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												
GOA												
1	150th Mahathma gandhi Anniversary	0	28.15	KHADI	02-OCT-2018	02-OCT-2018	Goa	Khadi Gramodyog	150th Mahathma gandhi	60000	KV	null
2	150th Shri Mahathma Gandhi Anniversary	0	28.15	PMEGP	02-OCT-2018	02-OCT-2018	Goa	Varthaman News	150th Shri Mahathma Gandhi	120480	KV	null
3	Advertisement in news paper	0	28.15	Publicity and	22-AUG-2020	22-AUG-2020	In Goa	The Goan everyday &	About PMEGP scheme	120000	KV	Published in both
4	Advertisement in news paper	0	28.15	publicity/Propoganda	14-NOV-2020	14-NOV-2020	In Goa State	The Goan and Goan	About PMEGP scheme	120000	KV	Both English and
5	PUBLICITY PROMOTIONAL ACTIVITY	0	28.15	ADVERTISEMENT	15-AUG-2021	15-AUG-2021	PANAJI(GOA)	M/S FOMENTO	Promotional activity	120600	KV	Promotional activity
6	PROMOTIONAL ACTIVITY	0	28.15	PRINTING OF	30-SEP-2021	30-SEP-2021	PANAJI(GOA)	M/S FIVE STAR	About PMEGP scheme For	126000	KV	About PMEGP
7	PMEGP PROMOTIONAL ACTIVITY	0	28.15	NEWS PAPER	19-DEC-2021	19-DEC-2021	PANAJI(GOA)	M/S FEMENTO	Promotional activity	180000	KV	Promotional activity
8	Publicity	0	28.15	Newspaper add	30-JUN-2022	30-JUN-2022	Panaji	Fomento Media	PMEGP Scheme	90000	KV	Awareness of Public
9	Publicity	0	28.15	Newspaper add	05-OCT-2022	05-OCT-2022	Panaji Goa	Tarun Bharat &	Application for Marketing	38256	KV	Application for
10	Publicity	0	28.15	News paper	21-NOV-2022	21-NOV-2022	PMEGP	PMEGP	PMEGP Scheme	59514	KV	Bill No:2000150275
11	Publicity	0	28.15	News Paper	23-NOV-2022	23-NOV-2022	PMEGP	PMEGP	PMEGP Scheme	38688	KV	Bill No:
12	publicity	0	28.15	Newspaper Add	25-NOV-2022	25-NOV-2022	Panaji	Herald Publication	PMEGP Scheme	38688	KV	PMEGP Scheme
13	Publicity	0	28.15	Newspaper Add	08-DEC-2022	08-DEC-2022	Panaji	Gomantak Private Ltd	Advertisement regarding	30948	KV	Bill No:
14	Publicity	0	28.15	Newspaper add	08-DEC-2022	08-DEC-2022	Panaji	Herald Publication	PMEGP Scheme	30948	KV	PMEGP Scheme
15	Publicity	0	28.15	Newspaper add	09-DEC-2022	09-DEC-2022	Panaji	The Navhind times	Avail bankable PMEGP	30954	KV	Regarding Avail
16	Publicity	0	28.15	Hair of Vehicle	12-DEC-2022	12-DEC-2022	Panaji Margao Inds.	Asifa Car Rentals	PMEGP Scheme	19782	KV	Visit of Coir making
17	Publicity	0	28.15	Hair of Car	21-DEC-2022	21-DEC-2022	Panjim to Ponda	Asifa Car Rentals	Visit of PMEGP unit	20160	KV	Visit of PMEGP unit
18	Publicity	0	28.15	News Paper	24-DEC-2022	24-DEC-2022	Goa	Gomantak Pvt. Ltd.	PMEGP Scheme	30948	KV	Bill No-2000169823
19	Publicity	0	28.15	Hair of Car	24-JAN-2023	24-JAN-2023	Panaji to	Asifa Car Rentals	Visit of PMEGP unit	13986	KV	Visit of PMEGP unit

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						
20	Publicity	0	28.15	Hair of Car	01-FEB-2023	01-FEB-2023	Panaji to Sanguem	Asifa Car Rentals	Visit of PMEGP unit	25140	KV	Visit of PMEGP unit
21	0	0	28.15	0	01-FEB-2023	03-FEB-2023	0	0	0	0	KV	null
22	Publicity	0	28.15	Hair of Car	03-FEB-2023	03-FEB-2023	Panaji to Margaon	Asifa Car Rentals	Visit of PMEGP unit	18648	KV	Visit of PMEGP unit
23	Publicity	0	28.15	Hair of Car	12-FEB-2023	12-FEB-2023	Panaji to Bicholim	Asifa Car Rentals	Visit of PMEGP unit	22776	KV	Visit of PMEGP unit
24	Publicity	0	28.15	Hair of car	17-MAR-2023	17-MAR-2023	RBI Townhall Meeting	Asifa car Rentals	PMEGP Scheme	17640	KV	Bill No-231
25	Publicity	0	28.15	Flex	28-MAR-2023	28-MAR-2023	Parra, Bardez Goa	Shawn Adevent	PMEGP Scheme	65562	KV	PMEGP Scheme Bill
26	Mobile Vehicle Advertisement	0	28.15	Mobile Vehicle	01-FEB-2024	22-FEB-2024	In state of Goa	State Office KVIC,	Mobile Vehicle Advertisement	955800	KV	Mobile Vehicle
27	PMEGP Scheme	0	28.15	Advertisement on	13-FEB-2024	13-FEB-2024	Goa	State Office KVIC,	PMEGP Scheme	553266	KV	Advertisement on
28	PMEGP	0	28.15	Pamphlets Printing	05-MAR-2024	05-MAR-2024	SO, KVIC, Goa	SO, KVIC, Goa	PMEGP Pamphlets Printing	148680	KV	Pamphlets Printed of
29	Rollup Standee	0	28.15	PMEGP Schem	06-MAR-2024	06-MAR-2024	State Office, KVIC,	State Office, KVIC,	Rollup Standee	42480	KV	Printed Rollup
30	PMEGP	0	28.15	Khadi Stickers Printed	14-MAR-2024	14-MAR-2024	SO, KVIC, Goa	SO, KVIC, Goa	Khadi Stickers Printed	21240	KV	Printed Khadi India
31	PMEGP	0	28.15	Rumal Distributed	18-MAR-2024	18-MAR-2024	SO,KVIC, Goa	SO,KVIC, Goa	PMEGP	14400	KV	Distributed Khadi
32	PMEGP	0	28.15	Table Flag	18-MAR-2024	18-MAR-2024	SO,KVIC, Goa	SO,KVIC, Goa	Table Flag	9960	KV	In connection with
StatewiseTotal										3185544		
Zone wiseTotal										3185544		
Grand Total										3185544		