BANK ACCOUNT DETAILS

A/c No. 199901000009038

IFSC CODE:- IOBA0001999

BANK: INDIAN OVERSEAS BANK

BRANCH: GLA UNIVERSITY, MATHURA

For GLA University Mathura

Authorised signatory

Summary

Amount

Invoice Value

63560.00

Total GST

11440.00

Grand Total

75,000.00

Prof. Anand M. Agrawal
Pro Vice Chancellor &
Director, Institute of Business Management



24 February, 2019

To,

Mr. Hari Babu Sharma
Manager
Koshda Buildcon
Mathura

Dear Sir,

Subject: Submission of consultancy report and Request for Payment

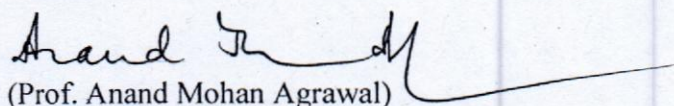
This is for your kind consideration that the consultancy assignment "New Project plan, Advertising & Promotion Strategies" has been completed and a summary report related to the above mentioned assignment is submitted for your kind consideration.

We expect that submitted report and our endeavors should satisfy the purpose. We look for your comments and any further explanation. I further request you to make the payment for the work assigned. The amount due is Rs.67,500/- (Sixty seven thousand and five hundred only) including GST.

Kindly do the needful at the earliest.

Once again Thanks to you.

Best Regards,


(Prof. Anand Mohan Agrawal)

Consultancy Report
To
Koshda Buildcon Pvt. Ltd.

By
Dr. Kushagra Kulshrestha
Associate Professor
IBM, GLA University Mathura

Dr. Vivek Agrawal
Associate Professor
IBM, GLA University Mathura

About Company

Koshda Buildcon Pvt. Ltd. is an offshoot of the renowned jewellers GGS Group of Mathura. For more than 125 years, GGS Group has been a trusted name in the arena of gold, silver and diamond jewellery.

With Koshda Buildcon, the group has ventured into real estate, with the promise of applying the same mastery of creating world-class jewellery into building projects featuring global standards, world-class facilities, excellent location and the above all value-for-money.

Koshda Vision :

To contribute significantly to building the new India and become the India's most valuable Real Estate Company. Koshda

Koshda Mission:

To build world-class real estate concept across six business lines with the highest standards of professionalism, ethics, quality and customer Service.

Koshda Values:

- Sustained efforts to enhance customer values and Quality.
- Ethical and professional services.
- Compliance and respect for all community, environmental and legal Requirement

Our suggestions for you are as follows:

1. Identify the target market

You are not focusing on the real customer. You are just doing the cold calling to any one. Firstly ask to your marketing team to prepare the segment wise list of the probable customers.

2. Create a website and use social media

Regardless of the market, you must establish your presence on the internet with the help of a professional website, as well as dedicated accounts on social media sites such as Facebook, Twitter, and LinkedIn. These are relatively inexpensive, with the potential for huge outreach.

You can also market your business on search engines such as Google and Bing, by paying for ad campaigns.

3. Encourage referrals and word-of-mouth

Ensure the regular meetings with the previous customers for referrals. For such activity organize regular short events for existing customers and probable customers. A customer referral is most valued by a new buyer or seller.

New customers are more comfortable selecting a real estate agent when referred by a friend, colleague, or relative. You can always boost this approach by offering referral bonuses to the person who refers a new customer.

4. Respond quickly

We live in a world that is moving at a much faster pace than ever before. It is very important to respond to customer queries or else you will risk losing new business.

You must have access to email via a smart phone at all times and ensure that you respond to a customer request as soon as possible. You cannot wait to respond until the next day in this business. If you are prompt in responding, it adds to your credibility and reputation.

After discussion with your customers it is found, your team is not responding well after sell of a unit.

12 November, 2018

To,

Mr. Hari Babu Sharma
Manager
Koshda Buildcon
Mathura

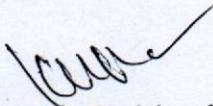
Sub: Regarding the arrangement of meeting with front line officers

Dear Sir

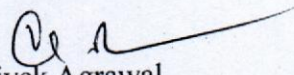
This is with reference to your work related to marketing and promotion strategies, we want to meet and interact with your front line officers (members of sales team) one -by-one.

Kindly arrange the same.

Regards



Dr. Kushagra Kulshreshtha



Dr. Vivek Agrawal

10 August, 2018

To,

Mr. Hari Babu Sharma
Manager
Koshda Buildcon
Mathura

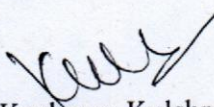
Sub: Regarding the arrangement of meeting with you employees

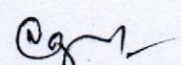
Dear Sir

This is with reference to your work related to marketing and promotion strategies, we want to meet and interact with your employees at their work place only one -by-one. The purpose of this meeting will be to understand their working style and problems faced by them.

Kindly arrange the same.

Regards


Dr. Kushagra Kulshreshtha


Dr. Vivek Agrawal

14 July, 2018

To,

The Pro Vice Chancellor and Director-IBM

GLA University, Mathura

Respected Sir

Subject: Request to distribute the consultancy assignment to faculty members

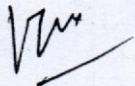
It is to bring to your kind notice that Koshda Buildcon has accepted the proposal of providing them consultancy on the area of "New Project Plan, Advertising & Promotion Strategies".

To work upon the assignment, we have to allot the work to the following faculty member as per discussion in meeting dated July 13, 2019 and their expertise in the related area.

1. Dr. Kushagra Kulshrestha
2. Dr. Vivek Agrawal

Kindly grant the permission to allot the work to above faculty members.

Regards



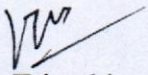
Prof. Vikas Tripathi

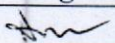

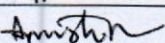
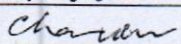

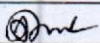
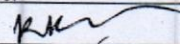
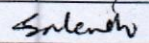
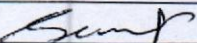
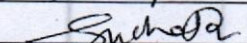
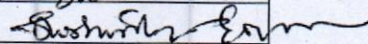
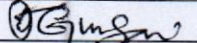
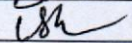
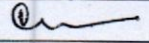
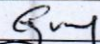
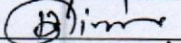
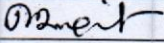
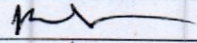

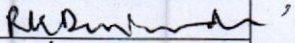
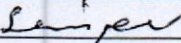
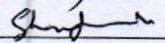
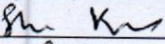
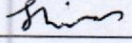
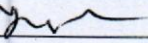
HoD – PG

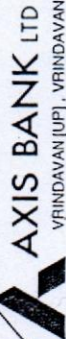
Institute of Business Management

Notice

All the faculty members are requested to attend a meeting at 3.30 PM on July 13, 2018 in GFCH. You are requested to come prepared for discussing some consultancy assignment related to New "Project Plan, Advertising & Promotion Strategies" in real estate sector.


Prof. Vikas Tripathi
HoD (PG)
Institute of Business Management

Name of Faculty	Signature
Aniruddh Vijay	
Arun Kaushal	
Avnish Sharma	
Chandani	
Dr. Aneesya Sharma	
Dr. Ankit Saxena	
Dr. Kushagra Kulshreshtha	
Dr. Satendra Yadav	
Dr. Seemant Yadav	
Dr. Sucheta Agrawal	
Dr. Sushmita Goswami	
Dr. T Guru Sant	
Dr. Utkal Khandelwal	
Dr. Vivek Agrawal	
Gunjan Sharma	
Himani Singh	
Jitendra Dixit	
Prof. Kanhaiya Singh	
Prof. Vikas Tripathi	
R K Dwivedi	
Sanjeev Chauhan	
Shaifali Garg	
Shiv Kumar Singh Pundhir	
Shivam	
Yogesh Kumar	



AXIS BANK LTD
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IFS CODE - UTIB0000794

VALID FOR THREE MONTHS FROM THE DATE OF ISSUE

DATE 30032019
रिनांक D D M M Y Y Y Y

PAY IBM GILAU MATHURA

OR ORDER / या उनके आदेश पर

RUPEES Sixty Seven Thousand Five hundred

₹ 67,500 = 00

only XX X X अदा करें

A/C NO. 909020033129169

For KOSHDA BUILDCON PVT LTD

CACH1 794460



Authorised Signatory(ies)

Authorized Signatory(ies)

Please sign above

Payable at par at all branches of Axis Bank Ltd in India.

⑈054578⑈ 281211102⑈ 794460⑈ 29

From:
Gaurav Agrawal
HR Manager

Date 05.07.2018

To,
The Director,
Institute of Business Management,
GLA University, Mathura.

Subject: Proposal for Professional Services

Dear Sir,


Our group is one of the leading hoteliers in Mathura. We have our presence in this area for a long time. As you are aware, in the recent times cut throat competition in hotel industry has immensely impacted the business adversely. With new online portals coming in and presence of newer players have made the situation even more challenging.

I understand that GLA University is offering consultancy services to nearby organizations. We require your professional services in developing a new promotion plan for our hotel highlighting our strengths for better growth. Specifically we need you to assist us in building online advertizing and promotion strategies for our hotel to foster better sales. We also require your services in facilitating strategic tie-ups with existing travel and holiday portals so that we can position better in the market

Kindly let us know your consultancy fees. We can discuss the specifics once we finalize our engagement.

Thanking You,

Yours faithfully



(Gaurav Agrawal)

Prof. Anand M. Agrawal
Pro Vice Chancellor &
Director, Institute of Business Management



GLA
UNIVERSITY
MATHURA
Established vide U.P. Act 21 of 2010.

Date 09.07.2018

To,
Mr. Gaurav Agrawal
HR Manager
Wingston Hotel
Mathura

Subject: Proposal for Professional Services

Dear Sir,

We are very much thankful to you for your letter dated 05.07.18. This letter is in reference to the said letter and our interaction with your decision making team. We are happy to inform you that we are ready to take up this activity and help you in your future Endeavour.

We will be suggesting new strategies to take advantage of online portals, facilitating strategic tie-ups with existing travel and holiday portals, help in developing a new promotion plan for your hotel highlighting your strengths for better growth.

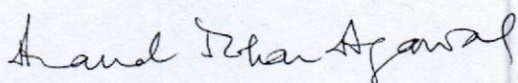
As per discussion, we shall :

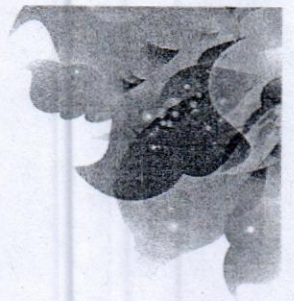
- (i) Start the work immediately after receiving your written confirmation.
- (ii) The work is expected to be completed in about SIX months. Regular interaction meeting will keep you informed about the progress and your suggestions will be taken.
- (iii) We shall be charging a sum of Rs. 85,000/- including GST for the entire work.

Looking forward for your acceptance of above.

With best regards,

Yours faithfully


(A M Agrawal)



From:
Gaurav Agrawal
HR Manager

Date 13.07.2018

To,
The Pro Vice Chancellor and Director,
Institute of Business Management,
GLA University, Mathura.

Subject: Proposal for Professional Services

Dear Sir,

Kindly refer to your proposal dated 08.07.18. I am happy to convey to you that your proposal has been accepted by the Competent Authority and you have been awarded the consultancy work.

Kindly begin your work and keep us updated. We look forward for a great interaction.

With kind regards,

Yours sincerely



(Gaurav Agrawal)

GLA UNIVERSITY, MATHURA

17th Km stone, Mathura Delhi Road, PO Chaumuhan, Mathura 281406 (UP) India
Tel : +91-5662-250900,250909 | Website : gla.ac.in | E-mail : glauniversity@gla.ac.in



GLA
UNIVERSITY
MATHURA
Recognized by UGC under Section 12B

Accredited with **A** Grade by NAAC

PAN NO. AABTS1465A

GSTIN:

09AABTS1465Q2ZT

Customer Details: Your Reference No.Name: **Wingston Hotel**Address: **Masani - Delhi Bypass, Link Road, Mathura (U.P.), India**

Customer GSTIN:

Place of Supply:

Mathura

Invoice No. #

Date

2019/GLA/04

18.03.2019**Product/Service-wise Details:**

Sr. No.	Description	SAC Code	Total Charges
1	Consultancy work for New Promotion Strategies	,00440125	72034.00
		ADD GST 18%	12966.00
		Total	85,000.00

Amount in Words:

Note: **Make all cheques payable to**
CONSULTANCY A/C GLA UNIVERSITY

BANK ACCOUNT DETAILS

A/c : 199901000009038

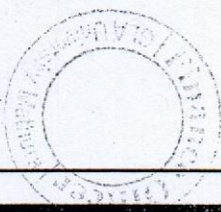
IFSC CODE:- IOBA0001999

BANK: INDIAN OVERSEAS BANK

BRANCH: GLA UNIVERSITY, MATHURA

For GLA University Mathura

Authorised signatory



Summary

Amount

Invoice Value

72034.00

Total GST

12966.00

Grand Total

85,000.00

Prof. Anand M. Agrawal
Pro Vice Chancellor &
Director, Institute of Business Management



GLA
UNIVERSITY
MATHURA
Established vide U.P. Act 21 of 2010.

1 April, 2019

To,
Mr. Gaurav Agrawal
HR Manager
Wingston Hotel
Mathura

Dear Sir,

Subject: Payment Confirmation

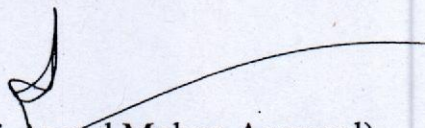
Dear Sir,

It is confirmed that I have received complete payment Rs. 85, 000/- (Eighty five thousand only) for the consultancy work as per our agreement from your side. I am very glad for completion of our consultancy work on right time.

Anticipating further future collaborations with your esteemed firm.

Once again Thanks to you.

Best Regards,


(Prof. Anand Mohan Agrawal)

Prof. Anand M. Agrawal
Pro Vice Chancellor &
Director, Institute of Business Management



GLA
UNIVERSITY
MATHURA
Established under U.P. Act 21 of 2010.

Date: 15 February, 2019

To,
Mr. Gaurav Agrawal
HR Manager
Wingston Hotel
Mathura

Dear Sir,

Subject: Submission of consultancy report and Request for Payment

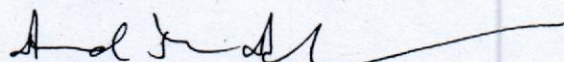
This is for your kind consideration that the consultancy assignment "on the area of new digital marketing strategies to take advantage of online portals, facilitating strategic tie-ups with existing travel and holiday portals, help in developing a new promotion plan" has been completed and a summary report related to the above mentioned assignment is submitted for your kind consideration.

We expect that report and our endeavors should satisfy the purpose. We look for your comments and any further explanation. I further request you to make the payment for the work assigned. The amount due is Rs.85, 0000/- (Eighty five thousand only) including GST.

Kindly do the needful at the earliest.

Once again Thanks to you.

Best Regards,



(Prof. Anand Mohan Agrawal)

11 February, 2019

To,

The Pro Vice Chancellor and Director (IBM)

GLA University, Mathura

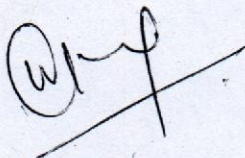
Respected Sir,

Subject: Intimation of Submission of Consultancy Report

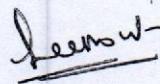
This is for your kind information that the consultancy assignment of Wingston Hotels, Mathura has been completed and the summary report related to the above mentioned assignment has been submitted with concerned officials of the company.

We are thankful to the university administration for their continuous support and guidance.

Regards



Dr. Utkal Khandelwal (Associate Professor)



Dr. Seemant Kumar Yadav (Associate Professor)

Institute of Business Management,

GLA University, Mathura

Consultancy Report

For

Wingston Hotel

Submitted by

Dr. Utkal Khandelwal

Associate Professor, IBM (PG), GLA University, Mathura

Dr. Seemant Kumar Yadav

Associate Professor, IBM (PG), GLA University, Mathura

Company Profile

The Wingston Hotel is one of the leading hoteliers in Mathura. This hotel is fully equipped to live up to everyone's expectations. A real representative of Mathura, every part and every aspect of Wingston Mathura is infused with splendor, luxury and spiritual air. Utmost care has been taken to standardize every aspect of the hotel with the best international standards. The luxurious bedrooms with elegant furnishings provide you a stay that you cherish in your memory for ever. The Wyanjan Dining Place, is a lovely cozy dining space having very intimate seating arrangement and creates a very comfortable friendly atmosphere. Completely true to every sense of the term, which serves you with such delightfully delectable dishes, based on the most relishing cuisine of all the regions of India and all kinds of perfect continental cuisine. Special care is taken about the healthy nourishment as well as taste of the meals creating the best homely ambience with exceptional personalized service. We appreciate your liking for keeping up your appearance and that's why we provide you World Class Salon services.

Services and Facilities

Rooms: The sheer grandeur of the luxury rooms and elegance settings will mesmerize you. The rooms are carefully and aesthetically designed with each and every article offering you the best of comfort. Relive your fantasies in the grand interiors of our rooms. Our comfortable ambience will encourage the sweet pillow talks - that you have been missing for long. Come and discover a new - yourself!

Restaurant: Wyanjan, a multi-cuisine restaurant, to tickle your taste buds serves mouth-watering vegetarian food. The restaurant chefs are highly skilled and will delight you with their culinary expertise. The ambience with tasteful decoration and soft lighting will make your dining experience an unforgettable one. The restaurant offers choicest delicacies along with the famous sweets of the region. We also house a Coffee Shop which will certainly impress you with its coffee aroma & ambience.

Auditorium & Conference Hall: Wintage at the Wingston Hotel, Mathura offers you an excellent facility of a 81 seater auditorium. This auditorium can be used as a theater which will

screen selected movies and can also be meticulously shaped up into a conference Hall for corporate meetings & events. These facilities certainly will make your events memorable!

Banquet Room: The Banquet Room at The Wingston Hotel, Mathura is luxurious. This Banquet Room is centrally air conditioned and idea for any event from large scale Corporate Conferences, Product Launches to personal functions like Weddings, Receptions, Birthday Parties, Cocktail Dinners etc.

Gymnasium: The High Tech Fitness Center at The Wingston Hotel, Mathura features one of the best of traditional fitness machines and devices with strenght training and cardio equipments. This is a perfect place that can maintain your workout routine while travelling. An expert fitness instructor is available hand to help & guide you.

Wyom Saloon & Spa: Get the best of the secrets of Ayurveda, at our Ayurvedic spas at The Wingston Hotel, Mathura. Book yourself for an ultimate spa experience at our hotels. Let the ancient secrets of Ayurveda work its magic on you and enjoy the best rejuvenation therapies. No matter what you choose, we assure you a holistic experience for your mind, body and soul.

Consultancy Details

Hotel digital marketing, also known as hospitality marketing is being adopted in many forms which include making your hotel's presence noticeable on social media platforms like Facebook, Twitter, Instagram etc. Moreover, having a hotel website and solidifying your presence on OTAs is widely considered.

In that case, finding the right technology partner that is better known for securing direct online reservations and distribution management can help you drive down the cost of inventory distribution for your hotel. Moreover, you need to find out ways to reach your guests using mediums like content, emails, websites, paid marketing, social media, and other such hotel promotion ideas in the correct fashion.

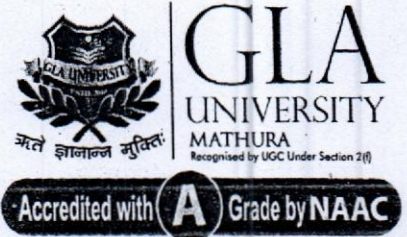
Evidently, During this consultancy our team in collaboration with hotel officials increase the online presence by adopting Digital Marketing Strategies to Get More Bookings

1. **Be reachable online:** Earlier this hotel chain had limited online presence. So we are helping in modifying their website so that their website becomes more interactive. Adopting and performing SEO. SEO increased the visibility of hotel needs. Integrating hotel website with a booking engine like eZee Reservation increased bookings directly from the hotel website, without any third-party interference.
2. **Advertise on Metasearch Engines:** Next, we have talked about Metasearch Engines viz. Google Hotel Ads, TripAdvisor and, Trivago. Metasearch engines have boost the visibility and also improve the brand value. We have talked about Google Hotel Ads. It's gradually proving to be Google's savior in disguise for hotels struggling to reduce dependency on the OTAs.
3. **Interact via social media and videos:** Assisting to increase the presence on social media platforms like Facebook, Instagram, Youtube and more. Suggesting them to consider filming the frequent events that you hold at your hotel and needless to talk about airing your guests' video testimonials.
4. **Email marketing:** Emails are the best way to communicate in both our business and personal lives. Assisting to manage their ERP in order to connect with the guests by sending them pre-arrival emails and provide them guidance about selecting the best amenities as per their budget. This way, it attracts new guests and retains existing guests which are important to earn great ROI for your business.
5. **Influencer marketing:** Suggesting them to adopt Influencer marketing. Influencer marketing is a tool that a hotel can use when they want to attract a huge audience. Hotels contact an influencer who has the power to affect the purchase decisions of others. It's an easy option for hotels as an influencer has a good reputation for their knowledge and expertise on a particular topic. Influencers can help you by posting about your hotel on their preferred social media channels and can engage their followers on your blog.
6. **Regular blogging on your website:** Starts the hotel blogging, it offers the ability to expand deeply on topics and attract like-minded readers i.e guests.
7. **Practice the trend: Chatbots:** Chatbots are becoming increasingly popular in the hospitality industry lately. Not only can they help with conversions, but they can also improve your brand's reputation and therefore increase trust and engagement with your would-be guests. Chatbots improve communication, direct people down the path to booking, ensure your 24x7 availability and reconnect with visitors who have abandoned their bookings. Try

implementing chatbots on your website and see how your bookings increase with a considerable hike in guest satisfaction.

Conclusion

Above practices help Wingston in various physical ways. Above practices not only increases the online presence but doubles the number of guests. With the help of hotel digital marketing, all channels are utilized to gain the maximum advantage and that no opportunities for revenue generation are left unrealized. To sum things up, This group make 2020 with more bookings, streamlined operations, positive reviews and the best business year.



26 December, 2018

To,
Mr. Gaurav Agrawal
HR Manager
Wingston Hotel
Mathura

Dear Sir,

Subject: Blogging Information

As per our discussion in the meeting dated 3 December 2018, we have incorporated some new digital marketing strategies for generating more revenues for our hotel. We are starting our own blogging in order to increase our online presence. By running blog, our website becomes more searchable and competitive. Now, we have to focus towards frequents and impactful blogs.

I suggest you to hire a professional blog writer.

Thanks and Best Wishes

Dr. Utkal Khandelwal
Associate Professor,
Institute of Business Management,
GLA University, Mathura

Prof. Anand M. Agrawal
Pro Vice Chancellor &
Director, Institute of Business Management



GLA
UNIVERSITY
MATHURA
Established vide U.P. Act 21 of 2010.

17 July, 2018

To,
Mr. Gaurav Agrawal
HR Manager
Wingston Hotel
Mathura

Dear Sir,

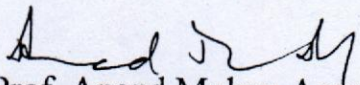
Subject: Allotment of consultancy assignment to faculty members.

In response to your requisition for consultancy assignment, this is to inform you that the following members have been assigned to perform the given consultancy work:

1. Dr. Utkal Khandelwal
2. Dr. Seemant Kumar Yadav

I am sure that they will meet your expectation and meet the requisite goals of consultancy assignment.

Best Regards,
Yours faithfully


(Prof. Anand Mohan Agrawal)

16 July, 2018

To,

The Pro Vice Chancellor and Director (IBM)

GLA University, Mathura

Respected Sir

Subject: Request to distribute the consultancy assignment to faculty members

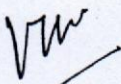
It is to bring to your kind notice that Wingston Hotel has accepted the proposal of providing them consultancy on the area of new digital marketing strategies to take advantage of online portals, facilitating strategic tie-ups with existing travel and holiday portals, help in developing a new promotion plan .

To work upon the assignment, we have to allot the work to the following faculty member as per their expertise in the related area.

1. Dr. Utkal Khandelwal
2. Dr. Seemant Kumar Yadav

Kindly grant the permission to allot the work to above faculty members.

Regards



Prof. Vikas Tripathi

HoD (IBM-PG)



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For WINGSTON HOTEL A UNIT OF MR RESORTS PLTS

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Handwritten signature
Authorised Signatories
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⑈001507⑈ 281240002⑈ 018346⑈ 29

DEKBAC GLOBAL LLP

Address: 5/47 G/F SHYAM SINGH STREET GOPI NATH BZR DELHI CANTT NEW
DELHI

South West Delhi DL 110010 IN; e-mail: akanksha_c@hotmail.com

Date: 02-Jan-2019

To Pro VC and Director
Institute of Business Management
GLA University, Mathura

Subject: Consultancy Proposal

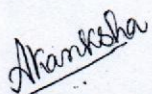
Dear Sir

Just to introduce ourselves, we are carrying a business firm viz. Dekbac Global LLP. We deal in wholesale trade and commission trade, except of motor vehicles and motorcycles. Dekbac Global LLP is a Limited Liability Partnership firm incorporated on 14 February 2015. It is registered at Registrar of Companies, Delhi. Its total obligation of contribution is Rs. 4,100,000. Designated Partners of Dekbac Global LLP are Akanksha Chaudhry and Karan Chaudhry.

We have come across to know that your department is offering consultancy services to business firms. We are currently looking for strategic advices on suitable advertising and promotion strategies for our business which leads to long term sustainability. Hereby, we seek your proposal for the same along with pricing for the same.

Best Regards,

Yours sincerely



(Authorized Signatory)

Date: 05-Jan-2019

To
Ms. Akanksha Chaudhry
Designated Partner
DEKBAC GLOBAL LLP, New Delhi

Subject: Consulting Proposal

Dear Ma'am,

We are writing this letter in reference to your letter dated 02-Jan-2019 and subsequent discussion in your office regarding proposal for consultancy. We are happy to inform you that we are ready to provide you our services for developing advertising and promotion strategies.

We will be suggesting you suitable path for building advertising and promotion strategies for your project to greater sales.

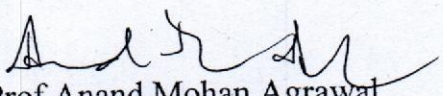
As discussed, we will be

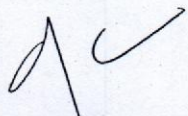
1. Beginning the work immediately after receiving your confirmation.
2. The consulting assignment will be completed in five months. You will be informed about the progress regularly and your valuable insight will be sought.
3. We shall be charging a sum of Rs. 70,000/- for the entire work.

A line of acceptance from your end will be appreciated.

With Regards,

Yours faithfully


Prof Anand Mohan Agrawal
Director-IBM & Pro Vice Chancellor,
GLA University, Mathura



DEKBAC GLOBAL LLP

Address: 5/47 G/F SHYAM SINGH STREET GOPI NATH BZR DELHI CANTT NEW
DELHI

South West Delhi DL 110010 IN; e-mail: akanksha_c@hotmail.com

Date: 10-Jan-2019

To Pro VC and Director
Institute of Business Management
GLA University, Mathura

Subject: Consultancy Proposal

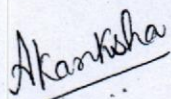
Dear Sir

I am very happy to inform you that we have accepted your terms and conditions for the consultancy proposal for the advertising and promotion strategies for our project to foster better sales as per your letter dated January 05, 2019. Ms. Akanksha Chaudhry will be the contact person from our side.

Looking for strategic inputs in consultancy report,

Best Regards,

Yours sincerely



(Authorized Signatory)

GLA UNIVERSITY, MATHURA

17th Km stone, Mathura Delhi Road, PO Chaumuhan, Mathura 281406 (UP) India
Tel : +91-5662-250900,250909 | Website : gla.ac.in | E-mail : glauniversity@gla.ac.in



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PAN NO. AABTS1465A

GSTIN:

09AABTS1465Q2ZT

Customer Details: Your Reference No.

Name: **DEKBAC GLOBAL LLP**Address: **Delhi**

Customer GSTIN:

Place of Supply:

Delhi

Invoice No. #

Date

2019/GLA/05**18.03.2019**

Product/Service-wise Details:

No.	Description	SAC Code	Total Charges
1	Advertising & Promotion Strategies	,00440125	59320.00
		ADD GST 18%	10680.00
		Total	70,000.00

Amount in Words:

Note: Make all cheques payable to
CONSULTANCY A/C GLA UNIVERSITY

BANK ACCOUNT DETAILS

A/c No. 199901000009038

IFSC CODE:- IOBA0001999

BANK: INDIAN OVERSEAS BANK

BRANCH: GLA UNIVERSITY, MATHURA

For GLA University Mathura

Authorised signatory

Summary

Amount

Invoice Value

59320.00

Total GST

10680.00

Grand Total

70,000.00

2 April, 2019

To,
Ms. Akanksha Chaudhry
Designated Partner
DEKBAC GLOBAL LLP, New Delhi

Dear Sir,

Subject: Payment Confirmation

Dear Ma'am,

It is confirmed that I have received complete payment Rs. 70,000/- (Seventy Thousand only) for the consultancy work as per our agreement from your side. I am very glad for completion of our consultancy work on right time.

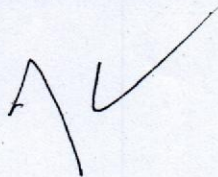
Anticipating further future collaborations with your esteemed firm.

Once again Thanks to you.

Best Regards,



Prof Anand Mohan Agrawal
Director-IBM & Pro Vice Chancellor,
GLA University, Mathura



15 March, 2019

To,

Ms. Akanksha Chaudhry

Designated Partner

DEKBAC GLOBAL LLP, New Delhi

Dear Ma'am,

Subject: Submission of consultancy report and Request for Payment

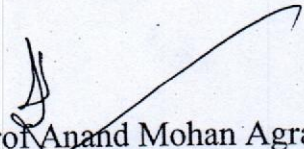
This is for your kind consideration that the consultancy assignment on the area of 'developing advertising and promotion strategies for the segment of wholesale trade and commission trade' has been completed and a summary report related to the above mentioned assignment is submitted for your kind consideration.

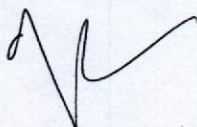
We expect that report and our endeavors should satisfy the purpose. We look for your comments and any further explanation. I further request you to make the payment for the work assigned. The amount due is Rs.70,000/- (Seventy thousand only) including GST.

Kindly do the needful at the earliest.

Once again Thanks to you.

Best Regards,


Prof. Anand Mohan Agrawal
Director-IBM & Pro Vice Chancellor,
GLA University, Mathura



14 March, 2019

To,

Director (IBM) & Pro Vice Chancellor and

GLA University, Mathura

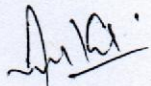
Respected Sir,

Subject: Intimation of Submission of Consultancy Report

This is for your kind information that the consultancy assignment of Dekbac Global LLP, New Delhi has been completed and the summary report related to the above mentioned assignment has been submitted with concerned officials of the company.

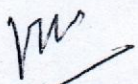
We are extremely thankful to the university administration for their continuous support and guidance.

Regards



Dr. Ankit Saxena

Associate Professor



Prof. Vikas Tripathi

Professor

Institute of Business Management, GLA University, Mathura

Consultancy Report
For
Dekbac Global LLP, New Delhi
On
Advertising and Promotion Strategies

Submitted by

Dr. Ankit Saxena

Associate Professor, IBM, GLA University, Mathura

Prof. Vikas Tripathi

Professor, IBM, GLA University, Mathura

Company Profile

Dekbac Global LLP is a Limited Liability Partnership firm incorporated on 14 February 2015. It is registered at Registrar of Companies, Delhi. Its total obligation of contribution is Rs. 41,00,000. Designated Partners of Dekbac Global LLP are Akanksha Chaudhry and Karan Chaudhry. Dekbac Global LLP'S LLP Identification Number is (LLPIN) AAD-3717. Main division of business activity to be carried out in India by this venture confines to the domain of Wholesale trade and commission trade, except of motor vehicles and motorcycles.

Wholesale trade is a form of trade in which goods are purchased and stored in large quantities and sold, in batches of a designated quantity, to resellers, professional users or groups, but not to final consumers. Wholesale trade is one of the main categories of domestic trade. In this form of trade goods are generally bought in huge quantities from the manufacturer.

Consultancy Details

Issues identified in Advertising and Promotion and advised strategies

On the basis of contextual study, observations and detailed interaction with the stakeholders of the firm the following issues were identified. Each issue has been addressed in brief along with its trade implication. An advised strategy is also suggested to deal the issue.

1. No dedicated web portal / website of the firm

The firm is not having its own portal which in today's time seems imperative as a website provides multiple benefits as it acts as platform to provide a lot of information about the firm and its offerings. The firm can also share about their current trade partners as well as future prospects.

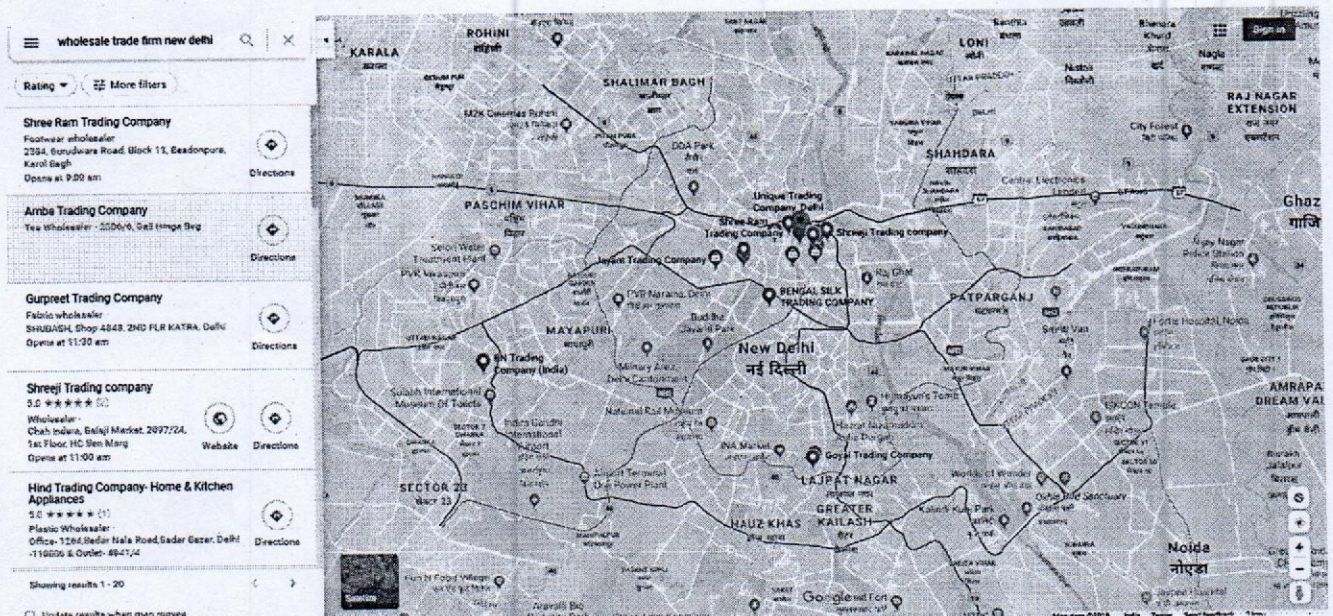
Advised Action

Though the firm is in very novice phase of the operation and it may think about this suggestion in long run but having a dedicated web portal will definitely the firm in enhancing its reach to a wider stakeholders (customers in particular). Having a web portal increases the face validity of firm.

However, the firm has a good coverage of its legal information sharing on various platforms which is a positive sign. However, the key remains to ensure update of recent information on all such third party portals.

2. No focus on Search Engine Optimization

One thing that was identified from the perspective of a new client, when a new client might be interested in knowing the firms that are dealing in wholesale trade in New Delhi, the name of the firm is not visible in search outputs given by Google. This might not be immediate concern of the firm in initial years of the firm's operation but this should be addressed in due course of time. A snapshot of the google search query is attached below:



Advised Action:

The firm may think of opting for search engine optimization so that the Google offers the firm's name in output of search queries for related business domains. This will surely increase the customers reach to the firm those who search first on search engines. This is going to help the firm in long run so the cost of this process may be treated as deferred revenue expenditure.

3. Low focus on web-traffic analysis

One more digital platform concerns of this firm is that there is no attention to web traffic analysis and to identify where more customers are active. This is imperative to understand the importance of web traffic as it gives you direct inputs for targeting customers and segments accordingly.

Advised Action

The firm may hire a technical expert who is good in web traffic analysis or even they can take help of analytics tool which are available so that they understand the quantum of need for specific products coming from a specific region and then they will be better to tradeoff. This will add to their existing physical networking model.

4. Limited geographical reach

The firm being a novice is offering their services of wholesale trade and commission trade to a limited area as of now.

Advised Action

In long run, they may think of adding more trading partners and trading outlets so that they may access to wider customers and products base.

5. **Need of emphasis on B2B marketing network**

As of now, firm is receiving orders from their network of references. In the next phase of growth now, they have to look for increasing the size of their product portfolio as well as connect with more retailers in long run which will be lead to a sustainable business growth in coming time.

Advised Action

There are two dimensions which firm needs to address in their promotion strategies:

- (a) The firm must enhance the network with companies so that there is extension of product lines dealt by the firm. The firm may also target the feasibility of delivering untapped products in untapped market with a detailed market survey.
- (b) Firm's advertising and promotion plan should focus on the retailers they target or aim to target in coming future. This practice is missing as of now.

6. **Absence of a qualitative information system**

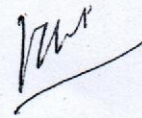
The firm currently lacks a detailed information system. Records are being maintained but they can be more organized and detailed.

Advised Action

Even if firm is not willing to spend on building a detailed management information system, still then they may organize and develop a database using MS-Access or MS-Excel, then they will be in the position to get detailed information about their clients and their trade history and firm will also be able to analyze anomalies and take corrective actions.

Conclusion

These suggestions will help firm to increase their presence on digital platforms which has become imperative to operate now. More emphasis on marketing networks with companies will help them to extend their offerings. Advertising and promotion targeting the prospective retailers will strengthen their business profile. Building a customer database will serve key information about clients' trade patterns which may be a useful insight for sustainability. All this put together should take business position of the firm to the next level.

A handwritten signature in dark ink, consisting of stylized, cursive letters, possibly reading 'Mr' followed by a flourish.

15 February, 2019

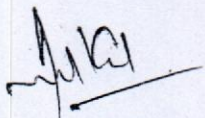
To,
Ms. Akanksha Chaudhry
Designated Partner
DEKBAC GLOBAL LLP, New Delhi

Dear Ma'am,

Subject: Strategic Information Sharing

As per our discussion in the meeting dated 02 February 2019, we have incorporated some advertising and promotion strategies. The major emphasis has been given to building a strong network of trade partners and establishing MIS for the same purpose along with the working for search engine optimization (SEO) so that there is a better visibility and sustainability of the business operations in long run.

Thanks and Best Wishes



Dr. Ankit Saxena

Associate Professor,
Institute of Business Management,
GLA University, Mathura

12 January, 2019

To,
Director (IBM) & Pro Vice Chancellor
GLA University, Mathura

Respected Sir

Subject: Request to distribute the consultancy assignment to faculty members

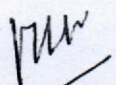
It is to bring to your kind notice that Dekbac Global LLP has accepted the proposal of providing them consultancy on the area of developing advertising and promotion strategies to gain sustainable competitive advantage.

To work upon the assignment, we have to allot the work to the following faculty member as per their expertise in the related area.

1. Dr. Ankit Saxena, Associate Professor
2. Prof. Vikas Tripathi, Professor

Kindly grant the permission to allot the work to above faculty members.

Regards


Prof. Vikas Tripathi
HoD (IBM-PG)

14 January, 2019

To,
Ms. Akanksha Chaudhry
Designated Partner
DEKBAC GLOBAL LLP, New Delhi

Dear Ma'am,

Subject: Allotment of consultancy assignment to faculty members.

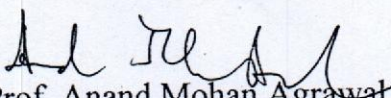
In response to your requisition for consultancy assignment, this is to inform you that the following members have been assigned to perform the given consultancy work:

1. Dr. Ankit Saxena, Associate Professor
2. Prof. Vikas Tripathi, Professor

I am sure that they will meet your expectation and meet the requisite goals of consultancy assignment.

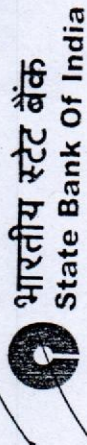
Best Regards,

Yours faithfully



Prof. Anand Mohan Agrawal

Pro Vice Chancellor and Director
GLA University, Mathura



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GLA
UNIVERSITY
MATHURA
Recognized by UGC Under Section 2(B)

Accredited with **A** Grade by **NAAC**

Details of Amount Received in University Account against Consultancy

Details of Consultancy Assignment	Invoice Details (Including GST)	Amount Received in University Account	TDS Deducted by the Organisation	Total Amount (Including TDS)
SJP India Associates, Mathura	2019/GLA/02 Consultancy Amt.: 63560 GST Amt.: 11440 Total Amt.: 75000	274500 through RTGS dated 16.04.2019	7500	75000
Koshda Buildcon Pvt Ltd. Vrindavan, Mathura	2019/GLA/03 Consultancy Amt.: 63560 GST Amt.: 11440 Total Amt.: 75000		7500	75000
Wingston Hotel, Mathura	2019/GLA/04 Consultancy Amt.: 72034 GST Amt.: 12966 Total Amt.: 85000		8500	85000
DEKBAC GLOBAL LLP, New Delhi	2019/GLA/05 Consultancy Amt.: 59320 GST Amt.: 10680 Total Amt.: 70000		7000	75000

CONSULTANCY A/C GLA UNIVERSITY REGISTER

Report To : M
 Service Outlet : 1999 GLA ENGINEERING COLLEGE - AJHAI
 Account Number : 19990100009038/INR CONSULTANCY A/C GLA UNIVERSITY
 Report for the Period : 01-04-2019 TO 31-03-2020
 Currency Code : INR

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Statement 01-04-2019 to 31-03-2020
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Statement 01-04-2019 to 31-03-2020

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Statement 01-04-2019 to 31-03-2020

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Statement 01-04-2019 to 31-03-2020
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BY CLG:216751:1999

Total(Curr. INR) :
46,46,370.48CR

1,01,71,576.96
1,48,17,947.44

Manager/Chief Manager

Date :18-06-2020

*** 4 pages printed. End of report ***

Signature

Fwd: Medical Reports of Arun Thomas From Kerala

Arun Thomas <arunthomas63@gmail.com>
To: shoorvir.singh@gla.ac.in

Tue, May 7, 2019 at 1:54 PM

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

From: **Arun Thomas** <arunthomas63@gmail.com>
Date: Wed, 10 Apr 2019, 13:09
Subject: Medical Reports of Arun Thomas From Kerala
To: <shoorvir_singh@rediffmail.com>

Hi Sir

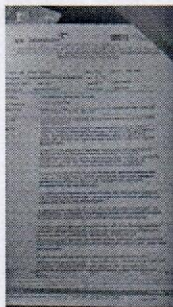
I'm arun from kerala and pursuing pg degree in msc.computer science . I was showing symptoms from November 30 2017. The symptoms are blood stain and mucous and coughing only. I have some worms issue from childhood and taking medicine every year. In October 2017 showing some white coloured worms in stool then i took albendazole tablet and umbilicus also have fungus come every year that november also had. I took antibiotic that will gone.

From 30 November 2017 i thought it was any worm issue then i take some ayurveda treatments and not getting any exact results. Atlast In August 2018 i was consulted at Lakshore Hospital and diagnosed as Chrons Disease. Then Dr gave Mesalazine Tablet for One month. After taking this medication symptoms become worse and stopped in a week. Then again back to ayurveda medicines and still continuing not have any proper improvements.

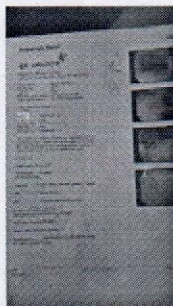
5 attachments



20190410_122427.jpg
3654K



20190410_122636.jpg
4114K



20190410_122505.jpg
3568K

vps | lakeshore

Digestive Disease Centre

Nettoor, Kochi, Kerala, India, Phone: +91-484-2701032

Patient Name ARUN THOMAS.

Hospital ID 416019

Age/Sex 22/M

Date/Time of Procedure 13/07/2018, 12:43 PM

Referring Physician DR. ABRAHAM KOSHY

PROCEDURE PERFORMED

COLONOSCOPY

INDICATIONS FOR EXAMINATION

C/o weight loss, pain abdomen

Instruments: OLYMPUS CFQ160 AL

Medications: None Extent of Exam: ileum Limitations: None

Boston Bowel Preparation Score :6 Tolerance: Good Complications: None

Scope Withdrawal Time: 12 minutes

PROCEDURE TECHNIQUE: A digital exam was performed and the colonoscope introduced in to the rectum and advanced under direct visualization to the ileum.

The scope was subsequently removed while carefully examining the mucosa on the way out. The following findings were noted:

FINDINGS

PR : Normal

Scope passed upto ileum.

Ileum : Linear ulcers 0.5 cm to 1 cm with mucus seen.
No narrowing noted.Ileocaecal valve : Ulcers seen, not deformed.
Scope negotiated easily through it into the ileum.Caecum, right colon, transverse colon, left colon
shows normal mucosa and vascular pattern.Rectosigmoid colon : Few < 5 mm discrete ulcers seen,
surrounding mucosa is normal

Haemorrhoids +

ENDOSCOPIC DIAGNOSIS

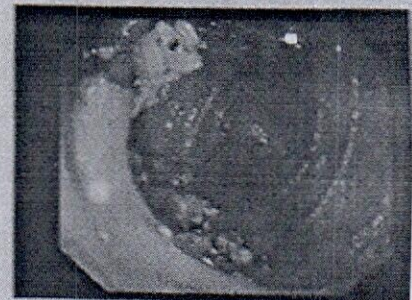
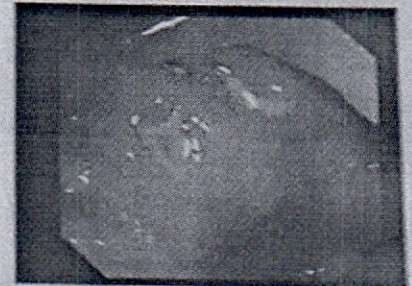
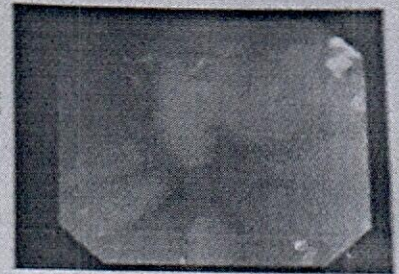
ILEOCAECAECAL ULCERS

? TUBERCULOSIS

? CROHN'S

RECTOSIGMOID ULCERS

Tissue taken for TB culture

Biopsy taken from ileum, ileocaecal valve,
caecum, transverse colon, sigmoid colon, rectum.Endoscopist: DR PRADEEP G MATHEW, M.D.
Dr. Antony Joseph | Swathy

DEPARTMENT OF RADIOLOGY & IMAGING

Lakeshore Hospital & Research Centre Ltd., Kochi, Kerala, India

Phone : +91-484-2701032, 94460 06626 E-mail: info@lakeshorehospital.com Web : www.lakeshorehospital.com

Name:	ARUN THOMAS	Hospital ID:	416019
Sex:	M	Study Date:	22-Jun-2018
Age:	22 Years	Ref. by:	DR ABRAHAM KOSHY

PLAIN AND CONTRAST CT IMAGING OF ABDOMEN

Multiple plain and contrast contiguous CT sections of abdomen have been done from top of liver to the pubic symphysis. Trazogastro was given orally to opacify stomach and small bowel loops. Trazogastro enema was given to outline colonic loops. 3D reconstruction of volumetric data was performed to obtain coronal and sagittal images in MIP / MPR images. Axial sections reveal;

Liver shows normal size and contour. No focal lesions. There is no intra or extra hepatic biliary dilatation. Hepatic vasculature is normal. Gall bladder shows normal distension and wall thickness. No calculi.

Spleen shows normal size and contour. No focal lesions. Head, body, tail of pancreas are normal. No duct dilatation. No parenchymal calcification. Adrenals show normal size and configuration. Kidneys show normal size and position with bilateral prompt contrast perfusion and excretion. No hydronephrosis.

Stomach shows normal distention with contrast. Mild diffuse circumferential thickening noted in the distal ileum and in the ileocecal junction. Rest of the small bowel loops show normal wall thickness and distention. Colonic loops are normal. Mesentery and omentum show normal density

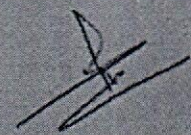
Urinary bladder shows normal wall thickness. Prostate and seminal vesicles show normal size and configuration.

Multiple hypodense upper and lower paraaortic lymphnodes noted largest measuring 12 x 9 mm in the lower paraaortic area. Few small low volume mesenteric lymphnodes also noted. Aorta, inferior vena cava show normal calibre and lumen. No free fluid is noted.

Lumbar vertebral bodies and bony pelvis show normal bony architecture.

IMPRESSION : CT scan of abdomen reveal:

- Normal CT attenuation of liver, gall bladder, spleen, pancreas, kidneys, adrenal glands, urinary bladder and prostate.
 - Mild diffuse circumferential thickening in the distal ileum and in the ileocecal junction. Multiple hypodense upper, lower paraaortic lymphnodes and few small low volume mesenteric lymphnodes.
 - Dd- Ileocecal tuberculosis.
- Suggest colonoscopic correlation.


DR. MOHAMMED SHABIR R.O MD
RADIOLOGIST

HISTOPATHOLOGY REPORT

Name: MR ARUN THOMAS

Sex : Male Lab No. : S18- 5495

Hospital : LAKESHORE HOSPITAL & RESEARCH CENTRE LTD., KOCHI

Age : 22 Yrs

Received Date : 13/07/2018

Hospital No : 0000416019

Refd by Dr : ABRAHAM KOSHY

Report Date : 19/07/2018

VIII. Sections show fragments of gastric mucosa with focal erosion of surface epithelium. The gastric pits and glands show preserved architecture. Lamina propria shows moderate increase in cellularity by lymphocytes, plasma cells, neutrophils and eosinophils. Neutrophils are seen infiltrating the glandular and surface epithelium. Focal enhanced inflammatory lesions and an occasional periglandular epithelioid cell collection seen.
Giemsa stain - H. pylori not seen.

Diagnosis

I. Biopsy from ileum showing aphthous and superficial ulcers and ileitis.

II. Biopsy from ileocaecal valve showing superficial and deep ulcers, patchy inflammation and occasional non caseating granulomas.

III. Biopsy from caecum showing aphthous ulceration and patchy mild inflammation.

IV. Biopsy from transverse colon showing no significant pathology.

V. Biopsy from sigmoid colon showing aphthous ulceration and mild inflammation.

VI. Biopsy from rectum showing superficial ulceration, patchy inflammation, cryptitis and crypt abscess.

VII. Biopsy from duodenum showing mild duodenitis.

VIII. Biopsy from gastric antrum showing focal erosion, moderate chronic gastritis with moderate activity, focal enhanced inflammatory lesions and an occasional periglandular epithelioid cell collection.

Comment :

: Histopathological features are suggestive of Crohn's disease. Please correlate with clinical and colonoscopic parameters.

*****End of Report*****

Reported by

Sreelatha

Dr. Sreelatha K.N, MD(Path)
Pathologist

Pushpa Mahadevan

Dr. Pushpa Mahadevan, MD(Path), DCP
Pathologist

Dr. Pushpa Mahadevan
MD (Path) DCP

Dr. Jayasree M. G.
MD DNB (Path)

Dr. Iona Leekha Mathew
MD (Path)

Dr. Renu Paul
MRCP (Path)

Dr. K.N. Sreelatha
MD (Path)

Dr. Rashmi R.
MD (Path)

Dr.

This report cannot be considered as 'Final diagnosis' since it needs correlation with clinical finding & other laboratory data. Specimens sent for biopsy only for 3 months after despatch of reports and will be discarded after this period. Slides / Blocks will be preserved only for a period of five years. Slides released only on written request from the concerned Medical Officer and will be made available only a day after receiving the request.

LHRC / LAB / 01A

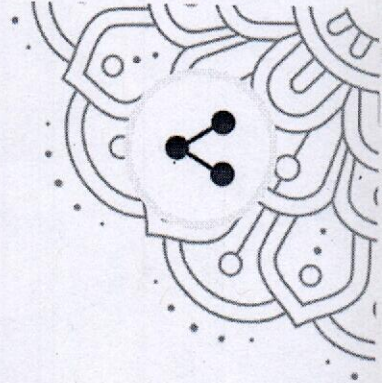
Lakeshore Hospital & Research Centre Ltd. KOCHI KERALA INDIA

Pathologist



59% 17:25

paytm payments
bank



Money Transfer Successful



₹5,000

TO

Consultancy GLA University

A/C No. 1999 0100 0009 038

IFSC Code : IOBA0001999

UPI Reference No: 910241638077



Indian Oversea...

Department of Biotechnology, GLA University

PO-Chaumuhan-281 406, Mathura- (UP)

Tel: +91-5662-250900, 250909 Extn. 2013: Fax: +91-5662-

241687, Mob: +91-9719072856, +91-9412826674,

Email: shoovir.singh@gla.ac.in; shoovir_singh@rediffmail.com



GLA
UNIVERSITY
MATHURA

Report for diagnosis of *Mycobacterium avium* subspecies *paratuberculosis* (MAP) infection the cause of Johne's disease (JD) or Paratuberculosis in domestic animals and associated with Inflammatory Bowel Disease (IBD) or Crohn's Disease (CD) and also with other diseases (Type-I Diabetes, Thyroid disorders, Autism, Multiple Sclerosis, Alzheimer's disease, Blau syndrome, Ulcerative colitis, Autoimmune arthritis and many more) in Human beings.

Date: 07/05/19

Patient Name and address: Mr. Arun J Thomas, Mukkoottil, Kuzhikala, Patthanamtilla, Kerala 689644

Phone no: +91-9846243817

Email: arunthomas63@gmail.com

Age/Sex: 22 years, male

Brief History of Patient: Symptoms (blood stain and mucous and coughing) of the complication in patient is started from 30/11/2017. Patients had some worms issue from childhood and taking medicine every year. Patient found some white coloured worms in stool then he took albendazole. After 30.11.17 patient took some ayurveda treatments and did not felt any improvement. In August 2018 he consulted Lakshore Hospital, Kochi and was diagnosed as Crohn's Disease (CD). He was prescribed Mesalazine tablet for a month. After taking mesalamine symptoms and condition worsened and therefore, further medication was stopped. Patient again reverted to Ayurvedic medicines and is still continuing but he is not getting apparent improvement.

Problems: Abdominal pain, weight loss from last 6 months, blood stain and mucous and coughing.

Period of ailment: 17 months

Surgery: Biopsy (10 months back)

History of Animal Contact or Consuming raw or, pasteurized milk and milk products: Not available

Present Status of Disease: Mild diffuse circumferential thickening in the distal ileum in ileocecal junction. Multiple hypodense upper, lower para aortic lymphnodes and few small low volume mesenteric lymphnodes, Dd-Ileocecal tuberculosis.

Ileum- Linear ulcers: 0.5 cm to 1 cm with mucus seen. No narrowing noted. Sections show fragments of Ileocaecal mucosa with aphthous and superficial ulceration.

Ileo-caecal valve: Ulcers seen, not deformed. Sections show fragments of Ileo-caecal valve mucosa with superficial and deep ulcers lined by granulation tissues and neutrophils.

Caecum: Section show fragments of colonic mucosa with apathus ulceration and preserved crypts architecture.

Transverse colon: Sections show fragments of colonic mucosa with intact surface epithelium and preserved crypts architecture.

Sigmoid colon: Apathus ulceration and preserved crypts architecture. Lamina propria shows mild increase in cellularity by lympho-cytes, plasma cells, eosinophils and occasional neutrophils.

Rectum: Superficial ulceration, disorganized crypts, cryptitis and crypt abscess and infiltration of lamina propria by lympho-cytes, plasma cells, eosinophils and occasional neutrophils.

Rectosigmoid colon: Few <5mm discrete ulcers seen

D2: 3 mm few discrete ulcers seen (superficial duodenal ulcers). Lamina propria by lymphocytes, plasma cells, eosinophils and occasional neutrophils. Submucosa and lamina propria show Brunners gland.

Present Status of Patient: Abdominal pain, weight loss from last 6 months

Consulting Physician / Specialist:

- Dr. Pradeep G. Matthew, M.D.
- Dr. Antony Joseph Swathy
- Dr. Mohammed Shabir, MD, Radiologist

Treatment provided:

Beginning: Albendazole, antibiotics, Ayurvedic medicines,
Mesalazine: 1500 mg (Complications increased)

Current treatment: Ayurvedic medicines

Samples submitted to Department of Biotechnology, GLA University:

Date of submission: 12/04/2019

Type of Sample (s): Stool, Serum, Blood

Results of Screenings: Date: 07/05/19

Diagnosis for *Mycobacterium avium* subspecies *paratuberculosis* (MAP) infection

S. No.	Specimen Source/ Tests	Results
1	Stool DNA i. MAP IS900PCR	Negative
2	Serum i. MAP Indigenous ELISA Kit standardized for human samples	Negative
3	Stool i. Microscopy {ZiehlNeelsen (ZN) Acid fast staining}	Positive (2+)

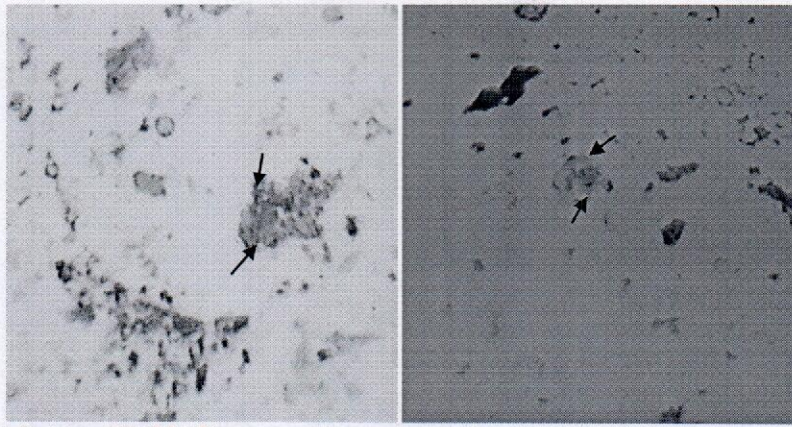


Fig 1. Acid fast bacilli (MAP) present in stool samples of the patient (Mr. Arun J Thomas)

Some facts about *Mycobacterium avium* subspecies *paratuberculosis* (MAP):

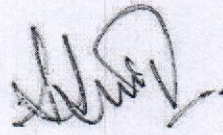
1. MAP bacilli is highly pathogenic and is not in-activated or killed during pasteurization, therefore all animal products (mainly milk) taken raw or prepared from pasteurized milk can potentially contaminate consumer with MAP infection.
2. It is primarily infects animals and causes major infection of domestic livestock (cattle, buffaloes, goats, sheep, camel, yak, etc.) and wild ruminants (deer, antelopes, blue bulls, bison, etc.) and other farm animals (rabbits) including primates and human beings.
3. Infection in animals is transmitted through contact, by contaminated water, soil and pastures, during pregnancy from infected mother, through semen, by consumption of milk and milk products.
4. Disease is incurable both in animals and in human beings despite surgical removal of infected intestine.
5. Following medicines have been used for the treatment of human beings by international experts.
6. There is no vaccine available for human beings, however for animals the vaccines are internationally available and also developed in India by our team and approved by Drug controller of India.

Medicine prescribed internationally (to be taken strictly in consultation with physician):

Anti-MAP antibiotics

- I. 5-ASA (Mesalamine/ Mesalazine)
- II. Methotrexate- 25mg/week
- III. Azathioprine
- IV. 6-MP
- V. Thalidomide- 25-300mg/day
- VI. Cyclosporin A
- VII. Rapamycin
- VIII. Tacrolimus

We solicit your kind cooperation to help in reaching out to other such patients in your contact/ vicinity for diagnosis and help in treatment and consulting.



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Professor & Head

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Conflict of Interest: This report cannot be used for any litigation purposes. It is purely to help the patient to the best of knowledge and capabilities of under signed under a project on Zoonotic aspects of *Mycobacterium avium* subspecies *paratuberculosis*.

11-05-2019	PRABAL PRATAP SINGH	991905070004	3,841.00	14,90,624.47
16-05-2019	TO GATE 2019		1,84,369.00	13,80,624.47
27-05-2019	Charges for PORD Customer Payment :000175693797			11,96,252.47
27-05-2019	NEFT-HDFC-IOBAN19147620999-SANDEEP YA-		2.96	11,96,252.47
27-05-2019	NEFT-HDFC-IOBAN19147620999-SANDEEP YA-		3,750.00	11,92,502.51
01-06-2019	Charges for PORD Customer Payment :000177298354			12,12,502.51
04-06-2019	NEFT-SBIN-IOBAN19155056222-KAUSHIK PR-		5.90	12,12,496.61
04-06-2019	NEFT-SBIN-IOBAN19155056222-KAUSHIK PR-		37,010.00	11,75,486.61
06-06-2019	RTG GLA CANTEN		25,254.00	11,50,232.61
10-06-2019	NEFT-HDFC-N161190847751734-SAN PRINTS-VMPS07859			12,02,279.43
13-06-2019	NEFT-UTIB-AXMB191668107405-M/S INDIAN-Consultancy		1,048.00	12,02,279.43
19-06-2019	REF NO/026610319000006 DT 03/04/2019			12,42,279.43
26-06-2019	NEFT-PUNB-PUNBH1917021526-GAURAV TRA-			13,82,831.43
27-06-2019	NEFT-UTIB-AXIC191781275400-MAA SARASW-			14,63,831.43
27-06-2019	991906270002			17,91,611.43
27-06-2019	NEFT-UTIB-AXSK191780006439-KOSHDA BUI-			18,05,111.43
27-06-2019	RTGS-BKID-BKIDH19178108278-HOTEL BASE-HOTEL BASERA			21,61,511.43
27-06-2019	NEFT-SYNB-PI9062768201082-GYAN MAHAV-			22,15,511.43
27-06-2019	NEFT-BKID-BKIDH19178109667-HOTEL BASE-HOTEL BASERA			23,18,111.43
27-06-2019	RTGS-VIJB-VIJBH19178087947-HI VIEW CO- URGENT			26,90,711.43
27-06-2019	NEFT-CNRB-PI9062770179655-PRAKASH IM-			28,27,999.43
28-06-2019	NEFT-SBIN-SBIN419179941810-PRAKASH DI-/ATTN/Deposi			29,97,321.43
28-06-2019	Charges for PORD Customer Payment :000181161131		41.30	29,97,280.13
28-06-2019	RTGS-HDFC-IOBAN19179426395-PATHFINDER-		4,03,457.00	25,93,823.13
28-06-2019	NEFT-UTIB-AXSK191790017224-EVERTOUCH-			26,47,823.13
28-06-2019	NEFT-SBIN-SBIN119179462130-PRAKASH DI-/ATTN/Deposi			27,12,623.13
28-06-2019	NEFT-PUNB-PUNBH19179512587-AMITY ELEC-			27,77,423.13
29-06-2019	CHRGs- SMS ALERT JUNE2019		17.70	27,77,405.43
29-06-2019	RTGS-CNRB-CNRBH19180561646-PRAKASH IM-			29,93,405.43
29-06-2019	RTGS-ORBC-ORBCH19180026029-S J P INDI-			35,06,405.43
02-07-2019	991906270006			35,60,405.43
02-07-2019	991906270003			38,68,205.43
05-07-2019	TRTR/918613481737/IMPS/M/S INDIAN STONE IND		4.72	39,23,205.43
06-07-2019	Charges for PORD Customer Payment :000182794792		12,000.00	39,11,200.71
06-07-2019	NEFT-PUNB-IOBAN19187454055-GAURAV TRA-			39,61,200.71
06-07-2019	991907010002		50,000.00	39,11,200.71
06-07-2019	TO CHQ RTN			39,61,200.71
10-07-2019	NEFT-BARB-BARB19191054299-ANJANEY TR-			39,61,136.99
19-07-2019	Charges for PORD Customer Payment :000185016406		63.72	33,81,207.99
19-07-2019	RTGS-BARB-IOBAN19200460758-KULDEEP AR-		5,79,929.00	34,02,023.99
19-07-2019	Int.Pd:01-05-2019 to 31-07-2019:199901000009038			34,02,006.29
03-08-2019	CHRGs- SMS ALERT SEPTEMBER 2019		17.70	34,07,006.29
23-09-2019	NEFT-ICIC-1805381111-N P VIJAYA-NO Message			34,26,006.29
26-09-2019	CASH DEPOSIT BY KSHITIJ			34,60,400.29
06-11-2019	Int.Pd:01-08-2019 to 31-10-2019:199901000009038			34,63,400.29
18-11-2019	NEFT-UTIB-AXMB193221084184-ABHIT BH-from Dr Abhi			37,86,346.29
21-11-2019	NEFT-SBIN-SBIN319325350250-DAE-/ATTN/TRF			37,86,351.60
23-11-2019	REV RTGSCHRG IOBAN19200460758		5.31	35,65,551.60
10-12-2019	ANKIT WISHARA		2,20,800.00	35,15,551.60
10-12-2019	PRABAL PRATAP SINGH		50,000.00	37,85,551.60
19-12-2019	RTGS-ALLA-ALLAH19353380943-COUNCIL OF- ATTN			37,17,733.90
24-12-2019	CONSULTANCY FEE		67,796.00	36,55,579.90
24-12-2019	CHRGs SMS ALERT DECEMBER2019		17.70	36,55,579.90
24-01-2020	ANKIT WISHRA		62,000.00	36,55,579.90
24-01-2020	GLA U 9036		158.00	36,55,579.90
24-01-2020	Charges for PORD Customer Payment :000217595805		4.72	36,39,101.18
24-01-2020	NEFT-PUNB-IOBAN20024394341-UNICOM ADV-		16,474.00	31,73,076.18
27-01-2020	KULDEEP ARORA & ASSOCATES		4,66,025.00	32,55,291.18
27-01-2020	NEFT-SBIN-SBIN320029401382-IIT GATE-/URGENT/FROM			32,05,291.18
29-01-2020	PRABAL PRATAP SINGH		50,000.00	32,40,291.18
29-01-2020	992001770006			32,40,291.18