



Government of West Bengal
Information & Cultural Affairs Department
Nabanna, 325, Sarat Chatterjee Road, Howrah 711102

Memo No. 92/DI/ICA/2026

Date: 19/02/2026

ORDER

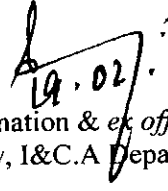
Whereas the rate of release of Government advertisements under display category in **MORNING INDIA (Kolkata Edition)** newspaper has been finalized with the approval of Principal Secretary, I&CA Department.

Now, therefore it is notified that all advertisements under display category in **MORNING INDIA (Kolkata Edition)** newspaper will be released directly as per rate mentioned below.

Name of the newspaper	I&CA rate (Rs. Per sq cm), Display	
	B/W rate	Colour rate
MORNING INDIA (Kolkata Edition) English Daily	Rs. 23.08/-	Rs. 32/-

The rates are excluding of GST.

This order shall remain valid until further order.

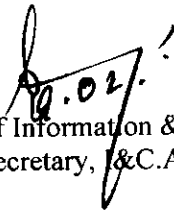

19.02.2026
Director of Information & *ex officio* Additional
Secretary, I&C.A Department

Memo No. 92 /DI/ICA/2026

Date: 19/02/2026

Copy forwarded for information to:

- 1) Additional Chief Secretary / Principal Secretary / SecretaryDepartment
- 2) The Editor, Morning India
- 3) Sr. P.A. to the Principal Secretary, I&CA Department
- 4) O.S.D / S.O, Cell-VIII, I&CA Department


19.02.2026
Director of Information & *ex officio*
Additional Secretary, I&C.A Department



Government of West Bengal
Information & Cultural Affairs Department
Nabanna, 325, Sarat Chatterjee Road, Howrah 711102

Memo No. 91 /DI/ICA/2026

Date: 19/02/2026

ORDER

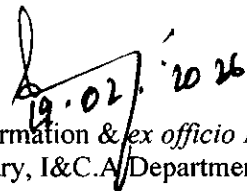
Whereas the rate of release of Government advertisements under display category in **THE NEW INDIAN EXPRESS** (*All India*) newspaper has been finalized with the approval of Principal Secretary, I&CA Department.

Now, therefore it is notified that all advertisements under display category in **THE NEW INDIAN EXPRESS** (*All India*) newspaper will be released directly as per rate mentioned below.

Name of the newspaper	I&CA rate (Rs. Per sq cm), Display	
	B/W rate	Colour rate
THE NEW INDIAN EXPRESS English Daily (<i>All India</i>), 24 editions (Chennai, Madurai, Coimbatore, Tiruchy, Villupuram, Tirunelveli, Dharmapuri, Bangalore, Belgaum, Hubli, Mangalore, Kochi, Kozhikode, Trivandrum, Kannur, Kollam, Kottayam, Thrissur, Hyderabad, Vijaywada, Visakapatnam, Tirupati, Bhubneswar and Sambalpur)	Rs. 554/-	Rs. 776/-

The rates are excluding of GST.

This order shall remain valid until further order.

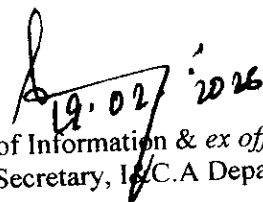

19.02.2026
Director of Information & ex officio Additional
Secretary, I&CA Department

Memo No. 91 /DI/ICA/2026

Date: 19/02/2026

Copy forwarded for information to:

- 1) Additional Chief Secretary / Principal Secretary / SecretaryDepartment
- 2) The Editor, The New Indian Express
- 3) Sr. P.A. to the Principal Secretary, I&CA Department
- 4) O.S.D / S.O, Cell-VIII, I&CA Department


19.02.2026
Director of Information & ex officio
Additional Secretary, I&CA Department

Government of West Bengal
Department of Information & Cultural Affairs
"Nabanna"
Howrah-711102

Memo No. 724 –ICA(N)

Dated: 10 .02.2026

NOTIFICATION

Whereas the rate of publication of brief referral advertisements in connection with inviting tenders/quotations and various other notices for 10(Ten) numbers of newspapers was notified by the I&CA department vide Memo No 1824-ICA(N) dated 17.08.2020 with the concurrence of Finance department vide U.O No-Group I/2020-21/0036 dated 12.08.2020 and whereas rate of additional 04(Four) newspapers was notified vide Memo No 3152-ICA(N) dated 03.11.2020 with the concurrence of Finance department vide U.O NO-Group I/2020-21/0077 dated 14.10.2020 and subsequently rate of 3(Three) more newspapers were notified separately vide Memo No. 2892-ICA(N) dated 26.07.2024 with the concurrence of Finance department vide U.O No. Group I/2024-2025/0028 dated 26.07.2024 and vide Memo No.798-ICA(N) dated 28.02.2025 with the concurrence of Finance department vide U.O No Group I/2024-2025/0113 dated 27.02.2025 and vide Memo No. 1076-ICA(N) dated 19.03.2025 with the concurrence of Finance department vide U.O No Group I/2024-2025/0123 dated 17.03.2025. Whereas fresh proposal was referred to Finance department in respect of following newspaper to accept the DAVP rate and necessary concurrence has been accorded from Finance department vide U.O No Group I/2025-26/0138 dated 08.02.2026.

Now in continuation to aforementioned earlier notifications, it is further notified that the rate of publication of brief referral advertisements for inviting tenders/quotations and various other notices to the under mentioned print media for direct release will be as follows:

Name of Publication	Rate (B/W) per sq cm (in Rs) exclusive of GST	Rate (Colour) per sq cm (in Rs) exclusive of GST
The Echo of India (West Bengal+Del+Ghy)*	46.16	65

*Delhi & Guwahati Editions are complimentary

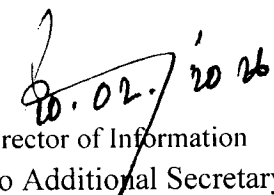
This will take effect from the date of Notification and will remain valid until further order.

Sd/-
(S. Basu, I.A.S)
Principal Secretary

Memo No- 724/1(10)-ICA (N)

Dated: 10.02.2026

1. Principal Accountant General (A&E), West Bengal, Treasury Building, Kolkata-01
2. Principal Accountant General (Audit 1), West Bengal, Treasury Building, Kolkata-01
3. Additional Chief Secretary/Principal Secretary/Secretary,.....Department
4. Director of Treasuries & Accounts, West Bengal, 8 Lyons Range, Kolkata-01
5. Financial Advisor, I&CA department
6. Deputy Secretary, I&CA department
7. District Information & Cultural Officer (All)
8. Sr. P.A to Principal Secretary, I&CA department
9. S.O, Cell VIII, I&CA department
10. GM(Admin & Marketing), 'The Echo of India', P11, CIT Road, Sch LV, Moulali, Kolkata-14


Director of Information
& e.o Additional Secretary

Government of West Bengal
Department of Information & Cultural Affairs
"Nabanna"
Howrah-711102

Memo No. 725 -ICA(N)

Dated: 10.02.2026

NOTIFICATION

Whereas the rate of publication of brief referral advertisements in connection with inviting tenders/quotations and various other notices for 10(Ten) numbers of newspapers was notified by the I&CA department vide Memo No 1824-ICA(N) dated 17.08.2020 with the concurrence of Finance department vide U.O No-Group I/2020-21/0036 dated 12.08.2020 and whereas rate of additional 04(Four) newspapers was notified vide Memo No 3152-ICA(N) dated 03.11.2020 with the concurrence of Finance department vide U.O NO-Group I/2020-21/0077 dated 14.10.2020 and subsequently rate of 3(Three) more newspapers were notified separately vide Memo No. 2892-ICA(N) dated 26.07.2024 with the concurrence of Finance department vide U.O No. Group I/2024-2025/0028 dated 26.07.2024 and vide Memo No.798-ICA(N) dated 28.02.2025 with the concurrence of Finance department vide U.O No Group I/2024-2025/0113 dated 27.02.2025 and vide Memo No. 1076-ICA(N) dated 19.03.2025 with the concurrence of Finance department vide U.O No Group I/2024-2025/0123 dated 17.03.2025. Whereas fresh proposal was referred to Finance department in respect of following newspaper to accept the DAVP rate and necessary concurrence has been accorded from Finance department vide U.O No Group I/2025-26/0138 dated 08.02.2026.

Now in continuation to aforementioned earlier notifications and earlier Notification No. 4406-ICA(N) dated 26.11.2021, it is further notified that the rate of publication of brief referral advertisements for inviting tenders/quotations and various other notices to the under mentioned print media for direct release will be as follows:

Name of Publication	Rate (B/W) per sq cm (in Rs) exclusive of GST	Rate (Colour) per sq cm (in Rs) exclusive of GST
The New Indian Express (All) (Chennai, Madurai, Coimbatore, Tiruchy, Villupuram, Tirunelveli, Dharmapuri, Bangalore, Belgaum, Hubli, Mangalore, Kochi, Kozhikode, Trivandrum, Kannur, Kollam, Kottayam, Thrissur, Hyderabad, Vijaywada, Visakapatnam, Tirupati, Bhubneswar, Sambalpur)	554	776

This will take effect from the date of Notification and will remain valid until further order.

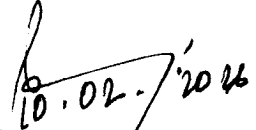
Sd/-

(S. Basu, I.A.S)
Principal Secretary

Memo No- 725/1(10)-ICA (N)

Dated: 10.02.2026

1. Principal Accountant General (A&E), West Bengal, Treasury Building, Kolkata-01
2. Principal Accountant General (Audit 1), West Bengal, Treasury Building, Kolkata-01
3. Additional Chief Secretary/Principal Secretary/Secretary,.....Department
4. Director of Treasuries & Accounts, West Bengal, 8 Lyons Range, Kolkata-01
5. Financial Advisor, I&CA department
6. Deputy Secretary, I&CA department
7. District Information & Cultural Officer (All)
8. Sr. P.A to Principal Secretary, I&CA department
9. S.O, Cell VIII, I&CA department
10. DGM (Marketing), 'The New Indian Express', 26 Hemanta Basu Sarani, Mangalam Building, Block B, Second Floor, Kolkata-700001


10.02.2026
Director of Information
& e.o Additional Secretary



Government of West Bengal
Department of Information & Cultural Affairs
“Nabanna” (9th floor),
325, Sarat Chatterjee Road, Mandirtala,
Shibpur, Howrah-711102

No. 1471/DI/ ICA/2024

Dated: 29.08.2024

ORDER

The rate for telecast of Government advertisements and information in the form of TVC/Audio Visual creative through the below mentioned Television Channel is hereby notified as under:

Name of the Channel	Rate per 10 Second in Rs. (in case of direct release)	Rate per 10 Second in Rs. (in case of telecast through release agency)	Time Band
TV9 Bangla (Bengali)	1200	1164	6 am to 12 pm

1. The rate is exclusive of applicable GST.
2. The rate shall come into force immediately and remain valid until further order.
3. This has got the approval of the Secretary of this department.

29.08.2024
Director of Information &
e.o Additional Secretary

No. 1471 /1(6) /DI/ ICA/2024

Dated: 29.08.2024

Copy forwarded for information and necessary action to:

1. Deputy Secretary, I&CA department
2. Joint Director of Information (Electronic Media), I&CA department
3. Sr. P.A to the Secretary, I&CA department
4. S.O, Cell-VIII, I&CA department
5. Senior Manager, TV9 Bangla (TV9 Network)
6. Director, Genesis Advertising Pvt Ltd.

29.08.2024
Director of Information &
e.o Additional Secretary



Government of West Bengal
Department of Information & Cultural Affairs
"Nabanna" (9th Floor), H.R.B.C. Building,
325, Sarat Chatterjee Road, Mandirtala, Shibpur,
Howrah - 711 102

Dated- 04.10.2024

No - 4016 -ICA(N)

MEMORANDUM

Subject: Empanelment of agency/agencies for designing and supplying creative for advertisement in different Print and Electronic media (Radio and TV) and for outdoor publicity for three (03) years.

In order to ensure uniform look and feel of State Government's advertisements, I&CA department empanelled creative agencies in the year 2021 by way of understanding e-Tender exercise having capacity to mount a robust image building for the State Government both within the State & outside by way of designing and supplying of creative.

After the expiry of the tenure of the empanelled agencies similar e-Tender exercise was undertaken by this department to empanel fresh reputed and established agencies for the purpose of designing and supplying creative for advertisement in different Print and Electronic media (Radio and TV) and for outdoor publicity.

On the basis of the evaluation of the agencies those who had submitted the bid in the said e-Tender (Tender notice no. 2223-ICA (N) dated 14.06.2024 and Tender ID 2024_ICAD_694290_1) and in supersession of the previous order in this regard, it has been decided to empanel the following agencies for a period of three (03) years (subject to their satisfactory performance) w.e.f 16.07.2024.

Sl. No.	Name of Agency	Office address
1	Genesis Advertising Pvt. Ltd.	P 496, Keyatala Road, Kolkata 700029
2	Crayons Advertising Ltd.	8, Madan Street, East India Building, Kolkata-700072
3	Lintas India Pvt. Ltd.	67 D, Ballygunge Circular Road, Kolkata-700019
4	Span Communications	27 H, Durga Apartment, Bosepukur Road, Kolkata - 700042
5	Standard Publicity Pvt. Ltd.	7/1C Lindsey Street, Kolkata- 700087
6	Rediffusion Brand Solutions Pvt. Ltd	10, Wood Street, 4 th Floor, Kolkata 700016
7	Arun Sign Service Pvt. Ltd	242/3A, APC Road, Kolkata-700004

The Government Departments and their statutory bodies / para-statal / organisations / undertakings etc. may assign these empanelled agencies the work of designing of creative for Print and Electronic media (Radio and TV) and outdoor campaigns. The rate chart for preparation of creative in different Print/Electronic/Outdoor media on the basis of which the e-Tender was called and the agencies empanelled is enclosed.

This has got the concurrence of the Finance Department vide U.O No- Group T/2024-2025/0686 dated 25.09.2024.

Encl : Rate Chart

Sd/-
Secretary
I&CA Department

No - 4016 /I(90)-ICA(N)

Dated- 04.10.2024

Copy forwarded for information and necessary action to the:

1. Principal Accountant General (A&E), West Bengal, Treasury buildings, Kolkata-700001
2. Principal Accountant General (Audit), West Bengal, Treasury Buildings, Kolkata-700001
3. Additional Chief Secretary/Principal Secretary/Secretary,
4. Director of Treasuries & Accounts, West Bengal, 8, Lyons Range, Kolkata-700001
5. Financial Advisor, I &CA Department
6. Deputy Secretary, I&CA Department
7. District Information & Cultural Officer (All)
8. Sr. P.A. to the Secretary, I&CA Department
9. S.O, Cell VIII, I&CA Department
10. Finance Department (Group I & Group T)
11. Genesis Advertising Pvt. Ltd., 2A, Dwarka, 7, Sarat Bose Road, Kolkata — 700020
12. Crayons Advertising Ltd, 8, Madan Street, East India Building, Kolkata--700072
13. Lintas India Pvt. Ltd, 67 D, Ballygunge Circular Road, Kolkata--700019
14. Span Communications, 27 H, Durga Apartment, Bosepukur Road, Kolkata - 700042
15. Standard Publicity Pvt. Ltd, 7/1C Lindsey Street, Kolkata- 700087
16. Rediffusion Brand Solutions Pvt. Ltd. 21/1A/3 Dargah Road, Kolkata-700017
17. Arun Sign Service Pvt. Ltd. 242/3A, APC Road, Kolkata-700004

04.10.2024
Director of Information
& ex officio Additional Secretary

Scope of Work along with the current DAVP-approved rates

SCOPE OF WORK TO THE CORRESPONDING RATE CARD OF DAVP (GOVERNMENT OF INDIA) FOR PRINT MEDIA/ ELECTRONIC MEDIA (RADIO SPOTS/JINGLES AND VIDEO SPOT) AS PER FOLLOWING REFERENCE.

1. VIDE No. Dir(RR)/Rate fixation creative agencies/DAVP/2009 dated 8/7/2010
2. VIDE DAVP (AV Wing) F.No. 22204/11/09-AV(Part-2) dated 18.5.2012

Subject:- RATE CARD FOR THE CREATIVES OF EMPANELLED PRINT MEDIA CREATIVES AGENCIES

The Rate Fixation Committee for the Print Media creatives has finalised the Rate Card. This is being circulated to all the empanelled Print Media Creative Agencies and also to the various client Ministries/Departments/PSUs of Govt. of India.

The Rate Card is given as under:

a. For creative and design rate is as follows:

- | | |
|----------------------------------|--------------|
| 1. Upto 150 sq cms | Rs. 5000/- |
| 2. Between 150 and 350 sq cms | Rs. 15,000/- |
| 3. Large size — above 350 sq cms | Rs. 20,000/- |

b.

For Art Work (From low resolution to High Resolution)	Rs. 5.00 for Low Resolution + Rs. 2.50 for High Resolution i.e. Rs. 7.50 per Sq. cm.
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- c. The rates above do not allow any third party costs like acquiring special/specific photographs or pictures, etc. The third party costs shall be paid in actual, on submission of bills.*

* In the event of DAVP signing a contract with any of the Photo Agencies etc, the rates according to DAVP's contract with such agencies shall be applicable.

d) Adaptation: Adaption would mean:

- 1) any change in size of the creative with other creative inputs being the same;
- 2) language rendition of the creative;
- 3) any corrections of or change of the image or addition of a detail in the same template to suit the local requirements.
- 4) to include a logo of a State Government or any other logo as per the requirements of the campaign.

The rate being offered for the above is an additional 50% cost of the low resolution artwork plus 2.50/ sq cm cost of the high resolution rates which is equal to the cost of low resolution art work only.

- | | | |
|---------------------|-----------------|-----------|
| e. Translation ** : | Upto 50 words: | Rs. 350/- |
| | Above 50 words: | Rs. 450/- |

*** The agency shall ensure that the translation is appropriate and not in any way deviating from the Master Creative, on the basis of which the translation is being rendered, in the event of any deviation or use of inappropriate language, payment for adaptation at 'd' above and translation shall be summarily rejected.*

f. Revision cost of creative & art work: additional 25% of cost of art work***

****the revision cost comes into effect only in those cases where alteration would be*

suggested by DAVP or the client Ministry or Department after accepting the final art work. No revision cost is applicable for any changes suggested or made before accepting the final art work.

g. No payment shall be considered for proofing.

h. This issues with the approval of DG: DAVP.

RATE CARD FOR AUDIO-VISUAL PRODUCTIONS (2012-15)
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
M/O INFORMATION AND BROADCASTING
SOOCHNA BHAVAN, LODI ROAD, NEW DELHI

RADIO SPOTS/JINGLES

1) **Radio Spot:** The consolidated rates given below are for radio creatives which have only words/speech, and do not involve composition of original music:

Duration of Radio Spot	Master Version	Language Version	Re-recording	Shorter Version or Re-editing of old Spots
1.1.Upto 30 seconds	Rs.10,000.00	Rs.9,000.00	Rs.5,000.00	Rs.3,000.00
1.2.31 to 60 seconds	Rs. 15,000.00	Rs. 12,000.00	Rs. 5,000.00	Rs. 3,000.00
1.3.Above 60 seconds	Pro-Rata, based on 60-second rate	Pro-Rata, based on 60-second rate	Rs. 5,000.00	Rs. 3,000.00

2) **Radio Jingle/ Song/ Signature Tune :** The consolidated rates given below are applicable to radio creatives which are partially or fully music based, with original composition:

Duration of Radio Jingle	Master version	Language Version (with same or separate music track)	Re-recording	Shorter Version or Re-editing of old jingles/song/tuner
2.1. Upto 60 sec.	Rs. 30,000.00	Rs.15,000.00	Rs. 10,000.00	Rs. 5,000.00
2.2. Above 60 sec	Pro-Rata, based on 60-second rate	Pro-Rata, based on 60-second rate	Rs.10,000.00	Rs. 5,000.00

Upto 60 seconds	Rs.3,50,000	Rs.20,000	Rs.2,50,000	50 percent more than the respective master/ Language rate	Rs.10,000	Rs.35,000	Rs.15,000	100 % more than the respective master/ Language rate
Above 60 seconds to 120 seconds	Pro-rata	Pro-rata	Pro-rata	50 percent more than the respective master/ Language rate	Pro-rata	Pro-rata	Pro-rata	100% more than the respective master/ Language rate
Documentaries/ Spots/ Telefilms								
From 2 to 5 mts	Rs.3,50,000	Rs.35,000	Rs.1,75,000	50 percent more than the respective master/ Language rate	Rs.10,000	Rs.25,000	Rs.15,000	100% more than the respective master/ Language rate
Above 5 to 15 mts	Rs.4,50,000	Rs.45,000	Rs.2,25,000	50 percent more than the respective master/ Language rate	Rs.12,000	Rs.30,000	Rs.18,000	100% more than the respective master/ Language rate
Above 15 to 30 mts	Rs.5,50,000	Rs.50,000	Rs.2,50,000	50 percent more than the respective master/ Language rate	Rs.15,000	Rs.35,000	Rs.21,000	100% more than the respective master/ Language rate

Above 30 mts	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	50 percent more than the respective master/ Language rate	Pro- rata, based on 30 minute rate	Pro- rata, based on 30 minute rate	Pro- rata, based on 30 minute rate	100% more than the respective master/ Language rate
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9.1) Explanation of Consolidated Rate for Videospots/Telefilms/Documentaries: The consolidated rate includes charges for script, detailed shot-by-shot storyboard (for Video-spots), location, travel outside Delhi upto 200 kilometers, models, anchors, shooting, editing, jingle, 2-D/3D animation/ 2D & 3D Character animation/all kinds of Graphics as required by Client , titling/sub-titling/text, music, voiceover, background effects, special effects,). Two Master Copies (both mixed and unmixed) in Digi Beta or DVC , for Client and DAVP. In addition, all video-spots would be required to be submitted in suitable digital MPEG format at broadcast quality for delivery by internet.

9.2) Reimbursement of Actuals for journey beyond 200 kms: Journey could be undertaken by rail (First Class/AC-2T) or by road upto 800 kms, and by air (economy class) beyond 800 kms. The producer, may, however, obtain prior permission of DAVP for undertaking such journey and should submit supporting documents ie used tickets or bill for hiring vehicles etc to support their claim.

9.3) Language Version: The language version would include besides dubbing, regional content, characters, property, artists, outdoor shooting in regional locations, language graphic animations etc. to ensure regional look to the programme.

- 10) **Endorsements:** If endorsement is made by top personality (artist/singer/celebrity etc.) free of charge, we may pay an honorarium of Rs.40,000 to the producer for arranging free endorsement and meeting additional contingent expenses which would take place in such cases. Decision of DAVP would be final and binding regarding the admissibility of such an honorarium.
- 11) **Payment of Royalties:** Payment of royalty/credit for copyright purposes to any public/private organization or person for using any input in a production would be the responsibility of the producer
- 12) **Labelling:** Each DVD/CD and its cover should be properly labelled mentioning title of spot/programme, subject, duration, language, name of client, name of DAVP/production agency and year of production.

MISCELLANEOUS VIDEO COMPILATION:

- 13) **Video compilation in Beta SP/DVC Pro :** The rates given below are for consolidation of various video spots into one compilation :
 - Upto 5 min. Rs. 5,000
 - Upto 30 min. Rs. 10,000
 - Upto 60 min. Rs. 15,000
 - More than 60 mts. Pro-rata, based on 60 mts rate (charges include cost of title/graphic plate, one Beta/DVC Pro and two DVD/VCD copies)

14) **Additional Beta T'cast/DVC Pro copy** : The rates given below is for duplication of creatives into Betas/DVC Pro

Upto 5 min. Rs. 2,000

Upto 30 min. Rs. 2,500

Upto 60 min. Rs. 3,000

DVD (per copy, of all durations) Rs. 100

CD (per copy, of all durations) Rs. 50

In addition to above following conditions to be followed:

1. For Brochures, Tabloid, Books, Magazines etc. design rate is as follows:

Cover Page Only:

- | | |
|----------------------------------|--------------|
| 1. Upto 150 sq cms | Rs. 5000/- |
| 2. Between 150 and 350 sq cms | Rs. 15,000/- |
| 3. Large size — above 350 sq cms | Rs. 20,000/- |

For Art Work in other pages (From low resolution to High Resolution)	Rs. 5.00 for Low Resolution + Rs. 2.50 for High Resolution i.e. Rs. 7.50 per Sq. cm.
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2. In case of resizing & reshaping of the creative containing same text matters & images/ photographs, no adaptation charge shall be admissible.

3. For creative of animatic, artworks including Audio-Visual documentaries/ Sport/ Telefilms (where no separate video shooting etc. is involved) for use in different purpose, the rate for such animatic shall be not exceeding 25% of the rate referred in above table.

4. For animation intended for non-TV release e.g. Certain Raisers, Reels etc the rate shall be not exceeding 10% of the rate referred in above table.



Government of West Bengal
Department of Information & Cultural Affairs
Nabanna, 9th Floor, Howrah

Memo No:482/DI/ICA/24
IC/N/AD-PM-92/2017

Date: 22.05.2024

NOTIFICATION

The rate chart for Government advertisements in print media as contained in the following notifications /orders of I&CA Department, Govt of West Bengal as mentioned in order no.2640/DI/ICA/2023 dated 17.10.2023 is hereby extended upto 31.03.2025 w.e.f 01.04.2024 as detailed below.

- 1.1317(60)/ICA/2010 dated 19.05.2010
- 2.1984(60)/ICA/2010 dated 21.07.2010
- 3.3470/DI/ICA dated 18.10.2012
- 4.3232/ICA dated 10.12.2012
- 5.1002/ICA dated 17.04.2015
- 6.3482/DI/ICA/17 dated 01.12.2017(for SI no.9 & 36 up to 15.10.2023)
- 7.177A/DI/ICA/18 dated 20.12.2018
8. 38/DI/ICA dated 09.07.2018
9. 128/DI/ICA/18 dated 15.11.2018
- 10.544/DI/ICA/2019 dated 28.08.2019
- 11.694/DI/ICA-2019 dated 07.11.2019
- 12.275/ICA (N) dated 22.01.2020
13. 1824/ICA (N) dated 17.08.2020
- 14.547/DI/ICA dated 16.10.2020
- 15.3152/ICA (N) dated 03.11.2020
- 16.568/DI/ICA/20 dated 04.11.2020
- 17.4405-ICA (N) dated 26.11.2021
- 18.4427-ICA (N) dated 26.11.2021
- 19.4426-ICA (N) dated 26.11.2021
- 20.905/DI/ICA/2022 dated 14.06.2022
- 21.946/DI/ICA/2022 dated 20.06.2022
- 22.310/ICA (N) dated 27.01.2023
- 23.3657/ICA (N) dated 12.09.2023
- 24.2630/DI/ICA/2023 dated 16.10.2023
- 25.3110/DI/ICA/2023 dated 04.12.2023

This has got the approval of competent authority of I&CA Department.

22.05/2024
Director of Information &
Ex officio Additional Secretary

Memo No:482 /1(8)/DI/ICA/24

Date: 22.05.2024

Copy forwarded to :

- 1.All Addl. Chief Secretary/Peincipal Secretary/ Secretary
- 2.All DICOs
- 3.General Manager (Advt.).....
4. Deputy Secretary I&CA Department
- 5.Joint Director (Advt.), I&CA Department
- 6.P.S to MOS, I&CA Deptt.
- 7.Sr.P.A. to Secretary., I&CA Deptt
8. Cell VIII, I&CA Deptt.

22.05/2024
Director of Information &
Ex officio Additional Secretary

Government of West Bengal
Department of Information & Cultural Affairs
Nabanna
Howrah-7011 102

No: 1107/DI/ICA/2022


Date: 14/07/2022

NOTIFICATION

The rate chart for Government advertisements in print media as contained in the following notifications /orders of I&CA Department, Government of West Bengal is hereby extended up to **31/12/2022 w.e.f. 01/07/2022** as detailed below:

1. 1317(60)/ICA/2010 dated 19.05.2010
2. 1984(60)/ICA/2010 dated 21.07.2010
3. 3470/DI/ICA dated 18.10.2012
4. 3232/ICA dated 10.12.2012
5. 1002/ICA dated 17.04.2015
6. 3482/DI/ICA/17 dated 01.12.2017
7. 177A/DI/ICA/18 dated 20.12.2018
8. 38/DI/ICA dated 09.07.2018
9. 128/DI/ICA/18 dated 15.11.2018
10. 544/DI/ICA/2019 dated 28.08.2019
11. 694/DI/ICA-2019 dated 07.11.2019
12. 275/ICA (N) dated 22.01.2020
13. 1824-ICA (N) dated 17.08.2020
14. 547/DI/ICA dated 16.10.2020
15. 3152-ICA (N) dated 03.11.2020
16. 568/DI/ICA/20 dated 04.11.2020
17. 4405-ICA (N) dated 26.11.2021
18. 4427-ICA (N) dated 26.11.2021
19. 4426-ICA (N) dated 26.11.2021
20. 905/DI/ICA/2022 dated 14.06.2022
21. 946/DI/ICA/2022 dated 20.06.2022

This has got the approval of Secretary of I &CA Department.



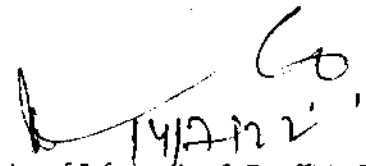
Director of Information & Ex officio Spl. Secretary

No: 1107/(8)/(1)/DI/ICA/2022

Date: 14/07/2022

Copy forwarded to:

1. All Addl. Chief Secretary/Principal Secretary/Secretary
2. P.S to MOS, I&CA Department
3. OSD & DS, I&CA Department
4. Dy. Director (Advt.), I&CA Department
5. All DICOs
6. General Manager (Advt.) _____
7. Sr. P.A. to Secretary, I&CA Department
8. S.O. Cell VIII, I&CA Department



Director of Information & Ex officio Spl. Secretary



Government of West Bengal
Information & Cultural Affairs Department
Nabanna, 325, Sarat Chatterjee Road,
Shibpur, Howrah – 711102

ORDER

No: 3223-ICA(N)

Date: 19th August, 2021

Whereas the Policy of the State Government for releasing of Advertisement in Print and Electronic media for all Government Departments (hereinafter referred to as "the Policy" published by I&CA Department) vide Order no.1464/Pr.S/ICA/2017 dated 10.03.2017 states, inter alia that the release of all advertisements of different Government Departments (including Corporations, Public Sector Undertakings) would be made by the I&CA Department directly or through empanelled Release agencies provided that in the latter case, such release is more economical and results in savings for the Government and ;

Whereas the Committee constituted to finalize the advertisement rates for print media as per order of I&CA Department vide no.1112(6)-Advt/DI/ICA dated 25.08.2017, after examining all aspects of the matter, has recommended that Government advertisements (including Corporations, Public Sector Undertakings) may be released through INS-accredited agency, and ;

Whereas the Order issued by I&CA Department vide Memorandum No. 3103-ICA(N) dated 06.08.2021 notifies the empanelled agencies (selected through thr e-Tender Process) for Release of Advertisement to Print and Electronic Media, and;

Whereas the empanelled Release Agencies have offered their rates for release of Government advertisements (including Corporations, Public Sector Undertakings) through them in print media, for display advertisement only and electronic media (television) the said rates appear to be lower/ lesser than the rates approved for direct release of the display advertisements by the Government to media houses, and;

Whereas the said offered rates are found economical/ beneficial to the State Government as compared to the rates notified vide I&CA Department Notification No. 641/DI/ICA/2021 dated 28.07.2021, and;

Whereas the G.O. No.1504/Pr.S/ICA/17 dated 7/7/2017 clearly stipulates that the agency making release will also make the required payments to the media house concerned and submit claims/bills, supported by the relevant documents, to the requiring Departments/Organisations, for payment.

Now, therefore, it is hereby notified that all Government advertisements (including Corporations, Public Sector Undertakings) for display advertisements in print media and electronic media (television) will continue to be released by the I&CA Department, but such releases henceforth will be made through the following empanelled Release Agencies in the respective newspapers and TV channels as noted against each, and the rate for such release by the concerned empanelled Release Agency will be As follows: -

a) Print Media: -

Sl. No.	Name of Publication	Edition	Language	Offered rate for Genesis Advertising Private Ltd. (per sq cm.) exclusive of GST		Offered rate for Crayons Advertising Private Ltd. (per sq cm.) exclusive of GST		Approved rate (converted to next rupee)		Name of Approved Agency
				Black & White Rate (Rs.)	Colour Rate (Rs.)	Black & White Rate (Rs.)	Colour Rate (Rs.)	Black & White Rate (Rs.)	Colour Rate (Rs.)	
1.	Aajkal	W.B	Bengali	132.00	194.00	132.60	195.00	132.00	194.00	Genesis Advertising Private Ltd.
2.	Akbar E Mashriq	W.B	Urdu	170.00	255.00	169.75	254.63	170.00	255.00	Both Agencies
3.	Ananda Bazar Patrika	W.B	Bengali	1254.00	1880.00	1259.70	1889.55	1254.00	1880.00	Genesis Advertising Private Ltd.
4.	Awami News	W.B	Urdu	No rate offered	No rate offered	145.50	203.70	146.00	204.00	Crayons Advertising Private Ltd.
5.	Bartaman	W.B	Bengali	408.00	582.00	409.50	585.00	408.00	582.00	Genesis Advertising Private Ltd.

Sl. No.	Name of Publication	Edition	Language	Offered rate for Genesis Advertising Private Ltd. (per sq cm.) exclusive of GST		Offered rate for Crayons Advertising Private Ltd. (per sq cm.) exclusive of GST		Approved rate (converted to next rupee)		Name of Approved Agency
				Black & White Rate (Rs.)	Colour Rate (Rs.)	Black & White Rate (Rs.)	Colour Rate (Rs.)	Black & White Rate (Rs.)	Colour Rate (Rs.)	
6.	Business Standard	All	English	519.00	808.00	517.01	804.62	517.00	805.00	Crayons Advertising Private Ltd.
7.	Business Standard	Kol	English	95.55	136.50	95.06	135.80	95.00	136.00	Crayons Advertising Private Ltd.
8.	Business Standard	Kol	Hindi	52.89	68.74	52.38	68.39	52.00	68.00	Crayons Advertising Private Ltd.
9.	Chhapte Chhapte	W.B	Hindi	52.89	79.34	52.62	78.93	53.00	79.00	Crayons Advertising Private Ltd.
10.	Dainik Jagaran	W.B	Hindi	268.00	402.00	266.75	400.13	267.00	400.00	Crayons Advertising Private Ltd.
11.	DinDarpan	W.B	Bengali	No rate offered	No rate offered	142.35	213.53	142.00	214.00	Crayons Advertising Private Ltd.
12.	Darpan of India	W.B	English	No rate offered	No rate offered	48.75	48.75	49.00	49.00	Crayons Advertising Private Ltd.
13.	El Samay	W.B	Bengali	242.50	291.00	243.75	292.50	243.00	291.00	Genesis Advertising Private Ltd.
14.	Ekdin	W.B	Bengali	52.65	78.98	52.38	78.57	52.00	79.00	Crayons Advertising Private Ltd.
15.	ET	Kolkata	English	385.00	670.00	386.10	672.75	385.00	670.00	Genesis Advertising Private Ltd.
16.	ET	All	English	1872.00	5184.00	1901.25	5265.00	1872.00	5184.00	Genesis Advertising Private Ltd.
17.	Echo of India	W.B	English	29.25	40.95	29.25	40.95	29.00	41.00	Both Agencies
18.	Financial Express	Kol	English	19.44	29.16	19.34	29.01	19.00	29.00	Crayons Advertising Private Ltd.
19.	Financial Express	All	English	642.00	600.00	639.23	597.52	639.00	598.00	Crayons Advertising Private Ltd.
20.	Himalaya Darpan	W.B	Nepali	103.55	155.40	103.01	154.60	103.00	155.00	Crayons Advertising Private Ltd.
21.	Hindi Hindustan	All	Hindi	1657.00	3107.00	1649.00	3091.88	1649.00	3092.00	Crayons Advertising Private Ltd.
22.	Hindustan Times	All	English	2062.00	4205.00	2071.88	4226.63	2062.00	4205.00	Genesis Advertising Private Ltd.
23.	Indian Express	All	English	1628.00	1421.00	1619.90	1414.26	1620.00	1414.00	Crayons Advertising Private Ltd.
24.	Indian Express	Kol	English	33.39	50.10	33.22	49.84	33.00	50.00	Crayons Advertising Private Ltd.
25.	Janpath Samachar	W.B	Hindi	89.70	134.55	89.24	133.86	89.00	134.00	Crayons Advertising Private Ltd.
26.	Jansatta	W.B	Hindi	33.39	50.10	33.39	50.10	33.00	50.00	Both Agencies
27.	Khabor 365 Din	W.B	Bengali	120.00	181.00	121.88	182.81	120.00	181.00	Genesis Advertising Private Ltd.
28.	Millennium Post	Kol	English	170.00	243.00	170.63	243.75	170.00	243.00	Genesis Advertising Private Ltd.
29.	Millennium Post	Kol+Del	English	437.00	582.00	438.75	585.00	437.00	582.00	Genesis Advertising Private Ltd.

Sl. No.	Name of Publication	Edition	Language	Offered rate for Genesis Advertising Private Ltd. (per sq cm.) exclusive of GST		Offered rate for Crayons Advertising Private Ltd. (per sq cm.) exclusive of GST		Approved rate (converted to next rupee)		Name of Approved Agency
				Black & White Rate (Rs.)	Colour Rate (Rs.)	Black & White Rate (Rs.)	Colour Rate (Rs.)	Black & White Rate (Rs.)	Colour Rate (Rs.)	
30.	Puber Kalom	W.B	Bengali	195.00	292.50	194.00	291.00	194.00	291.00	Crayons Advertising Private Ltd.
31.	Purbanchal Bharat Darpan	W.B	Hindi	82.88	124.31	82.45	123.68	82.00	124.00	Crayons Advertising Private Ltd.
32.	Salam Dunia	W.B	Hindi	41.73	62.60	41.52	62.27	42.00	62.00	Crayons Advertising Private Ltd.
33.	Sangbad Pratidin	W.B	Bengali	272.00	321.00	273.00	321.75	272.00	321.00	Genesis Advertising Private Ltd.
34.	Sanmarg	W.B	Hindi	85.00	126.50	85.31	127.97	85.00	127.00	Genesis Advertising Private Ltd.
35.	The Telegraph	W.B	English	631.00	873.00	633.75	877.50	631.00	873.00	Genesis Advertising Private Ltd.
36.	TOI	Kolkata	English	763.00	970.00	766.35	975.00	763.00	970.00	Genesis Advertising Private Ltd.
37.	TOI	All	English	4569.00	8924.00	4592.25	8970.00	4569.00	8924.00	Genesis Advertising Private Ltd.
38.	The Hindu	Kol	English	160.88	175.50	160.05	174.60	160.00	175.00	Crayons Advertising Private Ltd.
39.	The Asian Age	Kol	English	39.49	59.23	39.29	58.93	39.00	59.00	Crayons Advertising Private Ltd.
40.	The Asian Age	All	English	118.71	178.06	118.10	177.15	118.00	177.00	Crayons Advertising Private Ltd.
41.	Uttorer Saradin	W.B	Bengali	36.56	54.84	36.38	54.56	36.00	55.00	Crayons Advertising Private Ltd.
42.	Viswamitra	W.B	Hindi	66.00	99.00	65.96	98.94	66.00	99.00	Both Agencies

b) Electronic Media: -

Sl. No.	Name of Publication	Offered rate		Approved rate converted to next rupee (exclusive of GST)	Name of Approved Agency
		Genesis Advertising Private Ltd. (per 10 seconds) exclusive of GST	Crayons Advertising Private Ltd. (per 10 seconds) exclusive of GST		
1.	ABP Ananda	1940.00	1950.00	1940.00	Genesis Advertising Private Ltd.
2.	Aajtak (Hindi)	5335.00	No rate offered	5335.00	Genesis Advertising Private Ltd.
3.	Bangla Jago	218.00	219.38	218.00	Genesis Advertising Private Ltd.
4.	Colors Bangla	1447.00	No rate offered	1447.00	Genesis Advertising Private Ltd.
5.	CTVN	242.00	243.75	242.00	Genesis Advertising Private Ltd.
6.	Calcutta News	407.00	409.50	407.00	Genesis Advertising Private Ltd.
7.	High News	184.00	185.25	184.00	Genesis Advertising Private Ltd.
8.	India Today(English)	1940.00	No rate offered	1940.00	Genesis Advertising Private Ltd.
9.	Jayatu Bangla	232.00	No rate offered	232.00	Genesis Advertising Private Ltd.
10.	Kolkata TV	436.00	No rate offered	436.00	Genesis Advertising Private Ltd.
11.	News 18 Bangla	727.00	731.25	727.00	Genesis Advertising Private Ltd.
12.	News18 Bihar/Jharkhand	485.00	No rate offered	485.00	Genesis Advertising Private Ltd.
13.	News18 Assam/North East	388.00	No rate offered	388.00	Genesis Advertising Private Ltd.

Sl. No.	Name of Publication	Offered rate		Approved rate converted to next rupee	Name of Approved Agency
		Genesis Advertising Private Ltd. (per 10 seconds) exclusive of GST	Crayons Advertising Private Ltd. (per 10 seconds) exclusive of GST	Per 10 seconds (exclusive of GST)	
14.	News18 Odisha	412.00	No rate offered	412.00	Genesis Advertising Private Ltd.
15.	NDTV24X7	2522.00	No rate offered	2522.00	Genesis Advertising Private Ltd.
16.	NDTV India	1552.00	No rate offered	1552.00	Genesis Advertising Private Ltd.
17.	Onkar TV	No rate offered	224.25	224.00	Crayons Advertising Private Ltd.
18.	R Plus	295.00	297.38	295.00	Genesis Advertising Private Ltd.
19.	Sangeet Bangla	408.00	410.48	408.00	Genesis Advertising Private Ltd.
20.	Siti Network	48.00	48.75	48.00	Genesis Advertising Private Ltd.
21.	Taza TV	465.00	468.00	465.00	Genesis Advertising Private Ltd.
22.	24 Ghanta	1455.00	1462.50	1455.00	Genesis Advertising Private Ltd.

In respect of the publications where the two empanelled Release Agencies have offered the same rate, the decision of the I&CA Department in respect of Release will be final.

These rates will be applicable for all the Government advertisements (including Corporations, Public Sector Undertakings) released through I&CA Department. The empanelled Release Agency concerned, after obtaining Release Order from I&CA Department, will arrange for publication of the said Government advertisement forthwith on the stipulated date and time as mentioned in the Release Order. Thereafter, the Release Agency shall submit its claim to the respective Departments on the basis of Release Orders issued by the I&CA department for individual advertisement and payment shall be made to the agency, as applicable, by the concerned Department directly to the agency.

However, the rate for tender and notice advertisement will continue to be guided by the order issued from I&CA department vide memo no.1824-ICA(N), dated 17.08.2020 and 3152-ICA(N), dated 03.11.2020.

This order will take immediate effect and will remain in-effect until further orders.

This order is issued with the concurrence of the Finance Department vide U.O. No. Gr.I/2021-2022/0021 dated 19.08.2021.


Sd/-
(S.Basu, IAS)
Secretary

No: 3223/1(90)-ICA(N)

Date: 19th August, 2021

Copy forwarded for information and necessary action to: -

1. The Principal Accountant General (A&E), West Bengal, Treasury Buildings, Kolkata – 700 001.
2. The Principal Accountant General (Audit), West Bengal, Treasury Buildings, Kolkata – 700 001.
3. The Additional Chief Secretary/ Principal Secretary/ Secretary,
4. The Director of Treasuries & Accounts, West Bengal, 8, Lyons Range, Kolkata – 700 001.
5. Financial Advisor, I&CA Department.
6. OSD & ex-officio Deputy Secretary, I&CA Department
7. The District Information & Cultural Officer (All).
8. Section Officer, Cell-VIII, I&CA Department.
9. The Senior P.A. to Secretary, I&CA Department.
10. Finance Department, Group-I, Government of West Bengal.

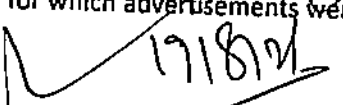

Director of Information
& Ex-Officio Addl. Secretary

Date: 19th August, 2021

No: 3223/2(2)-ICA(N)

Copy further forward to: -

1. The Client Services Director, Genesis Advertisement Private Ltd. for necessary compliance, with the direction to release the Government Advertisement to the respective media houses as per release order from I&CA Department, from time to time. He will ensure release of payment to the respective media houses within the INS stipulated period and will submit claim for necessary reimbursement to the respective Departments for which advertisements were published and as mentioned in the Release order issued from I&CA department.
2. The Branch Director, Crayons Advertisement Private Ltd. for necessary compliance, with the direction to release the Government advertisement to the respective media houses as per release order from I&CA Department, from time to time. He will ensure release of payment to the respective media houses within the INS stipulated period and will submit claim for necessary reimbursement to the respective Departments for which advertisements were published and as mentioned in the Release order issued from I&CA department.


Director of Information
& Ex-Officio Addl. Secretary



Government of West Bengal
Department of Information & Cultural Affairs
"Nabanna" (9th Floor), H.R.B.C. Building,
325, Sarat Chatterjee Road, Mandirtala, Shibpur, Howrah – 711 102

No — 217/ICA/ADVT/21

Dated-27.5.2021

MEMORANDUM

Subject: Empanelment of agency/agencies for designing and supplying creative for advertisement indifferent Print and Electronic media (Radio and TV) and for outdoor publicity for three years.

In order to ensure uniform look and feel of State Government's advertisements, I&CA department empanelled creative agencies in the year 2017 by way of undertaking e-Tender exercise having capacity to mount a robust image building for the State Government both within the State & outside by way of designing and supplying of creative.

After the expiry of the tenure of the empanelled agencies similar e-Tender exercise was undertaken by this department to empanel fresh reputed and established agencies for the purpose of designing and supplying creative for advertisement in different Print and Electronic media (Radio and TV) and for outdoor publicity.

On the basis of the evaluation of the agencies these who had submitted the bid in the said e-Tender (Tender notice no. 462-ICA (N) dated 8.2.2021 and Tender ID 2021_ICAD_324656_I) it has been decided to empanel the following agencies for a period of three years (subject to their satisfactory performance) w.e.f 05.05.2021.

Sl. No.	Name of Agency	Office address
1	Genesis Advertising Pvt. Ltd.	Anandalok, 227, A.I.C Bose Road, Kolkata-20
2	Crayons Advertising Pvt. Ltd.	8, Madan Street, East India Building, Kolkata-72
3	Lintas India Pvt. Ltd.	67 D, Ballygunge Circular Road, Kolkata-19
4	Span Communications	27 H, Durga Apartment, Bosepukur Road, Kolkata - 42
5	Standard Publicity Pvt. Ltd.	7/1C Lindsey Street, Kolkata- 87

The Government Departments and their statutory bodies / para-statal / organisations / undertakings etc. may assign these empanelled agencies the work of designing of creative for Print and Electronic media (Radio and TV) and outdoor campaigns and payment to be made based on Directorate of Advertising and Visual Publicity (DAVP) rates published from time to time. The rate chart for preparation of creative in different Print/Electronic/Outdoor media on the basis of which the e-Tender was called and the agencies empanelled is enclosed.

Encl : Rate Chart

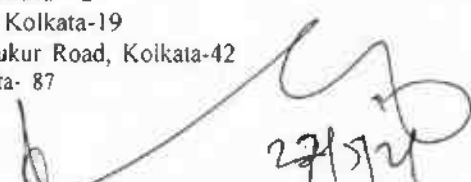
Sd/- Secretary
I&CA Department

No — 217/1(90)/ICA/ADVT/21

Dated-27.5.2021

Copy forwarded for information and necessary action to the:

1. Principal Accountant General (A&E), West Bengal. Treasury buildings. Kolkata-700001
2. Principal Accountant General(Audit), West Bengal, Treasury Buildings, Kolkata-700001
3. Additional Chief Secretary/Principal Secretary/Secretary.....
4. Director of Treasuries & Accounts, West Bengal, 8, Lyons Range, Kolkata-700001
5. Financial Advisor, I & CA Department
6. OSD & ex-officio Deputy Secretary, I & CA Department
7. District Information & Cultural Officer (A11)
8. Sr. P.A. to the Secretary, Department of I & CA
9. S.O, Cell VIII, I & CA Department
10. Finance Department (Group I & Group T)
11. Genesis Advertising Pvt. Ltd., 227, A.J.C Bose Road, Kolkata — 700020
12. Crayons Advertising Pvt. Ltd, 8, Madan Street, Kolkata-72
13. Lintas India Pvt. Ltd, 67 D, Ballygunge Circular Road, Kolkata-19
14. Span Communications, 27 H, Durga Apartment, Bosepukur Road, Kolkata-42
15. Standard Publicity Pvt. Ltd, 7/1 C Lindsey Street, Kolkata- 87


27/5/21
Director of Information
& ex Officio Joint Secretary

suggested by DAVP or the client Ministry or Department after accepting the final art work. No revision cost is applicable for any changes suggested or made before accepting the final art work.

- g. No payment shall be considered for proofing.
- h. This issues with the approval of DG :DAVP.

RATE CARD FOR AUDIO-VISUAL PRODUCTIONS (2012-15)
DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY
M/O INFORMATION AND BROADCASTING
SOOCHNA BHAVAN, LODI ROAD, NEW DELHI

RADIO SPOTS/JINGLES

- 1) **Radio Spot:** The consolidated rates given below are for radio creatives which have only words/speech, and do not involve composition of original music:

Duration of Radio Spot	Master Version	Language Version	Re-recording	Shorter Version or Re- editing of old Spots
1.1.Upto 30 seconds	Rs.10,000	Rs.9,000	Rs.5,000	Rs.3,000
1.2.31 to 60 seconds	Rs. 15,000	Rs. 12,000	Rs. 5,000	Rs. 3,000
1.3.Above 60 seconds	Pro-Rata, based on 60-second rate	Pro-Rata, based on 60-second rate	Rs. 5,000	Rs. 3,000

- 2) **Radio Jingle/ Song/ Signature Tune :** The consolidated rates given below are applicable to radio creatives which are partially or fully music based, with original composition:

Duration of Radio Jingle	Master version	Language Version (with same or separate music track)	Re-recording	Shorter Version or Re-editing of old jingles/song/tuner
2.1. Upto 60 sec.	Rs. 30,000	Rs.15,000	Rs. 10,000	Rs. 5,000
2.2. Above 60 sec	Pro-Rata, based on 60-second rate	Pro-Rata, based on 60-second rate	Rs.10,000	Rs. 5,000

Upto 60 seconds	Rs.3,50,000	Rs.20,000	Rs.2,50,000	50 percent more than the respective master/ Language rate	Rs.10,000	Rs.35,000	Rs.15,000	100 % more than the respective master/ Language rate
Above 60 seconds to 120 seconds	Pro-rata	Pro-rata	Pro-rata	50 percent more than the respective master/ Language rate	Pro-rata	Pro-rata	Pro-rata	100% more than the respective master/ Language rate
Documentaries/Spots/Telefilms								
From 2 to 5 mts	Rs.3,50,000	Rs.35,000	Rs.1,75,000	50 percent more than the respective master/ Language rate	Rs.10,000	Rs.25,000	Rs.15,000	100% more than the respective master/ Language rate
Above 5 to 15 mts	Rs.4,50,000	Rs.45,000	Rs.2,25,000	50 percent more than the respective master/ Language rate	Rs.12,000	Rs.30,000	Rs.18,000	100% more than the respective master/ Language rate
Above 15 to 30 mts	Rs.5,50,000	Rs.50,000	Rs.2,50,000	50 percent more than the respective master/ Language rate	Rs.15,000	Rs.35,000	Rs.21,000	100% more than the respective master/ Language rate

Above 30 mts	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	50 percent more than the respective master/ Language rate	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	Pro-rata, based on 30 minute rate	100% more than the respective master/ Language rate
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**For animatics upto 60 seconds intended for release on television channels, created out of artworks for print media (where no separate video shooting, etc. is involved), the rate for such animatics shall be not exceeding 25% of the rate referred in above table.

9.1) Explanation of Consolidated Rate for Videospots/Telefilms/Documentaries: The consolidated rate includes charges for script, detailed shot-by-shot storyboard (for Video-spots), location, travel outside Delhi upto 200 kilometers, models, anchors, shooting, editing, jingle, 2-D/3D animation/ 2D & 3D Character animation/all kinds of Graphics as required by Client, titling/sub-titling/text, music, voiceover, background effects, special effects.). Two Master Copies (both mixed and unmixed) in Digi Beta or DVC, for Client and DAVP. In addition, all video-spots would be required to be submitted in suitable digital MPEG format at broadcast quality for delivery by internet.

9.2) Reimbursement of Actuals for journey beyond 200 kms: Journey could be undertaken by rail (First Class/AC-2T) or by road upto 800 kms, and by air (economy class) beyond 800 kms. The producer, may, however, obtain prior permission of DAVP for undertaking such journey and should submit supporting documents ie used tickets or bill for hiring vehicles etc to support their claim.

9.3) Language Version: The language version would include besides dubbing, regional content, characters, property, artists, outdoor shooting in regional locations, language graphic animations etc. to ensure regional look to the programme

- 11) **Endorsements:** If endorsement is made by top personality (artist/singer/celebrity etc.) free of charge, we may pay an honorarium of Rs.40,000 to the producer for arranging free endorsement and meeting additional contingent expenses which would take place in such cases. Decision of DAVP would be final and binding regarding the admissibility of such an honorarium.
- 12) **Payment of Royalties:** Payment of royalty/credit for copyright purposes to any public/private organization or person for using any input in a production would be the responsibility of the producer
- 13) **Labelling:** Each DVD/CD and its cover should be properly labelled mentioning title of spot/programme, subject, duration, language, name of client, name of DAVP/production agency and year of production.

MISCELLANEOUS VIDEO COMPILATION

- 14) **Video compilation in Beta SP/DVC Pro :** The rates given below are for consolidation of various video spots into one compilation :

Upto 5 min. Rs. 5,000

Upto 30 min. Rs. 10,000

Upto 60 min. Rs. 15,000

More than 60 mts Pro-rata, based on 60 mts rate (charges include cost of title/graphic plate, one Beta/DVC Pro and two DVD/VCD copies)

- 15) **Additional Beta T'cast/DVC Pro copy :** The rates given below is for duplication of creatives into Betas/DVC Pro

Upto 5 min. Rs. 2,000

Upto 30 min. Rs. 2,500

Upto 60 min. Rs. 3,000

DVD (per copy, of all durations) Rs. 100

CD (per copy, of all durations) Rs. 50



Government of West Bengal
Department of Information & Cultural Affairs
Nabanna, 9th Floor, Howrah

Memo No: 478/DI/ICA/2021
IC/N/AD-PM-92/2017

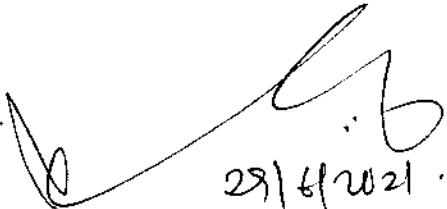
Date: 29.06.2021

NOTIFICATION

The rate chart for Government advertisements in print media as contained in the following notifications/orders of I&CA Department, Govt of West Bengal as mentioned in order no.606/DI/ICA/2020 dated 25.11.2020 is hereby extended upto 31.12.2021 w.e.f as detailed below.

- 1.1317(60)/ICA/2010 dated 19.05.2010
- 2.1984(60)/ICA/2010 dated 21.07.2010
- 3.3470/DI/ICA dated 18.10.2012
- 4.3232/ICA dated 10.12.2012
- 5.1002/ICA dated 17.04.2015
- 6.3482/DI/ICA/17 dated 01.12.2017
- 7.177A/DI/ICA/18 dated 20.12.2018
- 8.110/ICA(N) dated 09.01.2019
- 9.128/DI/ICA/18 dated 15.11.2018
- 10.38/DI/ICA dated 09.07.2018
- 11.544/DI/ICA/2019 dated 28.08.2019
- 12.694/DI/ICA-2019 dated 07.11.2019
- 13.275/ICA (N) dated 22.01.2020

This has got the approval of Secretary (HOD) of I&CA Department.


29/6/2021
Director of Information &
Ex officio Jt. Secretary

Memo No: 478/1(68)/DI/ICA/2021

Date: 29.06.2021

Copy forwarded to :

- 1.All Addl. Chief Secretary/Peincipal Secretary/ Secretary
- 2.All DICOs
- 3.General Manager (Advt.).....
- 4.OSD & DS, I&CA Department
- 5.Dy. Director (Advt.), I&CA Department
- 6.P.S to MOS, I&CA Deptt.
- 7.Sr.P.A. to Pr. Secretary., I&CA Deptt
- 8.S.O, Cell VIII, I&CA Deptt.

Director of Information &
Ex officio Jt. Secretary



Government of West Bengal
Department of Information & Cultural Affairs
"Nabanna" (9th Floor), H.R.B.C. Building,
325, Sarat Chatterjee Road, Mandirtala, Shibpur,
Howrah – 711 102

No – 608-ICA (N)

Dated:-18.2.2021

NOTIFICATION

The rate for publication of brief referral advertisements in connection with inviting tenders/quotations and various other notices for 10(ten) numbers of newspapers was notified by the I&CA department vide Memo No1824-ICA (N) dated 17.08.2020 with the concurrence from Finance Department.

The process of payment of publication bills in respect of those 10 (ten) numbers of newspapers was notified vide Memo No. 2031-ICA (N) dated 15.09.2020 with a provision that those payments in connection with publication of tenders and various other notices will be made centrally by the I &CA Department w.e.f. 19.08.2020.

Further in continuation to Memo No 1824-ICA(N) dated 17.08.2020, I&CA Department published notification indicating rates of additional 4(four) numbers of news papers with the concurrence from Finance Department vide memo no. 3152-ICA(N) dated 3.11.2020. However, modalities of payment process of publication of tenders and various other notices for those 4(four) numbers of newspapers was not specified in the said order no. 3152-ICA(N) dated 3.11.2020 and as a result problems are being faced in payment of bills in respect of the said 4(four) additional newspapers.

Now, after careful consideration of the matter and in consideration to the payment method indicated in memo No-2031-ICA(N) dated 15.09.2020, similarly bills in respect of 4(four) additional newspapers will also be paid centrally from I &CA Department.

This order takes effect retrospectively from 3.11.2020

sd/-
Secretary
I & CA department

Memo no. 608/1(12)-ICA(N)

Dated. 18.02.2021

Copy forwarded for information to.

1. Principal Accountant General(A&E), West Bengal, Treasury Buildings, Kolkata-1
2. Principal Accountant General(Audit 1), West Bengal, Treasury Buildings, Kolkata-1
3. Dy. Director (Advertisement), I&CA Deptt.
4. Director of Treasuries & Accounts, West Bengal, 8 Lyons Range, Kolkata-1
5. Financial Advisor, I&CA Deptt.
6. District Information & Cultural Officer(All)
7. P.A. to the Director of Information
8. Sr. P.A. to the Secretary, Deptt. of I&CA
9. S.O. Cell VIII, I&CA Deptt.
10. O.S.D. & E.O. Dy. Secretary
11. Genesis Advertising Pvt. Ltd., 2A Dwarka, 7 Sarat Bose Road, Kol-20
12. Crayons Advertising Pvt. Ltd., 8 Madan Street, 4 th Floor, Kol-72

18/2/21
D.I. & E. O. Jt. Secy.
To the Govt. of West Bengal



Government of West Bengal
Department of Information & Cultural Affairs
"Nabanna" (9th Floor), H.R.B.C. Building,
325, Sarat Chatterjee Road, Mandirtala, Shibpur,
Howrah - 711 102

Memo no. 3152-ICA(N)

Dated- 3.11.2020

NOTIFICATION

Whereas the rate for publication of brief referral advertisements in connection with inviting tenders/quotations and various other notices for 10(ten) numbers of newspapers was notified recently by the I&CA Department vide memo no. 1824-ICA(N)-17012(II)/I/2020/DI dated 17.8.2020 with the concurrence from Finance Department vide **U.O no. Group I/2020-2021/0036 dated 12.8.2020**

And whereas 4(four) more newspapers as per names indicated below have agreed to accept the reduction in rates and the proposal to accept the reduced rates, and those mutually agreed cases were further referred to the Finance Department for consideration and necessary concurrence has been accorded vide **U.O no. Group I/2020-2021/0077 dated 14.10.2020**

Now, in continuation to the earlier notification vide memo no. 1824-ICA (N)-17012(II)/I/2020/DI dated 17.8.2020 it is further notified that the rates for publication of brief referral advertisements for inviting tenders/quotations and various other notices to the following print media for direct release will be as follows and until further order.

Sl. No.	Name of newspaper	I&CA rate in Rs. (per sq. cm.)	
		(B/W)	Colour
1	Times of India(Kol+Delhi+NE)	559.00	783.00
2	Himalay Darpan	21.00	30.00
3	Akbar e Mashriq	36.00	50.00
4	Ei Samay	132.00	184.00

Sd/-
Secretary

Memo no. 3152-ICA(N)/1 (86)

Dated- 3.11.2020

Copy forwarded for information and necessary action to:

1. Principal Accountant General (A&E), West Bengal, Treasury Buildings, Kolkata-1
2. Principal Accountant General (Audit I), West Bengal, Treasury Buildings, Kolkata-1
3. Additional Chief Secretary/Principal Secretary/Secretary

4. Director of Treasuries & Accounts, West Bengal, 8 Lyons Range, Kolkata-1
5. Financial Advisor, I&CA Department
6. OSD & E.O. Deputy Secretary, I&CA Department
7. District Information & Cultural Officer (All)
8. Sr. P.A to the Secretary, Department of I&CA
9. S. O, Cell VIII, I&CA Department
10. Finance Department (Group I & Group T)
11. Advertisement Manager, Times of India/Himalay Darpar/Akbar e Mashriq/Ei Samay.



Government of West Bengal
Department of Information & Cultural Affairs
"Nabanna" (9th Floor), H.R.B.C. Building,
325, Sarat Chatterjee Road, Mandirtala, Shibpur,
Howrah - 711 102

No - 547/DI/ICA/20

Dated-16.10.2020

NOTIFICATION

Sub: Revision of rate of publication of brief referral advertisements for inviting tenders/quotations and various other notices in "Sangbad Pratidin"

The rate for publication of brief referral advertisements in connection with inviting tenders/quotations and various other notices was notified recently by the I&CA Department vide memo no. 1824-ICA (N)-17012(II)/1/2020/DI dated 17.8.2020 with the concurrence of Finance Department.

Now in partial modification to the memo no. 1824-ICA (N)-17012(II)/1/2020/DI dated 17.8.2020 it is further notified that the rate of "Sangbad Pratidin" in connection with publication of brief referral advertisements for inviting tenders/quotations and various other notices is revised as under.

Sl. No.	Name of newspaper	Previous notified rate		Revised rate	
		B/W	Colour	B/W	Colour
1	Sangbad Pratidin	130.00	182.00	146.00	204.00

This notification is issued with the concurrence of Finance department vide U.O no. **Group I/2020-2021/0077 dated 14.10.2020**

This will take effect from 15.10.2020

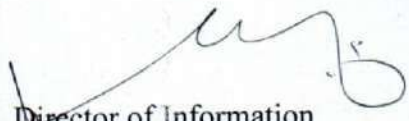
Sd/-
Secretary

No - 547/DI/ICA/20 /1(86)

Dated-16.10.2020

Copy forwarded for information and necessary action to:

1. Principal Accountant General (A&E), West Bengal, Treasury Buildings, Kolkata-1
2. Principal Accountant General (Audit I), West Bengal, Treasury Buildings, Kolkata-1
3. Additional Chief Secretary/Principal Secretary/Secretary
4. Director of Treasuries & Accounts, West Bengal, 8 Lyons Range, Kolkata-1
5. Financial Advisor, I&CA Department
6. OSD & E.O. Deputy Secretary, I&CA Department
7. District Information & Cultural Officer (All)
8. Sr. P.A to the Secretary, Department of I&CA
9. S. O, Cell VIII, I&CA Department
10. Finance Department (Group I & Group T)
11. Advertisement Manager, Sangbad Pratidin.


Director of Information
&
Ex-officio Joint Secretary



Government of West Bengal
Department of Information & Cultural Affairs
"Nabanna" (9th Floor), H.R.B.C. Building,
325, Sarat Chatterjee Road, Mandirtala, Shibpur,
Howrah – 711 102

Memo no. 2031-ICA(N)/17012(11)/1/2020

Dated- 15/09/2020

NOTIFICATION

In order to streamline the process of payment of publication bills in connection with advertisements related to tenders/quotations and various other notices, Para 6 of the Order no. 1464/Pr.S/ICA dated 10.3.2017 and 1566/Pr.S/ICA dated 25.4.2018 would henceforth be partially modified (as concurred with by Finance Department vide U.O no. Group-I/2020-21/0041 dated 9.9.2020) and accordingly it is hereby notified that henceforth Release Orders as per reduced rate notified by I & CA Department for publication of advertisements related to tenders/quotations and various other notices as per order issued from I & CA Department vide memo. no. 1824-ICA(N)-17012(11)/1/2020/DI dated 17.08.2020 (as issued with concurrence of Finance Department vide U.O. No. Group I/2020-2021/0036 dated 12/08/2020) will be issued directly by the I & CA Department to the concerned media houses, who in turn will raise their publication bills directly to the I&CA department and those bills will be paid centrally to the concerned media houses from the I&CA department. However, system of release as well as payment of publication bills for display like advertisements will remain unaltered and will be guided as usual as per orders vide no 1464/Pr.S/ICA dated 10.3.2017 and 1566/Pr. S/ICA dated 25.4.2018.

This arrangement will take effect from 19.8.2020.

Sd/-

Additional Chief Secretary

Memo no. 2031-ICA(N)/17012(11)/1/2020/1(86)

Dated- 15/09/2020

Copy forwarded for information and necessary action to:

1. Principal Accountant General(A&E) , West Bengal, Treasury Buildings, Kolkata-1
2. Principal Accountant General(Audit I) , West Bengal, Treasury Buildings, Kolkata-1
3. Additional Chief Secretary/ Principal Secretary/ secretary

4. Director of Treasuries & Accounts, West Bengal, 8 Lyons Range, Kolkata-1
5. Financial Advisor, I&CA Department.
6. District Information & Cultural Officer (All)
7. Sr. P.A to the Additional Chief Secretary, Department of I&CA
8. Sr. P.A to the Director of Information
9. S.O, Cell VIII, I & CA department.
10. Finance Department (Group I & Group T)
11. Genesis Advertising Pvt. Ltd, 2A, Dwarka, 7 sarat Bose Road, Kol-20
12. Crayons Advertising Pvt. Ltd, 8 Madan Street, 4th floor, Kolkata-72

O.S.D & e.o. Deputy Secretary



Government of West Bengal
Department of Information & Cultural Affairs
'Nabanna', 9th Floor, 325, Sarat Chatterjee Road, Shibpur, Howrah-711102

No. 1824-ICA(N)-17012(II)/1/2020/DI

Date: 17/08/2020

Notification

Sub: Reduction of rates of publication of brief referral advertisements for inviting tenders/ quotations and various notices

Whereas, in order to bring greater transparency to, and wider participation in, the procurement processes of the State Government by way of enabling more prospective bidders to know about, and participate in, the tender processes of the State Government, the Finance Department, vide Memorandum No. 2391-F(Y) dated 10/08/2020, has partially modified the Note 2 under rule 47(8) of WBFR, revising provision for publication of brief referral advertisements for inviting tenders/quotations, in daily newspapers, by way of indicating the minimum number(but not maximum number/ ceiling) of newspapers required for release;

And whereas it is expected that greater publicity of tender notices in larger number of newspapers should eventually mean generation of more intense competition among higher number of bidders, which ought to result in more competitive price bids, that should lead to benefits for the State exchequer;

And whereas, nonetheless, the unit rates of advertisements should be ideally brought down further for the tender advertisements to enable the State to publish such tender notices in greater number of newspapers with ease ;

And, whereas, the rates of publication of government advertisement have been notified from time to time by I & CA Department including the latest order no. 188/DI/ICA/2020 dated 30.04.2020;

And, whereas, considering the present financial stringency of the State Government due to the outbreak of COVID-19, the reduction in the rates of publication of Government advertisements related to brief referral advertisements to invite Tenders/ Quotations was in any case under active consideration of the State Government and accordingly upon recommendation of the Committee constituted by the I & CA Department for determination of rates for publication of such Government advertisements in newspapers has revised the rates of advertisements for publication of brief referral advertisements and notices in the newspapers so as to ensure that the burden on the State exchequer does not enhance despite increase in number of publications;

And, whereas, the newspapers named below have agreed to accept the reduction in rates and the exercises have been concluded in the cases where such consensuality has been established;

And, whereas, the proposal to accept the reduced rates in such mutually agreed cases was referred to Finance Department for their concurrence and necessary concurrence to the proposal from Finance Department has been obtained vide Finance Deptt U.O. No. Group I/2020-2021/0036 dated 12/08/2020;

Now, therefore, it is notified that the reduced rates of Government advertisements for publication of brief referral advertisements to invite Tenders/ Quotations and as well as for the various Notices with respect to the following print media for direct release will be as follows until further orders :

Sl. No.	Name of the Newspaper	[Rate Per Sq. Cm]	
		I & CA new rate	
		(B/W)	(Color)
1	Aajkal	98.00	136.00
2	Aananda Bazar Patrika	698.00	976.00
3	Bartaman	316.00	442.00
4	Janpath Samachar	26.00	37.00
5	Millennium Post (Kol & Delhi)	74.00	103.00
6	Sangbad Pratidin	130.00	182.00
7	Sanmarg	62.00	86.00
8	The Telegraph	232.00	325.00
9	Uttarbanga Sanbad	76.00	107.00
10	Uttarar Saradin	26.00	37.00



Additional Chief Secretary



Government of West Bengal
DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS
"Nabanna" (9th Floor), H.R.B.C. Building,
325, Sarat Chatterjee Road, Mandirtala, Shibpur,
Howrah-711 102

No.1651/ACS/ICA

Dated : Howrah, the 22nd June, 2020

From:

**The Additional Chief Secretary,
Information & Cultural Affairs Department
Government of West Bengal**

To:

Additional Chief Secretary / Principal Secretary

_____ Department

Subject: "Issuance of brief referral advertisement for e-tender and centralized payment of unpaid bills"

Ref: Finance Department (Audit Branch) Memo No.- 1234-F (Y), dated: 12.03.2020 and Memo No.- 1318-F (Y), dated: 19.03.2020.

Sir / Madam,

I would like to invite your attention to the subject and memo under reference (copy enclosed) where Finance Department has issued guidelines in connection with issuance of brief referral advertisements for e-tender in daily newspapers and centralized payment of unpaid bills related to publication of advertisement of various Departments under Government of West Bengal.

The existing procedure for release of Government advertisement has been detailed in the order no. 1464/Pr. S/ ICA/17, dated: 10.03.2017 (copy enclosed) of the Chief Secretary to the Government of West Bengal where I & CA Department is entrusted as nodal Department to release all advertisements of the State Government Departments for necessary publication to Print & Electronic Media.

As per current practice, I & CA Department is accepting requisition of different authorities of State Government offices and taking regular action to release those advertisements for necessary publication. However, in line with Finance Department circular mentioned above, this system needs to be discontinued immediately and issue related to the publication of advertisement to be routed only through respective Administrative Departments and not by any other organization under the administrative control of respective department.

Accordingly, I would request you to instruct all offices under the administrative control of your department to ensure strict compliance of the guidelines as noted above so that publication is routed only through Administrative Departments in future, failing which it will not be possible for I & CA Department to release such advertisement henceform.

In sum, all tender and notice advertisements of your Department/ Directorate/Field Offices/Branches/Divisions may kindly be sent through you by your Department to Director of Information for release of the same by him in newspapers.

Thanking you,


Additional Chief Secretary

GOVERNMENT OF WEST BENGAL
DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS
"NABANNA"
(9th Floor)

325, Sarat Chatterjee Road, Mandirtala, Shibpur, Howrah-711102

Memo No. 1475/Pr.S/ICA

Date: 31.03.2017

To
The Additional Chief Secretary/Principal Secretary/Secretary
..... Department

Sub: Modalities to be followed by all Departments for releasing advertisement
through Information & Cultural Affairs Department

Ref: No. 1464/Pr. S/ICA/17, Dated-10/03/2017 of Chief Secretary, Govt. of West Bengal

Sir/Madam,

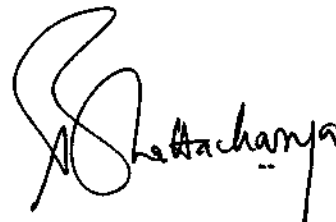
Regarding the Chief Secretary's circular on ad policy, the following procedure may kindly be followed without fail.

1. All approved advertisements, in ready to release format (for both print & electronic media) be mailed to ica.advt@gmail.com at least 3 days prior to the date of release.
2. Display advertisements (with the due approval of CMO, wherever required) should be sent in 300 dpi or higher resolution, either in .pdf or .jpeg format.

Such advertisements must be in multiples of 4 cm in width, and the length may be as per requirement.

3. Tender/Notice advertisements should be sent in abridged form in small font size. Standard size of the same should again be in multiples of 4 cm in width, & will be of minimum length.
4. In case of advertisements in electronic media (TV or radio) all files should be in MP4 format. Files larger than 20 MB to be sent through WE Transfer.
5. The letter from the requiring departments should contain the full postal address and landline no. of the office and contact no. & email id of the co-ordinating officer .

Yours faithfully



(Atri Bhattacharya)
Principal Secretary

GOVERNMENT OF WEST BENGAL
DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS
NABANNA / H.R.B.C. BUILDINGS (9TH FLOOR)
325, SARAT CHATTERJEE ROAD
SIBPUR / HOWRAH-711 102

No. 1464/Pr.S/ICA/17

Dated, the 10th March, 2017

ORDER

Sub: Policy for releasing of all Advertisements in Print & Electronic Media from all Government departments (including Corporations, Public Sector Undertakings) by I&CA Department.

It has been earlier decided by the highest authority that advertisements in the media issued by any Government Department will be routed through I&CA Department for release. After such release, bills raised by media houses are sent to respective departments for payment from their respective budgets. This instruction was communicated by Chief Secretary vide No. 60(61)-CS/2014 dated 28.05.2014, after concurrence of HCM.

It has lately been observed that some advertisements are still released directly by Departments/agencies/corporations/autonomous bodies.

It is therefore necessary to bring the entire scope of work within one consolidated process, so that the following objectives for all Government advertisements/ publicity materials are achieved:

- a) *uniformity* leading to
- b) *greater recall value*
- c) *cost saving* from better bargaining by Government.
- d) *uniformity* in publication cost
- e) leading to *transparency*, and
- f) single-point *monitoring* (through a special cell) of all information and publicity materials disseminated by all Deptts. of the GoWB.

It is therefore decided that henceforth all Government advertisements, for all Departments/Corporation/PSUs, will be designed by them and sent to I&CA Department for a single-window release, directly by this Department.

However, advertisements of all Municipal Corporations and Municipalities may be kept out of the ambit of this procedure.

The procedure under this policy will be as follows:-

1. The concerned Department will prepare and send the **final creative layout** in all languages (Bengali, English, Hindi & Urdu, as may be necessary), to I&CA Department, for release in any media whether Print, Audio-Visual, Electronic or Internet. Regarding selection of vehicle or media, I&CA will take decisions according to their guidelines. Software may be developed by I&CA Department and all the releases may pass through this software .
2. For such creative design, the Departments will utilize the services of the creative agency / agencies selected and empanelled by the I&CA Deptt. through tender and notified to all Deptts.
3. It is clarified here that I&CA department will not execute the job of translating the creative from the original to any other languages. The responsibility of finalizing the creative in all languages, and sending the same to I&CA Department, rests with the requiring Department.
4. The concerned department may, in such cases, also specify the languages in which they want to release their advertisements (as per original & translated versions sent by them). It is clarified that in the absence of such specification from the relevant Department, the I&CA department will release the creative prepared only in the original language to all media.
5. Such final approved and translated versions of the creatives must reach I&CA Department at least 3 (three) working days prior to the date of publication, thus allowing time for finalization, as stipulated in Chief Secretary's Memo No. 60(61)-CS/2014 dt. 28.5.2014.
6. The bills for such releases, raised by the media in which released, will be presented to the requiring body / Deptt. as before, with a copy to I&CA Department.

7. Any release in the media which includes a picture or any mention of HCM should first be presented to the CMO for clearance *before* it is placed to the I&CA Deptt. for release.

8. All releases under this policy would be made by the I&CA Deptt directly or through empanelled agencies, provided that in the latter case such releases are more economical and result in savings to the Govt. in comparison to the rates effective for direct releases. In such cases, the agency making the release will also make the required payments to the media concerned and thereafter raise bills to the I&CA Deptt. The Deptt. will pay the amount to the agency concerned.

9. The existing rate structure with different newspapers is valid till March 2017. I&CA Deptt. will take a review to revise and fix rates immediately, taking into account the circulation, reach and quality of the publications and other media, as well as the prevailing genuine market rates. Empanelled agency/agencies' services may be sought during negotiation to finalize rates compatible with prevalent market rates.

10. In the case of releases in various local newspapers in districts, the releases may follow the same system except that the district offices will place the matter to the DICO. Where required, the DICO may also seek the help of the empaneled agency / agencies selected by the I&CA Deptt. for release of advertisements.

Apart from these procedural guidelines , the following points may also be noted:

- Digital media such as internet portals, e-zines, streaming sites etc. will also be evaluated by I&CA for accreditation and for release of advertisements / information.
- Magazines and periodicals (local, national and international) shall be similarly evaluated, accredited and used by I&CA Deptt.
- Outdoor advertising should be used not only in the urban areas and across the State but also at select sites e.g. airports, across the country, as per decision of I&CA Deptt.
- For specific events or initiatives, international media may also be used by the requiring Deptt. in consultation with I&CA Deptt.
- The I&CA Deptt. will source data to identify the reach and target group of all media and specific publications / channels / portals etc.
- The I&CA Deptt. will also prepare a clear profile of the different types of releases in media i.e whether it is a public service message, announcement of an event, announcement of a scheme, information on public services etc. and clearly identify the target groups to be addressed by each communication. The media to be used for each category should be classified and used according to their reach in the specified category e.g. for grassroots communications in rural areas, the Lok Prasar Prakalpa should be the medium of communication, whereas for an announcement to an urban audience appropriate newspapers and audio-visual media should be used.

This order will take immediate effect.

Sd/-
Chief Secretary

No. 1467/1(50)Pr.S/ICA/17

Dated, the 15th March, 2017

Copy forwarded to:

The Additional Chief Secretary/ Pr. Secretary / Secretary (ALL). This has reference to Memo No. 1464/1(50)Pr.S/ICA/17 Dated 10.03.2017.

Your kind attention is again drawn to implementation of the circular.



(Atri Bhattacharya)
Principal Secretary