

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												
MIZORAM												
1	B& F L Expert Recruitment	0	25.11	Newspaper Advt.	05-OCT-2021	05-OCT-2021	Aizawl	Mizo Daily Vanglaini	Recruitment Notice regarding	14040	KV	null
2	B&FL Expert Recruitment	0	25.11	Newspaper Advt.	05-OCT-2021	05-OCT-2021	Aizawl	Campaign Advertising	Recruitment Notice regarding	40152	KV	null
3	PMEGP ADVT	0	25.11	PMEGP PUBLIC	10-DEC-2021	10-DEC-2021	MIZORAM	Mizo Daily Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
4	PMEGP ADVT	0	25.11	PMEGP PUBLIC	20-DEC-2021	20-DEC-2021	MIZORAM	Mizo Daily Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
5	PMEGP PUBLICITY	0	25.11	Radio jingles in All	03-JAN-2022	25-FEB-2022	Mizoram	Prasar Bharti All India	PMEGP PUBLIC NOTICE	218400	KV	null
6	PMEGP ADVT through scrolling in DDK	0	25.11	PMEGP Advt. in	04-JAN-2022	25-FEB-2022	Mizoram	Prashar Bharti	PMEGP PUBLIC NOTICE	62304	KV	null
7	PMEGP ADVT	0	25.11	PMEGP PUBLIC	06-JAN-2022	06-JAN-2022	MIZORAM	Mizo Daily Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
8	PMEGP ADVT	0	25.11	PMEGP PUBLIC	20-JAN-2022	20-JAN-2022	MIZORAM	MIZO DAILY	PMEGP PUBLIC NOTICE	32760	KV	null
9	PMEGP ADVT	0	25.11	PMEGP PUBLIC	03-FEB-2022	03-FEB-2022	Mizoram	Mizo Daily Vanglain	PMEGP PUBLIC NOTICE	32760	KV	null
10	PMEGP ADVT	0	25.11	PMEGP PUBLIC	17-FEB-2022	17-FEB-2022	MIOZRAM	Mizo Daily Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
11	PMEGP BANNER	0	25.11	FLEX BANNER	28-MAR-2022	31-MAR-2022	MIZORAM	STATE OFFICE KVIC	PMEGP BANNER	155880	KV	PMEGP BANNER
12	Policy Photocopy	0	25.11	Print	08-JUN-2022	08-JUN-2022	Aizawl	KVIC	pmegp policy	23760	KV	null
13	pmegp postage	0	25.11	Postage of PMEGP	15-JUN-2022	15-JUN-2022	mizoram	KVIC	pmegp flex banner distribution	13062	KV	null
14	PM Meet on MSME day	0	25.11	Photo and video shoot	22-JUN-2022	22-JUN-2022	Baktawng, Serchhip	KVIC	PM Meet on MSME day	78000	KV	null
15	MSME DAY	0	25.11	BANNER	30-JUN-2022	30-JUN-2022	Aizawl	KVIC	MSME Day	0	KV	null
16	MSME day	0	25.11	event organization on	30-JUN-2022	30-JUN-2022	AIZAWL	KVIC	Internation MSME day on	40488	KV	newspaper & Banner
17	pmegp public notice	0	25.11	TV SCROLL	01-SEP-2022	23-JAN-2023	AIZAWL	DDK	PMEGP PUBLIC NOTICE	88500	KV	null
18	publicity	0	25.11	RADIO	01-SEP-2022	24-JAN-2023	AIZAWL	Prashar Bharati	PMEGP PUBLIC NOTICE	191100	KV	null
19	Publicity through Newspaper	0	25.11	Newspaper	02-NOV-2022	02-NOV-2022	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null

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		No	Amt		From Date	To Date						
20	Newspaper Publicity	0	25.11	newspaper	09-NOV-2022	09-NOV-2022	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
21	Newspaper	0	25.11	Publicity Newspaper	23-NOV-2022	23-NOV-2022	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
22	Newspaper Publicity	0	25.11	Newspaper Publicity	30-NOV-2022	30-NOV-2022	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
23	Nespaper	0	25.11	Newspaper Publicity	07-DEC-2022	07-DEC-2022	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
24	Newspaper	0	25.11	Nespaper Publicity	14-DEC-2022	14-DEC-2022	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
25	newspaper	0	25.11	Publicity Newspaper	21-DEC-2022	21-DEC-2022	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
26	Pmegp Booklet Prototype	0	25.11	Prototype Design of	22-DEC-2022	22-DEC-2022	1	KVIC	pmegp booklet	4620	KV	null
27	newspaper	0	25.11	news publicity	04-JAN-2023	04-JAN-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
28	newspaper	0	25.11	News Publicity	11-JAN-2023	11-JAN-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
29	newspaper	0	25.11	newspaper publicity	18-JAN-2023	18-JAN-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
30	Newspaper	0	25.11	Newspaper Publicity	25-JAN-2023	25-JAN-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	28080	KV	null
31	newspaper	0	25.11	newspaper	25-JAN-2023	25-JAN-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	0	KV	null
32	pmegp awareness through canopy	0	25.11	both/canopy	28-FEB-2023	28-FEB-2023	Puc & Aizawl College	kvic	pmegp awarness	21600	KV	for DA and banner
33	Newspaper	0	25.11	Newspaper Publicity	05-SEP-2023	05-SEP-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
34	Newspaper	0	25.11	Newspaper Publicity	07-SEP-2023	07-SEP-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
35	PMEGP Public Notice	0	25.11	Newspaper publicity	20-SEP-2023	20-SEP-2023	Mizoram	Mizoram Post, Aizawl	PMEGP PUBLIC NOTICE	27210	KV	null
36	Newspaper	0	25.11	Newspaper Publicity	21-SEP-2023	21-SEP-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
37	PMEGP Public Notice	0	25.11	Broadcasting Jingle	02-OCT-2023	06-OCT-2023	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
38	PMEGP Public Notice	0	25.11	Scrolling of Public	04-OCT-2023	04-OCT-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
39	Newspaper	0	25.11	Newspaper Publicity	05-OCT-2023	05-OCT-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
40	PMEGP Public Notice	0	25.11	Newspaper publicity	05-OCT-2023	05-OCT-2023	Mizoram	Lawngthlai Post,	PMEGP PUBLIC NOTICE	49920	KV	null
41	PMEGP Public Notice	0	25.11	Scrolling of Public	06-OCT-2023	06-OCT-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
42	PMEGP Public Notice	0	25.11	Newspaper publicity	10-OCT-2023	10-OCT-2023	Mizoram	Lawngthlai Post,	PMEGP PUBLIC NOTICE	49920	KV	null

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		No	Amt		From Date	To Date						
43	PMEGP Public Notice	0	25.11	Scrolling of Public	11-OCT-2023	11-OCT-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
44	PMEGP Public Notice	0	25.11	Newspaper publicity	12-OCT-2023	12-OCT-2023	Mizoram	Mizoram Post, Aizawl	PMEGP PUBLIC NOTICE	27210	KV	null
45	PMEGP Public Notice	0	25.11	Scrolling of Public	13-OCT-2023	13-OCT-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
46	PMEGP Public Notice	0	25.11	Broadcasting Jingle	16-OCT-2023	20-OCT-2023	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
47	PMEGP Public Notice	0	25.11	Scrolling of Public	18-OCT-2023	18-OCT-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
48	Newspaper	0	25.11	Newspaper Publicity	19-OCT-2023	19-OCT-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
49	PMEGP Public Notice	0	25.11	Scrolling of Public	20-OCT-2023	20-OCT-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
50	PMEGP Public Notice	0	25.11	Scrolling of Public	25-OCT-2023	25-OCT-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
51	PMEGP Public Notice	0	25.11	Newspaper publicity	26-OCT-2023	26-OCT-2023	Mizoram	Mizoram Post, Aizawl	PMEGP PUBLIC NOTICE	27210	KV	null
52	PMEGP Public Notice	0	25.11	Scrolling of Public	27-OCT-2023	27-OCT-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
53	PMEGP Public Notice	0	25.11	Broadcasting Jingle	30-OCT-2023	03-NOV-2023	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
54	PMEGP Public Notice	0	25.11	Scrolling of Public	01-NOV-2023	01-NOV-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
55	Newspaper	0	25.11	Newspaper Publicity	02-NOV-2023	02-NOV-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
56	PMEGP Public Notice	0	25.11	Scrolling of Public	03-NOV-2023	03-NOV-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
57	PMEGP Public Notice	0	25.11	Scrolling of Public	08-NOV-2023	08-NOV-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
58	PMEGP Public Notice	0	25.11	Newspaper publicity	09-NOV-2023	09-NOV-2023	Mizoram	Mizoram Post, Aizawl	PMEGP PUBLIC NOTICE	27210	KV	null
59	PMEGP Public Notice	0	25.11	Scrolling of Public	10-NOV-2023	10-NOV-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
60	PMEGP Public Notice	0	25.11	Broadcasting Jingle	13-NOV-2023	17-NOV-2023	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
61	PMEGP Public Notice	0	25.11	Scrolling of Public	15-NOV-2023	15-NOV-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
62	Newspaper	0	25.11	Newspaper Publicity	16-NOV-2023	16-NOV-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
63	PMEGP Public Notice	0	25.11	Newspaper publicity	16-NOV-2023	16-NOV-2023	Mizoram	Lawngthlai Post,	PMEGP PUBLIC NOTICE	49920	KV	null
64	PMEGP Public Notice	0	25.11	Scrolling of Public	17-NOV-2023	17-NOV-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
65	PMEGP Public Notice	0	50.22	Scrolling of Public	22-NOV-2023	22-NOV-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	7080	KV	null

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		No	Amt		From Date	To Date						
66	PMEGP Public Notice	0	25.11	Newspaper publicity	23-NOV-2023	23-NOV-2023	Mizoram	Mizoram Post, Aizawl	PMEGP PUBLIC NOTICE	27210	KV	null
67	PMEGP Public Notice	0	25.11	Scrolling of Public	23-NOV-2023	23-NOV-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
68	PMEGP Public Notice	0	25.11	Scrolling of Public	24-NOV-2023	24-NOV-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
69	PMEGP Public Notice	0	25.11	Broadcasting Jingle	27-NOV-2023	01-DEC-2023	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
70	PMEGP Public Notice	0	25.11	Newspaper publicity	30-NOV-2023	30-NOV-2023	Mizoram	Mizoram Post, Aizawl	PMEGP PUBLIC NOTICE	27210	KV	null
71	PMEGP Public Notice	0	25.11	Scrolling of Public	01-DEC-2023	01-DEC-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
72	PMEGP Public Notice	0	25.11	Scrolling of Public	06-DEC-2023	06-DEC-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
73	Newspaper	0	25.11	Newspaper Publicity	07-DEC-2023	07-DEC-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
74	PMEGP Public Notice	0	25.11	Broadcasting Jingle	11-DEC-2023	15-DEC-2023	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
75	PMEGP Public Notice	0	25.11	Scrolling of Public	13-DEC-2023	13-DEC-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
76	PMEGP Public Notice	0	25.11	Newspaper publicity	14-DEC-2023	14-DEC-2023	Mizoram	Mizoram Post, Aizawl	PMEGP PUBLIC NOTICE	27210	KV	null
77	PMEGP Public Notice	0	25.11	Scrolling of Public	15-DEC-2023	15-DEC-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
78	PMEGP Public Notice	0	25.11	Broadcasting Jingle	18-DEC-2023	22-DEC-2023	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
79	PMEGP Public Notice	0	25.11	Scrolling of Public	20-DEC-2023	20-DEC-2023	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
80	Newspaper	0	25.11	Newspaper Publicity	21-DEC-2023	21-DEC-2023	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
81	PMEGP Public Notice	0	25.11	Scrolling of Public	05-JAN-2024	05-JAN-2024	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
82	PMEGP Public Notice	0	25.11	Broadcasting Jingle	08-JAN-2024	12-JAN-2024	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
83	PMEGP Public Notice	0	25.11	Newspaper publicity	09-JAN-2024	09-JAN-2024	Mizoram	Mizoram Post, Aizawl	PMEGP PUBLIC NOTICE	27210	KV	null
84	PMEGP Public Notice	0	25.11	Scrolling of Public	10-JAN-2024	10-JAN-2024	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
85	Newspaper	0	25.11	Newspaper Publicity	11-JAN-2024	11-JAN-2024	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
86	PMEGP Public Notice	0	25.11	Newspaper publicity	11-JAN-2024	11-JAN-2024	Mizoram	Lawngthlai Post,	PMEGP PUBLIC NOTICE	49920	KV	null
87	PMEGP Public Notice	0	25.11	Scrolling of Public	12-JAN-2024	12-JAN-2024	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
88	PMEGP Public Notice	0	25.11	Scrolling of Public	17-JAN-2024	17-JAN-2024	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null

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		No	Amt		From Date	To Date						
89	PMEGP Public Notice	0	25.11	Scrolling of Public	19-JAN-2024	19-JAN-2024	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
90	PMEGP Public Notice	0	25.11	Broadcasting Jingle	22-JAN-2024	26-JAN-2024	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
91	PMEGP Public Notice	0	25.11	Newspaper publicity	23-JAN-2024	23-JAN-2024	Mizoram	Mizoram Post, Aizawl	PMEGP PUBLIC NOTICE	27210	KV	null
92	PMEGP Public Notice	0	25.11	Scrolling of Public	24-JAN-2024	24-JAN-2024	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
93	Newspaper	0	25.11	Newspaper Publicity	25-JAN-2024	25-JAN-2024	Mizoram	Vanglaini	PMEGP PUBLIC NOTICE	25914	KV	null
94	PMEGP Public Notice	0	25.11	Broadcasting Jingle	29-JAN-2024	02-FEB-2024	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
95	PMEGP Public Notice	0	25.11	Newspaper publicity	30-JAN-2024	30-JAN-2024	Mizoram	Mizoram Post, Aizawl	PMEGP PUBLIC NOTICE	27210	KV	null
96	PMEGP Public Notice	0	25.11	Scrolling of Public	31-JAN-2024	31-JAN-2024	Mizoram	Doordarshan Kendra,	PMEGP PUBLIC NOTICE	3540	KV	null
97	PMEGP Public Notice	0	25.11	Broadcasting Jingle	12-FEB-2024	16-FEB-2024	Mizoram	All India Radio, Aizawl	PMEGP PUBLIC NOTICE	15600	KV	null
StatewiseTotal										2473260		
Zone wiseTotal										2473260		
Grand Total										2473260		