

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

No 1191 -(Sanction)/HFW-18049/7/2018-PHP

Date: 22-12-2021

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 1,10,18,146** 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 October 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 1,10,18,146 (Rupees one crore ten lakh eighteen thousand one hundred forty 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 below:

Agency/ Channel	Bill Amount (Rs)	Remarks
Genesis Advertising Private Limited, 2A, Dwarka, 7, Sarat Bose Road, Kol-20	59,37,316	Bill summary is annexed
Incoda TV (Incoda Media Service Pvt. Ltd.)	2,59,169	
Different FM Radio channels	48,21,661	
Total	1,10,18,146	

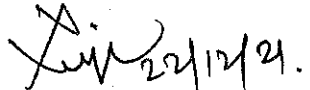
The fund will be released from the head of account 24-HF-2210-06-101-056-50-00 in the current FY 2021-22.

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. 4340 dtd 16.12.2021 and read with the concurrence of this Department's Financial Advisor Branch's allotment No. 685(2020)-PHP dtd 22.12.2021.

This has approval of Secretary of this Department.

All concerned are being informed accordingly.


Joint Secretary (PHP)

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 inform the concerned channels/ agencies**
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.

[Signature]
22/12/21
Joint Secretary (PHP)

Annexure(Bill Summary)**TV**

Sl No	Name of the Payee	Name of the Channel/Agency	Bill No & Date	Campaign period	Amount (Rs)	Total (Rs)
1	Genesis Advertising Pvt Ltd	Genesis	GA/NP/0144/21-22 dtd 11.11.21	20 sec tvc 1.10.21 to 31.10.21	23,98,690	59,37,316
			GA/NP/0145/21-22 dtd 11.11.21	30 sec tvc 1.10.21 to 31.10.21	35,38,626	
2	Incoda Media Service Pvt. Ltd.	Incoda TV	TI/TV/21-22/G43 dtd 1.11.2021	20 sec and 30 sec tvc 1.10.21 to 31.10.21	2,59,169	2,59,169

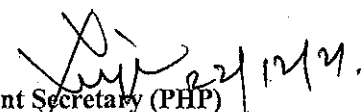
Radio

Sl No	Name of the Payee	Name of the Channel/Agency	Bill No & Date	Campaign period	Amount (Rs)	Total (Rs)
1	Reliance Broadcast Network Limited	92.7 Big FM	211910000245 dtd 31.10.21	20 Sec audio 1.10.21 to 31.10.21	3,19,343	6,91,910
			211910000246 dtd 31.10.21	30 Sec audio 1.10.21 to 31.10.21	3,72,567	
2	PCM cement Concrete Pvt Ltd	Radio Misty 94.3 FM	PCCPL/WB/0217 dtd 1.11.21	30 Sec audio 1.10.21 to 31.10.21	76,818	1,42,662
			PCCPL/WB/0216 dtd 1.11.21	20 Sec audio 1.10.21 to 31.10.21	65,844	

3	Ananda Offset Pvt. Ltd	91.9 Friends FM	194130004608 dtd 31.10.21	20 Sec audio 1.10.21 to 31.10.21	2,85,762	6,19,152
			194130004609 dtd 31.10.21	30 Sec audio 1.10.21 to 31.10.21	3,33,390	
4	(HT MEDIA LTD)	Fever FM	HTKL/22/10511 dtd 15.10.21	30 sec audio 1.10.21 to 15.10.21	1,26,378	4,85,051
			HTKL/22/10574 dtd 31.10.21	30 sec audio 16.10.21 to 31.10.21	1,34,803	
			HTKL/22/10510 dtd 15.10.21	20 sec audio 1.10.21 to 15.10.21	1,08,324	
			HTKL/22/10573 dtd 31.10.21	20 sec audio 16.10.21 to 31.10.21	1,15,546	
5	Digital radio (Kolkata) Broadcasting Ltd	93.5 Red FM	212060190661 dtd 31.10.21	20 Sec audio 1.10.21 to 31.10.21	2,23,869	4,85,050
			212060190662 dtd 31.10.21	30 Sec audio 1.10.21 to 31.10.21	2,61,181	
6	Next Radio Ltd	94.3 Radio One	R1KL/22/10330 dtd 15.10.21	30 sec audio 1.10.21 to 15.10.21	37,170	1,42,662
			R1KL/22/10367 dtd 31.10.21	30 sec audio 16.10.21 to 31.10.21	39,648	
			R1KL/22/10329 dtd 15.10.21	20 sec audio 1.10.21 to 15.10.21	31,860	
			R1KL/22/10366 dtd 31.10.21	20 sec audio 16.10.21 to 31.10.21	33,984	
7	Bennett, Coleman & Co. Ltd.	Radio Mirchi	BCWB21RV-0017328 dtd 30.9.21	20 sec bill September 2021	2,70,810	11,93,069
			BCWB21RV-0017329 dtd 30.9.21	30 sec bill September 2021	3,15,945	
			BCWB21RV-0020019 dtd 31.10.21	20 sec bill October 2021	2,79,837	
			BCWB21RV-0020018 dtd 31.10.21	30 sec bill October 2021	3,26,477	
8	TV Today Network Limited	ISHQ FM	RN21-22/407 dtd 15.9.21	20 sec bill 1.9.21 to 15.9.21	78,694	6,93,379
			RN21-22/449 dtd 30.9.21	20 sec bill 16.9.21 to 30.9.21	78,694	

Signature
21/11/21

			RN21-22/408 dtd 15.9.21	30 sec bill 1.9.21 to 15.9.21	91,809	
			RN21-22/450 dtd 30.9.21	30 sec bill 16.9.21 to 30.9.21	91,809	
			RN21-22/510 dtd 15.10.21	20 sec bill 1.10.21 to 15.10.21	78,694	
			RN21-22/571 dtd 31.10.21	20 sec bill 16.10.21 to 31.10.21	83,940	
			RN21-22/511 dtd 15.10.21	30 sec bill 1.10.21 to 15.10.21	91,809	
			RN21-22/572 dtd 31.10.21	30 sec bill 16.10.21 to 31.10.21	97,930	
9	Crayons Advertising Pvt Ltd	ONKAR TV	21-22KT00015 dtd 30.11.2021	20 Sec bills 01.10.2021to 31.10.2021	1,47,490	3,68,726
			21-22KT00014 dtd 30.11.21	30 Sec bills 01.10.2021to 31.10.2021	2,21,236	
					Total	48,21,661


 Joint Secretary (PHP)