

## Cost Structure and Ceiling Guidelines for Consumer Awareness Programmes

### I. Awareness Campaigns at Rural/Village Level:

(Target participants: up to 100 persons)

| Sl. No. | Item                                  | Maximum Allowable Cost |
|---------|---------------------------------------|------------------------|
| 1       | Hall hiring charges                   | Rs. 1,500.00           |
| 2       | Banner                                | Rs. 1,000.00           |
| 3       | Refreshment (Max Rs. 80/- per person) | Rs. 8,000.00           |
| 4       | Resource Person Remuneration (2 max)  | Rs. 2,000.00           |
| 5       | Stationery Material                   | Rs. 1,000.00           |
| 6       | Photograph/Documentation              | Rs. 500.00             |
| 7       | Miscellaneous (inclusive)             | Rs. 1,000.00           |
|         | <b>Total Ceiling (Per Campaign)</b>   | <b>Rs. 15,000.00</b>   |

### II. Awareness Campaigns at District Headquarters/Urban Areas:

(Target participants: up to 100 persons)

| Sl. No. | Item                                   | Maximum Allowable Cost |
|---------|----------------------------------------|------------------------|
| 1       | Hall hiring charges                    | Rs. 2,000.00           |
| 2       | Banner                                 | Rs. 1,000.00           |
| 3       | Refreshment (Max Rs. 100/- per person) | Rs. 10,000.00          |
| 4       | Resource Person Remuneration (2 max)   | Rs. 2,000.00           |
| 5       | Stationery Material                    | Rs. 1,000.00           |
| 6       | Photograph/Documentation               | Rs. 500.00             |
| 7       | Miscellaneous (inclusive)              | Rs. 2,000.00           |
|         | <b>Total Ceiling (Per Campaign)</b>    | <b>Rs. 18,500.00</b>   |

### III. Consumer Clubs Setup in Schools/Colleges:

| Sl. No. | Item                                      | Maximum Allowable Cost |
|---------|-------------------------------------------|------------------------|
| 1       | Banner                                    | Rs. 1,000.00           |
| 2       | Awareness Session (with Refreshment)      | Rs. 10,000.00          |
| 3       | Resource Person Remuneration (2 max)      | Rs. 2,000.00           |
| 4       | Reading Material                          | Rs. 1,500.00           |
| 5       | Photograph/Documentation                  | Rs. 500.00             |
| 6       | Miscellaneous (inclusive)                 | Rs. 1,000.00           |
|         | <b>Total Ceiling (Per School/College)</b> | <b>Rs. 16,000.00</b>   |

**IV. Additional Components (Subject to Justification):**

Conveyance charge for outstation-engaged resource person.

**Remarks:**

1. All proposals must adhere to these ceilings.
2. Any variation must be duly justified and vetted by the Appraisal Committee before approval.
3. Lump-sum budgets without item-wise details will not be considered.
4. Supporting documents such as memos/vouchers, and photographs are mandatory attachments for submission of Utilisation Certificate.