

1. **Scheme No. :8(8)**
2. **Name of the scheme :Publicity and Campaign.**
4. Objectives: The objective of the scheme is to enhance the marketing capacity by advertising through journals, local dailies, publication of profiles, and by organizing and participating fairs/ exhibitions at a State/National/International levels.

The Publicity and Campaign of Processed Food Products of the State of Manipur in the National & International markets may be given more emphasis to complete the National and International markets. Further, the respective organizers invite participation of Food Fairs/Exhibition in the AHARA and others in Kolkata, Mumbai, Bangalore etc.. Besides, there are also other international Food Fairs like ANUGA held in summer participated by the Ministry. The Ministry is also providing assistance for participation of Food Fairs/Exhibitions for actual rented space taken by the State Govt. It is proposed to participate 1(one) international fair and 4 (four) National fairs during the year 2006-07. It is also to held one Food Fair cum exhibition in Manipur. The proposed amount is Rs. 10.00 lakh.

The Food Processing Industries sector has been given top priority in the country today. A number of exhibitions was organised every year in various part of the country such as New Delhi, Kolkata, Guwahati, Chennai and Mumbai, etc. in respect of food processing industries by the Government of India. The State Directorate of Commerce & Industries being the nodal agency of the Food Processing Industries requires to participate such exhibition and fairs. The expenditure on publicity and participation fees is to be borne by the State Government in the interest of the entrepreneurs.

Source of fund: Budgetary support

4. Financial (Rs. in lakhs)

Item	Tenth Plan 2002-07 Projected Outlays	Annual Plan, 2005-06		Annual Plan 2006-07
		Outlays	Expdtr (Prov)	Outlays
Other charges		0.50	-	1.00