

**Revised Guidelines for Plan Scheme of
Advocacy & Publicity**

Revised on 21.07.2016

The Plan scheme of Advocacy & Publicity aims to showcase the inherent economic, social strength of the North Eastern Region.

2. Types of proposals eligible for funding under Advocacy & Publicity Plan Scheme.

Proposals that can be taken up under this scheme include the following types of programmes which may be organized/conducted by the Ministry itself or events for which the Ministry may provide financial assistance to Public Enterprises, Public Trusts, Voluntary Organizations, Non- Governmental Organisation (NGOs) etc.

- i. Initiatives designed to benefit relatively more remote, deprived areas and disadvantaged sections of Society;
- ii. Proposals aimed at bringing further National Integration particularly linking far-flung and inhibitors of the North Eastern Region ;
- iii. Proposals for Business Summits, Conventions, Seminars, Workshops, Consultations etc. in development sector in the North Eastern Region hosted/co-hosted by Ministry;
- iv. Innovative proposals that will effectively further the mandate of development in the North Eastern Region;
- v. Media Campaigns of the Ministry including the social media, twitter and Printing Media;
- vi. Evaluations/ Impact Studies/assessments related to promotion of NE Region;
- vii. Any other proposal which the Ministry (DONER) views as having intrinsic merit and interest.

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, 1982 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 Advertising and Visual Publicity, Ministry of Information & Broadcasting, Government of India.

4. Internal and External Proposals.

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 Advertising & Publicity Scheme. Such internal proposals should be sent to the Joint Secretary in- charge of Advertising & Publicity with the recommendations for obtaining decision of the Committee of Advertising & Publicity.

4.2 External Proposals:

Proposals submitted suo-moto by an organization/institution is an external proposal. External proposals should be submitted to Joint Secretary in- charge of Advocacy & Publicity Scheme. The Division shall examine and process the proposal to be placed before the Committee of Advocacy & Publicity.

5. Administration of Advocacy & Publicity Scheme.

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

- (i) Joint Secretary (Advocacy & Publicity), M/o DoNER - Chairman
- (ii) Secretary, North Eastern Council - Member
- (iii) A representative of Ministry of Home Affairs, (NE Division) - Member

- (iv) A representative of DAVP - Member
- (v) A representative of Doordarshan - Member
- (vi) A representative from All India Radio -Member
- (vii) A representative from Press Information Bureau (PIB) --Member
- (viii) A representative of Integrated Finance Division, M/o DoNER - Member
- (X) Director/DS (Advocacy & Publicity), M/o DoNER - Member Secretary

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 in normal course @ (Rs. in lakh)	Financial Ceiling in exceptional case @ (Rs. in lakh)
i)	Workshop		
ii)	Business Summit		
iii)	Convention		
iv)	Seminar		
v)	Evaluations/ Impact Studies/ assessments		
vi)	Media Campaign		

@ The ceilings in each case may be fixed in consultation with Finance Division.

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	Percent of Amount Approved
1st	Project approved after receiving the acceptance and execution of bond	75
2nd	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, such as Evaluations/Impact studies/assessments will be as under (Table 3).

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

Instalment	Stage	Percent of Amount Approved
1st	Project approved after receiving the acceptance and execution of bond and against Bank Guarantee, where applicable	40
2nd	Progress review after receipt of UC of 1st instalment	40
3rd	Receipt of final report, UC for the full amount and expenditure statement of amount	20

6.2.3. In the case of Media Campaigns of the Ministry, 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 by Joint Secretary (Advertising & Publicity) of the progress of ongoing programme or assessment of completed works, as of acceptable quality.

7. Other Conditions for acceptance of proposals under Advertising & Publicity

7.1 All sanctions of the Ministry of DoNER will be issued in favour of the Organisation or Institution 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 be made through RTGS/ E payment/ Cheque.

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 the Ministry of DoNER. 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.

7.4 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 such as photographs/ Videographs etc., wherever applicable.

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 Ministry may set up a committee to review and appraise work done by the institutions/organisations and to make suggestions for their programmes, with a view to ensure proper utilization of funds provided.

7.12 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. Copy of proof of registration of the Organizations etc.
- ii. Latest Annual Report or as may be specified.
- iii. Audited Statement of last 3 years, or as may specified.
- iv. Constitution and Article & Memorandum of Association.
- v. List of office bearers and details of such other bodies attached to it.
- vi. Past credentials and details of ongoing Projects.
- vii. Name, postal address, tel/fax and E-mail ID of the Organization etc.
- viii. The detailed Proposal/Project Report along with financial justifications and all other relevant particulars.
- ix. Proof of submission of Utilization Certificates in respect of earlier releases from the Ministry, if any.
- x. Certificate from the Organization that no other source of funding has been availed for the Proposal.
- xi. Latest List of Executive Committee Members.
- xii List of Employees.
- xiii 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.

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

Other recommendations:-

- a) After, a proposal is approved by the Screening Committee , No Objection Certificate (NOC) should be obtained from Ministry of Home Affairs before releasing of funds to NGOs of the North Eastern Region;
- b) Suitable guideline may be formulated by Ministry of DoNER in consultation with the other Ministries for funding production of films and documentaries on North Eastern Region showcasing the strength / potential of NER with emphasis on Tourism, Agro based products, Handicrafts & Handlooms etc.

Government of India
Ministry of Development of North Eastern Region

SCHEME OF ADVERTISING & PUBLICITY

Proforma for Application

I. Organization Profile

1. Name of the Organization :
2. Address, Street, District
State Pin Code, Phone &
Fax No. (With STD Code)
E-Mail :
3. Name & Designation of
Chief functionary :
4. Name of other key function-
aries & their contact No. &
Address :
5. Registration details Act under
which registered date of
registration :
6. FCRA No. (if available) :
7. Activities in Brief :
8. Thrust Area :
9. Experience in the area in
which funding is sought :
10. Source of Funds
(Last three years) :

National/ International	Name of the Project	Amount Received	Year

11. Banking details :
(Account No. name & address
of the bank);

12. Has the work of your organization been evaluated by any independent agency, if yes, please attach the evaluation report.

II. Project Profile

1. Title of the Project:
2. Aims & Objectives :
3. Duration :
4. The project description needs to include following details:
 - a. Project goal
 - b. Project area
 - c. Target Group
 - d. Problems to be addressed
 - e. Details of any 'need assessment' done in the area before deciding on the project
5. Beneficiary (ies) Type & No. :
6. Strategy/Action Plan :
7. Voluntary contribution from the community:
8. Training needs assessment:
(for staff & beneficiaries)
9. Monitoring & Evaluation indicators:
10. Project Sustainability:
(How will the activities be sustained after project support is completed).
11. Proposed Budget for the Project:
(Year-wise recurring & non-recurring)

Attachments to be furnished*

- (i) Registration Certificate
- (ii) By-laws & Memorandum of Association
- (iii) Annual Report- (Latest one year)
- (iv) Audit statements - (for last three years)
- (v) Latest list of Executive Committee Members
- (vi) List of Employees.

All attached photocopies of documents should be attested by Gazetted Officer/ Notary.
