

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	Printing	0	11.43	Printing	28-MAR-2019	29-MAR-2019	Madurai	DO KVIC	Role of Stand PMEGP	150000	KV	Expenditure incurred
2	Banner preparation	0	11.43	Printing	29-MAR-2019	29-MAR-2019	Madurai	DO KVIC	Printing of Banners	9558	KV	Banners printed on
3	Dhanwon Printers	0	11.43	Printing of phamplets	29-MAR-2019	29-MAR-2019	DO KVIC MDDURAI	KVIC	Printing of leaflets	60480	KV	Printing of pamphlets
4	PROPAGANDA	0	11.43	MONTHLY	01-JAN-2020	01-JAN-2020	MADURAI REGION	AD I/C	Monthly calendar (2020) with	299040	KV	Paid
5	PUBLICITY	0	11.43	Gandhiji's Mural	28-JUL-2020	28-JUL-2020	DO KVIC Madurai	MDSS	Gandhiji's Mural painting	198000	KV	Paid
6	PUBLICITY	0	11.43	NEWS PAPER	11-NOV-2020	11-NOV-2020	MADURAI REGION	DO KVIC MADURAI	PMEGP awareness news with	280320	KV	PAID
7	PUBLICITY	0	11.43	NEWS PAPER AD -	01-JAN-2021	01-JAN-2021	MADURAI REGION	DO KVIC MADURAI	PMEGP awareness news with	323532	KV	PAID
8	PUBLICITY	0	11.43	NEWSPAPER AD -	13-JAN-2021	13-JAN-2021	MADURAI REGION	DO KVIC MADURAI	PMEGP awareness news with	276036	KV	PAID
9	PUBLICITY	0	11.43	VISITING CARD FOR	01-FEB-2021	01-FEB-2021	DO KVIC MADURAI	R.P. ASOKAN	PRINTING OF VISITING	80640	KV	PAID
10	Printing of Publication	0	11.43	PMEGP pamphlets	30-MAR-2021	30-MAR-2021	DO KVIC MADURAI	DIVISIONAL	PRINTING OF PMEGP	228480	KV	PAID
11	PRINTING OF PUBLICITY	0	11.43	KHADI COTTON	31-MAR-2021	31-MAR-2021	DO KVIC MADURAI	DIVISIONAL	PRINTING OF KHADI	99000	KV	PAID
12	PUBLICITY PROPAGANDA	0	11.43	NEWSPAPER ADs	15-AUG-2021	15-AUG-2021	MADURAI REGION	DIVISIONAL	PMEDP ADs issued in local	274152	KV	paid
13	Publicity Propaganda	0	11.43	Printing of PMEGP	16-AUG-2021	16-AUG-2021	Madurai Region	Divisional Director I/c	Printing of PMEGP pamphlets	134400	KV	paid
14	Publicity Propaganda	0	11.43	Printing of cloth Bags	02-NOV-2021	02-NOV-2021	DO KVIC MADURAI	AD I/C	Printing of Cloth Bags with	128400	KV	paid
15	Publicity Propaganda	0	11.43	Advertising PMEGP	19-DEC-2021	19-DEC-2021	MAURAI	R P ASOKAN	Advertising PMEGP Scheme	0	KV	Paid
16	Advertisement for weak district	0	11.43	NEWS PAPER Adv.	19-DEC-2021	19-DEC-2021	Madurai & Nellai	AD I/c	To improve weak district	147084	KV	paid
17	To print PMEGP Pamphlets in English and	0	11.43	Printing	30-MAR-2022	30-MAR-2022	MADURAI	AD-II	To print PMEGP Pamphlets in	191160	KV	Amount Paid
18	Printing of PMEGP pamphlets	0	11.43	Publicity propaganda	25-JUL-2022	25-JUL-2022	DO MADURAI	AD I/C	Printing of PMEGP pamphlets	212400	KV	paid
19	PUBLICITY PROPAGANDA	0	11.43	NEWSPAPER Adv.	12-AUG-2022	12-AUG-2022	Madurai region	R.P. ASOKAN	PMEGP advertisement issued	372480	KV	paid

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20	Publicity propaganda	0	11.43	News paper adv	12-JAN-2023	12-JAN-2023	Madurai Nellai,K.K	R.P;,.Asokan	PMEGP- khadi -adv	274500	KV	Pongal adv
21	PMEGP adv	0	11.43	Canopy	28-FEB-2023	28-FEB-2023	MDSS	R.P.Asokan	PMEGP	72960	KV	paid
22	printing of PMEGP pamphlets	0	11.43	Publicity porpaganda	13-MAR-2023	13-MAR-2023	DO.KVIC, Madurai	DO KVIC, Madurai	PMEGP- khadi -adv	339840	KV	paid
23	Sucess story	0	11.43	video	28-MAR-2023	28-MAR-2023	VNR, Tirunagar, Siva	Foto makers	PMEGP Unit- audio/video	74340	KV	null
24	SUN PACK SHEET PMEGP DETAILS	0	11.43	PUBLICITY	31-MAR-2023	31-MAR-2023	MEDIA ZONE	PMEGP DETAILS	PMEGP- khadi -adv	531000	KV	PAID
25	PMEGP FLOW CHART	0	11.43	SIGN BOARD	31-MAR-2023	31-MAR-2023	MADURAI	ARJUN FLEX ADS	PMEGP- khadi -adv	297360	KV	PAID
26	SLE ADVERTISEMENT	0	11.43	PAPER ADV	03-JAN-2024	03-JAN-2024	TIRUNELVELI	K R PUBLICITY	PROMOTE KHADI AND V I	60924	KV	PAID
27	advertisement	0	11.43	Paper adv	15-JAN-2024	15-JAN-2024	Madurai, Nellai, Nag	K.R.Publicity	PROMOTE PMEGP GOODS	292926	KV	Paid
28	EDP Offline Tamil application	0	11.43	xerox	24-JAN-2024	24-JAN-2024	Madurai	kvic, madurai	Printing	3600	KV	paid
29	Printing	0	11.43	Tamil PMEGP	15-FEB-2024	15-FEB-2024	Madurai	KVIC,Madurai	Printing	120186	KV	paid
30	Promotional	0	11.43	PMEGP Scheme	27-FEB-2024	27-FEB-2024	Madurai	Jenagai printers	Printing	137352	KV	paid
31	paper adv	0	11.43	news paper	08-MAR-2024	08-MAR-2024	trichy mdu, tny, ngl	K.R PUBLICITY	WOMENS DAY	269748	KV	PAID
32	bill no 260	0	11.43	womens day	08-MAR-2024	08-MAR-2024	Trichy, Madurai TNY	K R Publicity	ADV	0	KV	paid
StatewiseTotal										5939898		
Zone wiseTotal										5939898		
Grand Total										5939898		