

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												
TAMIL NADU												
1	Advertisement	0	28.95	News Paper	03-SEP-2018	03-SEP-2018	chennai	KVIC	Given advertisement for PV in	175440	KV	null
2	Publicity	0	28.95	Newspaper	26-AUG-2019	26-AUG-2019	Tamilnadu,	Enthrall	PMEGP-Caution notice	337926	KV	Advertisement
3	PUBLICITY	0	28.95	Newspaper	19-DEC-2019	19-DEC-2019	Tamil nadu &	Enthrall	Tender notice for Physical	217944	KV	Advertisement for
4	PUBLICITY	0	28.95	Newspaper	21-DEC-2019	21-DEC-2019	Chennai	Enthrall	Data Entry operator	38352	KV	Advertisement for
5	State Level Exhibition	0	28.95	News Paper	17-FEB-2020	23-FEB-2020	Erode	KVIC	Inviting tender to erect stalls	50712	KV	Elegant Publicities
6	State Level Exhibition	0	28.95	news paper	17-FEB-2020	23-FEB-2020	Erode	KVIC	Advertised to know exhibition	72672	KV	Elegant Publicity
7	Publicity	0	28.95	Three Poor	23-AUG-2020	23-AUG-2020	Nilgiris, Che. Peamb	KVIC	PMEGP publicity in three poor	51006	KV	Excess exp. incurred
8	Advertisement i in news paper	0	28.95	Experts advertisment	18-OCT-2020	18-OCT-2020	Taminadu	KVIC	Experts recruitment adv.	105744	KV	null
9	2nd ADV in news paper	0	28.95	Paper adv	13-NOV-2020	13-NOV-2020	Tamilnadu	KVIC	To recruit Experts under	105744	KV	null
10	Brouchure	0	28.95	Print	30-MAR-2021	30-MAR-2021	Chennai	KVIC	Printing brochure of EDP	45312	KV	Printing of EDP guide
11	Tender Ad	0	28.95	Print	24-JUL-2021	24-JUL-2021	Chennai	KVIC	Tender Ad for DEO	88224	KV	null
12	Printing of PMEGP brouchure	0	28.95	Printing	28-JAN-2022	28-JAN-2022	Chennai	KVIC, Chennai	Printing of PMEGP brouchur	150450	KV	New Brochure of
13	Jute files/meeting folders purchase	0	28.95	mfg.	09-FEB-2022	09-FEB-2022	chennai	kvic	files/folders purchased	201600	KV	jute files purchased
14	publicity for SLE on pmegp	0	28.95	print	22-FEB-2022	22-FEB-2022	TN	KVIC	print media- to publish Tender	72018	KV	print media- to publish
15	Given publicity in seven District on PMEGP	0	28.95	Print media	13-MAR-2022	13-MAR-2022	7 Districts.	KVIC	PMEGP scheme details to	394152	KV	PMEGP advertisment
16	PMEGP-Warning message	0	28.95	Print media	30-MAR-2022	30-MAR-2022	All TN & UT, Pondy	KVIC	PMEGP warning mesaage- for	282516	KV	PMEGP warning
17	digital board	0	28.95	board	31-MAR-2022	31-MAR-2022	state office, chenna	kvic	digital board/Sticker	234348	KV	Prepartion and
18	Brouchure printed out	0	28.95	Printing	30-JUN-2022	01-JUL-2022	Brouchure	KVIC	Printed out book let	59898	KV	Two thousand booklet
19	Print publicity	0	28.95	PMEGP scheme	15-JUL-2022	15-AUG-2022	all Tamilnadu	KVIC	Adv. in Dinamalar in TN	119826	KV	null

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20	MSME day celebration	0	28.95	Print media	30-JUL-2022	30-JUL-2022	all tamilIndu	kvic	PMEGP version 2.0	1320114	KV	ad., given daily thanthi
21	banner design charges, standee, foam bord,	0	28.95	above	21-SEP-2022	21-SEP-2022	chennai	kvic	banner design, standee	71670	KV	banner design, foam
22	PMEGP awards	0	28.95	Awards	29-SEP-2022	29-SEP-2022	Chennai	KVIC	award purchase and flex,photo	0	KV	award function on
23	To create zingle on pmegp	0	28.95	radio	10-OCT-2022	10-OCT-2022	poor performace Dist	kvic	Radio Zingle	49560	KV	null
24	Two Jingle -FM	0	28.95	audio Jingle	19-DEC-2022	30-DEC-2022	All Tamilnadu	KVIC	PMEGP scheme-Jingle 20	501180	KV	Two JIngle through
25	Brouchur,Designing & Printing	0	28.95	Print	09-JAN-2023	09-JAN-2023	Brouchur	KVIC	Brouchur printing, English and	145140	KV	Designing and
26	PMEGP adv.	0	28.95	Print	14-JAN-2023	14-JAN-2023	All Tamilnadu	KVIC	PMEGP adv. during Pongal	263502	KV	PMEGP adv. given on
27	Canopy display	0	28.95	Canopy	28-FEB-2023	28-FEB-2023	Queen Maris college,	KVIC	Canopy on PMEGP scheme	73104	KV	canopy on PMEGP
28	Release of MM subsidy by Hon'ble Chairman	0	28.95	Release of MM	10-MAR-2023	10-MAR-2023	Tirupur	KVIC	Inagural function for release of	417708	KV	Inagural function for
29	SPECIAL AWARENESS	0	28.95	SPL. AWARENSS	10-MAR-2023	10-MAR-2023	Trichy	KVIC	spl. awarenss	132600	KV	spl. awarenss
30	PMEGP advertisment	0	28.95	Print media-Dinamalar	19-MAR-2023	19-MAR-2023	All Tamilnadu	KVIC	Print Media	347322	KV	Gave advertisement
31	Fradulant adv	0	28.95	Print media	20-MAR-2023	20-MAR-2023	Tamilnadu & pondy	KVIC	Warning adv for middleman	150156	KV	Warning adv for
32	PMEGP Schemeadv.	0	28.95	Print media-Rajasthan	26-MAR-2023	26-MAR-2023	All Tamilnadu	KVIC	PMEGP scheme given adv. in	25080	KV	PMEGP scheme
33	Canopy display	0	28.95	Canopy on PMEGP	28-MAR-2023	28-MAR-2023	CBE	KVIC	Canopy on PMEGP scheme	72600	KV	Canopy made but
34	Digital publicty on PMEGP	0	28.95	Digital	29-MAR-2023	04-APR-2023	All Tamilnadu	KVIC	Digital PMEGP adv to appear	147000	KV	Digital publicity.
35	Brouchure prinout	0	28.95	Printing	20-SEP-2023	20-SEP-2023	Chennai	KVIC	Printing of PMEGP brouchure	81420	KV	PMEGP booklwet was
36	Printing of brouchure	0	28.95	Brouchure	07-NOV-2023	07-NOV-2023	Chennai	kvic	printing of pmegp brouchure	146910	KV	Printed PMEGP
37	subsidy release programme	0	28.95	subsidy release event	22-DEC-2023	22-DEC-2023	Morappur,Dharmapuri	KVIC	Hon'ble Chairman inagurated	435420	KV	Hon'ble Chairman
38	Paper Publicity on PMEGP	0	28.95	Print media	14-JAN-2024	14-JAN-2024	All TN	KVIC	PMEGP scheme detail	419280	KV	PMEGP adv. given on
39	Print publcity	0	28.95	Print	25-FEB-2024	25-FEB-2024	Tamilnadu (Dinamalar	KVIC	Tamil PMEGP adv. given in	452016	KV	Tamil PMEGP adv.
40	Digital marketing campaign	0	28.95	Digital	28-FEB-2024	13-MAR-2024	Tamilandu	KVIC	Digital campaign in social	147000	KV	Digital campaign in
41	To advertise PMeGP scheme inRajasthan	0	28.95	Print Media	03-MAR-2024	03-MAR-2024	PMEGP adv.	kvic	Adv. of PMEGP scheme in	26400	KV	Adv. of PMEGP
42	worshop	0	28.95	workshop	07-MAR-2024	07-MAR-2024	chennai	KVIC	workshop shied awarded to	37380	KV	workshop shied

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43	2D animation Video	0	28.95	2D animation video	26-MAR-2024	26-MAR-2024	Tamilnadu	KVIC	2D animation video on	495600	KV	2D animation video
44	TA/DA AS CONTIGENCY	0	28.95	null	null	null	null	null	null	3240	KV	Auto charge for
45	TA/DA AS CONTIGENCY	0	28.95	null	null	null	null	null	null	720	KV	Auto charge to
46	TA/DA AS CONTIGENCY	0	28.95	null	null	null	null	null	null	99558	KV	Car Hiring charges to
47	TA/DA AS CONTIGENCY	0	28.95	null	null	null	null	null	null	24570	KV	Hiring of charges for
48	TA/DA AS CONTIGENCY	0	28.95	null	null	null	null	null	null	19800	KV	Purchase three
49	TA/DA AS CONTIGENCY	0	28.95	null	null	null	null	null	null	72600	KV	To purchase One
50	TA/DA AS CONTIGENCY	0	28.95	null	null	null	null	null	null	12540	KV	Vehicle hiring to meet
51	TA/DA AS CONTIGENCY	0	28.95	null	null	null	null	null	null	0	KV	null
StatewiseTotal										8995074		
Zone wiseTotal										8995074		
Grand Total										8995074		