

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

No 1134-(Sanction)/HFW-18049/7/2018-PHP

Date: 29-12-2020

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 TV clippings 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. Now, in compliance of I&CA Department's order No 410/ICA/EM(AD)/20 dtd 12.9.2020, M/S Genesis Advertising Private Limited raised a bill of Rs 1,01,09,609 for telecast of TV clipping (of 70 seconds duration) on awareness generation on Corona & Dengue for the period 13.09.2020 to 30.09.2020.

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 1,01,09,609 (Rupees one crore one lakh nine thousand six hundred nine) in favour M/S Genesis Advertising Private Limited, 2A, Dwarka, 7, Sarat Bose Road, Kol-20 as payment of bill for telecast of TV clipping on awareness generation on Corona & Dengue for the period 13.09.2020 to 30.09.2020

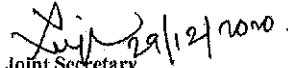
The fund will be released from the head of account 24-HF-2210-06-800-002-50-00 in the current FY 2020-21.

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. 3317 dtd 25.12.2020 and read with the concurrence of this Department's Financial Advisor Branch's allotment No. 991(2020)-PHP dtd 28.12.2020.

This has approval of Secretary of this Department.

All concerned are being informed accordingly.


Joint Secretary

No 1134 /1(15)(Sanction)/HFW-18049/7/2018-PHP

Date: 29-12-2020

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. AVQ(IEC), H&FW Department
11. Director, Genesis Advertising Private Limited, 2A, Dwarka, 7, Sarat Bose Road, Kol-20
12. PA to MD(NHM), H&FE Department
13. PA to Additional Secretary(Dengue Management), H&FW Department
14. IT Cell for web posting.
15. Guard file of PHF Branch.


Joint Secretary