

Sms  
11/11/2021

**Name of the Department: Corporate Communications & Social Media Management**

SL. NO.	PARTICULARS	DELEGATION
<b>I. PRESS AND MEDIA RELATIONS/EVENT RELATED ACTIVITIES.</b>		
1.	Approval for Press Release	Head of CCD (Subject to approval of MD & CEO only as MD & CEO is authorized to interact with media.)
2.	Approval for booking of Hotels / Conference Hall / Banquets etc. for Press Conference, Bankers' /Clients' Meet or other events. (within approved budget)	GM for events at HO / RO Head for events at RO (RO heads to exercise powers eqvt. to GM) Upto Rs.1 lakh – GM Above Rs.1 lakh – CGM/ Vertical Head
3.	Approval for Tea/Coffee/Snacks/ Lunch/ Dinner, information kits, other expenses w.r.t. Press Conferences, Analyst Meets and/or other Seminars, Conferences and Delegations (within approved budget)	GM for events at HO / RO Head for events at RO (RO heads to exercise powers eqvt. to GM)  Upto Rs.1 lakh – GM Above Rs.1 lakh – CGM/ Vertical Head
4.	Approval and payment for engaging photographers / videographers for various functions/events	GM for events at HO / RO Head for events at RO (RO heads to exercise powers eqvt. to GM)  Upto Rs.1 lakh – GM Above Rs.1 lakh – CGM/ Vertical Head
5.	Approval for engaging media monitoring services i.e. daily news clippings, electronic media tracking services, advertising and brand recall tracking services and other such services.(within approved budget)	Upto Rs.1 lakh – GM Above Rs.1 lakh – CGM/ Vertical Head
6.	Payment / Sanction of bills for expenses with reference to Sl. Nos. 2,3, 4 & 5 above (within approval limits / rates)	DGM
7.	Expenditure in connection with Zonal / Regional / State Advisory Committee Meetings/ Senior Officers Conference etc.	CGM/ Vertical Head
<b>II. ADVERTISEMENTS</b>		
8.	Approval for empanelment / engaging advertising / PR agencies	CGM/ Vertical Head with report to next higher authority
9.	Financial Approval of newspapers/media for release of Statutory, Mandatory, General, Classified or Display Advertisement including detailed print/ electronic media plan/social media.	Upto Rs.1.50 lakh – GM Above Rs.1.50 lakh upto Rs.4.00 lakh – CGM / Vertical Head Above Rs.4.00 lakh & upto Rs.5.00 lakh – DMD Above Rs.5.00 lakh – MD & CEO  (Exclusive of Applicable taxes)
10.	Approval for rolling out Corporate Advertisements / campaigns / sponsorship of Conferences / Events (including national	Upto Rs.1.00 lakh – GM Above Rs.1.00 lakh and upto Rs.5.00 lakh – CGM / Vertical Head

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	/ public interest, cultural, educational, social, others etc.)	Above Rs.5.00 lakh and upto Rs.7.50 lakh – DMD Above Rs.7.50 lakh – MD & CEO (Exclusive of Applicable taxes)
11.	Approval for Goodwill Advertisements and Financial Support.	Upto Rs.30,000 – DGM Above Rs.30,000 upto Rs. 50,000 – GM Above Rs.50,000 and upto Rs.2.00 lakh – CGM / Vertical Head Above Rs.2.00 lakh and upto Rs.3.00 lakh – DMD Above Rs.3.00 lakh – MD & CEO (Exclusive of Applicable taxes)
12.	Payment / Sanction of Bills for expenses with reference to Sl. No. 9, 10 and 11 above (within approval limits / rates)	DGM
<b>III. PRINTING &amp; PUBLICATIONS</b>		
13.	Approval for Printing and Dispatch of Annual Reports and other connected documents etc. on recommendation of Committee constituted for this purpose	CGM / Vertical Head with report to next higher authority
14.	Approval for expenditure on blocks, designs, layouts, branding, corporate film production, printing etc. in respect of IFCI Bulletin, Corporate Publications / Brochures/ Prospectus, House Journals, Diaries/ Calendars, Other Communication Support material, Corporate Display Material and other marketing collaterals, Greeting Cards etc.	Upto Rs.2.00 lakh – GM Above Rs.2.00 lakh and upto Rs.7.00 Lakh – CGM / Vertical Head Above Rs.7.00 lakh and upto Rs.10.00 lakh – DMD Above Rs.10.00 lakh - MD & CEO (Exclusive of Applicable taxes)
15.	Payment / Sanction of Bills for expenses with reference to Sl. No. 13 & 14 above (within approved limits / rates).	DGM
<b>IV. BUSINESS DEVELOPMENT &amp; DIRECT PUBLIC RELATIONS</b>		
16	Approval for purchase of Mementos and other related expenditure for official purposes.	Upto Rs.50000 – GM Above Rs.50000 upto Rs.2.00 lakh – CGM / Vertical Head Above Rs.2.00 lakh and upto Rs.3.00 lakh – DMD Above Rs.3.00 lakh – MD & CEO (Exclusive of Applicable taxes)
17.	Approval for purchase of books/Government publications and other such material etc. for official purposes	Upto Rs.25,000 – GM Above Rs.25,000 - CGM / Vertical Head (Exclusive of Applicable taxes)

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18.	Approval for membership / subscription / renewal of Annual Membership Fee of various Institutions / Business Chambers / Clubs etc.	CGM/ Vertical Head
19.	Payment / sanction of bills for expenses with reference to Sl. Nos. 17 & 18 above (within approved limits / rates)	DGM
20.	Approval for any subject not specified and covered above.	DMD with a report to next higher authority