

**Central Sector Scheme for Promotion of
Information, Education, and Communication(IEC) in AYUSH**

(w.e.f. 9.10.2017)

1. BACKGROUND

The Scheme has been in vogue during the 9th, 10th, 11th & 12th Plan and is continuing since then. Based on the experience of IEC activities in the 9th, 10th, 11th & 12th Plan and with a view to make the Scheme more effective, the Scheme was suitably updated in the year 2014. This has enabled the Ministry to take up initiatives like taking forward propagation and promotion of AYUSH Systems of medicines to all the States/ UTs both in urban and rural areas with special thrust on North East & hilly States.

2. OBJECTIVES

The Scheme is meant for achieving the following objectives:

- (i) Creation of awareness amongst the citizens about the efficacy of the AYUSH Systems, their cost-effectiveness and the availability of herbs used for prevention and treatment of common ailments at their door steps through various channels including the production of audio-visual educational material to achieve the objective of health for all;
- (ii) Dissemination of proven results of Research & Development work conducted in AYUSH Systems at National/ State level fair;
- (iii) Providing a forum where horizontal and vertical interaction among stakeholders of AYUSH Systems can take place through conferences, seminars and fairs/melas at State and National levels and encourage stakeholders to participate in them. However, the Ministry of AYUSH will not co-sponsor any event organized by a private agency and will not provide 'Logo' support without examining the proposal in detail;
- (iv) Propagation and promotion of AYUSH by organizing seminars, conferences, symposiums & workshop on AYUSH Systems.

3. OPERATION OF THE SCHEME

The Scheme has the following five components:

- i. Organization of Arogya Fairs both at the National and State Level;
- ii. Celebration of important Days of AYUSH Systems.
- iii. Organization of Ayurveda Parv and Yoga Utsav, etc.
- iv. Participation in Health Fairs/ Melas / Exhibitions organized by Government Departments, State Governments and other reputed Organizations;
- v. Preparation and distribution of authentic Publicity material on AYUSH Systems including Multi-media/print media campaigns, audio visual materials for popularization of AYUSH Systems;

- vi. Providing financial assistance to reputed organizations, NGOs, educational/ research institutes for organizing Seminars, Conferences, Symposiums, Workshop, meeting, etc. on AYUSH Systems.
- vii. Providing incentives to AYUSH Industry to participate in Arogya and other Fairs/ Melas/ Exhibitions/ Conferences/ Seminars etc organized by Central/ State Governments/ Government organizations/ reputed organizations like Chemexil, Pharmexcil, CII, FICCI, ASSOCHAM, ITPO etc at State/ National level.

4. The details of each of the above component are as under:

(i) Organization of AROGYA Fairs:

(a) Organization of 4-5 day National AROGYA Fair in Delhi, State Capitals and UTs through reputed organizations like Chemexil, Pharmexcil, CII, FICCI, ICC, ASSOCHAM, ITPO, etc.

The Ministry has been organizing a comprehensive fair on healthcare on AYUSH Systems called 'AROGYA', in Delhi and other parts of the Country in collaboration with India Trade Promotion Organization (ITPO), Federation of Indian Chambers of Commerce & Industry (FICCI), CII, ICC and Associated Chambers of Commerce and Industry of India (ASSOCHAM) since 2001 every year. These fairs are aimed to promote awareness and showcase developments in the various systems of AYUSH.

Taking into account the success of Arogya fairs in various parts of the country, the Ministry has decided to organize these fairs in the capitals and other important cities of all the States including metro cities of Delhi, Mumbai, Chennai, Kolkata, Hyderabad & Bangalore. These fairs will be organized through the reputed Organizations like Chemexil, Pharmexcil, CII, FICCI, ASSOCHAM, ICC, ITPO etc and other reputed NGOs with the involvement of the State Government.

The overall expenditure on organizing National Arogya Fair will be limited to Rs. 100.00 lakhs. Funds to the extent of Rs. 90 Lakh will be disbursed to the collaborative partner of the Ministry towards booking of space, fabrication & other infrastructures for the participants, publicity through print & audio-visual media, honorarium to outside experts, general arrangements, etc. The Ministry of

AYUSH will incur the expenditure of Rs. 10 Lakh on issuing the advertisements in newspapers and audio- visual publicity for participation, mobilization and visitor promotion at DAVP rates within the ceiling of expenditure on each AROGYA Fair.

The agency associated for organizing the National AROGYA fair will provide atleast 1000sq.mts. of fully fabricated space to the Ministry for participation through its Research Councils / National Institutes / nearest Units of Research Council / SMPB etc.

A maximum of one fair in a State either National or State level, will be organized in one financial year on first-come-first-served basis and subject to availability of funds.

Government Departments/ Autonomous organizations involved in research activities, such as CSIR, ICMR, ICAR, DRDOs, etc. may also be invited to participate in AROGYA Fairs.

The expenditure on TA/DA and honorarium for experts will be met within the ceiling limit of the Arogya Fair. T.A. for Lecturers/ Clinicians may be limited to the 2nd class A.C. rail fare or economy airfare, subject to entitlement. The State/ Central Government servants deputed for lecture/clinical duty will draw the TA/DA from the source from where they are drawing their salary and will get honorarium only. The honorarium for lecture/ specialty clinic duty will be limited to Rs. 1000/- per lecture/clinic. The State Governments will also depute some local experts, if available, to save costs on TA/DA.

For each of the National AROGYA fair, the Ministry of AYUSH, Government of India, may nominate a nodal officer to coordinate all arrangements with the State Government and the organizing agency. The nodal officer may also be deputed to represent the Ministry in the inaugural function of the fair.

(b) Organization of 3 day State AROGYA Fair especially in rural areas through State Government and other reputed organizations

The State Arogya fairs would be organized on the request of the State Govt. at the State capital or the district headquarters preferably with large rural population.

The State Level AROGYA Fair would be organized by the State Government or through any other agency approved by the Ministry of AYUSH, Govt. of India, on the recommendation of the State Govt. The cost of organizing State AROGYA will be limited to about Rs.35.00 Lakh which will be disbursed to the State Government or to the organizing agency towards incurring expenditure on booking of space, fabrication & other infrastructure for the participants, printing of publicity material and publicity through newspapers, print & audio visual media, etc.

The State Govt. of the agency associated for organizing the State AROGYA fair will provide at least 500 sq.mts.of fully fabricated space to the Ministry of AYUSH for participation through its Research Councils/National Institutes/nearest Units of Research Councils.

T.A. for Lecturers / Clinicians may be limited to the 2nd class A.C. or economy class airfare subject to entitlement. The State / Central Government servants deputed for lecture/clinical duty will draw the TA/ DA from the source from where they are drawing their salary and will get honorarium only. The honorarium for lecture / specialty clinic duty will be limited to Rs. 1000/- per lecture / clinic. The State Governments will also depute some local experts, if available, to save costs on TA/DA.

For each of the fair in the State, the Ministry of AYUSH may nominate a nodal officer to oversee and monitor the arrangements with the State Government and the organizing agency. The nodal officer may also be deputed to represent the Ministry in the inaugural function of the fair.

(c) **Celebration of Important Days:** Celebration of various important occasions like International Day of Yoga, Ayurveda Day, Homoeopathy Day, Unani Day etc. to be organized. The expenditure on celebration of important occasions would be on actual basis.

(d) **Organizing of Ayurveda Parv/Yoga Utsav:** The activities like Ayurveda Parv, Yoga Utsav etc. in different States/UTs to be organized. The Ministry with the support of concerned Councils/National Institutes and reputed AYUSH specific organizations/NGOs to organize the events with the involvement of the concerned States/UTs. The expenditure on each Ayurveda Parv/Yoga Utsav to be restricted to Rs. 20.00 Lakh.

(ii) **Participation of Ministry of AYUSH in Health Fairs/Melas /Exhibitions organized by other Government Departments/State Governments, other reputed Organizations and NGOs.**

The Ministry may participate in Health Fairs/Melas / Exhibitions focused on AYUSH Systems at National/State level by booking space/participation for disseminating information to create awareness about the AYUSH Systems of Medicine. The financial support for participation in these events will be limited to Rs. 10 Lakh for Trade Promotion Organizations who would provide 250 sq.mtr. fully fabricated stall area. For AYUSH specific NGOs and other agencies the cost of participation would be limited to Rs. 6.00 Lakh and would provide 200 sq. mtr. fully fabricated stall area. Funds will be disbursed to the organizers.

The Health Melas/Exhibitions may cover the aspect of medicinal value of various plants and the techniques for cultivation of medicinal plants.

The Ministry will give priority to those Fairs/Melas/Exhibitions which are AYUSH Health specific with a view to maximize the impact of AYUSH systems.

(iii) **Preparation and distribution of authentic Publicity material on AYUSH Systems and multi-media/ print media campaigns etc, audio visual materials for popularization of AYUSH Systems;**

(a) **Multi-media Campaign for popularization of AYUSH Systems**

The Ministry of AYUSH will undertake Multi Media IEC Campaigns including Print media etc. for creating awareness by formulating and executing strategies relating to AYUSH System. For the purpose, the Ministry may engage services of one or more Multi-Media partner(s) through an open and transparent mechanism.

For popularization of AYUSH Systems, the Ministry's Multi-Media/Print Media/ outdoor publicity campaigns to be carried out by DAVP/ NFDC/ Govt. organization or any other agency selected as per GFR.

As a follow up, the State Government will be provided Rs. 6.00 Lakh for IEC to continue the activity in the State. The funds will be routed through the State AYUSH Society.

Wherever possible tie-ups will be signed with various reputed organizations to promote AYUSH systems in their ongoing campaigns. The assistance will be in the nature of providing publicity materials & experts without any direct monetary assistance.

One Media Consultant for this purpose may also be engaged for providing assistance to the Ministry in preparation of audio/video/print publicity material & implementing the Multimedia & social media campaigns. The Ministry can incur an expenditure of approximate Rs. 9.00 Lakh per year towards remuneration etc. of the Media Consultant. Proposals for engagement of Multi-media including Print media partners and Media Consultant will be examined by the Ministry and subsequently placed before the Project Approval Committee.

(b) Preparation and distribution of authentic Publicity material on AYUSH Systems including audio visual materials:

Printed material in the form of small handbooks, brochures, booklets, CDs/ DVDs providing details about various diseases, their prevention and treatment; medicinal values of various plants and techniques for their cultivation; Good Manufacturing Practices; Drugs & Cosmetics Act; regulatory mechanism for AYUSH education etc. will be published for distribution through fairs/ exhibitions etc., organized by the Ministry.

Audio-visual material in the form of video spots, short films on success stories of AYUSH systems will be produced and distributed through the vast communication network of All India Radio, Doordarshan, DAVP and other leading TV channels empanelled by DAVP. These video spots and films will also be displayed in important events and Arogya fairs organized by the Ministry and the State Governments.

The materials on AYUSH will be prepared by the Ministry of AYUSH. Soft copies of the materials will be sent to States/UTs for customization as per local needs, translation and printing of the materials in their regional languages. Funds if required will also be sanctioned to States/ UTs as per provision of the Scheme stated in para-iii(a).

(iv) Assistance for organizing Seminar/Conference/Symposium/Workshop/Meeting, etc. on AYUSH Systems

Under this component assistance will be provided for organizing Seminar, Conference, Symposium, Workshop, meeting, etc on AYUSH Systems of Medicine, to the Central/ State Government, Universities, Educational & Research Institutions, Registered Autonomous Bodies/ Associations, reputed AYUSH specific N.G.Os etc working in the field of AYUSH Systems of Medicines and involved in the dissemination of proven results of AYUSH, promotion & development of AYUSH.

For promotion of AYUSH, a primary objective is to disseminate authentic and validated AYUSH practices and their scientific basis. For this, the Ministry shall promote meetings with prominent health organizations, medical fraternity and health regulators.

Topics relevant to the AYUSH Systems of Medicine are to be covered under such State/ National level Seminars, Conferences, Symposiums, Workshops, Meeting, etc.

The funds will be provided to eligible organizations for meeting expenses on air fare/ transport, boarding and lodging, local transport and other contingencies of the delegates invited from different parts of India to attend the proposed event on AYUSH.

Eligible agency should have at least 3 years' experience in the field.

All eligible agencies/ organizations desirous of availing financial assistance under the scheme should send their request in the prescribed format at **Annexure-I** along with necessary documents at least **three months before the date of commencement** of the event.

NGOs/Associations should also send the following documents along with duly filled **Annexure-II& III:-**

(a) Article of Association, bye-laws, audited statement of accounts for last three years, activities and performance report for the last three years, sources and pattern of income and expenditure etc., wherever applicable.

(b) The proposal of Non-Government Organizations/Associations must be forwarded through State Government at the **level of Secretary/ Director of AYUSH only**. The forwarding letter must carry the Name, postal address, phone/fax etc. of the recommending authority to verify the veracity of the NGO/ Association. The forwarding letter must also carry the recommendation to the effect that **"The organization is a bonafide organization working in the field of AYUSH for atleast last three years and is capable of organizing the seminar/conference/ symposiums/ workshop. The proposal is, therefore, recommended"**.

(v) **Providing incentives to AYUSH Industry to participate in Arogya and other Fairs/ Melas/ Exhibitions/ Conferences/ Seminars etc organized by Central/ State Governments/ Government organizations/ reputed organizations like Chemexil, Pharmexcil, CII, ICC, FICCI, ASSOCHAM, ITPO, etc at State/ National level**

There is a resurgence of interest in traditional medicines based on herbs and medicinal plants. Therefore, in order to encourage AYUSH Medicine/ Drugs manufacturing industry especially manufacturers of Classical drugs and other stakeholders to participate in the fairs at State/ National fairs/ melas/ exhibitions/ conferences/ seminars etc organized/ supported by the central/ state governments and other reputed organizations like Chemexil, Pharmexcil, CII, ICC, FICCI, ASSOCHAM, ITPO etc, it is proposed to provide assistance to the stakeholders as detailed below:

The eligibility criteria for assistance/re-imbusement to AYUSH industry for participation in fairs shall be as under:

- (a) AYUSH Pharmaceutical companies especially manufacturers of Classical drugs in Govt./ private sector having GMP certificate with good range of quality products.
- (b) Other stakeholders like AYUSH equipment manufacturing firms, hospitals providing healthcare facilities of AYUSH systems and exporters of medicinal plants/ herbs used in AYUSH Systems.

An amount limited to Rs. 1.20 Lakh or upto 50% of expenditure incurred towards rent of space, fabrication, hiring of manpower, travel/ transportation, accommodation and publicity, whichever is less will be reimbursed. Eligible industry desirous of availing financial assistance under the scheme should send their request in the prescribed format at **Annexure-IV. The industry/ agency must submit their claim for reimbursement within six months of the event.**

5. COST NORMS FOR VARIOUS COMPONENTS OF THE SCHEME

| S.No. | Events | Costs |
|-------|---|--|
| (i) | Organization of Arogya Events: a) National AROGYA Fair in Delhi, State Capitals and UTs by the Ministry of AYUSH b) State AROGYA fairs in the Capital of States or Distt. Headquarters. c) Celebration of important occasions like Yoga Day, Ayurveda Day, Homoeopathy Day, Unani Day etc. d) Ayurveda Parv ,Yoga Fest/ Utsav | Rs.100.00 Lakh Rs.35.00 Lakh On actual basis Rs. 20.00 Lakh for each Parv/ Fest/ Utsav/ |
| (ii) | (a) Participation of Ministry of AYUSH in Health Fairs/Melas/Exhibitions/Meetings organized by other Government Departments/State Governments and Reputed Trade Associations/ Organizations (b) Fairs/Melas/Exhibitions organized by AYUSH Specific NGOs and other agencies | Rs. 10.00 Lakh Rs. 6.00 Lakh |
| (iii) | (a) Multi-media and Print media Campaigns etc. for popularization of AYUSH | |
| | (1) Media Campaigns by the Ministry to be carried out by DAVP/ NFDC/ any other approved agency. (2) Follow up by State Govts. (3) Engagement of One Media Consultant. | As per actual expenditure Rs.6.00 Lakh per campaign Rs.9.00 Lakh per year |
| | (b) Preparation and distribution of authentic Publicity material on AYUSH Systems | Rs.30.00 Lakh per annum |
| (iv) | Assistance for organizing Seminar/ Conference/ Symposium, Workshop, Meeting on AYUSH. | Details as below * |
| (v) | Incentive to AYUSH industry to participate in Arogya and other fairs/melas/exhibitions/ conferences/seminars, etc. | Amount to be limited to Rs. 1.20 Lakhs or upto 50% of expenditure incurred towards rent of space, travel/ Transportation, accommodation and publicity, etc. whichever is less will be reimbursed for each event. |

***Details of financial assistance under the component (iv) of the Scheme.**

| | |
|---|--|
| National Seminar / Conference /Symposium/ Workshop/ Meeting organized by Ministry of AYUSH | Rs. 5.00 lakh to Rs. 10.00 Lakh as per requirements. |
| National Seminar / Conference /Symposium/ Workshop/Meeting organized the State Governments | Maximum Rs. 5.00 Lakh |
| National Seminar / Conference /Symposium/ Workshop/Meeting organized by Eminent Institution / University etc. | Maximum Rs.4.00 Lakh |
| National Seminar / Conference /Symposium/ Workshop/Meeting organized by NGOs (including Trust, Foundations etc.) | Maximum Rs. 2.00 Lakh |

6. PROCESSING OF THE PROPOSALS

The proposal on receipt in the Ministry will be examined in the Division and with the approval of the concerned Joint Secretary, will be placed before the Project Approval Committee headed by the Secretary, Ministry of AYUSH for **final** consideration/ approval. Thereafter, proposal will be sent to Integrated Finance Division (IFD) only for concurrence on financial part of the proposal as agreed at the time of PAC meeting.

The composition of the **Project Approval Committee** will be as under:-

| | | |
|-------|---|-------------|
| i. | Secretary (AYUSH) | Chairperson |
| ii. | Financial Adviser of the Ministry | Member |
| iii. | Joint Secretary (AYUSH) | Member |
| iv. | Representative of Ministry of Commerce | Member |
| v. | Executive Director, Pharmexcil or his nominee | Member |
| vi. | Representative of DAVP | Member |
| vii. | One Representative of AYUSH Industry to be nominated by Secretary (AYUSH) | Member |
| viii. | One renowned expert having International exposure on R&D/ Marketing to be nominated by Secretary- | Member |
| ix. | Director/ DS (IEC), Ministry of AYUSH | Member |

7. MONITORING OF THE SCHEME

The Project Approval Committee would also monitor the progress of the Scheme.

Application for grant of Financial Assistance for organizing Seminars/ Conference/ Symposium/Workshops/Meeting on AYUSH to be submitted 3 months before the event along with complete details.

1. Name & Address (with e-mail Id & Mobile no.) of State Government/ Organization/Association/ Body/ Society/ NGO/ Institution seeking financial assistance :
2. Indicate whether it is the main Society or Chapter/ Unit/Branch of the main Association/ Body/ Society and status of the organization which is applying:
3. In case of NGO- Article of Association, bye-laws, audited statement of accounts for last three years, activities and performance report for the last three years; sources and pattern of income and expenditure etc. must be enclosed:
4. Date(s), Place and Topic/subject (brief synopsis) of Seminar/conference/Symposium/ Workshop/ Meeting.
5. (a) Scientific details of the Seminar/Conference/Symposium/Workshop (including various technical sessions). A tentative programme of activities may also be supplied:
 (b) Explain briefly as to how the subject of the Seminar/Conference/Symposium/ Workshop is directly related to dissemination of proven results of AYUSH:
 (c) In case the topic of the Seminar/ Conference/Symposium/Workshop is the same as in previous years what is your justification for holding it again.
 (d) Has any Chapter/Unit/Branch of the Association/ Body/ Society/ NGO received any grant from the Central Government, i.e., , Ministry of AYUSH during the last 3 years for organizing Seminar/Conference/Symposium/Workshop? If so, give details year-wise in tabular form under the following heads, along with a report of work done/summary of achievements and its effect on the society at large:

| Name of Body (indicating if Branch/ Chapter Unit etc.) | Year | Amount | Letter No. and date of Ministry of AYUSH | Purpose | Name of the Seminar/Conference/ Symposium/Workshop | Whether U.C. Submitted |
|--|------|--------|--|---------|--|------------------------|
|--|------|--------|--|---------|--|------------------------|

- (e) if the application is from an Institute/Department, give details regarding collaboration, if any with particular Institute/Department/Representative National Scientific Body.
6. (a) How many delegates are expected to participate? (Indicate the number and names of the delegates).
 (b) How many delegates are expected to present their papers? (Please give their names, designation and topics).
 If abstracts have been received, please send copies.
 (c) Please give structure of Seminar/Conference speakers with their topic for each session:
 (d) To how many delegates is TA/DA offered?
7. (a) What is the total anticipated expenditure? Please give details under various heads. (Item- wise)
 (b) What is the amount requested from the Central Government?
 (c) What will be the contribution of the organization?
8. Details of grants requested/received from agencies like GOI, State Govts. UGC, INSA, DST, CSIR and ICAR for the proposed Seminar/Symposium/Workshop:

| Name of the Agency | Grant requested | Grant received | Items for which grant has been asked for | Whether U.C. submitted? |
|--------------------|-----------------|----------------|--|-------------------------|
|--------------------|-----------------|----------------|--|-------------------------|

9. Income from participants by way of (a) Registration fees, and (b) other sources, etc.
10. Name of the authority who will be responsible for submitting the audited statement of accounts/Utilization Certificate and proceedings/Reports of the Seminar/Symposium/Workshop within one month of the event.
11. (a) Any other information relevant to the event.
 (b) ECS/Bank Details as per Annexure-II
 (c) Agency Registration as per Annexure-III

**Signature
With full address and rubber stamp.**

MANDATE FORM
ELECTRONIC CLEARING SERVICE (CREDIT CLEARING/REAL TIME GROSS SETTLEMENT (RTGS) FACILITY FOR RECEIVING PAYMENTS.

A. DETAIL OF ACCOUNT HOLDER:-

| | |
|----------------------------|--|
| NAME OF ACCOUNT HOLDER | |
| COMPLETE CONTACT ADDRESS | |
| TELEPHONE NUMBER/FAX/EMAIL | |

B. BANK ACCOUNT DETAILS:-

| | |
|---|--|
| BANK NAME | |
| BRANCH NAME WITH COMPLETE ADDRESS, TELEPHONE NUMBER AND EMAIL | |
| WHETHER THE BRANCH IS COMPUTERISED | |
| WHETHER THE BRANCH IS RTGS ENABLED? IF YES, THEN INDICATE THE BRANCH IFCS CODE | |
| IS THE BRANCH ALSO NEFT ENABLED? | |
| TYPE OF BANK ACCOUNT (SB/CURRENT/CASH CREDIT) | |
| COMPLETE BANK ACCOUNT NUMBER (LATEST) | |
| MICR CODE OF BANK | |
| PAN NO. | |

Declaration

I hereby declare that the particulars given above are correct and complete. If the transaction is delayed or not effected at all for reasons of incomplete or incorrect information I would not hold the user Institution responsible. I have read the option/invitation letter and agree to discharge responsibility expected of me as a participant under the scheme.

Date:

(.....)
Signature of Customer

Certified that the particulars furnished above are correct as per our records.

(Bank's Stamp)
Date:

(.....)
Signature of Customer

1. Please attach a photocopy of cheque along with the verification obtained from the bank.
2. In case your Bank Branch is not "RTGS" enabled at the time of submitting the application and subsequently gets up-graded to "RTGS Enabled" branch, then please submit the information to the Ministry again in the above pro-forma at the earliest.

Proforma for Agency Registration with Controller General of Accounts (CGA) under Central Plan Scheme Monitoring System (CPSMS)
(Agencies are required to get themselves registered with CGA at their website:- www.cga.nic.in)

Type of Registration of the Agency: _____

Agency Name: _____

Company Act/Registration No: _____

Date of Registration (DD/MM/YYYY): _____

Registering Authority: _____

State of Registration: _____

Pan No: _____

TIN No: _____ TAN No: _____

Address: _____

City: _____

District: _____

State: _____

Pin Code: _____

Contact Person _____

Phone No: _____ Mobile No. _____

E-Mail: _____

Unique Agency Code (if already registered with CGA) _____

Application Form for "Incentive to Ayurveda, Yoga & Naturopathy, Unani, Siddha & Homoeopathic Industry" for Participation in Arogya Fairs/ Melas organized by Central / State Government organization/Reputed Organization:

1. Name of the Organizations
2. Name and details of the fair for which reimbursement is being sought
3. Address of the company/organization for which reimbursement is being sought
4. Type/Standing in profession
5. Details of GMP certificate (For AYUSH Drug Industry only) (copy to be enclosed)
6. Status of the company (Govt./Semi Govt./Autonomous/Private)
7. Whether reimbursement has been received from Ministry of AYUSH earlier, if so details thereon.
8. Whether any Grant in aid/ incentive is being received by the organization from any other source including Central Govt. for participation in the event.
9. Total head wise expenditure on (i) Stall booking (ii) Fabrication (iii) Publicity (iv) Travel & boarding/lodging (v) Transportation and (vi) CA Fee, if any, involved in participation of the event.
10. Amount requested as reimbursement from the Central Govt. along with details.
11. Bank details in Mandate Form/ECS Form(As per Annexure II)
12. Any other relevant information
13. Documents to be submitted:
 - a) Expenditure statement affixing Re 1 Revenue stamp duly verified by CA (in Original)
 - b) Bills of expenditure (in original) in support of the Expenditure statement details
 - c) Original receipt of stall booking duly signed and stamped by organizer
 - d) Copy of GMP valid Certificate
 - e) Copy of certificate of participation in fair duly signed by concerned authorities.
 - f) ECS proforma (As per Annexure II)
 - g) Original receipt of CA fee, if any.

Signature of the Head of Pharmaceutical
Industry/MD