

## National Backward Classes Finance and Development Corporation

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

1. **Objectives of Awareness Camps**: 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. **Illustrative Activities**: The following illustrative activities may be conducted during these Camps:

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- 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 Proposal 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 upload it on its website.
- c) Focus our Aspirational Districts: 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. **Media Coverage:** 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	Venues & Proposed dates for conducting awareness programme	Date .....	Venue (District) .....	
	Participants (Approx.)	<b>Details</b>	<b>Per Programme (Numbers)</b>	<b>Total For .....</b>
		No. of Beneficiaries expected to participate.		
		<b>Total</b>		
Programme Schedule (Tentative Time Schedule be given)	Inaugural Session			
	Presentation on NBCFDC schemes (Loan, Skill Development, Marketing support)			
	Project identification and marketing			
	Loan application & disbursement procedure and repayment mechanism in Channel Partner/ other matters/Agenda			
Estimation of programme cost (Illustrative list)	<b>Details</b>	<b>Rs. for one programme</b>	<b>Rs. for .....</b>	
	Course materials & Registration 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)			
	<b>Sub-Total (I)</b>			
II	Other Publicity material costs	Hand Bill/ Munadi/ Brochure/Film/Success Stories etc.		
		<b>Sub-Total (II)</b>		
III	Grand Total	<b>I + II</b>		

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

**Managing Director  
Channel Partner**



**Annexure-IV**

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

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

Certified that the above statement of expenditure of Rs. .... incurred during the year 2019-20 on Awareness Camps/publicity material sponsored by NBCFDC vide Sanction letter No. .... dated ..... of Rs. ...., has been verified with the accounts and records produced before us and is correct.

Chartered Accountants  
Membership No.

Seal

Place:-----

Date:-----

Managing Director  
Seal



**Channel Partner's Name.....**

**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 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**