

K-14/4/2021-PUB
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Consumer Affairs
Publicity Division

Krishi Bhawan, New Delhi
Dated: 17th December, 2021

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 Maharashtra.

Sir,

I am directed to convey the sanction of the President to release an amount of Rs.1,00,00,000/- (Rupees One Crore Only) as grant-in-aid to Food, Civil Supplies & Consumer Protection Department, Government of Maharashtra which is the implementing agency of State Govt. of Maharashtra 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 given as under:-

Sr No.	Activities	Amount in Rs.
1	Display and dissemination of relevant publicity material during local festivals	40,00,000/-
2	Identification of village sign board wall paintings, Hoardings, village Mandis, Agricultural Regulated markets/vegetable markets at prominent places in rural areas for displaying the consumer awareness message in local languages.	25,00,000/-
3	Organization of Nukkad Nataks, Street Shows, Puppetry Shows, Ragini Noutanki, Pandawani, Villu Pattu, Marathon races, etc.	10,00,000/-
4	Organizing Exhibition/Prevent Adulteration camps in school on specific issues identified by State as being relevant to particular area.	20,00,000/-
5	Publishing and distribution of hand bills/pamphlets in local language for school students / rural masses.	5,00,000/-
Total		1,00,00,000/-


17/12/2021

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 2021-22).
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 Maharashtra 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 Government rates.
6. The State Govt. should submit report giving photos/CDs of activities undertaken print advertisements, hoardings, plays, electronic media etc. alongwith the utilization certificates.
7. This sanction is issued in exercise of the powers delegated and in concurrence with Finance vide Diary No. 136/IFD/2021 dated 23/11/2021.

Bal Krishna Thakur
Under Secretary
Ministry of Consumer Affairs, Food & P.D.
D/o Consumer Affairs
Govt. of India
Krishi Bhawan, New Delhi
[Signature]
11/12/2021
(Bal Krishna Thakur)
Under Secretary to the Government of India

Copy to:

1. Cash Section (with 2 spare copies) with the request to release funds as per RTGS details enclosed for Rs. 1,00,00,000/- (Rupees One Crore Only) as grant-in-aid to Food, Civil Supplies & Consumer Protection Department, Government of Maharashtra which is the implementing agency of State Govt. Maharashtra.
2. Shri. Vijay Waghmare, Secretary, Food Civil Supplies and Consumer Protection Department. 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.