**CENTRE BRAND IMAGE DEVELOPMENT (CBID)**

**OFFICIAL USE ONLY**

APPLICATION FORM FOR CBID PROJECT PROPOSALS

1. **Name of the Department/Unit/Centre**
2. **Name of the Faculty:**
3. **Name of the Project:**
4. **Intended project category of the proposed project:**

Knowledge Sharing Sessions Collaborative Scholarly Conferences ( Local & International)

Industry Collaborations Outreach Activities & Partnership

1. **Proposed duration of the project:**

From: To:

1. **Project /event team leader and the members: (Include the contact number and email address of the project leader)**

i. ……………………………………………………………………………………..

ii. …………………………………………………………………………………….

iii. …………………………………………………………………………………….

1. **Brief description of the project/event & expected image building objectives:**

CENTRE FOR BRAND IMAGE DEVELOPMENT -CBID

1. **Description of the intended stakeholders:**

1. **Project Execution time plan :**
* Date & time:
* Venue:
* Publicity and other external communication methods to be applied:
1. **Estimated Budget to be enclosed as a separate Annexure.** (CBID facilitates only up to 50,000.00 LKR due to prevailing financial restriction).

Please note that this grant is provided to manage the cost related to digital content development works, online promotional expenses, supportive branding/promotional material printing works and other justifiable activities for image building works of the proposed project/event. It can use maximum 15% for miscellaneous expenses out of the amount granted.

**Note:**

This form should be filled by the applicant and send it via the Head and Dean to Vice Chancellor. CBID Director and the proposal evaluation committee will evaluate the proposal and table to the finance committee once the application is forwarded to the Director-CBID by the Vice Chancellor.