

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 | | | | | | |
| | | | | | | | | | | | | |
| North | | | | | | | | | | | | |
| DELHI | | | | | | | | | | | | |
| 1 | Advertisement | 0 | 64.59 | Advertisement | 22-APR-2018 | 22-APR-2018 | New Delhi | KVIC | PMEGP | 172842 | KV | null |
| 2 | Advertisement for calling EOI for conducting | 0 | 64.59 | Advertisement in | 04-JAN-2020 | 13-JAN-2020 | New Delhi | Through Empanelled | As above | 392442 | KV | null |
| 3 | Advertisement PMEGP | 0 | 64.59 | Local News paper | 30-AUG-2020 | 30-AUG-2020 | Delhi | The Times Group | As above | 1038894 | KV | null |
| 4 | Advetisment | 0 | 64.59 | in newspaper | 12-AUG-2021 | 12-AUG-2021 | Delhi, | S O Delhi | For Engagement of Technical | 140058 | KV | for PMEGP |
| 5 | IITF | 0 | 64.59 | Pumphlets of PMEGP | 14-NOV-2021 | 27-NOV-2021 | Pragati Maidan,Delhi | KVIC | Pumphlets of PMEGP | 464682 | KV | To aware about |
| 6 | Women's day | 0 | 64.59 | banks sanction letter | 07-MAR-2022 | 07-MAR-2022 | Scope complex, delhi | State Office, KVIC | To celebrate Women's Day | 179400 | KV | To celebrate Women's |
| 7 | MSME DAY | 0 | 64.59 | MSME DAY | 30-JUN-2022 | 30-JUN-2022 | VIGYAN BHAWAN | MSME | expenditure on MSME day. | 3476982 | KV | null |
| 8 | MSME DAY | 0 | 64.59 | MSME DAY | 30-JUN-2022 | 30-JUN-2022 | VIGYEN BHAWAN | ministry of MSME | To celebrate MSME Day | 0 | KV | null |
| 9 | advertisement | 0 | 64.59 | hindi & english | 25-SEP-2022 | 25-SEP-2022 | delhi | KVIC | give the Add in hindi & english | 86322 | KV | null |
| 10 | pump let/liflet | 0 | 64.59 | pumplet /liflet of | 04-NOV-2022 | 04-NOV-2022 | KVIC Delhi | KVIC | print the pumpet/liflet of | 623040 | KV | null |
| 11 | Awareness Camp | 0 | 64.59 | financial Literacy | 09-FEB-2023 | 09-FEB-2023 | Nariana Village | Lead bank office west | to aware the PMEGP schemr | 10080 | KV | participant in Financial |
| 12 | awareness of PMEGP scheme by establising | 0 | 64.59 | awareness through | 28-FEB-2023 | 28-FEB-2023 | Bhattacharya polytec | State Director | office order no. | 141336 | KV | in compliance of the |
| 13 | establishing a Canopy/booth | 0 | 64.59 | through leaflet & | 28-FEB-2023 | 28-FEB-2023 | ashok Vihar, Connaug | R. k. penday, state | awareness of PMEGP scheme | 0 | KV | do |
| 14 | Meeting of the consulttive committees | 0 | 64.59 | PMEGP | 01-MAR-2023 | 01-MAR-2023 | Parliament House | MSME | Product of PMEGP Units | 0 | KV | Participate in |
| 15 | Meeting of Consultative Committees of | 0 | 64.59 | participant in | 01-MAR-2023 | 01-MAR-2023 | Parliament house Ann | MSME | to aware the PMEGP schemr | 118272 | KV | 1-3-2023 |
| StatewiseTotal | | | | | | | | | | 6844350 | | |
| Zone wiseTotal | | | | | | | | | | 6844350 | | |
| Grand Total | | | | | | | | | | 6844350 | | |