

Revised Guidelines for Plan Scheme of

“Advocacy & Publicity”

The scheme of Advocacy & Publicity aims to build upon the comparative advantages of the North Eastern Region including upscaling innovations that could lead to socio-economic development.

2. Proposals eligible for funding under Advocacy & Publicity Scheme:

Proposals that can be taken up under this scheme include the following types of programmes:

1. Road shows and pilot projects to promote, advocate and publicise **good practices in the priority areas** identified by the Ministry for NER viz :

- Handloom & Handicrafts
- Horticulture, Tourism
- Food Processing
- Bamboo and medicinal / aromatic plants
- Organic NER
- Livelihood schemes
- Waste management
- Entrepreneurship & Start-ups in NER
- or any other priority fixed by the Ministry from time to time.

2. Dissemination and advocacy of **information/education on various Govt. programs using ICT and mobile technology** with a greater focus on innovations and initiatives designed to benefit relatively more remote, deprived areas and disadvantaged sections of society in NER.

3. Promotion and **advocacy new/appropriate technology for NER** through demonstration and assimilation. In compliance with the above, MDoNER may finance installation of demonstration/prototype units.

4. Proposals for **Business Summits, Conventions, Seminars, Workshops, Consultations, Exhibitions etc.** in domains connected to developmental priorities of the North Eastern Region hosted/co-hosted/sponsored by Ministry in consultation with line Ministries / Departments subject to financial ceiling notified.

5. **Specialised media campaigns** on themes concerning NER like organic

farming, cleanliness (Swachata), bamboo etc.

6. **Web Presence and Media presence** of the MDoNER including social media

7. **Evaluations/ Impact Studies/assessments** related to development/promotion of NE Region

8. **Gap Funding** in relevant media campaigns etc for NER to other Ministries

9. **Calendar events** of the Ministry like MDoNER day, Destination North East and other celebrations on important/festive occasions relevant to NER

10. Any other proposal which the Ministry (DONER) views as having **intrinsic merit and value to the NER**.

These programmes may be organized/conducted by the Ministry itself or events for which the Ministry may provide financial assistance to GoI Ministries, State Governments, Public Enterprises, Public Trusts, Voluntary Organizations, Non-Governmental Organisations (NGOs) etc.

3. Eligibility norms for non-governmental organizations, institutions, agencies etc.

- i. Registered Societies, Voluntary Organisations, Public Trusts, non profit/not-for-profit Organizations, Universities, Co-operatives and other similarly placed Institutions operating set up and working at least for three years;
- ii. The Organizations should ordinarily have completed at least 3 years from the date of registration under the Central Govt. Societies Registration Act, 1860 or under corresponding State Act or be a Trust registered under the Indian Trusts Act, 1920 or the Charitable and Religious Act, 1920 or any other Statute as may be applicable and should be registered under 12A of Income Tax Act;
- iii. The Organizations etc. should have their accounts duly certified by an authorized Chartered Accountant. These should be up-to-date and open to due diligence exercises;
- iv. The Organizations etc. should have up-to-date published Annual Reports on their activities;
- v. The Organizations etc. should be non-profit/not-for-profit ones and should furnish an undertaking to the effect that they are not making profits out of the grants received from the Govt. of India;

- vi. The Organizations etc. should have published Constitutions, Memoranda and Articles of Association and duly constituted Management Structure, with powers clearly defined;
- vii. Release of advertisements in print/electronic media and other media related issues would be governed by the provisions of the extant rules, issued by Directorate of Advocacy and Visual Publicity, Ministry of Information & Broadcasting, Government of India.
- viii. All VO/NGO/Agency must mandatorily have registration number of NGO-portal of NITI Aayog.
- ix. All transfer of funds to VO/NGO/Agency shall be through Public Financial Management system (PFMS) and the agency should register in PFMS with Bank Account for this scheme under MDoNER and any further disbursement to individual beneficiaries (if any) has to be through electronic mode.
- x. All applications for A & P scheme should be applied online by March, 2017 or whenever the Government gives mandatory instruction.
- xi. A representative from NEC will be present in the MDoNER SC meeting either physically or through video conferencing mode.
- xii. The VO/NGO/agency must submit a self-certificate regarding financial assistance received/ applied for from other Ministries/Departments of GoI for the same event as per the format.
- Xiii NGO/VO/Agency applying for financial assistance must mandatorily show their share of contribution for the event by submitting a certificate of contribution statement as per the format.
- Xiv All financial assistance to VO/NGO/Agencies will be on reimbursement basis, only on producing original UC/bills of the event/function for which the SC had already recommended. However, for activities being carried out in notified remote districts of NER, 50% advance may be given.
- xv. If information submitted by VO/NGO/Agency is found to be faulty (incomplete information regarding receipt of funds from other GoI Ministries/Deptts or faulty receipts), the VO/NGO/Agency may be blacklisted after due deliberation by the Screening Committee.
- Xvi If the VO/NGO/Agency applied for financial assistance and sanction is issued, they must put up record of events/photos on their website within a month.
- Xvii If VO/NGO/Agency does not utilize the sanction financial assistance without assigning any valid reason thereafter, it will be debarred from applying under A&P Scheme for the next three years.
- Xviii The financial assistance may be extended for participating in exhibitions,

workshops, seminars outside of India if found conducive for promoting NE matters.

Xix The Screening Committee meeting will be held on a monthly basis (as far as possible)

4.1 Internal proposals:

A Divisional head of the Ministry may invite eligible institutions/organizations to take up programmes/projects relating to the Subject assigned to him/her under Advocacy & Publicity Scheme. Such proposals may be put up to the Joint Secretary in-charge of Advocacy & Publicity for consideration of the Screening Committee of Advocacy & Publicity before final approval of the competent authority.

4.2 External Proposals:

Proposals submitted by any organization/institution as per the prescribed format of A&P scheme is an external proposal. External proposals may be submitted to Joint Secretary in-charge of Advocacy & Publicity Scheme. The Division shall examine and process the proposal to be placed before the Screening Committee of Advocacy & Publicity scheme. Subsequently, approval of the Competent Authority may be obtained.

5. Administration of Advocacy & Publicity Scheme:

5.1 All proposals shall be examined by the Advocacy & Publicity Section before they are placed before the Screening Committee. The Screening Committee shall have the following members:

- (i) Joint Secretary , (Advocacy & Publicity), MDoNER - Chairman
- (ii) Joint Secretary - Member

- (iii) Secretary, North Eastern Council or his nominee- - Member
- (iv) A representative of MHA, (NE Division) - Member
- (v) A representative of DAVP - Member
- (vi) A representative of Doordarshan - Member
- (vii) A representative from All India Radio - Member
- (viii) A representative from Press Information Bureau (PIB) - Member
- (ix) A representative of Integrated Finance Division MDoNER - Member
- (x) A representative from PSA/CSIR - Member (Technical Expert)
- (xi) Dir./DS (**Advocacy & Publicity**), MDoNER - Member Secretary

Representative(s) of the sponsoring Ministries that seek financial assistance or are concerned with the subject may be invited to these meetings.

5.2 The Committee shall decide the quantum of financial assistance, timing and duration of the programme and other parameters concerning the proposal and recommend accordingly for sanction. No sanction shall issue without the recommendation of the Committee.

5.3 Projects recommended by the Committee shall be sanctioned with the approval of Competent authority.

5.4 No sanction or release orders shall be issued without the prior concurrence of Integrated Finance Division, M/o DoNER and the approval of Secretary M/o DoNER.

6. Financial Parameters of Advocacy & Publicity

6.1 Ceilings of financial assistance:

The amount of financial assistance for various programmes under the **Advocacy & Publicity** scheme is given below at Table 1.

Table 1: Amount of Financial Support

S.No	Programme	Financial Ceiling
1.	Workshop	As per Govt. of India's instruction issued from time to time.
2.	Business Summit	
3.	Convention	
4.	Seminar	
5.	Evaluations/ Impact Studies/Assessments/ Other Advocacy related works relevant to NER	

6.2 Disbursement of financial assistance

6.2.1 Short Duration Programmes/Projects:

The disbursement schedule of financial assistance in respect of short duration programmes Vig, Business Summits, Trade Expos, Conventions, Seminars/ Workshop etc will be as given below at Table 2.

Table 2: Disbursement of Grants-in-aid (for SI. No.1 to 5 of Table 1)

Instalment	Stage	%tage of Amount Approved
1 st	Project approved after receiving the acceptance and execution of bond	75
2 nd	Receipt of final report and UC for the full amount and expenditure statement of account	25

6.2.2 Long Duration Programmes / Projects:

The disbursement schedule for projects of longer duration (more than three

months) relating to promotion and **advocacy new/appropriate technology for NER** through demonstration and assimilation which MDoNER may finance installation of demonstration/prototype units will be as under Table 3.

Table 3: Disbursement of Grants-in-aid (for SI. No.6 of Table 1)

Instalment	Stage	%tage of Amount Approved
1 st	Project approved after receiving the acceptance and execution of Bond/MoU/Agreement and against Bank Guarantee, where applicable	75
2 nd	Receipt of final report, UC for the full amount and expenditure statement of amount	25

6.2.3. In the case of theme based Media Campaigns (e.g. Swachhta Abhiyan, etc.), release of funds would be subject to the Terms and Conditions of the specific campaign;

6.2.4 Release of second and subsequent instalments shall depend upon review of the progress/acceptable quality of the project by the Screening Committee (Advocacy & Publicity).

7. Other Conditions for acceptance of proposals under Advocacy & Publicity scheme:

7.1 All sanctions of MDoNER will be issued in favour of the Organisation/ Institution/Agency and not to individuals.

7.2 The Organisation or Institution shall maintain separate accounts of the financial assistance provided by the Ministry of DoNER for undertaking a project.

It should also maintain a list of beneficiaries who have received the benefit directly and all payment of the fund should made through electronic mode.

7.3 The Organisation or Institution shall not accept any financial assistance from any other source(s) for the same project without the prior permission of MDoNER. While applying for assistance under this Scheme, the organisation or Institution should certify to the effect that it has not received any financial assistance from any other source(s) for the same project. If this is the case, applicant may furnish justification for seeking financial assistance from multiple sources for consideration of the Screening Committee.

7.4 For long term projects, the Organisation or Institution shall furnish monthly report of the project along with a statement of expenditure actually incurred during the quarter. The organization/institution shall record a certificate to the effect that the expenditure has been incurred in accordance with the Terms and Conditions of release of funds stipulated in the Sanction Letter.

7.5 In the case of Media Campaign, Evaluations/ Impact Studies/assessments etc, the

organizations/institutions engaged by the Ministry shall not make available to any other person organization/ institution, the material compiled or data collected for the project/task, without prior permission of the Ministry of DoNER and will be bound by the Terms and Conditions of release of funds stipulated in the Sanction Letter.

7.6 The organizations/institutions, other than in the case of media campaign will have to execute bonds in favour of the Ministry of DoNER on judicial stamp paper of Rs. 10/-. Execution of Bond will not apply to quasi-Government Institutions, Central Autonomous Organisations and Institutions whose budget is approved by the Government.

7.7 On completion of the activity, the organization/institution shall submit final report along with supporting documents/data including high resolution photographs/ Videographs and all relevant material in soft and hard copy format.

7.8 Operations of the institutions/organizations that receive financial assistance from Government of India are governed by relevant sections of the General Financial Rules (GFR). Hence, compliance with relevant, prescribed Government Rules and formalities should be ensured.

7.9. Reports, duly audited accounts and Utilization Certificates shall be submitted on the completion of the Projects/events as prescribed in the Sanction Letter.

7.10. The institutions/organisations should not have been black-listed by any Department/Ministry / Government Organisation. While applying for assistance under this Scheme, the institutions/ organisations should certify to the effect that it has not been black listed by any Department/Ministry / Government Organisation.

7.11 The accounts of the institutions/organizations which received financial assistance from the M/DoNER will be open to Audit at any time by the Comptroller and Auditor General of India or his nominee at his discretion.

8. The Organizations seeking funds should provide the following details with their proposals, where applicable.

- (i) Proof of registration of the Organizations along with proof of registration in NGO-DARPAN of NITI Aayog
- (ii) Registration details in PFMS with same bank account to which funds should be transferred.
- (iii) Latest Annual Report or as may be specified.
- (iv) Audited Statement of last 3 years, or as may specified.
- (v) Constitution and Article & Memorandum of Association.
- (vi) List of office bearers and details of such other bodies attached to it.
- (vii) Past credentials and details of ongoing Projects.
- (viii) Name, postal address, tel/fax and E-mail ID of the Organization etc.
- (ix) The detailed Proposal/Project Report along with financial justifications and all other relevant particulars.
- (x) Proof of submission of Utilization Certificates in respect of earlier releases from the Ministry, if any.
- (xi) Certificate from the Organization that no other source of funding has been availed for the Proposal.

- (xii) Latest List of Executive committee Members.
- (xiii) List of Employees.
- (xiv) The institutions/organisations seeking funds shall execute a bond in the prescribed form in favour of the President of India providing thereon that it will abide by conditions stipulated by the Ministry. In the event of his failing to comply with the same or committing a breach of the bond, the institutions/organisations should refund to the President of India, the entire amount released or such amount as may be decided by the Govt. of India together with the interest thereon at the prevailing borrowing rate of the Govt. of India, and in case of delay, at the penal rate of interest as fixed by the Government.
- (xv) ***On receipt of sanction, within two weeks an acknowledgement / response must be submitted by the VO / NGO / Agency in prescribed format (Annexure-IV).***
- (xvi) ***Within three months of the receipt of fund, the funds for the event should be utilized.***
- (xvii) ***A detailed report about the event should be submitted along with bills to claim reimbursement.***
- (xviii) ***The prescribed self-certification regarding financial assistance received from other Ministries / Departments of GoI for the same event, draft is attached at Annexure-II.***
- (xix) ***A certificate of financial contribution statement to be submitted by VO / NGO / Agency while submitting application is at Annexure-III.***

9. Voluntary Organisations/NGOs etc seeking financial assistance shall be required to submit the Organization / Project Profile in the enclosed proforma.
