

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						
NorthEast												
MEGHALAYA												
1	Advertisement in News papers	0	61.59	Print media	01-AUG-2018	22-MAR-2019	News papers- Three	DCIC	PMEGP Scheme	153090	DI	Published in Shillong
2	Hoardings	0	61.59	Hoardings for offices	20-AUG-2018	24-AUG-2018	All districts places	D.K.Nath	PMEGP Scheme	252000	KV	For motivating more
3	Advertisement	0	61.59	News papers	10-OCT-2018	29-MAR-2019	Shillong	KVIB	PMEGP Scheme	118800	KB	null
4	Advertisement for Physical Verification	0	61.59	Newspaper	06-MAY-2019	06-MAY-2019	Shillong	Sobhagya Advertising	Physical Verfication Advt.	56616	KV	null
5	Advertisement	0	61.59	Calling For identifying	22-MAY-2019	22-MAY-2019	Shillong	KVIC	Agency for verification	56616	KV	null
6	State Level PMEGP Exhibition	0	61.59	Banner, Printing, Adv.	09-MAR-2020	18-MAR-2020	Shillong	KVIC, S.O, Shillong	In Exhibition	516816	KV	For PMEGP
7	PMEGP Advertising	0	61.59	Videography,Short	16-NOV-2020	15-MAR-2021	Ri-Bhoi, Garo Hills	KVIC	PMEGP Adversing	896892	KV	null
8	Printing PMEGP Leaflet	0	61.59	Banner	20-NOV-2020	20-NOV-2020	Shillong	Printing Leaflet	PMEGP Leaflet	87360	KV	null
9	Printing PMEGP Booklet	0	61.59	Printing Bookleet	15-MAR-2021	31-MAR-2021	Shillong	PMEGP	Booklet	502656	KV	null
10	B&FL Advertisement	0	61.59	Advertisement	21-JUL-2021	27-JUL-2021	Shillong	Salentini Janera	To publish advertisement in	11310	KV	null
11	B&FL Advertisement	0	61.59	Advertisement	21-JUL-2021	27-JUL-2021	Shillong	ShillongTimes	To publish advertisement in	19422	KV	null
12	B & FL Advertisement	0	61.59	Advertisement	26-AUG-2021	27-AUG-2021	Shillong	Salantini Janera	To publish advertisement in	28284	KV	null
13	B & FL Advertisement	0	61.59	Advertisement	26-AUG-2021	27-AUG-2021	Shillong	The Shillong Times	To publish advertisement in	38262	KV	null
14	B & FL Advertisement	0	61.59	Advertisement	03-SEP-2021	04-SEP-2021	SHILLONG	U Nongsain Hima	To publish advertisement for	15312	KV	null
15	B & FL Advertisement	0	61.59	Advertisement	03-SEP-2021	04-SEP-2021	Shillong	Mawphor	To publish advertisement for	23448	KV	null
16	B & FL Advertisement	0	61.59	Advertisement	03-SEP-2021	04-SEP-2021	Shillong	The Shillong Times	To publish advertisement for	15300	KV	null
17	PMEGP Broadcasting	0	61.59	Electronic	01-DEC-2021	31-DEC-2021	Ri-Bhoi,W&SWKH,	Hynniewtrep Media	Electronic Broadcasting for	1440000	KV	null
18	PMEGP	0	61.59	Publicity Propaganda	01-FEB-2022	16-FEB-2022	Shillong	M/S Stylus Printing	Printing of PMEGP Booklet	1296000	KV	null
19	PMEGP	0	61.59	PMEGP	19-MAR-2022	21-MAR-2022	Baghmara	GM, DCIC, Baghmara	Exhibition conducted by DCIC	300000	KV	null

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		No	Amt		From Date	To Date						
20	PMEGP	0	61.59	PMEGP	23-MAR-2022	24-MAR-2022	Ampati	GM, DCIC, Ampati	Exhibition conducted by DCIC	300000	KV	null
21	PMEGP Exhibition	0	61.59	Exhibition	23-MAR-2022	01-APR-2022	Williamnagar	Shri. D.K Nath, Jr.	For State Level PMEGP	311952	KV	null
22	PMEGP	0	61.59	PMEGP	29-MAR-2022	30-MAR-2022	Nongstoin	GM, DCIC, Nongstoin	Exhibition conducted by DCIC	300000	KV	null
23	PMEGP	0	61.59	PMEGP	30-MAR-2022	31-MAR-2022	Mawkyrwat	GM, DCIC,	Exhibition conducted by DCIC	300000	KV	null
24	B&FL Publicity	0	61.59	Advertisement	30-JUN-2022	30-JUN-2022	Shillong	Mawphor	To publishing the	119034	KV	null
25	B&FL Publicity	0	61.59	Advertisement	30-JUN-2022	30-JUN-2022	Shillong	Salentini Janera	To publishing the	30846	KV	null
26	B&FL Publicity	0	61.59	Advertisement	30-JUN-2022	30-JUN-2022	Shillong	Shillong Times	To publishing the	59520	KV	null
27	B&FL Publicity	0	61.59	Advertisement	16-JUL-2022	16-JUL-2022	Shillong	The Shillong Times	Advertisement for calling	7656	KV	null
28	Publish Tendering under PMEGP	0	61.59	Publish Tendering	08-OCT-2022	08-OCT-2022	Shillong	Shillong Times	Publish tender for provide	8502	KV	null
29	Publish tender under PMEGP	0	61.59	Publish tender	08-OCT-2022	08-OCT-2022	Shillong	Mawphor	Publish tender for provide	8502	KV	null
30	PMEGP	0	61.59	Designing & Printing	28-NOV-2022	28-NOV-2022	Shillong	The Shillong Times	Publish Tenders for providing	5658	KV	null
31	Printing	0	61.59	PMEGP printing of	24-DEC-2022	10-MAR-2023	Shillong	The Roots	Printing of PMEGP Handbook,	3029160	KV	null
32	PMEGP Publicity	0	61.59	Publish Advertisement	01-JAN-2023	31-JAN-2023	Shillong	M/S Eastern	Published 1 Page colour	119700	KV	null
33	Printing Materials	0	61.59	PMEGOP printing	24-FEB-2023	18-MAR-2023	Shillong	Bluebell Printers	Printing of Standees & Leaflet	821280	KV	null
34	PMEGP	0	61.59	Published	01-MAR-2023	31-MAR-2023	Shillong	Eastern Panorama	Published 1 Page colour	114000	KV	null
35	PMEGP advertisement	0	61.59	Publish Standees	24-MAR-2023	24-MAR-2023	Shillong	Mawphor	Printing of Standees & Leaflet	88200	KV	null
36	Advertisement	0	61.59	PMEGP publish of	25-MAR-2023	25-MAR-2023	Shillong	The Shillong Times	Publish advertisement of	88200	KV	null
StatewiseTotal										11540394		
Zone wiseTotal										11540394		
Grand Total										11540394		