

सूक्ष्म लघु और मध्यम उद्यम मंत्रालय  
(भारत सरकार)  
निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,  
नई दिल्ली-110 108



सामग्री प्रदान  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA

OFFICE OF THE DEVELOPMENT COMMISSIONER  
(MICRO, SMALL & MEDIUM ENTERPRISES)  
MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES  
GOVERNMENT OF INDIA  
Nirman Bhawan, 7<sup>th</sup> Floor, Maulana Azad Road,  
New Delhi - 110 108

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File No TD-IPR/11/2022-IPR-DCMSME

Date: 17.02.2023

To,

The Pay & Account Officer (MSME),  
New Delhi / Chennai / Kolkata / Mumbai.

### SANCTION ORDER

**Subject: - Sanction for Allocation of Rs.109.82 lakh (Rupees One Crore Nine Lakh and Eighty Two Thousand only) under the publicity & advertisement head ( 2851.00.102.99.15.26) under EAP of RAMP to MSME-DFOs for organizing 10 Nos of IP Yatra under IPR Component of MSME –Innovative scheme during the FY 2022-23-reg .**

I am directed to convey the approval of the Competent Authority for Allocation of Rs.109.82 lakh (Rupees One Crore Nine Lakh and Eighty Two Thousand only) under the publicity & advertisement head ( 2851.00.102.99.15.26) under EAP of RAMP to MSME-DFOs for organizing 10 Nos of IP Yatra under IPR Component of MSME –Innovative scheme during the FY 2022-23 as per the **Annexure- A** enclosed herewith.

2. Micro, Small & Medium Enterprises – Development & Facilitation Office (MSME-DFOs), will make necessary arrangements/procurements/rent/others activities as per GFR Rules/guidelines and IP Yatra concept.
3. The actual expenditure shall be reported to this office by each Micro, Small & Medium Enterprises – Development & Facilitation Office latest by 15.03.2023.
4. A brief concept note has been enclosed as reference for organising IP Yatra by respective MSME-DFOs.
5. The expenditure shall be accommodated in demand No. 68- Ministry of Micro Small & Medium Enterprises (MSME) for the year 2022 -23 as follows:

(i) Major Head	2851.00.102.	Raising & Accelerating MSMEs Performance RAMP) National I( EAP)
(ii) Object Head	99.15.26	Advertising & Publicity
(iii) BE/RE	2.41/5.00 Cr.	Expenditure till date: Rs. 0.00 Crore
(iv) Present sanction/release	<b>Rs. 1,09,82,000/-</b>	

  
राकेश कुमार / RAKESH KUMAR  
संयुक्त निदेशक / Joint Director  
भारत सरकार / Govt. of India  
सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय  
Ministry of Micro, Small & Medium Enterprises  
विकास आयुक्त (सू. ल. एवं म. उद्यम) का कार्यालय  
Office of the Dev. Commissioner (MSME)  
निर्माण भवन, नई दिल्ली-110011 / Nirman Bhawan, New Delhi-110011

Contd...2/-....

5. Noted at **Serial No-5** in the Register of Grants.
6. This sanction issues with the IFW concurrence Dy. No.193/2022-23/IFW-II dated 09.02.2023.

राकेश कुमार / RAKESH KUMAR  
संयुक्त निदेशक / Joint Director  
भारत सरकार / Govt. of India  
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17/02/2023  
(Rakesh Kumar)  
Joint Director

**Copy for information to:**

1. The Director, Micro, Small & Medium Enterprises – Development & Facilitation Office, Delhi, Ludhiana, Bangalore, Hyderabad, Kanpur, Indore, Ahmadabad, Jaipur, Guwahati, Chennai
2. The Drawing & Disbursing Officer, Office of DC (MSME), New Delhi.
3. Under Secretary/Deputy Director, RAMP Division, Nirman Bhawan, New Delhi.
4. Under Secretary, IF Wing, Room No.731, Nirman Bhawan, New Delhi.
5. The Principal Director of Audit, Economic & Service Ministry, AGCR Bldg., I.P. Estate, New Delhi-110002.
6. B & A Section, M/o Industry, Udyog Bhawan, New Delhi.
7. Planning Division, Office of DC (MSME), New Delhi.
8. MSME-DI Division, Office of DC(MSME), New Delhi
9. Director, SENET for uploading on official website.
10. PS to JS(AFI)/PS to Director(T & P)
11. Guard File

  
(Rakesh Kumar)  
Joint Director

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संयुक्त निदेशक / Joint Director  
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## Item wise expenditure for promotional activities.

S. No	Advt.	Size/Std LXB	Area Sq. ft	Estimate cost(Rs.)	Qty per office	Total Cost(Rs.) (DFOs)
1	Flex Board	10ftX6ft	60	5100	3	15300
2.	Banner	6ftX4ft	24	1392	5	6960
3.	Hiring Charge of Digital Screen for display	std		34000	2	68000
4	Posters/Flyers/Handouts/Stickers	std		8	1000	8000
	Total					98260

## DFOs wise allocation for organizing IP Yatra Programme.

S. No	Name of DFO	Proposed Allocation of Funds for 2 days Event ( in Rs.)	Proposed allocation for Promotional Activities ( in Rs.)	Total ( in Lakhs)
1.	Delhi	10,00,000 (5,00,000x2 Days)	98260	10.98
2.	Ludhiana	10,00,000 (5,00,000x2 Days)	98260	10.98
3.	Bangalore	10,00,000 (5,00,000x2 Days)	98260	10.98
4.	Hyderabad	10,00,000 (5,00,000x2 Days)	98260	10.98
5.	Kanpur	10,00,000 (5,00,000x2 Days)	98260	10.98
6.	Indore	10,00,000 (5,00,000x2 Days)	98260	10.98
7	Ahmadabad	10,00,000 (5,00,000x2 Days)	98260	10.98
8.	Jaipur	10,00,000 (5,00,000x2 Days)	98260	10.98
9.	Guwahati	10,00,000 (5,00,000x2 Days)	98260	10.98
10	Chennai	10,00,000 (5,00,000x2 Days)	98260	10.98
	<b>Total</b>	<b>100,00,000/-</b>	<b>9,82,600</b>	<b>109.82</b>

  
**राकेश कुमार / RAKESH KUMAR**  
 संयुक्त निदेशक / Joint Director  
 भारत सरकार / Govt. of India  
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 Ministry of Micro, Small & Medium Enterprises  
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