

File No.:AandP-11/68/2016-O/o US (A and P)
Government of India
Ministry of Development of North Eastern Region

Vigyan Bhawan Annexe,
Maulana Azad Road, New Delhi
Dated 6th December, 2023.

To

1. The Secretary, NEC, NEC Secretariat, Nongrim Hills, Shillong.
2. CMD-NEDFi Guwahati
3. MD-NEHHDC, Guwahati
4. MD,NERAMAC, Guwahati
5. MD, NERCRMPS, Shillong
6. MD, NECBDC, Guwahati
7. Director, PIB, MDoNER

**Subject: Newly formulated Guidelines for administration of the Advocacy & Publicity
Ministry of DoNER**

Madam/ Sir,

I am directed to refer to the subject cited above and to forward herewith a copy of the newly-formulated Guidelines, duly approved by the Competent Authority for administration of Advocacy & Publicity of Ministry of DoNER for information and necessary action.

2. The newly-formulated Guidelines of Advocacy & Publicity of Ministry of DoNER will be applicable to all Organizations under the Ministry of DoNER as well.

Yours faithfully,

Encl: As above.


पंकज शर्मा/PANKAJ SHARMA
अवर सचिव/Under Secretary
उत्तर पूर्वी क्षेत्र विकास मंत्रालय
Ministry of Development of North Eastern Region
भारत सरकार / Govt. of India
विज्ञान भवन एक्सेज बिल्डिंग, नई दिल्ली-110011
Vigyan Bhawan Annexe Building, New Delhi-110011
Pankaj Sharma)
Under Secretary to the Govt. of India
Tel:23354625

Internal Distribution:

1. AS&FA/Sr. EA/JS(S)/JS(HS)/JS(AD)/JS(AC)/SA(SG)/CCA(KG), MDoNER
2. DIR(UK)/DIR(PV)/DIR(AB)/DS(VKB)/DS(NS)/DS(SDM)/JD(BP)/DS(AM)/DS(SS)/JD(PT)/DS(SD), MDoNER.

Copy for information to:

1. PS to Hon'ble Minister, MDoNER.
2. APS to Hon'ble MoS, MDoNER.
3. PPS to Secretary, MDoNER.
4. Sr. Director, NIC for uploading on the website of the Ministry.

Dated: 6th December, 2023

The Advocacy & Publicity of MDoNER aims to build upon the comparative advantages of the North Eastern Region including up scaling innovations towards spreading awareness and developmental activities that could lead to socio-economic development.

1. Proposals eligible for funding under Advocacy & Publicity:

Proposals that can be taken up under Advocacy & Publicity includes the following types of programmes:

- 1.1. Road shows and pilot projects to promote, advocate and publicize 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 / Green Energy
 - Entrepreneurship & Start-ups in NER
 - Culture & Heritage
 - Skill Development
 - Or any other priority fixed by the Ministry from time to time.
- 1.2. 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.
- 1.3. 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.
- 1.4. Specialized media campaigns on themes concerning NER like organic farming, cleanliness (Swachhata), bamboo, etc.
- 1.5. Web Presence and Media presence of the MDoNER including social media.
- 1.6. Evaluations/ Impact Studies/Research Studies/Assessments related to development/ promotion of NE Region.
- 1.7. Gap Funding in relevant media campaigns etc for NER to other Ministries.
- 1.8. Calendar events of the Ministry like MDoNER day, Destination North East and other celebrations on important/festive occasions relevant to NER.

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

1.10. The jurisdiction will be anywhere in India depending on the priorities of the Government of India.

2. Eligibility norms

- i. Ministries of GoI
- ii. PSUs of MDoNER
- iii. Central universities and colleges there-under (as listed in MoE)
- iv. State universities / deemed universities (as listed in MoE)
- v. Government Institutions of National importance (e.g. IITs/IIMs/BARC, etc.)
- vi. Reputed Research Institutes
- vii. Reputed Media houses (Visual/print) or industry organizations like CII, FICCI, PHDCCI, etc.
- viii. Reputed NGOs registered on NGO-Darpan website of NITI Aayog

** Reputed NGOs means having fulfilled the stipulated conditions mentioned at Annexure- 1 and having at least 3 years of experience in the related field/sector.*

Programmes organized/ conducted by the Ministry/NEC itself or the Ministry/NEC may provide financial assistance to GoI Ministries, State Governments, PSU's of MDoNER etc. or entities as above for the same.

3. Proposals:

3.1 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 the Advocacy & Publicity. 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.

3.2 External proposals:

Proposals submitted by any organization/institution as per the prescribed format of A&P is an external proposal. External proposals may be submitted to Joint Secretary in-charge of Advocacy & Publicity. The Division shall examine and process the proposal to be placed before the Screening Committee of Advocacy & Publicity in the Ministry. Subsequently, approval of the Competent Authority may be obtained. The Screening Committee meeting will be held on a monthly basis (as far as possible).

The funding under these guidelines is to be done under specific schemes/heads of MDoNER in the light of the coverage of the sector for promotional activities.

4. Administration of Advocacy & Publicity in MDoNER:

4.1 All proposals shall be examined by the Advocacy & Publicity Division and the eligible proposals will be placed before the Screening Committee. The Screening Committee shall have the following members:

- | | |
|---|--------------------|
| (i) Joint Secretary , (Advocacy & Publicity), MDoNER | - Chairman |
| (ii) Joint Secretary (<i>concerned with the proposal</i>) | - Member |
| (iii) Technical Director, NIC, MDoNER | - Member |
| (iv) Director, PIB, MDoNER | - Member |
| (v) Director/DS (Budget & IFD), MDoNER | - Member (Finance) |
| (vi) Director/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.

The Screening Committee will screen the eligible proposals and if the Organizations fulfils all the eligibility criteria, will recommend for extending financial support. In exceptional cases, if the Screening Committee feels that presentation before Secretary, MDoNER is require for extending financial support and final approval, the applicant will be called to give presentation and the extend of support is to be decided on the basis of presentation before Secretary, MDoNER/ or a senior Officer delegated by Secretary, MDoNER.

4.2 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 be issued without the recommendation of the Committee and final approval of Secretary. MDoNER. In case of insufficient documents, the Committee may ask for more relevant information.

The funding under these guidelines is to be done under specific schemes/head of MDoNER in the light of the coverage of the sector for promotional activities

4.3 Management / Administrative Fees

"The Management Fee may be restricted to 6% only in the city where the head quarters of the organizations are located in India and for all other places in India other than the head quarters of the organizations are located, the Management Fees may be restricted to 10% in a single event. This ceiling may be relaxed in exceptional cases/circumstances with full justifications and with the approval of the Competent Authority in the Ministry of DoNER. In this case, TA/DA is not admissible to the officers/officials of the Organizations. This Management Fee may be applicable to the Organizations attached to this Ministry and other CPSEs only. This may not apply to private Organizations, NGOs, etc.

4.4 For clearer scrutiny and vetting of proposals, the following steps will be kept in view:

- i. The Organisation should follow the General Financial Rule 2017 and its subsequent amendments/instructions/orders etc. issued from time to time by the Government of India while disbursement of funds released as Grants-in-Aid.
- ii. TA/DA/Accommodation for non-officials (artisans/farmers) participating in events at our invitation: Ordinarily, the lowest class entitled for Central Government employees (for farmers/artisans). However, higher classes may be provided for Shilp Gurus or any persons who have been awarded/recognized for their works and extraordinary circumstances/exceptions prior permission from competent authority will be obtained on case to case basis.
- iii. Local Conveyance: FR /SR of GoI will be applicable. For group participants, bus /van will be hired. Approval of competent authority may be sought with justification for exceptions if any.
- iv. Stalls / exhibition space: Rent shall be paid at not more than ITPO rate basic space rates. Approval of competent authority may be sought with justification for exceptions if any.
- v. All Bills/Brochures should be GST paid.
- vi. The concerned authorized and registered CA must certify (countersigned by the HoD) that the A&P Guidelines have been followed. Consolidated and duly certified/stamped bill statements only need to be attached and not each and every bill in original. However, Ministry / NEC may ask for original bills in special circumstances.
- vii. All payments will be paid through EAT Module of PFMS.

4.5 Release of Advertisements/ Campaigns etc. (Print, Electronic or others)

- i. Advertisements/ Media Campaign of the programme should be done through only such agencies as are specifically prescribed by GoI orders only. As suggested by ADG PIB, for the programmes of PAN India reach/importance Curtain raiser function to be organized, a press release introducing the event, its rationale and salient features to give wider publicity should be made prior to the event.
- ii. An outcome report specifying the targets of the project / programme and achievements in financial and physical prospective should be submitted after each event.
- iii. 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.

5. Financial Parameters of Advocacy & Publicity

5.1 Ceilings of financial assistance:

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

Sl. No.	Programme	Financial Ceiling
1.	Workshop	As per Government of India's instructions issued from time to time
2.	Business Summit/ Road shows	
3.	Convention	
4.	Seminar/ Symposium	
5.	Evaluations/ Impact Studies/Assessments / Other Advocacy related works relevant to NER [Eligibility Norms -Para. 2 (i) to 2 (vii)]	

5.2 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 as specified in DAVP Guidelines.

5.3 Advance can be sanctioned 30% of the activity cost and the remaining 70% will be released on reimbursement basis. Further, the upper ceiling for any proposal will be as per the Guidelines issued by the Ministry of Finance, Department of Expenditure from time to time.

5.4 In case the Steering Committee feels necessary, the proposal costing more than Rs. 40.00 lakhs can be considered and recommended.

5.5 Release of second and subsequent installments shall depend on submission of Utilization Certificate/Bills, supporting documents such as Geo-tagged photographs of the event, name of prominent attendees, etc. of the activity and upon review of the progress/acceptable quality of the activity by the Screening Committee (Advocacy & Publicity).

5.6 No sanction or release orders shall be issued without the prior concurrence of Integrated Finance Division (IFD).

5.7 In case the event relates to the Ministry of DoNER and organized through any Agency/NGO, the funding may be 100% of the estimated budget. However, if the event is wholly organized by any Agency/NGO the financial assistance may be restricted to 70% of the estimated budget.

5.8 The Agency/NGO are required to submit the component-wise cost estimates before the Screening Committee along with the proposal for consideration.

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

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

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

- 6.3 The Organization should furnish a non-duplicacy certificate in respect of the financial assistance sought from the Ministry of DoNER that financial support for the same activity has not been taken from any other source.
- 6.4 The Organization should also maintain a list of beneficiaries who have received the benefit directly and all payment of the fund should be made through electronic mode.
- 6.5 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 organization 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.
- 6.6 For long term projects, the Organization 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.
- 6.5 In the case of Media Campaign, Evaluations/ Impact Studies/Research 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.
- 6.6 The organizations/institutions, for any proposal other than 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 Organizations and Institutions whose budget is approved by the Government.
- 6.7 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.
- 6.8 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.
- 6.9 Reports, duly audited accounts and Utilization Certificates shall be submitted on the completion of the Projects/events as prescribed in the Sanction Letter.
- 6.10 The institutions/organizations should not have been black-listed by any Department /Ministry / Government Organization. While applying for assistance under the Advocacy and Publicity, the institutions/ organizations should certify to the effect that it has not been black listed by any Department/Ministry / Government Organization.

- 6.11 The institutions/organizations should furnished an undertaking that the financial assistance received from the Ministry of DoNER will be utilized for the purpose it was sanctioned.
- 6.12 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 its discretion.

Government of India
Ministry of Development of North Eastern Region

Proforma for Application

I. ORGANIZATION PROFILE

1. Name of the Organization :
2. Name of the Website, URL/ Social Media link :
3. Address, Street, District, State, Pin Code,
4. Phone & Fax No. (with STD Code) E-mail. :
5. Details of Chief Functionary
 - (a) Name :
 - (b) Designation :
 - (c) Aadhar Number :
 - (d) Contact No. :
 - (e) Address :
6. Name of other key Functionaries
 - (a) Name :
 - (b) Designation :
 - (c) Aadhar Number :
 - (d) Contact No. :
 - (e) Address :
7. Registration details/Act Under which registered
 Date of registration :
8. FCRA No. (if available)
9. PAN No. of the Organization :
9. PFMS Registration No. with MDoNER :
10. Unique identifier of NGO Darpan,(NITI Aayog Portal):
11. Activities in brief :
12. Thrust Area :

13. Experience in the area in which funding is sought
(previous experience details with date) :

14. Source of funds (last three years) :

National/ International	Name of Project	Amount received	Year

15. Banking details (Account No. Name, IFSC Code & Address of the bank:

16. Has the work of your organization been
Evaluated by any independent agency, if yes,
Please attach the evaluation report :

17. Last three years balance sheet/audited expenditure :
Statement of the NGO

II. PROJECT PROFILE

1. Title of the Project:

2. Aims & Objective:

3. Duration:

4. Project descriptions:

(1). Project goal

(2). Project area

(3). Target Group

(4). Problems to be addressed

5. Details of any 'need assessment' done in the area before deciding on the project (Please provide on a separate sheet).

6. Beneficiary Oriented? (Yes/No) :

7. Strategy/ Action Plan :

8. Voluntary contribution from the community:

9. Monitoring & Evaluation indicators :

10. Project sustainability :

(How will the activities be sustained after project support is completed)

11. Proposed Budget for the project :

Annexure – II

In case of NGOs, the following additional information will be required

1. Registration Certificate of the NGO
2. By-laws & Memorandum of Association
3. Annual Report (latest three years)
4. Audit statements (for last three years)
5. Latest list of Executive Committee Members (along with copies of Aadhar Card).
6. Copy of Organization's PAN Card
7. Registration Certificate of NGO in Darpan Portal
8. An undertaking that the Organization/NGOs have not been black-listed by any Department /Ministry / Government Organization of Govt. of India or State Governments.
9. Details of the Nodal Officer associated with the proposal.

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

**Self-Certificate regarding financial assistance
Received/applied for from other Ministries/Department Of
Gol/State Government.**

(on official letter head)

This is to certify that the _____ (name of VO/NGO/Agency) has received/
applied for Rs. _____ which is _____% of the total budget of the
(Name of Event....) from _____ (Name of Ministry/Department of Gol/ State
Govt.)

Signature with stamp

Certificate for Financial Contribution Statement

(on official letter head)

This is to certify that the _____ (name of VO/NGO/Agency) is contributing Rs.
_____ which is _____ % of the total budget of the (Name of Event).

Signature with stamp

Acknowledgement for receipt of Sanction

(on official letter head)

This is to acknowledge that the sanction of Rs. _____ (in words) to (name of VO/NGO/Agency) has been received on _____ (date) for organizing (name of the Project).

Signature with stamp