

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	fund transfer	0	15.25	fund transfer	11-NOV-2019	11-NOV-2019	SO Lucknow	KVIC	fund transfer	504000	KV	fund transfer to SO,
2	Advertisement	0	15.25	new paper	23-OCT-2020	02-NOV-2020	Varanasi	KVIC	Appointment of Experts	34638	KV	null
3	Publicity of PMEGP	0	15.25	PMEGP (NEWS	31-OCT-2021	31-OCT-2021	VARANASI &	DAINIK JAGRAN &	PMEGP	215424	KV	null
4	Publicity of PMEGP	0	15.25	PMEGP (NEWS	20-NOV-2021	20-NOV-2021	Varanasi & Prayagraj	Universal	PMEGP	63084	KV	Hindustan Paper.
5	Hindustan News Paper	0	15.25	Advertisement	22-AUG-2022	22-AUG-2022	Varanasi	Universal Advertising	For Marketing Expert,	27114	KV	null
6	Publicity	0	15.25	Standy Printing	14-DEC-2022	14-DEC-2022	Varanasi	Shri R.K. Shrivastava,	Shikhar Printer	35400	KV	null
7	Publicity	0	15.25	Leaflets Printing	30-DEC-2022	30-DEC-2022	Varanasi	Shri R.K. Shrivastava,	Shikhar Printer	59472	KV	null
8	Publicity	0	15.25	Leaflets Printing	02-JAN-2023	02-JAN-2023	Varanasi	Shri R.K. Shrivastava,	Shikhar Printer	42480	KV	null
9	AMS Media	0	15.25	Advertiesment	07-JAN-2023	07-JAN-2023	Varanasi	Shri K.P. Mishra, Ad-II	Amar Ujala	46458	KV	null
10	AMS Media	0	15.25	Advertiesment	08-JAN-2023	08-JAN-2023	Prayagraj	Shri K.P. Mishra, Ad-II	Amar Ujala	28872	KV	null
11	AMS Media	0	15.25	Advertiesment	08-JAN-2023	08-JAN-2023	Prayagraj	Shri K.P. Mishra, Ad-II	PMEGP Advertiesment	24126	KV	null
12	AMS Media	0	15.25	Advertiesment	08-JAN-2023	08-JAN-2023	Varanasi	Shri K.P. Mishra, Ad-II	PMEGP Advertiesment	58554	KV	null
13	Dainik Jagran	0	15.25	Advertisement	08-JAN-2023	08-JAN-2023	Varanasi	AMS Media	Advertising for Radio Jingal	58554	KV	null
14	MM Distribution	0	15.25	Flex Printing	25-JAN-2023	25-JAN-2023	Varanasi	Shri R.K. Shrivastava	R.K. Out Door	74592	KV	null
15	MM Distribution	0	15.25	Flowers	25-JAN-2023	25-JAN-2023	Varanasi	DO, KVIC, Varanasi	NA	3600	KV	null
16	MM Distribution	0	15.25	Kanu Babu Decorator	25-JAN-2023	25-JAN-2023	Varanasi	DO, KVIC, Varanasi	NA	553098	KV	null
17	MM Distribution	0	15.25	Photography of	25-JAN-2023	25-JAN-2023	Varanasi	DO, KVIC, Varanasi	NA	14160	KV	null
18	MM Distribution	0	45.75	Refreshment	25-JAN-2023	25-JAN-2023	Varanasi	DO, KVIC, Varanasi	NA	124800	KV	null
19	MM Distribution	0	15.25	Refreshment	25-JAN-2023	25-JAN-2023	Varanasi	KVIC, Varanasi	NA	3300	KV	null

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		No	Amt		From Date	To Date						
20	MM Distribution	0	91.5	Sundry Exp.	25-JAN-2023	25-JAN-2023	Varanasi	DO, KVIC, Varanasi	NA	120714	KV	null
21	MM Distribution	0	15.25	Sundry Exp.	25-JAN-2023	25-JAN-2023	Varanasi	Do, KVIC, Varanasi	NA	75600	KV	null
22	MM Distribution	0	15.25	Tea (Refreshment)	25-JAN-2023	25-JAN-2023	Varanasi	DO, KVIC, Varanasi	NA	10950	KV	null
23	MM Distribution	0	30.5	Travelling	25-JAN-2023	25-JAN-2023	Varanasi	DO, KVIC, Varanasi	NA	53280	KV	null
24	MM Distribution	0	15.25	Water bottle	25-JAN-2023	25-JAN-2023	Varanasi	DO, KVIC, Varanasi	NA	8220	KV	null
25	Publicity	0	15.25	PMEGP Hut	28-FEB-2023	28-FEB-2023	Varanasi	DO, KVIC, Varanasi	NA	70800	KV	null
26	MM Distribution	0	15.25	Photography	17-MAR-2023	17-MAR-2023	Varanasi	Shri S.P. Khandelwal	MM Distribution By Hon'ble	14160	KV	null
27	MM Distribution	0	15.25	Preparation of Pandal	17-MAR-2023	17-MAR-2023	KVIC	Shri S.P. Khandelwal	Dt. 17.03.2023	212400	KV	null
28	Publicity	0	15.25	Radio	26-FEB-2024	06-MAR-2024	Varanasi	Shri S.P. Khandelwal,	BIG-FM, Prayagraj Station	983766	KV	Bill No. - 459
29	Publicity	0	15.25	Radio	26-FEB-2024	06-MAR-2024	Varanasi	Shri S.P. Khandewal	Red FM - 93.5, Varanasi	1102710	KV	Bill No. - 453
30	Publicity	0	15.25	Radio City	26-FEB-2024	06-MAR-2024	Varanasi	Shri S.P. Khandelwal,	Radio City - Varanasi Station	899514	KV	Bill No. - 457
StatewiseTotal										5523840		
Zone wiseTotal										5523840		
Grand Total										5523840		