

No. K-22/17/2019-Pub.(Part-3)
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Consumer Affairs
Publicity Division

Krishi Bhawan, New Delhi
Dated: 14th August, 2020

To
The Pay & Accounts Officer,
Ministry of Consumer Affairs, Food & Public Distribution,
Department of Consumer Affairs,
12-A, Jam Nagar House,
New Delhi-110011.

Subject:- Creating consumer awareness in the State of Madhya Pradesh.

Sir,

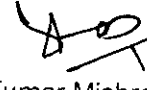
I am directed to convey the sanction of the President to release an amount of Rs.78,00,000/- (Rupees Seventy Eight Lakhs Only) as grant-in-aid to COMM. And DIR. Food & Civil Supply & Consumer Protection, Government of Madhya Pradesh which is the implementing agency of State Govt. of Madhya Pradesh for undertaking consumer awareness activities. **Use of EAT module is mandatory for all implementing agencies of Central Sector Scheme.**

2. The details of consumer awareness activities to be undertaken with released amount are as per **Annexure-1**. Further, it is requested that the utilization certificate in respect of the unspent balance of Rs. 20,68,056/- from F.Y. 2019-20, as issued vide Sanction letter no K-22/17/2019-Pub.(Part-3) dated 30th August, 2019, may also kindly be immediately provided.
3. The expenditure involved in this sanction will be debited from the following head of account: Grant No. 14 Major Head 3456-Civil Supplies, 00.0001-Direction & Administration, 15-Consumer Awareness Programme, 15.00.31-Grant-in-aid General (Plan 2020-21).
4. The amount has to be utilized for the purpose for which it is sanctioned, as per the procedure laid down in the civil accounts manual under intimation to this Department.
5. State Govt. of Madhya Pradesh may ensure that the schedule of insertion of Ads/spots be complementary to the schedule of Department of Consumer Affairs. Details in respect of Department of Consumer Affairs will be sent separately. The insertion of Ads/spots will be at Govts. rates.
6. The State Govt. should submit report giving photos/CDs of activities undertaken print advertisements, hoardings, plays, electronic media etc. along with the utilization certificates.
7. The state Government is also requested to kindly update the expenditure figure on the EAT module of PFMS for the earlier released Grants-in-Aid.

[Signature]
14/8/2020

8. This sanction is issued in exercise of the powers delegated and in concurrence with Finance vide Dy. No. E-19397/ AS&FA dated 29.06.2020.

Yours faithfully,


14/8/2020

(Sunil Kumar Mishra)

Under Secretary to the Government of India

Tel. No. 23381233

Copy to:

1. Cash Section (with 2 spare copies) with the request to release funds as per RTGS details enclosed for 78,00,000/- (Rupees Seventy Eight lakhs Only) as grant-in-aid to COMM. And DIR. Food & Civil Supply & Consumer Protection, Government of Madhya Pradesh which is the implementing agency of State Govt. Madhya Pradesh.
2. Shri K.C. Gupta, Principal Secretary, Government of Madhya Pradesh, Secretariat, 'D' Wing, Vindhayanchal Bhawan, Bhopal-462004. State Govt may also seek views/comments of the public representatives like MPs and MLAs to ensure the expenditure of the Grants-in-Aid in judicious and optimum manner.
3. Principal Director of Audit, Economic & Services Ministries, AGCR Building, New Delhi-110002.
4. IF Division
5. Guard File.