

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						
East												
WEST BENGAL												
1	PRINTING	0	48.51	LEAFLETS	04-OCT-2018	04-OCT-2018	KOLKATA	CEO WBKVIB	PRINTING LEAFLETS	252000	KB	ADV. TO KVIB
2	PRINTING	0	48.51	LEAFLETS	04-OCT-2018	04-OCT-2018	KOLKATA	DIRECTOR MSME	PRINTING LEAFLETS	324000	DI	ADV. TO MSME
3	PRINTING	0	48.51	PRINTING	04-FEB-2019	04-FEB-2019	KOLKATA	KVIC	PRINTING LEAFLETS	237828	KV	LEAFLETS,
4	E-TRACKING	0	48.51	NEWS PAPER	29-JUL-2019	29-JUL-2019	kOLKATA	so kvic	ADVERTISEMENT FOR	148482	KV	null
5	STATE LEVEL WORK SHOP	0	48.51	Printing of Status	21-AUG-2019	21-AUG-2019	NOVOTEL HOTE	SO KOLKATA	PRINTING STATUS PAPER	144222	KV	null
6	E-TRACKING	0	48.51	NEWS PAPER	13-SEP-2019	13-SEP-2019	KOLKATA	KVIC	ADVERTISEMENT FOR	148482	KV	null
7	NEWS PAPER ADV.	0	48.51	PRINT MEDIA	29-SEP-2019	29-SEP-2019	KOLKATA	KVIC	Data Entry operator	148482	KV	null
8	PRINTING OF BOOKS	0	48.51	PRINTING	17-AUG-2020	17-AUG-2020	KOLKATA	STATE OFFICE	PRINTING BOOKS	25344	KV	PRINTING OF
9	news paper advertisement	0	48.51	Advertisement	20-OCT-2020	20-OCT-2020	kolkata	State Director	Marketing Expert, Technical	121344	KV	New paper adv. on
10	News paper adv.	0	48.51	Printing	16-DEC-2020	16-DEC-2020	Kolkata	State Director	Marketing Expert, Technical	116646	KV	null
11	PRINTING	0	48.51	VISITING CARD	07-SEP-2021	07-SEP-2021	KOLKATA	KVIC	VISITING CARD	10752	KV	null
12	PRINTING	0	48.51	VISITING CARD	11-SEP-2021	11-SEP-2021	KOLKATA	KVIC SO	VISITING CARD	4032	KV	null
13	NEWS PAPER	0	48.51	ADVERTISEMENT	16-JAN-2022	16-JAN-2022	KOLKATA	KVIC	PMEGP APPLICATION	866190	KV	3 NO. LOCAL NEWS
14	PRINTING	0	48.51	ADVERTISEMENT	16-JAN-2022	16-JAN-2022	KOLKATA	KVIC SO	CALLING APPLICATION	6	KV	3 NO. NEWS PAPER
15	FLEX PRINCIPING	0	48.51	PRINTING	22-FEB-2022	22-FEB-2022	KOLKATA	KVIC	FLEX	10080	KV	null
16	NEWS PAPER ADV	0	48.51	PRINTING	27-FEB-2022	27-FEB-2022	KOLKATA	KVIC	NEWS PAPER FOR	300870	KV	3 NO. NEWS PAPER
17	PUBLICITY	0	48.51	SEMINAR	04-MAR-2022	06-MAR-2022	HOWRAH	KVIC	PARTICIPATE IN SEMINAR	90000	KV	null
18	AZADI KI AMRIT MAHOTSOV	0	48.51	DISPLAY	16-MAR-2022	17-MAR-2022	MSME-DI, KOLKATA	STATE DIRECTOR	PMEGP SCHEME DISPLAY	90000	KV	null
19	AZADI KI AMRIT MAHOTSOV	0	48.51	FLEX	16-MAR-2022	17-MAR-2022	MSME-DI CAMPUS	DIRECTOR	FLEX PRINTING	4560	KV	FLEX DISPLAY AT

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20	PRINTING	0	48.51	PRINTING	29-MAR-2022	29-MAR-2022	KOLKATA	KVIC	ENGLISH BROCHURE	116550	KV	null
21	PRINTING	0	48.51	PRINTING	29-MAR-2022	29-MAR-2022	KOLKATA	KVIC	PRINTING BROCHURE	116550	KV	null
22	PRINTING OF W.PAD	0	48.51	PRINING	30-MAR-2022	30-MAR-2022	KOLKATA	KVIC	PRINTING OF W.PAD PRINT	141600	KV	null
23	PRINTING	0	48.51	PUBLICITY	30-MAR-2022	30-MAR-2022	KOLKATA	KVIC	PRINTING ON BALL PEN	84960	KV	null
24	PMEGP	0	48.51	ADVERTISEMENT	30-JUN-2022	30-JUN-2022	KOLKATA	3 No. News paper	PMEGP Scheme	1527366	KV	null
25	Har Ghar Tiranga	0	97.02	Azadi ki amrit	12-AUG-2022	12-AUG-2022	Hooghly	KVIC, Kolkata	publicity	0	KV	null
26	PMEGP VIRTUAL INAUGURATION	0	48.51	FLEX	17-SEP-2022	17-SEP-2022	KALYANI &	-	-	13026	KV	null
27	VIRTUAL INAUGURATION OF PMEGP UNIT	0	48.51	INAUGURATION	17-SEP-2022	17-SEP-2022	KRISHNANAGAR,	STATE DIRECTOR,	FLEX BANNER	0	KV	null
28	ADVERTISEMENT	0	48.51	NEWS PAPER ADV.	16-OCT-2022	16-OCT-2022	WEST BENGAL	-	PROMOTION	1010136	KV	null
29	KALYANI BOI UTSAB	0	48.51	FLEX & PAMPHLETS	25-NOV-2022	04-DEC-2022	KALYANI,NADIA	STATE DIRECTOR,	PROMOTION	213984	KV	null
30	PMEGP Printing Material	0	48.51	Leaflet/ Broucher	09-DEC-2022	03-JAN-2023	S.O., KVIC, Kolkata	PMEGP	Leaflet	630000	KV	null
31	REVIEW MEETING	0	48.51	DISCUSSION	16-DEC-2022	16-DEC-2022	KOLKATA	STATE DIRECTOR	DISCUSSION	602082	KV	null
32	Publicity	0	48.51	PMEGP Orientation	19-DEC-2022	19-DEC-2022	Kharagpur, Paschim d	KVIC	PROMOTION of PMEGP	215208	KV	null
33	REVIEW MEETING	0	48.51	INTERACTION/DISC	22-DEC-2022	22-DEC-2022	KOLKATA	STATE DIRECTOR,	DISCUSSION	194964	KV	null
34	PMEGP	0	48.51	News Paper Advt.	26-JAN-2023	26-JAN-2023	State Edition	KVIC, Kolkata	PMEGP Scheme	1598412	KV	null
35	PMEGP	0	48.51	Promotion of PMEGP	22-FEB-2023	22-FEB-2023	All over West Bengal	KVIC	PMEGP Scheme	1598364	KV	null
36	Canopy	0	48.51	Carriage & Displaying	29-MAR-2023	29-MAR-2023	MDTC,Kalyani	KVIC, Kolkata	Promotion	42480	KV	null
37	Canopy	0	48.51	Flex printing	29-MAR-2023	29-MAR-2023	MDTC, Kalyani	KVIC, Kolkata	Printing	63720	KV	null
38	canopy	0	48.51	Steel Structure	29-MAR-2023	29-MAR-2023	MDTC, Kalyani	KVIC, Kolkata	PROMOTION	141600	KV	null
39	Publicity	0	48.51	News Paper	09-JUN-2023	09-JUN-2023	West Bengal	Bright Advertisement	About PMEGP Scheme	535332	KV	null
40	Publicity	0	48.51	News paper adv.	07-OCT-2023	07-OCT-2023	WB	Arun Sign	PMEGP	26190	KV	null
41	Publicity	0	48.51	News paper adv	01-NOV-2023	01-NOV-2023	WB	Arun Sign	PMEGP Scheme	156492	KV	null
42	Publicity	0	48.51	Newspaper Adv.	01-NOV-2023	01-NOV-2023	WB	Uttar Banga Sambad	PMEGP Scheme	57342	KV	null

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43	Publicity	0	48.51	Promotion	01-DEC-2023	10-DEC-2023	Kalyani, Nadia	Kalyani Boi utsav	PROMOTION of PMEGP	180000	KV	null
44	Publicity	0	48.51	News paper adv.	31-DEC-2023	31-DEC-2023	West Bengal	Arun Sign	PMEGP	36660	KV	null
45	Publicity & Prop.	0	48.51	PMEGP Pamphlet	20-MAR-2024	20-MAR-2024	KVIC	-	Leaflet	141750	KV	null
StatewiseTotal										12488088		
Zone wiseTotal										12488088		
Grand Total										12488088		