

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

No 787-(Sanction)/HFW-18049/7/2018-PHP

Date: 21-09-2021

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 1,18,54,605** for telecast of TV clippings and radio jingles (of 20 seconds and 30 seconds duration) on awareness generation on Dengue starting from the period 24.6.2021.

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 1,18,54,605 (Rupees one crore eighteen lakh fifty four thousand six hundred five)** in favour of Assistant Secretary & D.D.O. of this Department for payment of bill in favour of respective channels/ agencies 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	1,06,07,658	Bill details are detailed at Annexure A
Different FM Radio channels	12,46,947	
Total	1,18,54,605	

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. 2315 dtd 13.09.2021** and read with the concurrence of this Department's Financial Advisor Branch's allotment No. 560-PHP dtd 20.09.2021.

This has approval of Secretary of this Department.

All concerned are being informed accordingly.


Joint Secretary

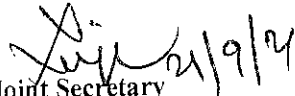
No 787 /1(14)(Sanction)/HFW-18049/7/2018-PHP

Date: 21-09-2021

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
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

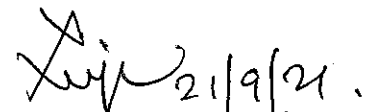
Annexure A

TV Bills

Sl No	Name of the Channel/Agency	Bill No & Date	Campaign period	Amount (Rs)	Total (Rs)
1	Genesis	GA/NP/0067/21-22 dtd 17.8.21	20 sec tv 24.6.21 to 31.7.21	43,30,882	1,06,07,658
2		GA/NP/0068/21-22 dtd 17.8.21	30 sec tv 24.6.21 to 31.7.21	62,76,776	

Radio channel bills

Sl No	Name of the Channel/Agency	Bill No & Date	Campaign period	Amount (Rs)	Total
1	Radio Mirchi	BCWB21RV-0006735 dtd 30.6.21	20 Sec audio 24.6.21 to 30.6.21	63,189	1,36,910
		BCWB21RV-0006734 dtd 30.6.21	30 Sec audio 24.6.21 to 30.6.21	73,721	
2	92.7 Big FM	211910000071 dtd 30.6.21	20 Sec audio 24.6.21 to 30.6.21	72,109	1,56,237
		211910000070 dtd 30.6.21	30 Sec audio 24.6.21 to 30.6.21	84,128	
3	Radio Misty 94.3 FM	PCCPL/WB/0091 dtd 31.7.21	20 sec audio 24.6.21 to 31.7.21	80,712	1,74,876
		PCCPL/WB/0092 dtd 31.7.21	30 sec audio 24.6.21 to 31.7.21	94,164	
4	91.9 Friends FM	194130004267 dtd 30.6.21	20 Sec audio 24.6.21 to 30.6.21	64,527	1,39,808
		194130004268 dtd 30.6.21	30 Sec audio 24.6.21 to 30.6.21	75,281	
5	Fever FM	HTKL/22/10214 dtd 30.6.21	30 Sec audio 24.6.21 to 30.6.21	58,976	1,85,354
		HTKL/22/10222 dtd 15.7.21	30 Sec audio 1.7.21 to 15.7.21	1,26,378	
6	93.5 Red FM	212060190185 dtd 30.6.21	20 Sec audio 24.6.21 to 30.6.21	50,552	1,09,528
		212060190184 dtd 30.6.21	30 Sec audio 24.6.21 to 30.6.21	58,976	
7	94.3 Radio One	R1KL/22/10112 dtd 30.6.21	30 Sec audio 24.6.21 to 30.6.21	17,346	94,164
		R1KL/22/10120 dtd 15.7.21	30 Sec audio 1.7.21 to 15.7.21	37,170	
		R1KL/22/10137 dtd 31.7.21	30 Sec audio 16.7.21 to 31.7.21	39,648	
8	ISHQ FM	RN21-22/177 dtd 30.6.21	20 Sec audio 24.6.21 to 30.6.21	36,723	2,50,070
		RN21-22/216 dtd 15.7.21	20 Sec audio 1.7.21 to 15.7.21	78,694	
		RN21-22/176 dtd 30.6.21	30 Sec audio 24.6.21 to 30.6.21	42,844	
		RN21-22/217 dtd 15.7.21	30 Sec audio 1.7.21 to 15.7.21	91,809	
				Total	12,46,947


RUPAM BANERJEE, WBCS (Exe.)
 Joint Secretary
 Health & F. W. Deptt.
 Govt. of West Bengal