

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<br>2018-19 |       | Type of Publicity | Date/period of Organization |             | Name of the Place<br>and city | Organizer      | Sub of Advertising in brief and<br>event if any | Expenditure Incurred | Organized By<br>Agency | Remarks               |
|---------|----------------------|------------------------------------------|-------|-------------------|-----------------------------|-------------|-------------------------------|----------------|-------------------------------------------------|----------------------|------------------------|-----------------------|
|         |                      | No                                       | Amt   |                   | From Date                   | To Date     |                               |                |                                                 |                      |                        |                       |
| North   |                      |                                          |       |                   |                             |             |                               |                |                                                 |                      |                        |                       |
| HARYANA |                      |                                          |       |                   |                             |             |                               |                |                                                 |                      |                        |                       |
| 1       | Photostat            | 0                                        | 38.35 | Photostat         | 16-OCT-2018                 | 16-OCT-2018 | Ambala                        | KVIC           | PMEGP P.V. copies photostat                     | 28680                | KV                     | null                  |
| 2       | Printing             | 0                                        | 38.35 | Printing          | 29-MAR-2019                 | 29-MAR-2019 | Ambala                        | KVIC           | PMEGP scheme Pamplet                            | 42480                | KV                     | null                  |
| 3       | Advertisement        | 0                                        | 38.35 | In Newspaper      | 18-OCT-2020                 | 18-OCT-2020 | Haryana                       | KVIC, Ambala   | Call Appli. for Rt. Bankers,                    | 304068               | KV                     | null                  |
| 4       | Advertisement        | 0                                        | 38.35 | In Newspapers     | 18-OCT-2020                 | 18-OCT-2020 | Haryana State                 | KVIC, Ambala   | Beware of middleman under                       | 344130               | KV                     | null                  |
| 5       | Publicity            | 0                                        | 38.35 | Adv. in Newspaper | 14-AUG-2021                 | 14-AUG-2021 | Ambala                        | KVIC           | Adv. for Tech., Markeing & Rt.                  | 85050                | KV                     | null                  |
| 6       | Publicity            | 0                                        | 38.35 | Advertisement     | 01-SEP-2021                 | 01-SEP-2021 | Haryana                       | KVIC           | Application invited for experts                 | 35436                | KV                     | null                  |
| 7       | ADVERTISEMENT        | 0                                        | 38.35 | PMEGP SCHEME      | 26-JAN-2022                 | 26-JAN-2022 | ALL HARYANA                   | YASHPAL SINGH  | PMEGP SCHEME                                    | 208836               | KV                     | null                  |
| 8       | PUBLICITY            | 0                                        | 38.35 | PMEGP SCHEME      | 08-MAR-2022                 | 08-MAR-2022 | KVIB PANCHKULA                | KVIB           | PMEGP SCHEME                                    | 660000               | KB                     | null                  |
| 9       | ADVERTISEMENT        | 0                                        | 38.35 | KHADI AND PMEGP   | 10-MAR-2022                 | 25-MAR-2022 | HISAR                         | SOHANPAL       | KHADI AND PMEGP                                 | 46572                | KV                     | null                  |
| 10      | KVIC                 | 0                                        | 38.35 | NEWS PAPER        | 12-JUN-2022                 | 12-JUN-2022 | CHANDIGARH                    | DAINIK JAGRAN  | PMEGP                                           | 294132               | KV                     | null                  |
| 11      | Meeting              | 0                                        | 38.35 | Publicity         | 20-JUL-2022                 | 20-JUL-2022 | Chandigarh                    | KVIC, Ambala   | Banners                                         | 13026                | KV                     | SLBM                  |
| 12      | KVIC                 | 0                                        | 38.35 | LED BORAD         | 04-AUG-2022                 | 04-AUG-2022 | JAGADHARI ROAD                | KHADI UDYOG    | PMEGP                                           | 1500000              | KV                     | null                  |
| 13      | PMEGP                | 0                                        | 38.35 | Avsar Parkashan   | 26-JAN-2023                 | 26-JAN-2023 | Ambala                        | State Director | PMEGP                                           | 142050               | KV                     | null                  |
| 14      | PMEGP                | 0                                        | 38.35 | Dainik Jagran     | 26-JAN-2023                 | 26-JAN-2023 | Ambala                        | State Director | PMEGP                                           | 154380               | KV                     | null                  |
| 15      | Khadi Jagran, Jhumpa | 0                                        | 38.35 | Baners, Backdrop, | 14-MAR-2023                 | 14-MAR-2023 | Jhumpa Distt Bhiwani          | KVIC Ambala    | Publicity of PMEGP,                             | 2531100              | KV                     | As per Director order |
| 16      | Public city          | 0                                        | 38.35 | PMEGP             | 14-MAR-2023                 | 14-MAR-2023 | JHUMPA                        | KVIC           | Public City                                     | 1014138              | KV                     | null                  |
| 17      | jhumpa program       | 0                                        | 38.35 | pmegp             | 14-MAR-2023                 | 14-MAR-2023 | jhumpa, bhiwani               | KVIC           | pmegp publicity                                 | 1200000              | KV                     | null                  |
| 18      | PMEGP                | 0                                        | 38.35 | Awareness Camp    | 30-APR-2023                 | 30-APR-2023 | Vill Dulheri, Bhiwan          | KVIC Ambala    | Flex, Banner, Hoding                            | 318600               | KV                     | null                  |
| 19      | awareness proram     | 0                                        | 38.35 | special camp      | 01-MAY-2023                 | 01-MAY-2023 | hissar                        | kvic           | pmegp                                           | 131790               | KV                     | null                  |

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|----------------|-------------------------------|---------------------------------------|-------|---------------------|-----------------------------|-------------|----------------------------|----------------|----------------------------------------------|----------------------|---------------------|----------------------|
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|                |                               |                                       |       |                     |                             |             |                            |                |                                              |                      |                     |                      |
| 20             | for removal of computer fault | 0                                     | 38.35 | PMEGP               | 05-MAY-2023                 | 05-MAY-2023 | Ambala                     | State Director | repair                                       | 40320                | KV                  | UPS were repaired in |
| 21             | Mega Event                    | 0                                     | 38.35 | PMEGP               | 14-SEP-2023                 | 14-SEP-2023 | Jhumpa. Bhiwani            | StateDirector  | PMEGP &other V.I industries                  | 93120                | KV                  | null                 |
| 22             | PMEGP                         | 0                                     | 38.35 | Advertisement       | 14-JAN-2024                 | 14-JAN-2024 | Ambala, Chandigarh         | The Tribune    | PMEGP                                        | 526368               | KV                  | null                 |
| 23             | Advertisement                 | 0                                     | 38.35 | PMEGP               | 14-JAN-2024                 | 14-JAN-2024 | All Haryana                | KVIC           | PMEGP scheme publish                         | 1254108              | KV                  | null                 |
| 24             | PMEGP                         | 0                                     | 38.35 | ADVERTISEMENT       | 02-MAR-2024                 | 02-MAR-2024 | ALL                        | THE TRIBUNE    | pmegp                                        | 526380               | KV                  | null                 |
| 25             | PMEGP                         | 0                                     | 38.35 | ADVERTISEMENT       | 03-MAR-2024                 | 03-MAR-2024 | ALL                        | DAINIK BHASKAR | pmegp                                        | 293172               | KV                  | null                 |
| 26             | PMEGP                         | 0                                     | 38.35 | ADVERTISEMENT       | 03-MAR-2024                 | 03-MAR-2024 | ALL                        | DAINIK JAGRAN  | pmegp                                        | 1254102              | KV                  | null                 |
| 27             | Khadi Samvad                  | 0                                     | 38.35 | PMEGP and others    | 11-MAR-2024                 | 11-MAR-2024 | Karnal                     | S.O Ambala     | PMEGP                                        | 463020               | KV                  | null                 |
| 28             | Khadi Samvad                  | 0                                     | 38.35 | hoarding and banner | 11-MAR-2024                 | 11-MAR-2024 | Karnal                     | S.O Ambala     | PMEGP                                        | 17700                | KV                  | null                 |
| 29             | PMEGP                         | 0                                     | 38.35 | publicity awareness | 11-MAR-2024                 | 11-MAR-2024 | Karnal                     | KVIC           | PMEGP                                        | 194700               | KV                  | null                 |
| 30             | pmefgp                        | 0                                     | 38.35 | advertidement       | 12-MAR-2024                 | 12-MAR-2024 | KARNAL                     | KVIC           | pmegp                                        | 976884               | KV                  | null                 |
| 31             | pmegp                         | 0                                     | 38.35 | Success Stories     | 15-MAR-2024                 | 15-MAR-2024 | all                        | KVIC           | PMEGP success stories                        | 62994                | KV                  | null                 |
| StatewiseTotal |                               |                                       |       |                     |                             |             |                            |                |                                              | 14757336             |                     |                      |
| Zone wiseTotal |                               |                                       |       |                     |                             |             |                            |                |                                              | 14757336             |                     |                      |
| Grand Total    |                               |                                       |       |                     |                             |             |                            |                |                                              | 14757336             |                     |                      |