



राष्ट्रीय शिक्षण मंडळ संचलित

आयुर्वेद रसशाळा®

२५, कर्वेरोड, पुणे - ४११ ००४. भारत.



Rashtriya Shikshan Mandal Sanchalit

AYURVEDA RASASHALA®

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Date: 31st March, 2017

To,
Director,
CDGIMS, Pune

Subject: Proposal regarding Funds for Research projects.

Dear Sir,

Ayurved Rasashala is well known Ayurvedic medicine manufacturing company established in 1935 and a well-known entity in Ayurveda Field. Ayurved Rasashala is a growing pharmaceutical company, which is focused on continuous marketing Research to analyze and satisfy customer needs, quality improvement & logistic & supply chain management. For the same purpose, we would like to offer different types of opportunities for CDGIMS students particularly in the field of marketing research. These activities will be on year on year basis and will give MBA students a good exposure to the field of marketing, sales and consumer behavior.

Ayurved Rasashala proposes to assist minimum 10 students who should enroll and do these marketing research activities with the help of experts from the marketing department of Ayurved rasashala. These students' inputs will help Ayurved rasashala to formulate further strategies in turbulent marketing environment.

For the same purpose, Ayurved Rasashala will be willing to provide research funds to CDGIMS as per the needs. These funds should be utilized for students' Academic research and different student skill development program.

We are expecting a positive reply from your side.

Thanking You,

With warm regards,

Dr. V.V. Doiphode
President
Rashtriya Shikshan Mandal