



JEEVIKA

An Initiative of Government of Bihar for Poverty Alleviation

**Bihar Rural Livelihoods Promotion Society
State Rural Livelihoods Mission, Bihar**



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Ref: BRLPS/Proj/539/14/ 3884

Date: 29.12.17

Order

Blacklisting of M/s M'cons Media Marketing Private Limited

Project Details:

Sanction Order no. : BRLPS/Proj/512/14/539

Sanction Order Date: 17/10/2014

Project Commencement Date: 21/10/2014

State of Operation: Bihar

Ref:

1. **Yellow Alert** :BRLPS/proj/512/14/1357 Dated 12.08.2015
2. **Red Alert no** : BRLPS/Proj/512/14/3558 Dated 11.03.2016
3. **Show Cause Notice with Penalty** : BRLPS/Proj/539/14/2228 Dated 11.08.2016
4. **Imposition of Major Penalty**: Office Order , BRLPS/Proj/539/14/2714 Dated 20.09.2016
5. **Termination Order**: BRLPS/Proj/539/14/3222 Dated 27.10.2016
6. **Intimation regarding Certificate Case and Administrative action against promoters of M/s. M'cons Media Marketing Pvt. Ltd.** : BRLPS/Proj/539/14/3200 Dated 09.11.2017

- Whereas M/s M'cons Media Marketing Pvt. Ltd. had been sanctioned a project under DDU-GKY (erstwhile Aajeevika Skills) for imparting placement-linked training to rural youth of Bihar vide sanction no. BRLPS/Proj/512/14/539 dated 17-10-2014.
- In pursuance of the said sanction letter, an MoU was signed on 28.02.2014 between the said Project Implementation Agency (PIA) and BRLPS according to which the PIA had to impart placement linked training to 1625 youth from two districts namely – Vaishali

(800 Youths) and Samastipur (825 Youths) for each of these districts had to be imparted training within a period of 3 years. Total contract value for implementation of this project was Rs. 4,88,71,000/-

- Further to Govt. of India Notification no. 25/2016 FN 17060/251/2015DDU-GKY dated 4th May 2016 with regard to Revision of common cost norm for DDUGKY project, M/s M'cons Media Marketing Pvt. Ltd received revised target as 896 for Training in a total project duration of 3 years.
- As per Contract M/s M'cons Media Marketing Pvt. Ltd received 25% Advance of total project cost Rupees 12,217,750/- (One crore twenty two lakh seventeen thousand seven hundred and fifty) of which Rupees 4,88,71,00/- (10% of total project cost) on 21.10.2014 and Rupees 7330650/- (15% of total project cost) on 07.10.15 from SRLM Bihar.
- As per perspective project work schedule (PPWS) submitted by Agency, due to unsatisfactory project performance a yellow alert was issued vide: BRLPS/Proj/512/14/1357 Dated 12.08.2015. In response, agency submitted its plan to fulfill the gap.
- But performance of agency remained the same Therefore SRLM Bihar issued Red Alert vide: BRLPS/Proj/512/14/3558 Dated 11.03.2016. Agency was instructed to adhere with the timeline. In response of red alert PIA had committed to open more training centre within one month but they failed to do so.
- In the event of failure of PIA, show cause was issued vide: BRLPS/Proj/539/14/2228 on 11-08-2016 . SRLM Bihar had not received response to show cause apart from it after several communication through mail and telephone None of the representative of the agency were present in the review meeting, agency had not sent any clarification for their absence in meeting called by SRLM Bihar.
- Inspection report by CTSA dated 21.06.2016 & Inspection report by Manager Jobs vaishali dated 17.09.2016 compliance observation is not resolved till date. Therefore **Major Penalty were imposed vide:** Office Order, BRLPS/Proj/539/14/2714 Dated: 20.09.2016.
- As per office order BRLPS/Proj/539/14/3222 dated 27.10.2016 project was terminated the agency was supposed to submit entire documents as required in the order. PIA was required to submit the document with the stipulation that on failure to do so, the process for recovery of advance given could be started.



- As per office order BRLPS/Proj/512/14/2584 dated 13.09.17 personal hearing was scheduled by SRLM Bihar on 16.09.17 but on that day also authorized signatory from PIA failed to provide any relevant document.
- Going through the above facts, it is clear that, Agency is not inclined to adhere to the processes after termination of the project. So far their project performance is concerned, the agency has negligible achievement which also doesn't meet the required criteria for youth to be considered as trained and placed.
- After imposing major penalty under section 3.9 (i) of SoP part-I read with section 10.3 of SoP part-II. PIA is liable to refund the entire amount of 1st installment (Central Share as well as State Share) along with 18% interest released by Bihar Rural Livelihoods Promotion Society, State Rural Livelihoods Mission Bihar.
- In continuation to the above order, it is stated that M/s M'cons Media Marketing Pvt. Ltd Plot No. 42, 4th Floor, Cambatta Building, East Wing, Jamshedji Tata Road, Churchgate, Mumbai City – 400020 (Maharashtra) bearing Permanent Registration Number MH2013CR1208 is being blacklisted in the State of Bihar.


Balamurugan D. (IAS)

Chief Executive Officer cum State Mission Director

Copy to:-

1. Joint Secretary (Skills), DDU-GKY, Division, Ministry of Rural Development, for information and necessary action.
2. Secretary, Rural Development Department, Government of Bihar, for information.
3. Managing Director, Bihar Skills Development Mission, for information.
4. Director, M&E , DDUGKY, NIRD&PR, Hyderabad, Telangana, for information.
5. To all MD/CEO SRLM of all states.
6. Shri. Tarun Anand, CEO , M'cons Media Marketing Pvt. Ltd., 1109, GD ITL Tower, Netaji Subhash Place, New Delhi-110034.
7. Promoters/Directors, Plot No. 42, 4th Floor, Cambatta Building, East Wing, Jamshedji Tata Road, Churchgate, Mumbai City – 400020 (Maharashtra).


 29/12/17