

STATEMENT SHOWING THE DETAILS OF PUBLICITY AND PROMOTIONAL ACTIVITIES UNDER BFL UNDER PMEGP FOR THE YEAR

Sr.No	Name of the event	Target Allocated For the year 2018-19		Type of Publicity	Date/period of Organization		Name of the Place and city	Organizer	Sub of Advertising in brief and event if any	Expenditure Incurred	Organized By Agency	Remarks
		No	Amt		From Date	To Date						
NorthEast												
ARUNACHAL PRADESH												
1	Printing of Advertisement	0	45.05	Advertisement	09-JUN-2018	09-JUN-2018	Itanagar	Arunachal Times	PMEGP - Creating New	92400	KV	null
2	Printing of Advertisement	0	45.05	Advertisement	12-JUN-2018	12-JUN-2018	Itanagar	Arunachal Time	Public Notice	11004	KV	null
3	Printing of advertisement	0	45.05	Advertisement	01-AUG-2018	01-AUG-2018	Itanagar	Arunachal Time	PMEGP - Creating New	117330	KV	null
4	Printing of Advertisement	0	45.05	Advertisement	07-JUN-2019	07-JUN-2019	Itanagar	Arunachal Times	PMEGP - Creating New	74796	KV	Bill Payment made on
5	Printing of Advt. on 07.08.2019	0	45.05	Advertisement	07-AUG-2019	07-AUG-2019	Itanagar	Arunachal Times	Public Notice	17598	KV	null
6	Printing of PMEGP Leaflet	0	45.05	Leaflet	17-OCT-2019	17-OCT-2019	Itanagar	M/s Shivalaya Printing	ROAD TO PRIDE AND	441000	KV	null
7	Printing of PMEGP Guidelines	0	45.05	Booklet	24-JAN-2020	24-JAN-2020	Itanagar	ABC Offset Printing	PMEGP Guideles	579600	KV	null
8	Printing	0	45.05	Credit Scoring Criteria	13-AUG-2020	13-AUG-2020	Itanagar	ABC Offset Printing	Credit Scoring Criteria -	315000	KV	Payment made on
9	Printing of Advertisement	0	45.05	Advertisement	14-AUG-2020	14-AUG-2020	Itanagar	Arunachal Times	Silent features of PMEGP	60000	KV	Payment made on
10	Printing of PMEGP Guidelines	0	45.05	PMEGP Guidelines	28-SEP-2020	03-OCT-2020	Itanagar	M/s Shivalaya Printing	PMEGP Guideles	567000	KV	null
11	Printing of Advertisement	0	45.05	Advertisement	19-OCT-2020	19-OCT-2020	Itanagar	Arunachal Times	post of technical expert,	15402	KV	null
12	Printing of PMEGP Guidelines	0	45.05	PMEGP Guidelines	10-DEC-2020	10-DEC-2020	Itanagar	M/s Shivalaya Printing	PMEGP Guidelines	567000	KV	null
13	Printing of PMEGP Guidelines	0	45.05	PMEGP Guidelines	29-JAN-2021	29-JAN-2021	Itanagar	M/s Shivalaya Printing	PMEGP Guidelines	567000	KV	null
14	Green Carnival, Jollang	0	45.05	Hording	17-DEC-2021	19-DEC-2021	Jollang, Itanagar	GAMCo. Society	PMEGP	300000	KV	null
15	FM Radio Channel	0	45.05	Radio Channel	15-FEB-2022	28-FEB-2022	Itanagar	Reliance Broadcast	PMEGP	68412	KV	BIG FM 92.7
16	Print Media (News Paper)	0	45.05	News Paper	17-FEB-2022	18-FEB-2022	Itanagar (AP)	SO,KVIC Itanagar	Reg. Transperancy in PMEGP	24198	KV	Reentered due to
17	Publicity	0	45.05	News Paper	17-FEB-2022	18-FEB-2022	Itanagar(AP)	SO,KVIC,Itanagar	Reg. Transpirancy in PMEGP	24198	KV	Beaware from
18	Ad.in FM reg. transperancy/ caution ag.	0	45.05	FM Radio	01-MAR-2022	16-MAR-2022	Itanagar	SO KVIC Itanagar	caution against miiddleman	78180	KV	64 spots(2240
19	Advertisment	0	45.05	Foam board	22-MAR-2022	22-MAR-2023	SOKVIC&APKVIB	KVIC	KVIC Schemes	148680	KV	Publicity of KVIC

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		No	Amt		From Date	To Date						
20	MSME day 30.06.2022	0	45.05	To participate in delhi	22-JUN-2022	22-JUN-2022	Doimukh & Nirjuli	SO KVIC , Itanagar	collection of beneficiary profile	27000	KV	As per letter of Dy.
21	MSME week	0	45.05	personal contact by	28-JUN-2022	30-JUN-2022	Doimukh,Naharlugan,	SO KVIC,Itanagar	Self Employment by setting up	33750	KV	instruction received
22	MSME Day Celebration	0	45.05	news paper	30-JUN-2022	30-JUN-2022	Itanagar	State Office Itanagar	MSME Day Celebration-	154224	KV	PMEGP promotional
23	Republic Day	0	45.05	Print Media (News	15-AUG-2022	16-AUG-2022	Itanagar (AP)	State Office KVIC ,	Reg. PMEGP Publicity	45000	KV	on the occussion of
24	PMEGP Banner	0	45.05	Banners	14-NOV-2022	13-DEC-2022	Tirap & Changlang	Asst. Dir. 2	New PMEGP guidlines	30240	KV	Displayed in Zero
25	SLWS	0	45.05	Standee	17-NOV-2022	17-NOV-2022	Waii International	KVIC	New PMEGP guidlines	17982	KV	Displayed in SLWS
26	Standee	0	45.05	Standee	21-DEC-2022	20-JAN-2023	Papumpare-Distt	Director I/c	As per letter of Dy.Ceo	39000	KV	work done as per
27	As per order by HO	0	45.05	Standee	22-DEC-2022	21-JAN-2023	KVIB,DIC,RSETI etc	Director I/c	Standee of PMEGP	109020	KV	As per letter of Dy.
28	Order by HO	0	45.05	Standee	22-DEC-2022	21-JAN-2023	KVIB,DIC,RSETI etc.	Director I/c	Standee of PMEGP	109020	KV	As per letter of Dy.
29	Ordered by HO	0	45.05	Standee	22-DEC-2022	21-JAN-2023	KVIB,DIC,RSETI, etc	Director I/c	Standee	89208	KV	As per Dy.Ceo letter
30	Leaflet	0	45.05	Leaflet	27-JAN-2023	26-FEB-2023	Local	State Office	As per letter of Dy.Ceo	67200	KV	Dy Ceo Letter No.
31	TA/DA AS CONTIGENCY	0	45.05	null	null	null	null	null	null	468000	KV	Expenditure during
32	TA/DA AS CONTIGENCY	0	45.05	null	null	null	null	null	null	36000	KV	null
StatewiseTotal										5294442		
Zone wiseTotal										5294442		
Grand Total										5294442		