

Government of West Bengal  
Health & Family Welfare Department (PHP Branch)  
Swasthya Bhavan, GN-29, Sector V  
Bidhannagar, Kolkata 700091

No 1045 -(Sanction)/HFW-18049/7/2018-PHP

Date: 22.11.2021

**ORDER**

Like previous years, it was decided that radio jingles and video clips would be telecast in different TV and FM radio channels for generation of awareness on Dengue in the year 2021. Accordingly, Director (Information), Information & Cultural Affairs Department was requested vide this Department's Order No. 171-HFW-18049/7/2018 dtd 22.6.2021 to take necessary arrangement for telecast of TV clippings and radio jingles through suitable channels.

Information & Cultural Affairs Department engaged M/S Genesis Advertising Private Limited, 2A, Dwarka, 7, Sarat Bose Road, Kol-20 for telecast the video clips and different FM channels for broadcast of radio jingles. Now, in compliance of I&CA Department's orders, the respective agencies/ channels have raised a bill of Rs 1,18,78,726 for telecast of TV clippings and radio jingles (of 20 seconds and 30 seconds duration) on awareness generation on Dengue starting from the different period up to September 2021.

In view of above, the undersigned is directed by the order of the Governor to say that the Governor has been pleased to accord Administrative Approval and Financial Sanction of Rs 1,18,78,726 (Rupees one crore eighteen lakh seventy eight thousand seven hundred twenty six) in favour of Assistant Secretary & D.D.O. of this Department for payment of bill for telecast of TV clipping and radio jingles on awareness generation on Dengue as detailed in the annexed bill summary:


The fund will be released from the head of account 24-HF-2210-06-101-056-50-00 in the current FY 2021-22.

Assistant Secretary & D.D.O. of this Department will act as D.D.O. in respect of the fund being placed.

This order is issued in exercise of power delegated under Finance Department Group N Budget Branch vide their U.O. No. 3646 dtd 18.11.2021 and read with the concurrence of this Department's Financial Advisor Branch's allotment No. 595(2020)-PHP dtd 22.11.2021.

This has approval of Secretary of this Department.

All concerned are being informed accordingly.

  
Joint Secretary (PHP)

No 1045/1(14)-(Sanction)/HFW-18049/7/2018-PHP

Date:

Copy forwarded for information and necessary action to the:-

1. Principal Accountant General (Audit-I), West Bengal, Treasury Buildings, Kolkata - 700001.
2. Principal Accountant General (Audit-II), W B, C.G.O. Complex, Salt Lake City, Kolkata- 64
3. Principal Accountant General (A & E), West Bengal, Treasury Buildings, Kolkata - 700001
4. Director of Health Services, West Bengal.
5. Financial Advisor of this Department
6. Director of Information, Information & Cultural Affairs Department, Nabanna, Howrah-711102
7. Pay & Accounts Officer, Calcutta Pay & Accounts Office-III, Subhanna, SGO Complex, 5th and 6th Floor, Plot no. 9, DF Block, Sector 1, Bidhannagar, 700064
8. Assistant Secretary & DDO, H&FW Department (With Original Bills And Telecast Certificates)
9. Jt DHS(PH), H&FW Department, Government of West Bengal
10. AVO(IEC), H&FW Department, with request to keep records and intimate the concerned channels
11. Director, Genesis Advertising Private Limited, 2A, Dwarka, 7, Sarat Bose Road, Kol-20
12. PA to Secretary & MD(NHM), H&FW Department
13. IT Cell for web posting.
14. Guard file of PHP Branch.

  
Joint Secretary (PHP)

Annexure(Bill Summary)

TV channel bills

Sl No	Name of the Channel/Agency	Bill No & Date	Campaign period	Amount (Rs)	Total (Rs)
1	Genesis	GA/NP/0132/21-22 dtd 19.10.21	20 sec tv 1.9.21 to 30.9.21	34,52,508	86,14,971
		GA/NP/0133/21-22 dtd 19.10.21	30 sec tv 1.9.21 to 30.9.21	51,62,463	
2	Incoda TV	TI/TV/21-22/G16 dtd 2.9.2021	20 sec and 30 sec tv 9.8.21 to 31.8.21	1,92,287	4,43,096
		TI/TV/21-22/G29 dtd 2.10.2021	20 sec and 30 sec tv 1.9.21 to 30.9.21	2,50,809	

Radio Channel bills

Sl No	Name of the Channel/Agency	Bill No & Date	Campaign period	Amount (Rs)	Total (Rs)
1	92.7 Big FM	211910000171 dtd 30.9.21	20 Sec audio 1.9.21 to 30.9.21	3,09,042	6,69,591
		211910000172 dtd 30.9.21	30 Sec audio 1.9.21 to 30.9.21	3,60,549	
2	Radio Misty 94.3 FM	PCCPL/WB/0168 dtd 30.9.21	20 Sec audio 1.9.21 to 30.9.21	63,720	1,38,060
		PCCPL/WB/0169 dtd 30.9.21	30 Sec audio 1.9.21 to 30.9.21	74,340	
3	91.9 Friends FM	194130004450 dtd 30.9.21	20 Sec audio 1.9.21 to 30.9.21	2,76,544	5,99,179
		194130004449 dtd 30.9.21	30 Sec audio 1.9.21 to 30.9.21	3,22,635	
4	Fever FM	HTKL/22/10401 dtd 15.9.21	20 Sec audio 1.9.21 to 15.9.21	1,08,324	7,29,783
		HTKL/22/10434 dtd 30.9.21	20 Sec audio 16.9.21 to 30.9.21	1,07,522	
		HTKL/22/10400 dtd 15.9.21	30 Sec audio 1.9.21 to 15.9.21	1,26,378	
		HTKL/22/10433 dtd 30.9.21	30 Sec audio 16.9.21 to 30.9.21	1,26,378	
		HTKL/22/10309 dtd 15.8.21	30 Sec audio 1.8.21 to 15.8.21	1,26,378	
		HTKL/22/10348 dtd 31.8.21	30 Sec audio 16.8.21 to 31.8.21	1,34,803	

*[Handwritten Signature]*  
22/11/21

5	93.5 Red FM	212060190447 dtd 30.9.21	20 Sec audio 1.9.21 to 30.9.21	2,16,648	4,69,404
		212060190446 dtd 30.9.21	30 Sec audio 1.9.21 to 30.9.21	2,52,756	
6	94.3 Radio One	R1KL/22/10247 dtd 15.9.21	20 Sec audio 1.9.21 to 15.9.21	31,860	2,14,642
		R1KL/22/10278 dtd 30.9.21	20 Sec audio 16.9.21 to 30.9.21	31,624	
		R1KL/22/10246 dtd 15.9.21	30 Sec audio 1.9.21 to 15.9.21	37,170	
		R1KL/22/10277 dtd 30.9.21	30 Sec audio 16.9.21 to 30.9.21	37,170	
		R1KL/22/10181 dtd 15.8.21	30 Sec audio 1.8.21 to 15.8.21	37,170	
		R1KL/22/10205 dtd 31.8.21	30 Sec audio 16.8.21 to 31.8.21	39,648	
				<b>Total</b>	<b>28,20,659</b>

*[Signature]*  
21/11/21  
Joint Secretary (PHP)