

# विकास आयुक्त का कार्यालय

(सूक्ष्म, लघु एवं मध्यम उद्यम)

सूक्ष्म, लघु एवं मध्यम उद्यम मंत्रालय

(भारत सरकार)

निर्माण भवन, सातवीं मंजिल, मौलाना आजाद रोड,  
नई दिल्ली-110 108



OFFICE OF THE DEVELOPMENT COMMISSIONER

(MICRO, SMALL & MEDIUM ENTERPRISES)

MINISTRY OF MICRO, SMALL & MEDIUM ENTERPRISES

GOVERNMENT OF INDIA

Nirman Bhawan, 7<sup>th</sup> Floor, Maulana Azad Road,  
New Delhi-110 108

Ph. EPAX-23063800, 23063802, 23063803, 23063804, 23063805 & 23063806

By Speed Post/E-mail

No.17 (2)/2020/PMAC/MSME Sustainable (ZED)

Dated: 15..02.2021

To.

The Accounts Officer,  
Pay & Accounts Office,  
Micro, Small & Medium Enterprises,  
New Delhi.

## SANCTION ORDER

**Subject: Sanction of payment of Rs. 4,28,45,000/- to QCI towards for conducting Media related activities and implementation of ZED under CLCS-TUS (now proposed name as MSME Sustainable (ZED) component of MSME Champions Scheme for FY 2020-21:reg.**

Sanction of the President of India is hereby conveyed to release of advance payment of Rs. 4,28,45,000/- (Rupees Four Crore Twenty Eight Lakh Forty Five Thousand Only) under Grant-in-aid General for Zero Defect Zero Effect (ZED) under CLCS-TUS to Quality Council of India (QCI), New Delhi w.r.t their proposal vide e-mail dated 03.02.2021 for conducting Media related activities and implementation of MSME Sustainable (ZED) component of proposed MSME Champions Scheme during 2020-21. The proposed requirement under different activities is approved as under:

Components	Scope of Work	Period*	Amount (Rs.)
<b>1. Providing human resources ** to assist the Ministry in formalizing various incentives/benefits</b>			
<b>1.1. Human Resources</b>	<b>a.</b> 3 human resources will be deployed in the Ministry <b>b.</b> Coordinate with the Ministry regarding proposed incentives for MSMEs <b>c.</b> Assist the Ministry and coordinate with States/UTs, other Ministries/ Departments to finalize graded incentives under the Scheme as proposed by the MoMSME <b>d.</b> Post ZED Launch activities	6 months (3 Resources)	14,00,000/-
<b>2. Content Creation &amp; Production of Collaterals/Digital/TV/Radio/Launch Video</b>			
<b>2.1. Collaterals</b>	<b>a.</b> Newspaper advertisement content creation and designing (English, Hindi and	----	5,00,000/-

Contd. -



Components	Scope of Work	Period*	Amount (Rs.)
	Regional Language) b. Invitation content creation and designing c. Designing and print of ZED Guidelines (English and Hindi***) d. Leaflet content creation, designing and print (English and Hindi) e. Banner, Standee, Hoardings etc. content creation, designing and print		
2.2. Digital	a. Content Creation and designing b. Promotion on social media (Facebook, Twitter etc.) platforms	15 days	15,00,000/-
2.3. Launch Video (one)	a. Script Creation b. Voice over & Video creation	----	4,00,000/-
2.4. TV & Radio	a. Script creation, Voice over & Video creation for Television advertisement (English and Hindi) b. TV commercial to be made with 3 edits: 10, 20 and 30 sec c. Script and Jingle creation for Radio (English and Hindi)	----	25,00,000/-
<b>3. Admin Charges</b>			
QCI Admin Charges @15%			9,45,000/-
Total (Rs.) inclusive of taxes			72,45,000/-
Components	Scope of Work	Period*	Amount (Rs.)
<b>4. Advertisement (Print and Electronic) - Release</b>			
4.1. Newspaper Release	a. English, Hindi and Regional Languages b. 2 Quarter Page Ads before launch c. Other Related Activities	----	70,00,000/-
4.2. TVC Release	a. Approx. 10 national Hindi, English and Regional news channels b. Approx. 10 slots per day with a mix of 10, 20 and 30 sec c. Duration of activity: Approx. 7-10 days d. Other Related Activities	7-10 days	2,50,00,000/-
4.3. Radio Release	a. Regional channels b. Approx. 8-10 slots per day c. Approx. duration of activity - 10 days d. Other Related Activities	8-10 days	30,00,000/-
4.4. PR Activities	a. A curtain raiser and post event coverage media release in: <input type="checkbox"/> Wires <input type="checkbox"/> English Dailies <input type="checkbox"/> Hindi Dailies <input type="checkbox"/> Online	----	6,00,000/-

*[Handwritten Signature]*



Components	Scope of Work	Period*	Amount (Rs.)
	<input type="checkbox"/> TV channels		
	<b>Total (Rs.) inclusive of taxes</b>		<b>3,56,00,000/-</b>
	<b>Grand Total (1+2+3+4)</b>		<b>4,28,45,000/-</b>

2 The grant-in-aid will be regulated in accordance with the provisions contained in the scheme guidelines. The funds released are also subject to the provisions contained in Chapter 9 of the General Financial Rules, 2005, as amended from time to time, read with the Government of India's decisions incorporated there-under, and any other guidelines which may be issued in this regard and in particular to the following conditions:

- i. The Quality Council of India shall maintain separate account of Grant-in-Aid received from the Government and utilized. In addition, a separate Bank account shall be maintained for the Government Grants.

*(The bank account should be same which was authorized for operation at the time of registration under the 'Central Plan Scheme Monitoring System' (CPSMS) of the Ministry of Finance).*

- ii. The grant shall be utilized for the purpose of conducting Media related activities as per scheme guidelines for Implementation of Financial support to MSMEs in ZED certification scheme (which is now to be named as MSME Sustainable (ZED) component MSME Champions scheme) and as per MoU signed with this department, dated 9th August 2016. Government of India shall retain the absolute copyright and all such related rights including the rights for adaptations/ translation, reproduction, alteration and archiving without any restriction of time period of all such creatives and their inputs which might be produced by QCI for executing a work/campaign. Such creatives could be used in any such future campaigns that the Government may consider appropriate as per Terms and Conditions of DAVP.

*{\* Period of activities may increase as per the requirement and will be charged on pro rata basis; \*\* Local/Outstation travel, lodging and boarding cost for official work, if any, will be charged as per actual; \*\*\* Hindi translation of guidelines to be provided by MoMSME}*

- iii. Quality Council of India, New Delhi may furnish their performance-cum-achievement report regularly.
- iv. QCI should maintain a register of permanent and semi-permanent assets acquired wholly or mainly out of the above grant in the prescribed format and copy thereof should be furnished to this Ministry.
- v. If any capital assets created in the QCI, DC (MSME) will be the sole proprietor of the same. Assets acquired wholly or substantially out of Government Grant shall not be disposed of without obtaining the prior approval of the sanctioning authority of Grant-in-aid.

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- vi. The accounts of QCI shall be open for inspection by the sanctioning authority and audit, both by the Controller & Auditor General of India under the provision of C&AG (DPC) Act, 1971 in accordance with the provisions laid down in Section 14 of the C&AG (DPC 1971) as amended from time to time and Internal Audit party of the Principal Accounts Office of the Ministry of Micro, Small & Medium Enterprises (MSME), whenever it is called upon to do so.
- vii. The grantee shall submit the Utilization Certificate in the prescribed form GFR-12 duly signed by the Head of the Institution/ Grantee latest by 31.03.2021. The utilization certificate in respect of grants should also disclose whether the specified, quantified and qualitative targets that should have been reached against the amount utilized were in fact reached, and if not, the reasons there for. They should contain an output-based performance assessment instead of input-based performance assessment.
- viii. Quality Council of India (QCI), New Delhi shall furnish an Audited Statement of Accounts of the financial year before 30.04.2021 also indicating separately Activity-wise and Head-wise expenditure.
- ix. Grant-in-Aid shall be utilized subject to the Economy and other Instructions issued from time to time by the M/o Finance or by the Competent Authority.
- x. Quality Council of India, New Delhi shall certify that the utilization certificates due for submission for the Grants-in-aid sanctioned in the previous years containing all the relevant details under GFR 212(1) have been submitted to the satisfaction of the Minister (Ministry of MSME).
- xi. QCI shall certify that no grants for this purpose or activities have been applied for or obtained from any other Ministry or Department of the Government of India or State Government.
- xii. QCI shall adhere to all the relevant provisions of GFR and any other instructions/ guidelines issued by the Government from time to time, while making procurement/ purchases of goods and services including compliance to GFR provisions in case of out-sourcing of services and engagement of consultants.
- xiii. QCI has been exempted from execution of the bond. QCI shall, however, furnish an undertaking that it will comply with all the terms and conditions stipulated in the sanction order.
- xiv. QCI should send pre-receipted bill and undertaking to agree to the terms & condition of this sanction (in triplicate) to this Ministry for payment of the amount drawn against this sanction.
- xv. In no case the grant released under this sanction will be utilized for any purpose other than those indicated in the sanction. The grantee shall not divert the grants and entrust execution of the Scheme or work concerned to another Institution or Organization and shall abide by the terms & conditions of the grant and follow/ adhere to all the relevant provisions of GFR regarding Grants in aid. If the grantee fails to utilize the grant for the purpose for which the same has been sanctioned or does not adhere to the terms & conditions of Grant and GFR provisions, the grantee/ Institution shall be required to refund the grant with interest @ 10% per annum, if any.
- xvi. Quality Council of India, New Delhi should ensure that there should be at least 50 participants in awareness programme and workshop including virtual mode and at least 20 participants in the trainings under ZED scheme and efforts should be made to select participants from SC, ST, OBC, PH, women & minority categories of MSMEs. Further, while incurring the expenditure austerity measures should be taken into account as issued from time to time by competent authority.
- xvii. Quality Council of India, New Delhi will send the detailed progress report of programme including schedule, attendance sheet of participants their address, feedback, Mobile

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number, status of enterprise, Category with signature. Break –up of participants, details of lectures, expenditure details with break-up of head-wise, photographs and outcome of the scheme also indicating in this report within one month after completion of the activity and periodical reports to this office and uploading the details on the e-platform for off-site monitoring. Quality Council of India, New Delhi will ensure uploading of data of entrepreneurs on [www.msmedatabank.in](http://www.msmedatabank.in).

- xviii. Quality Council of India, New Delhi may use the fund as per prescribed guidelines of proposed MSME Sustainable (ZED) Scheme relating to the programs. The expenditure under the sanction is maximum, saving if any, will be surrendered to the Govt. Account during 2020-21.
- xix. The grantee institution shall not utilize the interest earned if any on the recurring/non-recurring grants-in-aid released to the institution for any purpose. The interest earned shall be indicated in UC which can be either adjusted in next release or to be refunded to GoI after grants-in-aid sanctioned is utilized.
- xx. Quality Council of India, New Delhi will provide all technical inputs including preparation of background documents/course material identification of suitable topics and faculty for presentation. The financial support by GoI may cover wherever necessary, the expenses towards rent for venue, training materials, audio/video aids. TA/DA and honorarium to the Guest Faculty, expenditure on transport, purchase of stationary items, refreshment and other miscellaneous expenses as per Govt. of India rules viz. F.R.-46 (11-Honorarium to guest faculty), S.R.190a (travelling allowance to persons who are not in civil service), Government assistance is only for organizational expenses of the proposed event and not for capital items like equipment etc. Further, the procedure prescribed under GFR including the various guidelines under the economy measures shall be follows.
- xxi. Noted at Serial No. **13** in the Register of Grants.
- xxii. Sh. O P Solanki, DDO of the office of DC (MSME) will act as Drawing and Disbursing Officer for this sanction.

3. The progress of the scheme would be monitored by the PMAC, O/o DC (MSME).

4. The Budget Allocation under Demand No. 67 Ministry of Micro, Small & Medium Enterprises (MSME) to Technology Upgradation and Quality Certification under ZED for FY 2020-21 are as under

(i)	Major Head	2851.00.102.95	Village & Small Industries
(ii)	Object Head	95.03.31	Grant-in-aid General
(iii)	BE /RE CLCS-TUS, Zero Defect Zero Effect (ZED) scheme (Under GIA- G)	Rs. 14.71 / Rs.10 Crore	Expenditure till date: Rs. 2, 46,08,158/-
(iv)	Present sanction/release	Rs. 4,28,45,000/-	



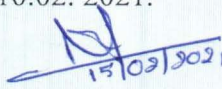


5. The bank details of the Grantee institution for making payment are as below:-

Name of the beneficiary	Name of Bank where A/c of Org Held	Address/Code of Bank Branch	A/C NO.	MICR Code and IFSC Code
Quality Council of India	BANK OF INDIA	Hans Bhawan, Bahadur Shah Zafar Marg, Tilak Bridge, New Delhi	603010110003717	MICR- 110013003 IFSC- BKID0006030

6. There is no pending UC with QCI under "Financial support to MSMEs in ZED certification Scheme".

7. This issues with the of Integrated Finance Wing vide their Dy. No. 61 dated: 10.02. 2021.

  
(Rakesh Kumar)  
Jt. Director

**Encl:** ECS details, PMFS Sanction order

**Copy To,**

1. Secretary General, Quality Council of India (QCI), 2nd Floor, Institution of Engineers, Bahadur Shah Zafar Marg, New Delhi -2.
2. The Drawing & Disbursing Officer, Office of DC (MSME), New Delhi.
3. B&A Section, Deptt. of IP&P, Udyog Bhavan, New Delhi.
4. B&A Section, Office of DC (MSME), Nirman Bhawan, New Delhi.
5. Planning Division, Office of DC (MSME), Nirman Bhavan, New Delhi.
6. Principal Director of Audit, Economic and Service Ministry, AGCR Building, IP Estate, New Delhi.
7. Under Secretary, IFW, Ministry of MSME, Nirman Bhavan, New Delhi.
8. PS to JS (AFI)/ PS to Director (T&P).
9. SENET Division with the request to upload on DC (MSME) website.
10. Guard File.

  
(Rakesh Kumar)  
Jt. Director