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												
NAGALAND												
1	Advertisement	0	49.59	Newspaper	14-JUL-2018	15-JUL-2018	Dimapur	State Offfice	PMEGP	183966	KV	null
2	PMEGP	0	49.59	Advertisement	07-AUG-2019	07-AUG-2019	Nagaland	Morung Express	PMEGP Advertisement	22680	KV	Inviting Application for
3	PMEGP	0	49.59	Advertisement	07-AUG-2019	11-AUG-2019	Nagaland	Eastern Mirror	PMEGP Advertisement	60480	KV	null
4	Advertisement	0	49.59	PMEGP	07-AUG-2019	11-AUG-2019	Nagaland	Nagaland Post	PMEGP advertisement	76836	KV	Inviting PMEGP
5	Advertisement	0	49.59	PMEGP	18-AUG-2019	18-AUG-2019	Nagaland	Nagaland Post	PMEGP advertisement	9432	KV	Inviting PMEGP
6	PMEGP	0	49.59	Advertisement	02-JUL-2020	02-JUL-2020	Nagaland	Eastern Mirror	PMEGP advertisement	30240	KV	PMEGP
7	PMEGP	0	49.59	Advertisement	03-JUL-2020	03-JUL-2020	Nagaland	Morung Express	PMEGP advertisement	30240	KV	null
8	PMEGP	0	49.59	Advertisement	03-JUL-2020	03-JUL-2020	Nagaland	Nagaland post	PMEGP advertisement	38418	KV	null
9	PMEGP APPLICATION ADVERTISEMENT	0	49.59	ADVERTISEMENT	31-JUL-2021	31-JUL-2021	DIMAPUR	KVIC	PMEGP APPLICATION	94170	KV	null
10	NA	0	49.59	NA	08-FEB-2022	31-MAR-2022	NA	KVIC	PRINTING OF PMEGP	3024000	KV	PAMPHELTS
11	NA	0	49.59	NA	29-MAR-2022	31-MAR-2022	NA	KVIC	PMEGP BANNER,	184500	KV	PUBLICITY USING
12	MSME WEEK ORGANISATION	0	49.59	AWARENESS	27-JUN-2022	03-JUL-2022	KVIC, DIMAPUR	SHRI Y.K SHOHE	MSME WEEK BANNER/FLEX	23760	KV	BANNER/FLEX
13	PUBLICITY OF PMEGP ADVERTISEMENT	0	49.59	NEWSPAPER	30-JUN-2022	30-JUN-2022	NAGALAND	KVIC DIMAPUR	PMEGP APPLICATION	197226	KV	ADVERTISMENT IN
14	PAMPHLETS DISTRIBUTION	0	49.59	PMEGP PUBLICITY	05-JAN-2023	31-MAR-2023	NAGALAND	Y.K SHOHE	PMEGP SCHEME BRIEF	2318400	KV	PUBLICITY OF
StatewiseTotal										6294348		
Zone wiseTotal										6294348		
Grand Total										6294348		