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

No 1267-(Sanction)/HFW-18049/7/2018-PHP

Date: 1.2.2023

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 2022. Accordingly, Director (Information), Information & Cultural Affairs Department was requested vide this Department's Order No. 182-HFW-18049/7/2018 dtd 15.7.22, 253-HFW-18049/7/2018 dtd 13.9.22, 264-HFW-18049/7/2018 dtd 16.9.22, 308-HFW-18049/7/2018-PHP dtd 29.10.2022, 379-HFW-18049/7/2018-PHP dtd 30.11.2022 to take necessary arrangement for telecast of TV clippings and radio jingles through suitable channels.

Information & Cultural Affairs Department engaged different Agencies and FM channels for broadcast of TV clippings and radio jingles. Now, in compliance of I&CA Department's orders, the respective agencies/ channels have raised bills for telecast of TV clippings and radio jingles (of 20 seconds, 30 seconds and 40 seconds duration) on awareness generation on Dengue for the different period.

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 4,27,11,026 (Rupees four crore twenty seven lakh eleven thousand 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 annexed below.

The fund will be released from the head of account **24-HF-2210-06-101-056-26-00** in the current FY 2022-23.

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's UO No. 5555 dtd 27.01.2023** in accordance with Finance Department **Group-O UO No. Group O/2022-23/0141 dtd 30.01.2023**

This has approval of Principal Secretary of this Department.

All concerned are being informed accordingly.


Joint Secretary (PHP)

No 1267/1(14)-(Sanction)/HFW-18049/7/2018-PHP

Date: 1.2.2023

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. Director (Public Health), H&FW Department
10. Jt DHS(PH), H&FW Department, Government of West Bengal
11. AVO(IEC), H&FW Department, **with request to inform the concerned channels/ agencies**
12. PA to Secretary & MD(NHM), H&FW Department
13. IT Cell for web posting.


Joint Secretary (PHP)

TV Channel bills

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/0249/22-23 dtd 19.12.2022	30sec spot 16.11.22 to 30.11.22	30,03,417	2,20,01,886
			GA/NP/0250/22-23 dtd 19.12.2022	40 Sec spot 16.11.22 to 30.11.22	39,94,258	
			GA/NP/0251/22-23 dtd 19.12.2022	40 Sec spot 16.11.22 to 30.11.22	39,97,689	
			GA/NP/0248/22-23 dtd 16.12.2022	40 Sec KMC spot 1.11.22 to 15.11.22	40,01,125	
			GA/NP/0243/22-23 dtd 16.12.2022	30 Sec spot 1.11.22 to 15.11.22	30,00,840	
			GA/NP/0244/22-23 dtd 16.12.2022	40 sec spot 1.11.22 to 15.11.22	40,04,557	
2	INCODA Media Service Pvt. Ltd.	Incoda TV	TI/TV/22-23/0182 dtd 22.12.2022	30sec spot 16.11.22 to 30.11.22	1,04,182	3,82,002
			TI/TV/22-23/0183 dtd 22.12.2022	40 Sec spot 16.11.22 to 30.11.22	1,38,910	
			TI/TV/22-23/0184 dtd 22.12.2022	40 Sec KMC spot 16.11.22 to 30.11.22	1,38,910	
3	Crayons Advertising Pvt Ltd	Crayons Advertising Pvt Ltd	22-23KT00018 dtd 30.11.2022	40 sec KMC spot starting from 1.10.22 to 31.10.22	11,85,192	64,13,418
			22-23KT00017 dtd 30.11.2022	30 sec spot starting from 1.10.22 to 31.10.22	8,88,894	

		22-23KT00016 dtd 30.11.2022	40 sec spot starting from 1.10.22 to 31.10.22	11,85,192
		22-23KT00023 dtd 15.12.2022	40 sec KMC spot starting from 1.11.22 to 15.11.22	5,73,480
		22-23KT00022 dtd 15.12.2022	30 Sec spot 1.11.22 to 15.11.22	4,30,110
		22-23KT00021 dtd 15.12.2022	40 sec spot starting from 1.11.22 to 15.11.22	5,73,480
		22-23KT00025 dtd 23.12.2022	30sec spot 16.11.22 to 30.11.22	4,30,110
		22-23KT00024 dtd 23.12.2022	40sec spot KMC 16.11.22 to 30.11.22	5,73,480
		22-23KT00026 dtd 23.12.2022	40 sec spot 16.11.22 to 30.11.22	5,73,480
Total				2,87,97,306

Radio/ FM Channels:

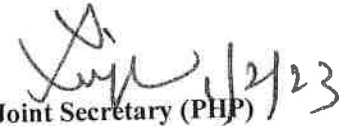
Sl No	Name of the Payee	Name of the Channel/Agency	Bill No & Date	Campaign period	Amount (Rs)	
1	Reliance Broadcast Network Limited	92.7 Big FM	221910000483 dtd 30.11.22	30 and 40 Sec audio 16.11.22 to 30.11.22	10,81,647	21,63,294
			221910000482 dtd 30.11.22	30 sec audio 1.11.22 to 15.11.22 40 sec audio 1.11.22 to 30.11.22	10,81,647	

(4)

2	PCM cement Concrete Pvt Ltd	Radio Misty 94.3 FM	PCCPL/WB/0331 dtd 30.11.2022	30 and 40 sec audio 16.11.22 to 30.11.22	2,23,020	2,23,020
3	HT MEDIA LIMITED	Fever FM	4030001215 dtd 15.11.22	30 and 40 Sec spot 1.11.22 to 15.11.22	7,58,268	15,16,536
			4030001269 dtd 30.11.22	30 and 40 sec audio 16.11.22 to 30.11.22	7,58,268	
4	NEXT RADIO LIMITED	94.3 Radio One	4220001095 dtd 15.11.2022	30 and 40 Sec spot 1.11.22 to 15.11.22	2,23,020	4,46,040
			4220001136 dtd 30.11.2022	30 and 40 sec audio 16.11.22 to 30.11.22	2,23,020	
5	Ananda Offset Pvt. Ltd	91.9 Friends FM	194130005755 dtd 30.11.22	40 Sec spot 16.11.22 to 30.11.22	5,53,089	19,35,812
			194130005752 dtd 30.11.22	30 Sec spot 1.11.22 to 15.11.22	4,14,817	
			194130005753 dtd 30.11.22	40 sec spot 1.11.22 to 15.11.22	5,53,089	
			194130005754 dtd 30.11.22	30 sec spot 1.11.22 to 15.11.22	4,14,817	
6	Digital radio (Kolkata) Broadcasting Ltd	93.5 Red FM	222060191082 dtd 30.11.2022	30 and 40 sec audio 16.11.22 to 30.11.22	7,58,268	15,16,536
			222060191081 dtd 30.11.2022	30 and 40 Sec spot 1.11.22 to 15.11.22	7,58,268	

7	Bennett, Coleman & Co. Ltd.	Radio Mirchi	BCWB22RV- 0029446 dtd 22.11.22	30 and 40 Sec spot 1.11.22 to 15.11.22	9,47,835	18,95,670
			BCWB22RV- 0031841 dtd 30.11.22	30 and 40 sec audio 16.11.22 to 30.11.22	9,47,835	
8	PB(BCI), CBS, AIR, Kolkata	Prasar Bharati	AIR15IN112200054 dtd 2.12.2022	30 and 40 Sec spot 1.11.22 to 15.11.22	21,08,406	42,16,812
			AIR15IN112200055 dtd 2.12.2022	30 and 40 sec audio 16.11.22 to 30.11.22	21,08,406	
					Total	1,39,13,720

Total Rs 4,27,11,026 (TV channel bills of Rs 2,87,97,306 + Radio channel bills of Rs 1,39,13,720)


Joint Secretary (PHF)

