

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

No 657 -(Sanction)/HFW-18049/7/2018-PHP

Date: 01-10-2020

ORDER

Like previous years, it was decided that video clips would be telecast in different TV channels for generation of awareness on Dengue in the year 2020. Accordingly, Director (Information), Information & Cultural Affairs Department was requested to take necessary arrangement for telecast of two video clippings (duration of 30 seconds and 20 seconds each) through suitable channels vide this Department's Order No. 186-HFW-18049/7/2018 dtd 22.5.2020.

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 in compliance of I&CA Department's orders, M/S Genesis Advertising Private Limited raised a bill of Rs 4,28,95,031 for creative designing and telecast of two TVCs for the period 26.05.2020 to 31.08.2020. Details of the bills are annexed.

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 4,28,95,031 (Rupees four crore twenty eight lakh ninety five thousand thirty one) in favour M/S Genesis Advertising Private Limited, 2A, Dwarka, 7, Sarat Bose Road, Kol-20 as payment of bills creative designing and telecast of two video clippings for the period 26.05.2020 to 31.08.2020 as mentioned in the annexure.

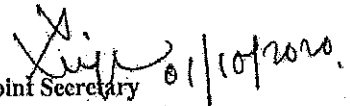
The fund will be released from the head of account 24-HF-2210-06-800-002-50-00 in the current FY 2020-21.

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. 1628 dtd 19.9.20 and read with the concurrence of this Department's Financial Advisor Branch's U.O. No. 217 dtd 29.9.2020.

This has approval of Secretary of this Department.

All concerned are being informed accordingly.

  
Joint Secretary 01/10/2020

No 657 /1(14)(Sanction)/HFW-18049/7/2018-PHP

Date: 01-10-2020


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. DDHS(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 Additional Secretary(Dengue Management), H&FW Department
13. IT Cell for web posting.
14. Guard file of PHP Branch.

  
Joint Secretary

Annexure

Sl No	Name of the Channel/Agency	Bill No & Date	Campaign period and particulars	Amount (Rs)
1	Genesis Advertising Pvt. Ltd.	GA/NP/0079/20-21 dtd 14.7.20	Making cost of two TVCs	100300
2		GA/NP/0057/20-21 dtd 25.6.20	20 sec tvc 26-5-20 to 9-6-20	2065186
3		GA/NP/0056/20-21 dtd 25.6.20	30 sec tvc 26-5-20 to 9-6-20	2505598
4		GA/NP/0105/20-21 dtd 28.7.20	20 sec tvc 10-6-20 to 30-6-20	3785048
5		GA/NP/0106/20-21 dtd 28.7.20	30 sec tvc 10-6-20 to 30-6-20	4567103
6		GA/NP/0101/20-21 dtd 28.7.20	30 sec tvc 5-6-20 to 19-6-20 only in ABP Ananda	1432638
7		GA/NP/0102/20-21 dtd 28.7.20	20 sec tvc 5-6-20 to 19-6-20 only in ABP Ananda	1125484
8		GA/NP/0133/20-21 dtd 17.8.20	20 sec tvc 1-7-20 to 15-7-20	3112645
9		GA/NP/0135/20-21 dtd 17.8.20	20 sec tvc 16-7-20 to 31-7-20	3215122
10		GA/NP/0134/20-21 dtd 17.8.20	30 sec tvc 1-7-20 to 15-7-20	3728983
11		GA/NP/0136/20-21 dtd 17.8.20	30 sec tvc 16-7-20 to 31-7-20	3827207
12		GA/NP/0170/20-21 dtd 14.9.20	30 sec tvc 1.8.20-31.8.20	7274123
13		GA/NP/0169/20-21 dtd 14.9.20	20 sec tvc 1.8.20-31.8.20	6155594
			Total	4,28,95,031

  
 Joint Secretary