

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						
South												
KERALA												
1	Pothujana Sradhakku	0	27.07	Advertisement	13-APR-2018	13-APR-2018	Whole Kerala	Mathrubhoomi daily	Regarding	219372	KV	Advertisement in
2	Pothujanasradhakku	0	27.07	Advertisement	13-APR-2018	13-APR-2018	Whole Kerala	Malayala Manorama	Regarding	357786	KV	Advertisement in
3	Printing	0	27.07	PMEGP Brochure	10-DEC-2018	10-DEC-2018	Bhanu Offset, TVM	Bhanu Offset, TVM	Printing of PMEGP Brochure	57120	KV	Printing of PMEGP
4	Mathrubhumi Printing and Publishing Co. Ltd,	0	27.07	PMEGP scheme	03-AUG-2021	03-AUG-2021	Kozhikode	Mathrubhumi Printing	Application of TECH/MKT	159420	KV	PMEGP scheme
5	Malayala Manorama	0	27.07	Publicity of PMEGP	03-AUG-2021	03-AUG-2021	Kottayam	Malayala Manorama	Advertisement of PMEGP	177414	KV	Advertisement of
6	Malayala Manorama	0	27.07	Application of	30-AUG-2021	30-AUG-2021	Trivandrum	Application of	Application of TECH/MKT	40050	KV	Application of
7	Mathrabhumi Printing and Publishing Co. Ltd	0	27.07	Application of	30-AUG-2021	30-AUG-2021	Trivandrum	KVIC	Inviting application for	25182	KV	Inviting application for
8	Newspaper advertisement	0	27.07	Publicity of PMEG	07-NOV-2021	07-NOV-2021	All district	Malayala Manorama	Advertisement of PMEGP	420870	KV	Advertisement on
9	Newspaper advertisement	0	27.07	Publicity of PMEGP	07-NOV-2021	07-NOV-2021	All district	Mathrubhumi Daily	Advertisement of PMEGP	375084	KV	Highlighting of
10	Printing and Publicity	0	27.07	Digital Printing &	30-NOV-2021	30-NOV-2021	Trivandrum	KVIC	PMEGP Brouchure	60480	KV	Digital Printing &
11	Promotional and Publicity	0	27.07	Newspaper Advt	26-JAN-2022	26-JAN-2022	Four dist of Kerala	Mathrubhumi	Advertisement of PMEGP	222024	KV	Publicity of PMEGP
12	Promotional and Publicity	0	27.07	Newspaper Advt.	26-JAN-2022	26-JAN-2022	Four dist of Kerala	Malayala Manorama	Advertisement of PMEGP	310128	KV	Publicity of PMEGP
13	Printing and Publicity	0	27.07	Digital printing of	18-FEB-2022	18-FEB-2022	Trivandrum	KVIC	PMEGP Broucher Address	26880	KV	Digital Printing of
14	Advertisement in FM radio	0	27.07	Advertisement	04-MAR-2022	13-MAR-2022	Thiruvananthapuram	Secretary	Advertisement of PMEGP	837708	KB	null
15	Promotional and Publicity	0	27.07	Printing of brochure	07-MAR-2022	13-MAR-2022	Changanacherry	State Director	PMEGP- State Level	70992	KV	null
16	Promotional and Publicity	0	27.07	Printed Banners and	12-MAR-2022	12-MAR-2022	Alappuzha	Udayakumar T	Publicity and Guidelines	90000	DI	null
17	Promotional and Publicity	0	27.07	Banner, Notices and	20-MAR-2022	20-MAR-2022	Local body, public	DIC	Details about PMEGP scheme	91560	DI	null
18	Promotional and Publicity	0	27.07	Broucher, Banner and	20-MAR-2022	20-MAR-2022	Kollam	Sajeev Kumar KS	PMEGP Publicity	105000	DI	null
19	Promotional and Publicity	0	27.07	Printing of Pamphlets	24-MAR-2022	24-MAR-2022	Palakad district	Deepu Sivaraj	PMEGP scheme	90000	DI	null

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20	Publicity	0	27.07	Brochure Printing	14-APR-2022	14-APR-2022	DIC, Kannur	G.M	PMEGP	90000	DI	Brochure Printing
21	Promotional and Publicity	0	27.07	Awareness camp	22-JUN-2022	22-JUN-2022	Thrissur	KVIC	Photos and videography of	72000	KV	Reimbursment to Shri
22	MSME Day Celebration	0	27.07	Awareness	28-JUN-2022	28-JUN-2022	Mascot Hotel, TVM	Sri. Gireesh Kumar,	MSME Day Celebration	119454	KB	MSME Day
23	MSME Day Celebration	0	27.07	Printing and	28-JUN-2022	28-JUN-2022	Trivandrum	Director (PMEGP),	MSME Day Celebration	574470	KB	Printing and
24	Promotional and Publicity	0	27.07	Print media	30-JUN-2022	30-JUN-2022	Kerala State	State office, KVIC,	As a part of celebrating MSME	1981524	KV	null
25	Publicity	0	27.07	Brochure Printing	22-JUL-2022	22-JUL-2022	DIC, IDUKKI	General Manager	Brochure Printing	60000	DI	Brochure Printing
26	Promotional and Publicity	0	27.07	Advertisement	22-AUG-2022	22-AUG-2022	Trivandrum	Dy. Director (I/c)	Notification of consultant from	30924	KV	null
27	Promotional and Publicity	0	27.07	Advertisement	22-AUG-2022	22-AUG-2022	Trivandrum	Dy. Director (Ic)	Notification of consultant from	51480	KV	null
28	Promotional and Publicity	0	27.07	Banner printing	17-SEP-2022	17-SEP-2022	Trivandrum	Dy. Director (I/c)	Printing of cloth banner in	12744	KV	null
29	Promotional and Publicity	0	27.07	Advertisement	21-NOV-2022	21-NOV-2022	Some dist. of Kerala	Dy. Director	About PMEGP scheme	184098	KV	Advertisement was
30	Promotional and Publicity	0	27.07	Advertisement	21-NOV-2022	21-NOV-2022	Some dist. of Kerala	Dy. Director	About PMEGP scheme	347292	KV	Advertisement was
31	Nil	0	27.07	Nil	02-DEC-2022	02-DEC-2022	Nil	Nil	Nil	0	DI	Nil
32	Publicity	0	27.07	Brochure Printing	16-DEC-2022	16-DEC-2022	DIC, Wayanad	ADIO, Vythiri	Brochure Printing	60000	DI	Publicity at Wayanad
33	Promotional and Publicity	0	27.07	Brochure	02-JAN-2023	02-JAN-2023	Trivandrum	S.O., KVIC,	For printing PMEGP brochure	21000	KV	null
34	Publicity	0	27.07	Advertisement	26-JAN-2023	26-JAN-2023	Various dist. of Ker	KVIC	To highlight PMEGP scheme	359352	KV	Advertisement given
35	Publicity	0	27.07	Advertisement	26-JAN-2023	26-JAN-2023	Various dist. of Ker	KVIC	To highlight PMEGP scheme	322380	KV	Advertisement given
36	Promotional and Publicity	0	27.07	Standee with flex on	06-FEB-2023	06-FEB-2023	Trivandrum	KVIC	Standee with flex on PMEGP	169920	KV	null
37	Publicity	0	27.07	Banner printing	17-FEB-2023	17-FEB-2023	Ernakulam	KVIC	Banner	12744	KV	null
38	Publicity	0	27.07	Printing	25-FEB-2023	25-FEB-2023	DIC, Malappuram	SHREERAJ.M	Printing	122838	DI	Publicity at
39	Awareness Programme	0	27.07	Purchased Materials	28-FEB-2023	28-FEB-2023	Alappuzha	Project Officer,	Awareness Programme	30000	KB	Awareness
40	Awareness Programme	0	27.07	Purchased Materials	28-FEB-2023	28-FEB-2023	Ernakulam	Project Officer,	Awareness Programme	30000	KB	Awareness
41	Awareness Programme	0	27.07	Purchased Materials	28-FEB-2023	28-FEB-2023	Kannur	Project Officer,	Awareness Programme	30000	KB	Awareness
42	Awareness Programme	0	27.07	Purchased Materials	28-FEB-2023	28-FEB-2023	Malappuram	Project Officer,	Awareness Programme	90000	KB	Awareness

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43	Awareness Programme	0	27.07	Purchased Materials	28-FEB-2023	28-FEB-2023	Palakkad	Project Officer,	Awareness Programme	60000	KB	Awareness
44	Awareness Programme	0	27.07	Purchased Materials	28-FEB-2023	28-FEB-2023	Thodupuzha, Idukki	Project Office, KKVIB,	Awareness Programme	30000	KB	Awareness
45	Awareness Programme	0	27.07	Purchased Materials	28-FEB-2023	28-FEB-2023	Thrissur	Project Officer,	Awareness Programme	30000	KB	Awareness
46	Awareness Programme	0	27.07	To Establishing Booth	28-FEB-2023	28-FEB-2023	Kalpetta, Wayanad	Project Officer,	Awareness Programme	90000	KB	Awareness
47	Awareness Programme	0	27.07	To Establishing Booth	28-FEB-2023	28-FEB-2023	Kottayam	Project Officer,	Awareness Programme	180000	KB	Conducting Local
48	Awareness Programme	0	27.07	To Establishing Booth	28-FEB-2023	28-FEB-2023	Nadakkavu,	Project Officer,	Awareness Programme	30000	KB	Awareness
49	Awareness Programme	0	27.07	To Establishing Booth	28-FEB-2023	28-FEB-2023	Ramnagar,	Project Officer,	Awareness Programme	60000	KB	Awareness
50	Awareness Programme	0	27.07	To Establishing Booth	28-FEB-2023	28-FEB-2023	Catholicate College	Project Officer,	Awareness Programme	30000	KB	Awareness
51	Awareness Programme	0	27.07	To Establishing Booth	28-FEB-2023	28-FEB-2023	Govt. ITI Chakka,TVM	Project Officer,TVM	Awareness Programme	30000	KB	Awareness
52	Awareness Programme	0	27.07	To Establishing Booth	28-FEB-2023	28-FEB-2023	Govt. ITI Jn, Kollam	Project Officer,	Awareness Programme	86076	KB	Awareness
53	Nil	0	27.07	Nil	28-MAR-2023	28-MAR-2023	Nil	Nil	Nil	0	DI	Nil
54	PMEGP	0	27.07	Printing PMEGP	10-MAY-2023	10-MAY-2023	Printing	Printing PMEGP	Printing PMEGP Brochure	15930	KV	Printing PMEGP
55	PMEGP PUBLICITY	0	27.07	Advertisement -	30-JUL-2023	30-JUL-2023	Advertisement - KKD	Mathrubhoomi	Advertisement - Mathrubhoomi	10596	KV	Advertisement -
56	PMEGP PUBLICITY	0	27.07	Advertisement	23-AUG-2023	23-AUG-2023	Advertisement	Advertisement -	Advertisement - Malayala	16722	KV	Advertisement -
57	Promotional and Publicity	0	27.07	Printing of banner	20-DEC-2023	20-DEC-2023	Tiruvalla	KVIC, S.O.,	Printing of banner in	9558	KV	null
58	Advertisement - PMEGP	0	27.07	Advertisement	26-JAN-2024	26-JAN-2024	Indian Express,	Kalloor, Kochi	Republic Day	103554	KV	null
59	Advertisement - PMEGP	0	27.07	Advertisement	26-JAN-2024	26-JAN-2024	Mathrubhoomi	Kozhikode	Republic Day	406746	KV	null
60	PMEGP PUBLICITY	0	27.07	Advertisement	10-MAR-2024	12-MAR-2024	TVM,EKLM,KLM,	Mathrubhoomi and	Advertisement of PMEGP	1586460	KV	null
61	PMEGP - Publicity	0	27.07	Designing Charge	20-MAR-2024	20-MAR-2024	Trivandrum	Orange Printers PVT	Designing Charge	6000	KV	null
StatewiseTotal										11290932		
Zone wiseTotal										11290932		
Grand Total										11290932		