

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						
West												
MAHARASHTRA												
1	B & FL	0	11.59	Exhibition at	14-OCT-2018	19-OCT-2018	Dikshabhumi Nagpur	Dikshabhumi Nagpur	Publicity of PMEGP	102546	KV	Dikshabhumi
2	B&FL	0	11.59	Diksha Magazine,	18-OCT-2018	18-OCT-2018	Nagpur	Sakal	Diksha Magzine	45642	KV	To Publish the
3	B & FL	0	11.59	Diwali Magzine	04-NOV-2018	04-NOV-2018	Nagpur	Tarun Bharat	Diwali Magzine- 2018	37728	KV	Publicity of PMEGP
4	B & FL	0	11.59	Diwali Magzine-2018	05-NOV-2018	05-NOV-2018	Nagpur	Sakal News Paper	Diwali Magzine- 2018	45636	KV	Diwali Magzine in
5	B & FL	0	11.59	DIKSHA MAGZINE	05-OCT-2019	31-OCT-2019	VIDHARBHA	SAKAL MEDIA PVT.	PMEGP PUBLICITY IN	66558	KV	63 DHAMACHAKRA
6	B&FL	0	11.59	Advertisement	15-AUG-2020	15-AUG-2020	Nagpur	Radhika Kriation	Implementation of KVIC	179700	KV	Implementation of
7	B&FL	0	11.59	Advertisement	15-AUG-2020	15-AUG-2020	Vidarbha region	Nav Bharat & Lokmat	KVIC Scheme under PMEGP	106338	KV	Implemented for KVIC
8	B&FL	0	11.59	Advertisement for	17-OCT-2020	17-OCT-2020	Vidharbha region	Kvic	Marketing Expert & Tech.	52230	KV	Marketing Expert &
9	Printing of files	0	11.59	PMEGP	02-DEC-2020	02-DEC-2020	-	-	-	204000	KV	Printing of Files
10	BOOKLET OF PMEGP	0	11.59	75 BHARAT AMRUT	25-MAY-2021	25-MAY-2021	NAGPUR	D.O. KVIC, NAGPUR	IMPLEMENTATION OF	22794	KV	IMPLEMENTATION
11	PMEGP BOOKLET	0	11.59	75 BHARAT AMRUT	25-MAY-2021	25-MAY-2021	NAGPUR	D.O. KVIC	IMPLEMENTATION OF	580560	KV	PRINTING OF
12	Press conference	0	11.59	Awareness cum	13-AUG-2021	13-AUG-2021	Nagpur	D.O. KVIC, Nagpur	Implementation of PMEGP	20700	KV	Press Conference for
13	Press Conference	0	11.59	PMEGP Awareness	13-AUG-2021	13-AUG-2021	Nagpur	D.O. KVIC, Nagpur	IMPLEMENTATION OF	15000	KV	Press conference
14	PMEGP Awareness cum Workshop	0	11.59	Awareness cum	16-AUG-2021	16-AUG-2021	Nagpur	D.O. KVIC, Nagpur	Implementation of KVIC	0	KV	-
15	ADVERTISEMENT OF PMEGP	0	11.59	NEW PAPER	31-OCT-2021	31-OCT-2021	NAGPUR	NAVBHARAT ,	PUBLICITY OF PMEGP	162288	KV	ADVERTISEMENT
16	VISITING CARD LEAFLET PRINTING	0	11.59	AWARENESS	16-NOV-2021	31-MAR-2022	NAGPUR	KVIC	PMEGP LEAFLET	79296	KV	VISITING CARD
17	PMEGP IMPLEMENTATION	0	11.59	PMEGP	24-NOV-2021	24-NOV-2021	NAGPUR	SAKAL & HITWADA	educated unemployed	42402	KV	PMEGP
18	PMEGP IMPLEMENTATION	0	11.59	PMEGP	28-NOV-2021	28-NOV-2021	NAGPUR	KVIC	educated unemployed	44232	KV	PMEGP
19	PMEGP AWARENESS	0	11.59	AWARENESS	21-FEB-2022	21-FEB-2022	VIDARBHA REGION	NAVBHARAT NEWS	AWARENESS	75114	KV	AWARENESS

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20	B & FL	0	11.59	PMEGP	27-JUL-2022	27-JUL-2022	NAGPUR	R.V. MAHINDRAKAR	PMEGP BROCHURES &	336300	KV	PMEGP PAMPHLET
21	PUBLICITY	0	11.59	HOARDING OF	15-AUG-2022	30-AUG-2022	VIDHARBHA 8	KVIC	HOARDING OF PMEGP	820572	KV	HOARDING OF
22	ADVERTISEMENT	0	11.59	PMEGP	23-AUG-2022	23-AUG-2022	AMRAVATI	KVIC	PMEGP AWARENESS CAMP	27150	KV	PMEGP
23	B & FL	0	11.59	ADVERTISEMENT	20-SEP-2022	20-SEP-2022	YAVATMAL	D.O. KVIC, NAGPUR	AWARENESS CAMP AT	61032	KV	AWARENESS CAMP
24	B & FL	0	11.59	PAMPHLET &	08-OCT-2022	08-OCT-2022	NAGPUR	NAGPUR	DESIGN OF	336300	KV	DESIGN OF
25	ADVERTISEMENT	0	11.59	PMEGP	27-OCT-2022	27-OCT-2022	NAGPUR AKOLA	KVIC	PMEGP AWARENESS	335802	KV	IN ALL OVER 11
26	B & FL	0	11.59	ADVERTISEMENT	03-NOV-2022	03-NOV-2022	AKOLA NAGPUR	SPECTRUM	ADVERTISEMENT	101322	KV	NEGATIVE LIST
27	B & FL	0	11.59	COPOPY WITH FLEX	27-FEB-2023	27-FEB-2023	NAGPUR	KVIC	PMEGP AWARENESS	63720	KV	PMEGP BROCHERS
28	B & FL	0	11.59	PRINTING OF	27-FEB-2023	27-FEB-2023	NAGPUR	KVIC	PRINTING OF PMEGP	672600	KV	PRINTING OF
29	B & FL	0	11.59	ADVERTISEMENT	21-DEC-2023	21-DEC-2023	NAGPUR	DIVIT ADVERTISING	PMEGP GENERATED	43080	KV	GENERATED OF
30	B & FL	0	11.59	ADVERTISEMENT	23-JAN-2024	23-JAN-2024	NAGPUR	SPECTRUM	ADVERTISING IN PMEGP	118890	KV	ADVERTISING IN
31	B & FL	0	11.59	FLEX BANNER	18-MAR-2024	18-MAR-2024	VNIT	TIMEVISION MEDIA	FLEX BANNER	11328	KV	PUBLICITY OF
32	TA/DA AS CONTIGENCY	0	11.59	null	null	null	null	null	null	589086	KV	Awareness camp
33	TA/DA AS CONTIGENCY	0	11.59	null	null	null	null	null	null	0	KV	Awareness cum
34	TA/DA AS CONTIGENCY	0	11.59	null	null	null	null	null	null	13026	KV	well educated
StatewiseTotal										5412972		
Zone wiseTotal										5412972		
Grand Total										5412972		