

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												
UTTARAKHAND												
1	Publicity/Propaganda	0	26.91	Pumplets	29-MAR-2019	29-MAR-2019	Dehradun	Shri Kunj Bihari, Dy.	PMEGP Publicity	142800	KV	DRS Graphics &
2	Publicity	0	26.91	Publicity	04-JUL-2019	04-JUL-2019	Dehradun & Haldwani	Amar Ujala & Dainik	PMEGP Publicity	230106	KV	Sidhbali
3	Publicity	0	26.91	Advertisement	17-OCT-2020	05-NOV-2020	Dehradun	F.M.Advertising	Technical expert for PMEGP	260496	KV	Technical expert for
4	Publicity Propegenda	0	26.91	Advertisement	12-AUG-2021	12-AUG-2021	Uttarakhand	FM Advertising	Appointment of Marketing	57900	KV	News Papers in
5	Publicity Propegenda	0	26.91	Advertisement	17-SEP-2021	17-SEP-2021	Uttarakhand	F.M. Advertising	Publicity of PMEGP	229686	KV	Advertisement in
6	Publicity/Propegenda	0	26.91	Advertisement	02-OCT-2021	02-OCT-2021	Uttarkhand	FM Advertising	Publicity of	250566	KV	Local News papers
7	Promotional & Publicity	0	26.91	Advertisement	04-NOV-2021	04-NOV-2021	Uttarakhand	F.M.Advertising, New	Publicity of	250566	KV	Advt. for PMEGP
8	Promotional & Publicity	0	26.91	Advertisement	21-NOV-2021	21-NOV-2021	Uttarakhand	F>M>Advertising,	Publicity of	229686	KV	Advertisement o
9	Publicity	0	26.91	Avertisement	24-DEC-2021	02-JAN-2022	Uttarakhand	F.M.Advertisement	Publicity of PMEGP	530148	KV	Advertisement of
10	Publicity & Promotion	0	26.91	Advertisement	30-JUN-2022	30-JUN-2022	Uttarakhand	SO,KVIC,	PMEGP in News Papers	507804	KV	F.M.Advertising,
11	Publicity & Promotion	0	26.91	Advertisement	24-JUL-2022	24-JUL-2022	Uttarakhand	SO,KVIC,	PMEGP in News Papers	507804	KV	FM Advertisement,
12	Promotional And Publicity	0	26.91	Advertisement in	06-NOV-2022	06-NOV-2022	Uttarakhand	S.O. Dehradun	Publicity of PMEGP	452946	KV	FM Advertising, New
13	Publicity	0	26.91	Advertisement	07-DEC-2022	07-DEC-2022	Uttarakhand	F.M.Advertising	Publicity of	229686	KV	Publicity of
14	Publicity	0	26.91	Advertisiment	12-DEC-2022	12-DEC-2022	Uttarakhand	F.M.Advertising	Publicity of	193824	KV	Publicity of
15	Publicity	0	26.91	Advertisement in	19-DEC-2022	19-DEC-2022	Uttarakhand	F.M.Advertising	Publicity of	229686	KV	Publicity of
16	Promotional & Publicity	0	26.91	Advertisement	26-DEC-2022	26-DEC-2022	Dehradun	KVIC,SO.	Advertisement of PMEGP	60816	KV	Banner for
17	Promotional & Publicity	0	26.91	Sunboard	16-JAN-2023	16-JAN-2023	Dehradun	KVIC, DEHRADUN	Sunboard with Vinyl Print	110448	KV	Publicity of
18	Promotional & Publicity	0	26.91	Printing & Pamphlets	19-JAN-2023	19-JAN-2023	Dehradun	KVIC DEHRADUN	Printing, Folder & Pamphlets	662736	KV	Publicity of PMEG
19	Promotional & Publicity	0	26.91	Advertisement in	12-FEB-2023	12-FEB-2023	All India	FM Advertising,New	State Level Exhibition at	532830	KV	Hindi & English News

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20	Promotional & Publicity	0	26.91	Advertisement in	25-FEB-2023	25-FEB-2023	Uttarakhand	FM Advertising, New	PMEGP Programme	452970	KV	FM Advertising
21	Promotional & Publicity	0	26.91	Gazebo Canopy	28-FEB-2023	28-FEB-2023	Dehradun	KVIC, DEHRADUN	Gazebo Canopy	171840	KV	Publicity of
22	Promotional & Publicity	0	26.91	Advertisement	28-MAR-2023	28-MAR-2023	Dehradun	Sabdh Sanskriti	Writing Pad	148680	KV	Writing Pad for
23	TA/DA AS CONTIGENCY	0	26.91	null	null	null	null	null	null	0	KV	Local Conveyance
24	TA/DA AS CONTIGENCY	0	26.91	null	null	null	null	null	null	0	KV	Taxi hire charges
StatewiseTotal										6444024		
Zone wiseTotal										6444024		
Grand Total										6444024		