

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

No. 2043-(Sanction)/ HFW-18049/7/2018-PHP SEC-Dept. of H&FW

Date: 28.12.2018

**ORDER**

It was decided that video clips would be telecast in different TV channels for generation of awareness on Vector Borne Diseases especially Dengue. Accordingly, Information & Cultural Affairs Department prepared video clips on that matter and those are being telecasted in various TV channels since the month of April 2018. It was decided that this Department would bear the cost for telecasting such clips for the month of July 2018 to October 2018.

Accordingly, Rs 3,41,81,928 was sanctioned released for the purpose for the month of August 2018 vide order No. 1296-(Sanction) HFW-18049/7/2018-PHP dtd 27.9.18 and Rs 6,14,28,119 was sanctioned and Rs 4,52,14,807 was released for the month of July 2018 vide No. 1714-(Sanction) HFW-18049/7/2018-PHP dtd 27.11.18 in favour of M/S Genesis Advertising Private Limited, 2A, Dwarka, 7, Sarat Bose Road, Kol-20. Now, IEC Branch Department has forwarded bills of M/S Genesis Advertising Private Limited for the month of September 2018 and October 2018 and requested for payment.

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 to the tune of **Rs 4,94,12,553** (Rupees four crore ninety four lakh twelve thousand five hundred fifty three) in favour of M/S Genesis Advertising Private Limited, 2A, Dwarka, 7, Sarat Bose Road, Kol-20 for payment of bills for telecasting video clips in different TV channels as stated below:

Sl No.	Month	Invoice No. & Date	Amount (Rs)	Remarks
1	July 2018	GA/AUG/0001/1819 dt 1.8.2018	1,62,13,312	This is the residual amount of the bill for the month of July 2018. Rs 4,52,14,807 was already released earlier as mentioned above.
2	September 2018	GA/OCT/0007/1819 dt 9.10.2018	1,70,93,385	
3	October 2018	GA/NOV/0016/1819 dt 10.11.2018	28,59,827	
4		GA/NOV/0022/1819 dt 10.11.2018	1,32,46,029	
Total			4,94,12,553	

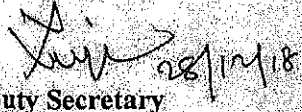
The fund will be released from the head of account "2210-06-101-PCD-013-Other Diseases (HF)-50-Other Charges" in the current Financial Year 2018-19.

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 with the concurrence with the Finance Department (Gr N- Budget Branch) vide U.O. No 2189 dtd 11.12.2018 read with the concurrence of Health & Family welfare Deptt Financial Advisor Branch U.O. No 2175. Dated 28.12.18.

This has approval of Additional Chief Secretary of this Department.

All concerned are being informed accordingly.

  
Deputy Secretary  
Health & Family Welfare Department

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, State Urban Development Agency, Ilgus Bhavan, Sec-III, Salt Lake, Kol-91
5. Director of Health Services, West Bengal.
6. Financial Advisor of this Department
7. Special Secretary (IEC), Health & Family Welfare Department, **with request to kindly provide the authenticated hard copies of the original vouchers to this Branch that DDO may arrange the bill preparation process at his end.**
8. Director of Information, Information & Cultural Affairs Department, Nabanna, Howrah-711102
9. Pay & Accounts Officer, Calcutta Pay & Accounts Office-III, Subhanna, SGO Complex, 5th and 6th Floor, Plot no. 9, DF Block, Sector 1, Bidhannagar, 700064
10. Joint Director of Health Services (PH & CD), Government of West Bengal.
11. Joint Director of Health Services (PH & CD), Government of West Bengal.
12. State Nodal Officer, NUHM, Swasthya Bhawan
13. Assistant Secretary & DDO, H&FW Department (with original copies of the bill of September'2018- October'2018 and copy of bill of July'2018)
14. DDHS (Malaria), H&FW Department, Government of West Bengal.
15. DDHS(PH), H&FW Department, Government of West Bengal
16. Director, Genesis Advertising Private Limited, 2A, Dwarka, 7, sarat Bose Road, Kol-20
17. PA to MD (NHM), H&FW Department.
18. PA to Joint Secretary(PHP), H&FW Department
19. IT Cell for web posting.
20. Guard file of PHP Branch.

  
Deputy Secretary  
Health & Family Welfare Department