

No. K-22/17/2020-Pub.
Government of India
Ministry of Consumer Affairs, Food & Public Distribution
Department of Consumer Affairs
Publicity Division

Krishi Bhawan, New Delhi
Dated: 28th September, 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 Tripura.

Sir,

I am directed to convey the sanction of the President to release an amount of Rs. 40,00,000/- (Rupees Forty Lakhs Only) as grant-in-aid to Directorate of Food, Civil Supplies and Consumer Affairs, Government of Tripura which is the implementing agency of State Govt. of Tripura 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 under:-

S. No.	Details of proposal	Total
1	Observance of National Consumer Day, 2020 & World Consumer Rights Day, 2021 at Sub-Divisional HQs (Total 37 programme @ Rs. 20,000/- each)	7,40,000
2.	District level programme for celebration of National Consumer Day, 2020/ World Consumer Rights Day, 2021	8,00,000
3.	Installation of outdoor hoarding 01 each in 15-Sub-Division HQs, 07 in Agartala City and 04 nos each in rest 7 District HQs for six months on rental basis (total 50 nos) @ 30,000/- per hoarding.	15,00,000
4.	Issue of advertisement in AIR, Agartala (40 seconds) jingle for 02 months.	2,54,880
5.	Telecast of short ad. Film in Govt. approved local cable channel for one month.	2,00,000
6.	35 insertions of 90 col. cm display advertisement in local newspapers.	4,75,000
7.	Preparation of ad. Materials & misc. expenses	30,120
	Total	40,00,000

3. The unspent balance of Rs. 3,75,782/- from F.Y. 2019-20 be utilized during this F.Y. 2020-21 for the earlier approved activities.

Handwritten signature
28/9/2020

4. The expenditure involved in this sanction will be debited from the following head of account: Grant No. 14 Major Head 3456-Civil Supplies, 00.001-Direction & Administration, 15-Consumer Awareness Programme, 15.00.31-Grant-in-aid General (Plan 2020-21).
5. 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.
6. State Government of Tripura 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.
7. The State Govt. should submit report giving photos/CDs of activities undertaken print advertisements, hoardings, plays, electronic media etc. alongwith the utilization certificates.
8. This sanction is issued in exercise of the powers delegated and in concurrence with Finance vide Dy. No. E-67/IFD/2020/AS&FA dated 08.09.2020.

Yours faithfully,

[Signature]
28/9/20

(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 40,00,000/- (Rupees Forty Lakhs Only) as grant-in-aid to Directorate of Food, Civil Supplies and Consumer Affairs, Government of Tripura which is the implementing agency of State Govt. Tripura.
2. Shri T.K. Das, Additional Secretary, Government of Tripura, Food, Civil Supplies & Consumer Affairs Department, Agartala, Tripura-799006. 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.