

**Minutes of the Meeting of SLBC Sub Committee- Publicity for (DELHI EVENT on MUDRA PROMOTION CAMPAIGN at Talkatora Stadium on 13.10.2017) held at Oriental Bank of Commerce, 4<sup>th</sup> floor, Connaught Place, New Delhi on 06.10.2017**

Members Present (attendance sheet attached):

1. Shri P. Sreedhar, General Manager, Oriental Bank of Commerce, Convenor, SLBC Delhi
2. Shri Abhishek Singh, IAS, DC (HQ), GNCTD
3. Shri R.Parthasarathy, AGM,SBI
4. Shri Ranbir Yadav, Zonal Manager, ICICI
5. Shri Manoj Atrishi, DM, LIC of India
6. Shri Gopal Prasad, Canara Bank and LDM, New Delhi
7. Shri Bagchand, CM, SBI
8. Shri R. K. Kalia, CM, PNB

As per Special SLBC Meeting held on 03.10.2017 to discuss/ review the strategies for Delhi 13.10.2017 event on MUDRA Promotion Campaign (MUDRA Protsahan Abhiyaan) held on 03.10.2017 (Tuesday), it was decided that members of Sub Committee-SLBC Delhi already formed for publicity of PMJDY will remain the same for deciding expenses on Delhi Event on Mudra Promotion Campaign to be held on 13.10.2017 at Talkatora Stadium, New Delhi:.

1. SLBC
2. State Bank of India
3. Punjab National Bank
- 4 ICICI Bank
5. Canara Bank

During the Special SLBC-Delhi Meeting, It was decided that in addition to the above members, one representative each from Delhi Govt. and LIC will also be co-opt in Sub Committee for deciding expenses on Delhi Event.

It was also decided that expenses of Delhi event on Mudra Promotion Campaign on 13.10.2017 at Talkatora Stadium will be shared among the Member Banks of SLBC-Delhi.

Accordingly, a meeting of above Sub-Committee on publicity for MUDRA Promotion Campaign event in Delhi was convened at our office on 06<sup>th</sup> October 2017, 10:30 AM at our office, 04<sup>th</sup> floor, Oriental Bank of Commerce, Harsha Bhawan, Middle Circle, E- Block, Connaught Place, New Delhi- 110001 to discuss the following issues for MUDRA Promotion Campaign (MUDRA Protsahan Abhiyaan) Delhi Event going to held on 13.10.2017 at Talkatora Stadium, New Delhi.:

1. To select Event Manager for Mudra function scheduled on 13<sup>th</sup> October 2017.
2. To finalise the basis for appropriation of expenses amongst member Banks.
3. To discuss about the size of the stall and other modalities during the event.
4. To discuss the schedule of the main function involving the Chief Guest and the Guest of Honor.
5. To discuss the requirement of catering arrangements.
6. Any other matter.

SLBC Sub-committee - Publicity had a detailed deliberation in the meeting on all the above issues.



As per the decision taken during the meeting of top officials of member banks on 03.10.2017, SLBC had called quotation from four Event Management agencies out of which three quotations had been received from the following in sealed cover which were opened today in presence of the members of Sub Committee. The details are as under:

Sl.	Agency	Total Price of Quotation excluding GST	Items not included
1.	Basic 4 Advertising Pvt. Ltd.	Rs. 10,86,750 and Rs. 1,16,100 Total Rs. 12,02,850	-
2.	Tec India Entertainment Pvt. Ltd.	Rs. 8,47,146.45	Details of arrangement for Lunch and Mineral water is not clear
3.	Space 4 Business Solutions Pvt. Ltd.	Rs. 6,24,200 *	Transportation and Event Management fees

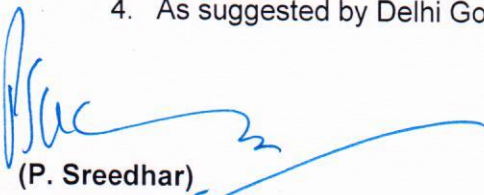
\* Actual sum of all individual items comes out as Rs. 6,49,700/-

During the meeting it was decided that

1. As the rates quoted by M/S Space 4 Business Solutions Pvt. Ltd. are lowest among all the above three quotations received, we may engage M/S Space 4 Business Solutions Pvt. Ltd. to manage the event of 13.10.2017 at Talkatora Stadium, New Delhi.
2. Items, Number and Size etc. may be increased/ decreased as per requirement of the event and SLBC was authorized to take spot decisions.
3. Entire expenses to be incurred in the event will be shared equally among all Member Banks.
4. Advance payment of Rs. 40,000/- may be collected from each of the Member Bank and the excess amount if any, shall be refunded equally to the member banks after the event.

Further, on the following remaining issues, the members of the Sub-committee to Publicity for event on MUDRA Promotion Campaign were of the view that:

1. Size of stall should be preferably 8x10 or 10x10.
2. At least 10 invitation cards should be provided to each Member Bank.
3. The publicity of the event may also be done through FM Radio.
4. As suggested by Delhi Govt., graffiti wall shall also be created at the venue.

  
(P. Sreedhar)  
General Manager/Convenor,  
SLBC, NCT of Delhi