

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						
Central												
UTTAR PRADESH												
1	DI UP KANPUR	0	30.83	0	23-OCT-2018	23-OCT-2018	0	DI UP KANPUR	0	360000	KB	0
2	DI UP KANPUR	0	30.83	0	24-OCT-2018	24-OCT-2018	0	DI UP KANPUR	0	270000	KB	null
3	0	0	30.83	0	10-JUL-2019	10-JUL-2019	0	A.K.	0	179400	KV	Pump-let of PMEGP
4	0	0	30.83	0	25-NOV-2019	25-NOV-2019	0	0	0	1114200	KV	Amt. release to UP-
5	0	0	30.83	0	25-NOV-2019	25-NOV-2019	0	0	0	835800	KV	Amt. release to UP-
6	0	0	30.83	0	02-DEC-2019	02-DEC-2019	0	0	0	450000	KV	30% release of Fund
7	0	0	30.83	0	02-DEC-2019	02-DEC-2019	0	0	0	600000	KV	40% Release of Fund
8	0	0	30.83	0	03-DEC-2019	03-DEC-2019	0	0	0	90000	KV	Old boys association,
9	0	0	30.83	0	06-JAN-2020	06-JAN-2020	0	0	0	90000	KV	null
10	0	0	30.83	PMEGP	30-AUG-2020	30-AUG-2020	LKO	0	0	1123116	KV	PMEGP
11	0	0	30.83	0	16-DEC-2020	16-DEC-2020	0	A.K.SINGH	PUBLICITY	250776	KV	Exb. REG.
12	PUBLICITY	0	30.83	PMEGP	08-NOV-2021	31-MAR-2022	KANPUR	DI KANPUR	PMEGP	1758000	DI	ADVANCE FOR
13	PUBLICITY	0	30.83	PMEGP	08-NOV-2021	31-MAR-2022	LUCKNOW	CEO UP KVIB	PMEGP	1320000	KB	ADVANCE FOR
14	PUBLICITY	0	30.83	Print Media ADVT	08-DEC-2021	08-DEC-2021	LKO., Kanpur & Jhan	Daini Jagaran & Amar	Advt. for publicity of PMEGP	795072	KV	PMEGP work
15	PUBLICITY	0	30.83	PRINT MEDIA ADVT	24-DEC-2021	24-DEC-2021	JHANSI	DAINIK JAGARAN &	Advt/ for Jhansi Perdersoni	231408	KV	PMEGP Perdersoni
16	MSME Day	0	30.83	MSME Day	30-JUN-2022	30-JUN-2022	All UP	A.K. Singh	MSME Day	2550240	KV	MSME Day
17	Printing Leaflet	0	30.83	Printing Leaflet	01-AUG-2022	01-AUG-2022	All UP	A.K. Singh	Printing Leaflet	312000	KV	Printing Leaflet
18	Nitesh Dhawan	0	30.83	Publicity	17-DEC-2022	17-DEC-2022	Lucknow	R.P. Vishwakarma	Flax	20250	KV	Advertising reg. Flax
19	The Triyatives	0	30.83	Books	24-JAN-2023	24-JAN-2023	Lucknow	The Triyatives	Flax	168000	KV	PMEGP-BFL

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		No	Amt		From Date	To Date						
20	Director	0	30.83	Flax	06-FEB-2023	06-FEB-2023	Lucknow	Ram Prakash	Flax	8496	KV	null
21	PMEGP	0	30.83	Program	28-FEB-2023	28-FEB-2023	knop	Prashant Mishra	Flax	86160	KV	null
22	Amar Ujala and Cultural Department Join	0	30.83	Khadi & V.I. Product	24-DEC-2023	25-DEC-2023	Lucknow	Amar Ujala and	PMEGP Scheme Promotion	313452	KV	null
23	PMEGP Scheme promotion through Red FM	0	30.83	Red FM 93.5	12-FEB-2024	13-MAR-2024	Lucknow	Red FM 93.5	PMEGP Scheme Promotion	1083870	KV	null
StatewiseTotal										14010240		
Zone wiseTotal										14010240		
Grand Total										14010240		