

**MINUTES OF THE 55<sup>th</sup> MEETING OF THE SCREENING COMMITTEE TO CONSIDER PROPOSALS FOR RELEASE OF GRANT-IN-AID UNDER AWARENESS GENERATION & PUBLICITY SCHEME.**

A meeting (through circulation) was held under the Chairpersonship of Deputy Director General, DEPwD to consider proposals for release of Grants-in-Aid under the Awareness Generation & Publicity Scheme on 06.02.2024. In the context of this meeting, it is pointed out that the Agenda item was sent by email on 05.02.2024 to the following Screening Committee Members:

- i. Shri Kishor B. Surwade, DDG Chairman
- ii. Dr. Jitendra Sharma, Director (PDUNIPPD) Member
- iii. Shri Bhushan Punani, Member  
Executive Director, Blind People's Association of India
- iv. Shri Bishal Das, Representative of DAVP Member
- v. Shri S.K. Mahto, Deputy Secretary Member Secretary

2. The comments of the Screening Committee Members have been received; following decisions/observations were made by the Screening Committee which is tabulated below:

S. No	Name of NGOs	Decision of the Committee
1.	<b>AGENDA NO. 1</b> M/s ANJ Creation Pvt. Ltd. New Delhi  Broadcasting the short films got prepared on social media platform.	The Screening Committee (SC) considered the proposal <b>and unanimously recommended an amount of Rs.14,13,168/- for initial 15 days</b> with the following conditions:  (i) The payment of various social media platforms should be on actual basis charged by them as presently, there is no predetermined rate for social media platforms with CBC.  (ii) The service charge rate i.e. 20% may be verified and justified.

*Sd/-*  
*(S.K. Mahto)*  
Member Secretary

*Sd/-*  
*(Bhushan Punani)*  
Member

*Sd/-*  
*(Dr. Jitendra Sharma)*  
Member

*Sd/-*  
*(Bishal Das)*  
Representative of  
DAVP

*Sd/-*  
*(Kishor B. Surwade)*  
Chairman

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## Agenda for the 55th Screening Committee Meeting for grants under AGP Scheme (Through Circulation Mode) -reg

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**Bhushan Punani** <bhushanpunani@gmail.com>

Thu, Feb 8, 2024 at 4:23 PM

To: Awareness Generation <awarenessdd4@gmail.com>

Cc: Sunil Kumar Mahto <sk.mahto@nic.in>, hemchandra.jha@nic.in

Dear All,

Based on clarification provided in the trailing mail, I am pleased to recommend release of grant to applicant **M/s ANJ Creations Pvt. Ltd.** which is empanelled with CBC.

Best wishes

Bhushan Punani

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**Agenda for the 55th Screening Committee Meeting for grants under AGP Scheme (Through Circulation Mode) -reg**

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Dr. Jitendra Sharma <diriph@nic.in>  
To: awarenessdd4@gmail.com

Wed, Feb 7, 2024 at 2:00 PM

Sir,

With reference your trailing mail on the subject mentioned above, my humble suggestion is that the DEPwD may consider this proposal as a pilot-project for 15 days and review the cost-benefits for further extension/continuation.

With regards

**Dr. Jitendra Sharma**  
**Director**  
**Pt. Deendayal Upadhyaya National Institute for Persons with Physical Disabilities,**  
**Under Department of Empowerment of Persons with Disabilities,**  
**Ministry of Social Justice & Empowerment, Govt. of India.**  
4 Vishnu Digamber Marg, New Delhi 110 002.  
**Ph: +91-11-2323 2403 | Fax: +91-11-2323 9690**  
**Email: diriph@nic.in | Url: www.iphnewdelhi.in**

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**From:** awarenessdd4@gmail.com  
**To:** "Sunil Kumar Mahto" <sk.mahto@nic.in>, "Dr. Jitendra Sharma" <diriph@nic.in>, bhushanpunani@gmail.com, gensecbpa@gmail.com, campdavp@gmail.com  
**Cc:** "Mr Kishor Surwade" <ddg-depwd@gov.in>, "HEM CHANDRA JHA ASSISTANT, Min. Of Culture" <hemchandra.jha@nic.in>  
**Sent:** Monday, February 5, 2024 2:55:29 PM  
**Subject:** Agenda for the 55th Screening Committee Meeting for grants under AGP Scheme (Through Circulation Mode) -reg  
[Quoted text hidden]

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**Agenda for the 55th Screening Committee Meeting for grants under AGP Scheme (Through Circulation Mode) -reg**

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campdavp &lt;campdavp@gmail.com&gt;

Wed, Feb 7, 2024 at 4:00 PM

To: Bhushan Punani &lt;bhushanpunani@gmail.com&gt;

Cc: Awareness Generation &lt;awarenessdd4@gmail.com&gt;, Sunil Kumar Mahto &lt;sk.mahto@nic.in&gt;, diriph &lt;diriph@nic.in&gt;, gensecbpa@gmail.com, Mr Kishor Surwade &lt;ddg-depwd@gov.in&gt;, hemchandra.jha@nic.in

Sir/Madam

M/s ANJ Creations Pvt. Ltd. is empanelled with CBC under the category of multi media creative agencies. Presently, there is no predetermined rate for social media platforms. However, dynamic pricing is followed for the campaigns on social media platforms.

**Regards**

**Bishal Das**  
**Campaign Officer**  
**Division II, Campaign Wing**  
**Room No 262, Central Bureau of Communication (CBC),**  
**Soochna Bhawan, CGO Complex,**  
**Lodhi Road, New Delhi-110003**  
**Ph- 011-2436 9605**  
**Email- campdavp@gmail.com**

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AGENDA NO. 1

M/s ANJ CREATION PVT. LTD.  
NEW DELHI**Details about programme:-**

Broadcasting the short films got prepared on social media platform.

**Budget Break-up**

Engagement Campaign - 28 Videos							Recommendation of the Screening Committee
Platform s	Ad Typ e	Locations	Budget	Est. Reach / Impressio ns	Est. Engage ment	Avg. ThruPlay	
Facebook	Engage ment	Various Re gions of In dia	₹400,000.00	2.8M-5.7M	12K-34K	250K-680K	<b>Rs.14,13,168/- for initial 15 days</b>
Instagram			₹210,000.00	630K-2.2M	9.2K-25.2K	158K-420K	
LinkedIn			₹336,000.00	105K-245K	7.5K-22.2K	210K-645K	
Twitter			₹420,000.00	180K-375K	1.6K-3.8K	75K-180K	
Platform s	Ad Typ e	Locations	Per Video/ Month	Est. Reach		Avg. CPM	
YouTube	Video - Views	Various R egions of I ndia	₹630,000.00	5.8M-11M	18K-38K	₹8.32 – ₹29.14	
<b>Total (28 Videos)</b>			<b>₹1,996,000.00</b>	<b>9.5M-19.5M</b>	<b>45.3K-123K</b>	<b>2.8M-5.8M</b>	
Service Charge (20%)			₹399,200.00				
GST (18%)			₹431,136.00				
<b>Grand Total</b>			<b>₹28,26,336.00</b>				
Twenty Eight Lakhs Twenty Six Thousands and Three Thirty Six Only for a month.							

*Handwritten signature*  
09/2/2024.

*Handwritten signature*  
09/02/2024