#### **National Backward Classes Finance and Development Corporation**

### Guidelines and Terms & Conditions for holding Awareness Camps and Publicity Grant to Channel Partners

- 1. <u>Objectives of Awareness Camps</u>: NBCFDC is engaged in lending & other developmental activities to achieve its objectives of economic empowerment of OBCs through the Channel Partners in various states. The target group can be empowered through spreading awareness amongst them by our various programmes for self-employment, skill development and marketing support.
- 2. <u>Illustrative Activities</u>: The following illustrative activities may be conducted during these Camps:
- a) Spreading of information and Procedure about NBCFDC loan scheme and Skill Development Programme and marketing support.
- b) Distribution for loan application/Registration of beneficiaries.
- c) Counseling for timely repayment of loan for recovery from Beneficiaries.
- d) Identification of beneficiaries & Artisans having potential for training & participation in exhibition(s).
- e) Any other area specific tasks with a view to achieve objectives of NBCFDC.

#### 3. Guidelines for submission of Proposal:

- a) The <u>Proposal</u> for Publicity Grant may be submitted by Channel Partner in prescribed format (Annexure-II).
- b) The Channel Partner should inform the **Schedule and Venue** of these Awareness Camps and up load it on its website.
- c) <u>Focus our Aspirational Districts</u>: The Camps may be organized in the areas having concentration of Backward Classes population or the area in which NBCFDC Schemes have not been implemented in the past to ensure equitable coverage. The Awareness camps may also be held in the 'Aspirational Districts' as notified by GOI.

#### 4. Sanction and Release of Grants:

i) NBCFDC shall issue sanction letter for grant-in-aid towards holding of Camps, which has to be accepted by the MD of Channel Partner.

- ii) Grant-in-aid shall be reimbursed and after holding of all Camps on receipt of the Utilisation Certificate for actual expenditure, in prescribed format of GFR-12- C, duly signed by the Managing Director of the Channel Partner. (Format at Annexure-III).
- iii) The Channel Partner should submit an 'Audited Statement of Expenditure' from a practicing Chartered Accountant giving details of expenditure. The Audited Statement of Expenditure should also be signed by MD of the Channel Partner, in the format at Annexure-IV. The original bills are not required to be submitted to NBCFDC. The Channel Partner shall be responsible to ensure that work order for various items covered under the grant-in-aid is given by them after following the appropriate financial rules and norms.

#### 5. Progress Reports:

- i) 'Interim Progress Report' on cumulative number of Awareness Camps held up to end of month be sent to NBCFDC, as per format (Annexure-V).
- ii) 'Final Progress Report' after completion of all Camps, as per format (Annexure-VI).
- 6. <u>Media Coverage</u>: The Channel Partner may give due publicity in media before and after holding of Awareness Camps. The coverage/ paper cutting may also be shared with NBCFDC.

### Channel Partner's Name...... PUBLICITY & AWARENESS PROGRAMMES BUDGET

#### Form for submission of Proposal

| I   | for conducting awareness programme | Date   | venue (District)              |                      |
|-----|------------------------------------|--|-------------------------------|----------------------|
|     | Participants (Approx.)             | <b>Details</b> No. of Beneficiaries expected to participate. | Per<br>Programme<br>(Numbers) | Total For Programmes |
|     |                                    | Total  |                               |                      |
|     | Programme Schedule                 | Inaugural Session  |                               |                      |
|     | (TentativeTime Schedule            | Presentation on NBCFDC                                       |                               |                      |
|     | be given)                          | schemes(Loan, Skill  |                               |                      |
|     | be given)                          | Development, Marketing support)                              |                               |                      |
|     |                                    | Project identification and                                   |                               |                      |
|     |                                    | marketing  |                               |                      |
|     |                                    | Loan application & disbursement                              |                               |                      |
|     |                                    | procedure and repayment                                      |                               |                      |
|     |                                    | mechanism in Channel Partner/                                |                               |                      |
|     |                                    | other matters/Agenda   |                               |                      |
|     | Estimation of programme            | Details  | Rs. for one                   | e Rs. for            |
|     | cost                               |  | programme                     | programmes           |
|     | (Illustrative list)                | Course materials & Registration                              | r                             | 1 18 11              |
|     | ,                                  | kit  |                               |                      |
|     |                                    | Tent/Hall rent (Including audio                              |                               |                      |
|     |                                    | video and Power point  |                               |                      |
|     |                                    | presentation facilities) (Pl.                                |                               |                      |
|     |                                    | specify)   |                               |                      |
|     |                                    | Tea for participants @                                       |                               |                      |
|     |                                    | Rs per participant, if any                                   |                               |                      |
|     |                                    | Guest Faculty charges, if any                                |                               |                      |
|     |                                    | Others (Please specify)                                      |                               |                      |
|     |                                    | Sub-Total (I)  |                               |                      |
| II  | Other Publicity material           | Hand Bill/ Munadi/   |                               |                      |
|     | costs                              | Brochure/Film/Success Stories                                |                               |                      |
|     |                                    | etc.   |                               |                      |
|     |                                    |  |                               |                      |
|     |                                    | Sub-Total (II)   |                               |                      |
| III | Grand Total                        | I + II   |                               |                      |

<u>Undertaking:</u> Appropriate financial rules/procedures shall be adhered by us for meeting the above expenditure.

**Managing Director Channel Partner** 

#### **Annexure-III**

#### **FORMS**

#### **GFR 12-C**

[(See Rule 239)]

### Form of Utilization Certificate (For State Government) (Where expenditure incurred by Govt. bodies only)

| Sl. | Letter No. and date | Amount (Rs.) | Certified that out of Rs                    |
|-----|---------------------|--------------|---|
| No. |                     | (As per LOI) | received by us against sanction of Rs as    |
|     |                     |              | per LOI referred in the margin, a sum of Rs |
|     |                     |              | has been utilized by us. Balance Rs is      |
|     |                     |              | refundable/receivable to / from NBCFDC.     |
|     |                     |              |   |
|     |                     |              |   |
|     |                     |              |   |
|     | TD 4 1              |              |   |
|     | Total               |              |   |
|     |                     |              |   |

2. Certified that I have satisfied myself that the conditions on which the grants-in –aid was sanctioned have been duly fulfilled/are being fulfilled and that I have exercised the following checks to see that the money was actually utilized for the purpose for which it was sanctioned.

Kinds of checks exercised

- 1. Verification sanction letter and documents.
- 2. All relevant documents maintained by Channel Partner.
- 3. All original bills and particulars mentioned therein.
- 4. Vouching.
- 5. Compliance of all rules prescribed by NBCFDC.

| Signature   |
|-------------|
| Designation |
| Oate        |
| Seal        |

PS: The UC shall disclose separately the actual expenditure incurred and loans and advances given to suppliers of stores and assets, to construction agencies and like in accordance with scheme guidelines and in furtherance to the scheme objectives, which do not constitute expenditure at the stage. These shall be treated as utilized grants but allowed to be carried forward.

### **Annexure-IV**

# Audited Statement of Expenditure on Awareness Camps during 2019-20 by (Channel Partner Name)

| Sl. No.     | Districts/ (Venue of Camp) | Expenditure (in Rs.) |
|-------------|----------------------------|----------------------|
| 1.          |                            |                      |
| 2.          |                            |                      |
| 3.          |                            |                      |
| 4.          |                            |                      |
| 5.          |                            |                      |
| 6.          |                            |                      |
| 7           |                            |                      |
| 8.          |                            |                      |
| 9.          |                            |                      |
| 10.         |                            |                      |
|             | (A) Sub Total              |                      |
| 11.         | ( <b>B</b> ) Brochure Nos  |                      |
| 12.         | Total (A+B)                |                      |
| Rs. (Words) |                            |                      |

| Certified that the above statement of expenditure of Rs during the year 2019-20 on Awareness Camps/publicity material spor Sanction letter No. | nsored by NBCFDC vide |
|--|-----------------------|
| of Rs, has been verified with the account  |                       |
| before us and is correct.  | 1                     |
|  |                       |
|  |                       |
|  |                       |
|  |                       |
| Chartered Accountants  |                       |
| Membership No.   |                       |
|  | Managing Director     |
| Seal   | Seal                  |
| Place:   |                       |
| Date:  |                       |

## <u>Interim Progress Report on cumulative Awareness Camps held during the year 2019-20 up to the month of .......</u>

| Sl.No. | Date of Camps | Location of Camps<br>(District & Location) | No. of Beneficiaries attended (Approx.) |
|--------|---------------|--|---|
| (1)    | (2)           | (3)  | (4)                                     |
|        |               |  |   |
|        |               |  |   |
|        |               |  |   |
|        |               |  |   |
|        |               |  |   |
|        |               |  |   |

## FORM FOR REPORT ON AWARENESS CAMPS (For each Camp separately)

| 1. | Date of Awareness Camp   |  |
|----|--|--|
| 2. | Name of the District & Place where Awareness Camp was held   |  |
| 3  | Name and Designation of the officer who conducted the Awareness Camp.  |  |
| 4. | Total approximate attendance of<br>the Backward Classes people   |  |
| 5. | Loan application Forms distributed at the Camp   |  |
| 6. | No. of persons submitted application. a) Loan  |  |
|    | b) Training  |  |
| 7. | Recovery made from the beneficiaries, if any   |  |
| 8. | Feedback , if any, received from the target group/other stakeholders   |  |
| 9. | Report about the Camp to also enclose.  i) Photographs of each Camp with caption, venue and date.  ii) Press cutting/Media coverage, if any.  iii) Sample of Brochure printed, if any. |  |

**Managing Director Channel Partner**