



**STANDARD OPERATING PROCEDURE FOR PROPOSED
SPONSORSHIPS/ADVERTISMENT SUPPORT/PARTICIPATION IN
SEMINARS/EXHIBITIONS/AWARD NOMINATIONS ETC. BY
MOIL**

A. PURPOSE: SOP is drafted with an objective to follow a procedure of giving sponsorship/advertisement support/participation in seminars/exhibitions/expositions/ applying for award nominations etc. This will provide a structured framework for managing sponsorship opportunities and improving company's brand/visibility.

B. STEP BY STEP PROCEDURE:

1. Proposals received in reference to sponsorship/advertisement support/participation in seminars/exhibitions/expositions/award nominations etc. by concerned HoD/Executive Director/Director/CMD from the party/vendor/association/institute etc. will be compiled by the PR & CC section and hand it over to Nodal Officer of the Internal Committee (IC) formed for the purpose.
2. All such proposals mentioned at B1, will be put up to an Internal Committee (IC) constituted in this regard for their review and recommendation to the Committee of Directors (CoD). In case a member is not available for any reason, the concerned Functional Director will be empowered to nominate any other senior executive in his place. (Minimum Quorum: 3 members or their representatives).
3. The IC will have meetings on fortnightly basis. However, the committee will also meet as and when required, in case immediate action is needed.

4. While examining the above proposals, the Committee will *inter-alia* look into the relevance of the proposal in context of MOIL's business, outreach of the magazine/journal/newspapers, area of operation, past association, benefits to MOIL, budget, etc.
5. After scrutiny of the proposals, the committee will submit its recommendation to the CoD along with the amount.
6. Further CoD will go through the recommendations and then submit their recommendations.
7. After recommendation of CoD, note sheet will be initiated in FLM to accord administrative approval and financial concurrence of specified amounts towards requisite proposals.
8. Once approved by CMD, Nodal officer will furnish the details to PR & CC department, who will take necessary action.

Note: In-case of any cancellation after approval, the same will be informed to IC & CoD in their subsequent meetings.

C. PROCEDURE FOR RETAINING VERIFIABLE PROOF & PAYMENT: -

1. After receiving the approval from the Competent Authority and subsequent information from Nodal Officer, PR-CC section will send a confirmation mail to the party/vendor/association/institute etc. along with advertisement material (MOIL Logo, Artwork etc.)
2. Once the party sends the invoice and a proof of the advertisement/sponsorship, PR section will initiate the payment process.
3. The note sheet, invoice copy, proof of advertisement support to be maintained in records for future reference.
4. In-case of emergency, if any fund has to be released in short span of notice even before the event, the same can be released with the approval of HoD Personnel in cases which already have the approval of competent Authority. However, proof of the same shall be collected and maintained in PR section post the event.

5. In-case of post facto approval, the confirmation mail along with advertisement material will be sent in advance but payment process will be initiated following the procedure mentioned at 'C'- 2, 3, after getting approval from Competent Authority. The need for post facto approval may arise on account of factors such as emergency/short notice of event, unavailability of Directors/CMD.

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