

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

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**No. 1464/Pr.S/ICA/17**

**Dated, the 10<sup>th</sup> 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 15<sup>th</sup> 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

**GOVERNMENT OF WEST BENGAL**  
**DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS**  
**"NABANNA"**  
**(9<sup>th</sup> 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](mailto: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  
325, Sarat Chatterjee Road  
Nabanna, Howrah**

**Memo. No. 1567/Pr.S/ICA  
IC/N/AD-PM-92/2017**

**Dated: 24/05/2018**

**Notification**

Whereas in the para 9 of the Order issued by the I & CA Department vide no. 1464/Pr. S./ICA/17 dated 10/03/2017 indicating the policy for releasing of all advertisements in print and electronic media for all Government Department through Information & Cultural Affairs Department, it has been stated that the rate structure for publication of Government advertisement in newspapers that was prevailing on the date of issuance of the order mentioned above will remain valid till 31 March, 2017 and Information & Cultural Affairs Department will take a review to revise and fix the rate of advertisements ;

And whereas the revised rates for release of Government advertisements in various print media issued from Information & Cultural Affairs Department, (vide no. 3482/DI/ICA/17 dated 01/12/2017 ) was given effect from 01/12/2017;

And whereas a point has arisen as to which rates will be effective for print media advertisements during the interregnum, i.e. from 1/4/17 to 30/11/17 ;

Now, therefore, after careful consideration, it is clarified that the rates for publication of Government advertisements in print media that were in vogue on 31 March 2017 shall remain valid from 1/4/2017 upto 30/11/2017.

This is issued with the concurrence of Finance (Audit) Department, Group I vide U.O. no. 0115 dated 31/03/2018.

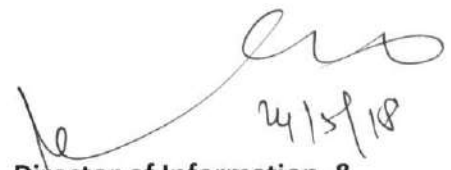
**Principal Secretary**

Memo. no. 1567/1(75)/Pr.S/ICA/IC/N/AD-PM-92/2017

Dated: 24/5/18

Copy forwarded for information to :

1. Pr. Accountant General ( A & E)
2. Additional Chief Secretary/Principal Secretary/Secretary (All).  
.....
3. District Information & Cultural Officer, I & CA Deptt., (All)  
.....
4. Financial Adviser I & CA Deptt.
5. Finance Deptt., (Group-I).
6. OSD., Cell-VIII
7. Guard File.

  
24/5/18  
Director of Information &  
Ex-officio Joint Secretary

Memo. no. 1567/2(40)/Pr.S/ICA/IC/N/AD-PM-92/2017

Dated: 24/5/18

Copy further sforwarded to :

1. General Manager/Advertisement Manager,  
.....

Director of Information &  
Ex-officio Joint Secretary

**GOVERNMENT OF WEST BENGAL  
DEPARTMENT OF INFORMATION AND CULTURAL AFFAIRS  
NABANNA, HOWRAH**

No. 3083/ DI

Date: 01/11/2017

**Memorandum**

**Subject: Empanelment of Agencies for Designing Creatives for Government Advertisements in Print/Electronic (Radio and Television) Media and Outdoor Publicity and for Release of Government Advertisements to Media**

The need for a uniform look and feel for the State Government's advertisements was under the Government's active consideration for some time. After undertaking a thorough review of the whole system of Government advertisements – right from the conception/ design stage to release in different media, and considering the steadily-growing requirements of Departments/ agencies of the State Government, the Government finds it necessary to empanel advertising/ creative agencies which have the capacity to mount a robust image-branding for the State Government both within the State and outside.

2. Accordingly, an e-Tender exercise was undertaken by this Department to empanel reputed and established agencies for the purpose of (i) designing creatives for the print/ electronic (Radio and TV) media and outdoors; and (ii) release of advertisements to media.

3. On the basis of the evaluation of the agencies that had bid in the said e-Tender (e-Tender notice no. 2649-ICA (N) dated 7/9/2017 and e-Tender ID no. 2017\_ICAD\_127896\_1), it has been decided to empanel the following agencies for a period of three years (subject to their satisfactory performance):

**For designing creatives for the print/ electronic (Radio and TV) media and outdoors**

<u>Sl</u>	<u>Agency</u>	<u>Office Address</u>
1	<b>Genesis Advertising Pvt. Ltd.</b>	7, Sarat Bose Road, Kolkata - 20
2	<b>Lintas India Private Ltd.</b>	Lintas House, Ballygunge Circular Road, Kolkata - 19
3	<b>Rediffusion D.Y &amp; R Pvt. Ltd.</b>	21/1A/3 Dargah Road, Kolkata - 17
4	<b>Crayons Advertising Ltd.</b>	8, Madan Street, Chandi Chowk, Kolkata - 72

4. The Government Departments, and their statutory bodies/ para-statal organisations/ undertakings, etc. may assign these empanelled agencies the work of designing creatives for print, electronic (radio and TV) and outdoor campaigns, to be paid based on Directorate of Advertising and Visual Publicity (DAVP) rates, published from time to time. The rate chart (based primarily on DAVP's rate chart) for preparing creatives in different (print/ electronic / other) media on the basis of which the e-tender was called and the agencies empanelled, is enclosed with this Order, which may be followed until further orders, for paying the empanelled agencies for the services rendered.

**5. Empanelment of Agencies for Release of Advertisements to Print & Electronic Media (RELEVANT ONLY FOR I&CA DEPARTMENT)**

<u>Sl</u>	<u>Agency</u>	<u>Office Address</u>
1	<b>Genesis Advertising Pvt. Ltd.</b>	7, Sarat Bose Road, Kolkata - 20
2	<b>Crayons Advertising Ltd.</b>	8, Madan Street, Chandi Chowk, Kolkata - 72

6. I&CA Department's current Policy dated 10/3/2017 states that release through an agency would be considered if it is economical/ financially beneficial to the Government. The decision whether to release advertisements through an agency or not will rest with the I&CA Department alone, to be done in consonance with the State's Policy in this regard.

7. The current Policy dated 10/03/2017 (read with the corrigendum dated 07/07/2017) also stipulates that release of advertisements by the State Government Departments, including their statutory bodies, para-statal organisations, undertakings, etc., are to be channelized centrally through I&CA Department (while payments for advertisements can be made directly by the indenting Department concerned, upon receipt of bills from the media house concerned). This stipulation is reiterated for the benefit of all concerned. No Department shall release advertisements to media, either directly or through a release agency; the release of advertisements, either directly or through an agency, shall be undertaken by the I&CA Department alone.

8. All Heads of Departments of the Government of West Bengal are advised to take necessary action accordingly.

ENCLO: RATE CHART FOR CREATIVES (4 pgs)

Sd/  
(Malay Kumar De)  
CHIEF SECRETARY

**Copy forwarded for information and necessary to:-**

- 1) The Principal Secretary to the Hon'ble Chief Minister, West Bengal, Nabanna, Howrah
- 2) The Additional Chief Secretary / Principal Secretary/ Secretary, .....
- .....
- 3) The .....
- ..... Department / Directorate
- 4) The P.S. to the Chief Secretary, Govt. of West Bengal, Nabanna, Howrah



Principal Secretary  
Information & Cultural Affairs Department  
Govt. of West Bengal

**Copy forwarded for information and necessary to:-**

- 1) M/s Genesis Advertising Pvt. Ltd, 2A, Dwarka, 7 Sarat Bose Road, Kolkata 700020
- 2) M/s Lintas India Pvt. Ltd, Lintas House, 67/D Ballygaunge Circular Road, Kolkata-700019  
(Attention to Mr. DK Guha, Executive Director)
- 3) M/s Rediffusion Dentsu Young and Rubicam Pvt. Ltd, 21/IA/3 Darga Road, Jindal Tower, Block  
'B' 1st Floor, Kolkata- 700001
- 4) M/s Crayons Advertising Ltd, 8, Madan Street, 4th Floor, East India Building, Chandni Chowk,  
Kolkata-700072



Principal Secretary  
Information & Cultural Affairs Department  
Govt. of West Bengal

## Scope of Work along with the current DAVP-approved rates

(e-Tender Notice No. 2649-ICA(N) Dated-07.09.2017 & e-Tender ID No. 2017 ICAD 127896 1)

**SCOPE OF WORK & CORRESPONDING RATE CARD FOR PRINT MEDIA-CREATIVE AGENCY AND RATE CARD FOR PRINT, AUDIO-VIDEO PRODUCTIONS (2012-15) AS ISSUED BY THE DIRECTORATE OF ADVERTISING & VISUAL PUBLICITY, M/0 INFORMATION AND BROADCASTING, GOVT. OF INDIA VIDE THEIR UNDER-MENTIONED ORDERS:**

- (I) **FIXATION CREATIVE AGENCIES/DAVP/2009 DATED -8TH JULY 2010,**
- (II) **F. NO.22204/11/09-AV(PART -2) DTD 18/5/2012 RESPECTIVELY &**
- (III) **F.NO. 22204/11/09-AV(PART-2 \_DATED 18/05/2012)**

SI No.	Particulars	DAVP-approved Rate (in Rs.)
<b>1.00</b>	<b>For PRINT MEDIA: creative and design rate</b> (No payment shall be considered for proofing)	
1.01	Upto 150 sq cms	5000
1.02	Between 150 and 350b sq cms	15000
1.03	Large size – above 350 sq cms	20000
<b>2</b>	<b>Art Work (from low resolution to high resolution)</b> (No payment shall be considered for proofing)	
2.01	Art Work for low resolution per sq.cm* (see note below this table )	5
2.02	Art Work for high resolution per sq. cm* (see note)	7.50
<b>3</b>	<b>Translation work on Creative for PRINT MEDIA</b> <i>[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 note *1(see note below) and translation shall be summarily rejected]</i> (No payment shall be considered for proofing)	
3.01	Upto 50 words	350
3.02	Above 50 words	450
<b>4.00</b>	<b>Revision cost of creative &amp; art work for PRINT MEDIA</b> <i>[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 artwork. No revision cost is applicable for any changes suggested or made before accepting the final artwork.]</i> (No payment shall be considered for proofing)	
4.01	Revision cost of creative & art work	additional 25% of cost of art work
<b>5.00</b>	<b>Creatives for Radio Spot</b>	
5.01	Master Version : Upto 30 seconds	10,000
5.02	Master Version : 31 to 60 seconds	15,000
5.03	Master Version Above 60 seconds	Pro-Rata, based on 60-second rate
5.04	Language Version : Upto 30 seconds	9,000
5.05	Language Version : 31 to 60 seconds	12,000

ENCLOSURE : To I&CA DEPTT'S NO. 3083/DI dated 1/11/2017

5.06	Language Version : Above 60 seconds	Pro-Rata, based on 60-second rate
5.07	Re-recording : Upto 30 seconds	5000
5.08	Re-recording : 31 to 60 seconds	5000
5.09	Re-recording : Above 60 seconds	5000
5.10	Shorter Version or Reediting editing of old Spots : Upto 30 seconds	3000
5.11	Shorter Version or Reediting editing of old Spots : 31 to 60 seconds	3000
5.12	<b>Shorter Version or Reediting editing of old Spots : Above 60 seconds</b>	3000
<b>6.00</b>	<b>For Radio Jingle/Song/Signature Tune</b>	
6.01	Master Version : Upto 60 sec.	30,000
6.02	Master Version: Above 60 sec	Pro-Rata, based on 60-second rate
6.03	Language Version (with same or separate music track): Upto 60 sec.	16,000
6.04	Language Version (with same or separate music track):Above 60 sec	Pro-Rata, based on 60-second rate
6.05	Re-recording :Upto 60 sec.	10000
6.06	Re-recording :Above 60 sec	10000
6.07	Shorter Version or Reediting editing of old jingles/song/tuner :Upto 60 sec.	5000
6.08	Shorter Version or Reediting editing of old jingles/song/tuner :Above 60 sec	5000
<b>7.00</b>	<b>Sponsored Radio Programmes</b>	
7.01	Sponsored Radio Programmes : Duration Upto 15 mts	15000
7.02	Sponsored Radio Programmes : Duration Upto 30 mts	24000
7.03	Sponsored Radio Programmes : Duration Above 30 mts	Pro-Rata, based on the 30 minute rate
7.04	Sponsored Radio Programmes : Re-recording Upto 15 mts	5000
7.05	Sponsored Radio Programmes : Re-recording Upto 30 mts	5000
7.06	Sponsored Radio Programmes : Re-recording Above 30 mts	5000
7.07	Sponsored Radio Programmes : Re-editing Upto 15 mts	2500
7.08	Sponsored Radio Programmes : Re-editing Upto 30 mts	2500
7.09	Sponsored Radio Programmes : Re-editing Above 30 mts	2500
<b>8.00</b>	<b>For Video Compilation</b>	
8.01	Video Compilation in Beta SP/DVC pro Upto 5 min.	5000
8.02	Video Compilation in Beta SP/DVC pro Upto30 min.	10000
8.03	Video Compilation in Beta SP/DVC pro Upto60 min.	15000
8.04	Video Compilation in Beta T'cast/DVC pro copy Upto 5 min.	2000

ENCLOSURE : To I&CA DEPTT'S NO. 3083/DI dated 1/11/2017

8.05	Video Compilation in Beta T'cast/DVC pro copy Upto 30 min.	2500
8.06	Video Compilation in Beta T'cast/DVC pro copy Upto 60 min.	3000
8.07	Video Compilation in Beta T'cast/DVC pro copy DVD(per copy, of all duration)	100
8.08	Video Compilation in Beta T'cast/DVC pro copy CD(per copy, of all duration)	50
9.00	<b>Video spot/ Documentaries/teofilms on DG Beta or DV Cam</b> ( HD format charges for Master will be 50% more than Master rate of DG Beta or DV Cam)  Rates are inclusive all including script to pre shooting to post shooting and honorarium of Eminent models/ Actors/ Actress and to & from journey as per the order of the DAVP vide no. F.no. 22204/11/09-AV(part-2_dated 18/05/2012)	
9.01	Video spot Master upto 60 second **	3,50,000
9.02	Video spot Dubbing upto 60 second	20,000
9.03	Video spot Re-voice over charge upto 60 second	10,000
9.04	Video spot Re-shooting charge upto 60 second	35,000
9.05	Video spot Re-editing charge upto 60 second	15,000
9.06	Video spot Master above 60 second to 120 second	Pro-rata on 60 sec. rate
9.07	Video spot Dubbing above 60 second to 120 second	pro-rata on 60 sec. rate
9.08	Video spot Re-voice over charge above 60 second to 120 second	Pro-rata on 60 sec. rate
9.09	Video spot Re-shooting charge above 60 second to 120 second	Pro-rata on 60 sec. rate
9.10	Video spot Re-editing charge above 60 second to 120 second	Pro-rata on 60 sec. rate
9.11	Documentaries/ spots/ Telefilms : Master From 2 min to 5 min.	3,50,000
9.12	Documentaries/ spots/ Telefilms : Dubbing From 2 min to 5 min.	20,000
9.13	Documentaries/ spots/ Telefilms : Re-voice over charge From 2 min to 5 min.	10,000
9.14	Documentaries/ spots/ Telefilms : Re-shooting charge From 2 min to 5 min.	25,000
9.15	Documentaries/ spots/ Telefilms : Re-editing charge From 2 min to 5 min.	15,000
9.16	Documentaries/ spots/ Telefilms : Master above 5 min to 15 min.	4,50,000
9.17	Documentaries/ spots/ Telefilms : Dubbing above 5 min to 15 min.	45,000
9.18	Documentaries/ spots/ Telefilms : Re-voice over charge above 5 min to 15 min.	12,000
9.19	Documentaries/ spots/ Telefilms : Re-shooting charge above 5 min to 15 min.	30,000

ENCLOSURE : To I&CA DEPTT'S NO. 3083/DI dated 1/11/2017

9.20	Documentaries/ spots/ Telefilms : Re-editing charge above 5 min to 15 min.	18,000
9.21	Documentaries/ spots/ Telefilms : Master Above 15 min to 30 min.	5,50,000
9.22	Documentaries/ spots/ Telefilms : Dubbing Above 15 min to 30 min.	50,000
9.23	Documentaries/ spots/ Telefilms : Re-voice over charge Above 15 min to 30 min.	15,000
9.24	Documentaries/ spots/ Telefilms : Re-shooting charge Above 15 min to 30 min.	35,000
9.25	Documentaries/ spots/ Telefilms : Re-editing charge Above 15 min to 30 min.	21,000
9.26	Documentaries/ spots/ Telefilms : Master Above 30 min.	Pro-rata based on 30 min rate
9.27	Documentaries/ spots/ Telefilms : Dubbing Above 30 min.	Pro-rata based on 30 min rate
9.28	Documentaries/ spots/ Telefilms : Re-voice over charge Above 30 min.	Pro-rata based on 30 min rate
9.29	Documentaries/ spots/ Telefilms : Re-shooting charge Above 30 min.	Pro-rata based on 30 min rate
9.30	Documentaries/ spots/ Telefilms : Re-editing charge Above 30 min.	Pro-rata based on 30 min rate
10.00	Govt. Taxes as per existing rule	

- \* 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.

Adaption : 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 correction 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 Rs.2.50 per sq cm of the high resolution rates which is equal to the cost of low resolution artwork only.

- \*\* 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 item no. 9.01 in the above Table.

ENCLOSURE : To I&CA DEPTT'S NO. 3083/DI dated 1/11/2017

**Government of West Bengal**  
**Department of Information & Cultural Affairs**  
**Nabanna**

325, Sarat Chatterjee Road  
Howrah - 711102

No. 3482/DI/ICA/2017

Dated-01.12.2017

**NOTIFICATION**

The matter of fixation of rates for publication of Government advertisements in different newspapers was under consideration of the State Government for some time. Now after a thorough examination of all aspects of the matter, the Government has revised the rates for release of advertisements in various print media, as detailed in the Annexure.

The revised rates will take immediate effect and shall remain effective up till 31<sup>st</sup> March, 2019 or until further orders, whichever is earlier.

Encl: Annexure

By order of the Governor



Principal Secretary  
I & CA Department

No. 3482/DI(75)/ICA/2017

Dated-01.12.2017

Copy forwarded for information & taking necessary action to :-

1. All Additional Chief Secretary/Principal Secretary/Secretary  
.....
2. All DICOs  
.....
3. O.S.D., Cell-VIII



(R.N. Basu Roy Choudhury)  
Director of Information &  
Ex-Officio Special Secretary

No. 3482/1(39)/DI/ICA/2017

Dated-01.12.2017

Copy forwarded to:-

1. General Manager/Advertisement Manager  
.....



(R.N. Basu Roy Choudhury)  
Director of Information &  
Ex-Officio Special Secretary

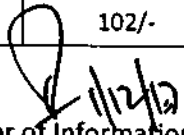
**Rate for Advertisement in Print Media**

**Annexure to the Memo No. 3482/DI/ICA/2017, Dated- 01.12.2017**

Sl No.	Name of Publication	Edition	Language	Approved rate (Per Sq. cm)	
				B/W	Colour
1..	Aajkaal	W.B.	Bengali	136/-	200/-
2.	Akbar-E-Mashriq	W.B.	Urdu	175/-	262.50/-
3.	Bartaman	W.B.	Bengali	420/-	600/-
4.	Business Standard	Kol	English	98/-	140/-
5.	Business Standard	All	English	533/-	829.50/-
6.	Business Standard	Kol	Hindi	54/-	70.50/-
7.	Chhapte Chhapte	W.B.	Hindi	54.25/-	81.37/-
8.	Dainik Jagran	W.B.	Hindi	275/-	412.50/-
9.	Dainik Statesman	W.B.	Bengali	93/-	139.50/-
10.	DNA	Delhi.	English	765/-	510/-
11.	Echo of India	W.B.	English	30/-	42/-
12.	Ei Samay	W.B.	Bengali	250/-	300/-
13.	Ekdin	W.B.	Bengali	54/-	81/-
14.	ET	Kol	English	396/-	690/-
15.	ET	All	English	1950/-	5400/-
16.	Financial Express	Kol	English	19.94/-	29.91/-
17.	Financial Express	All	English	659/-	616/-
18.	Hindustan Times	All	English	2125/-	4335/-
19.	Hindi Hindustan	All	Hindi	1700/-	3187.50/-
20.	Himalaya Darpan	W.B.	Nepali	106.20/-	159.38/-
21.	Indian Express	Kol	English	34.25/-	51.38/-
22.	Indian Express	All	English	1670/-	1458/-
23.	Janpath Samachar	W.B.	Hindi	92/-	138/-
24.	Janasatta	W.B.	Hindi	34.25/-	51.38/-
25.	Kalom	W.B.	Bengali	200/-	300/-
26.	Khabor 365 Din	W.B.	Bengali	125/-	187.50/-
27.	Millennium Post	Kol	English	175/-	250/-
28.	Millennium Post	Kol + Del	English	450/-	600/-
29.	Purbanchal Bharat Darpan	W.B.	Hindi	85/-	127.50/-
30.	Sangbad Pratidin	W.B.	Bengali	280/-	330/-
31.	Salam Dunia	W.B.	Hindi	42.80/-	64.20/-

Sl No.	Name of Publication	Edition	Language	Approved rate (Per Sq.cm)	
				B/W	Colour
32.	Sanmarg	W.B.	Hindi	87.50/-	131.25/-
33.	The Asian Age	Kol	English	40.50/-	60.75/-
34.	The Asian Age	All	English	121.75/-	182.63/-
35.	TOI	Kol	English	786/-	1000/-
36.	The Statesman	W.B	English	106/-	580/-
37.	Uttar Banga Sambad	W.B.	Bengali	210/-	300/-
38.	Uttorer Saradin	W.B.	Bengali	37.50/-	56.25/-
39.	Vishwamitra	W.B.	Hindi	68/-	102/-

  
 1.12.17  
 Deputy Director of Information  
 (Advertisement)

  
 1/12/17  
 Director of Information &  
 Ex-Officio Spl. Secretary



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

**ORDER**

**No. 1566/Pr.S/ICA**

**Date: 25<sup>th</sup> April, 2018**

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/17 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 Undertaking) may be released through INS-accredited agency, and ;

Whereas the Order issued by I & CA Department vide Memorandum No. 3083/DI dated 01/11/2017 notifies the Empanelled Agencies (selected through the 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, and the said rates appear to be lower/lesser than the rates approved for direct release of advertisements by the Government to media houses, and ;

Whereas the said offered rates are found economical/beneficial to the State Government and compared to the rates notified vide I & CA Department Notification No. 3482/DI/ICA/2017 dated 01/12/2017, 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 print media 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 as noted against each, and the rate for such release by the concerned empanelled Release Agency will be as follows

**Table**

	Name of publication	Edition	Language	Approved rate for Genesis Advertising Private Ltd. (per sq cm.) exclusive of GST		Approved rate for Crayons Advertising Private Ltd. (per sq cm.) exclusive of GST	
				Black & White Rate (Rs.)	Colour Rate (Rs.)	Black & White Rate (Rs.)	Colour Rate (Rs.)
1.	Aajkaal	W.B.	Bengali	132.00	194.00	-	-
2.	Akhbar-E-Mashriq	W.B.	Urdu	-	-	171.00	256.00
3.	Bartaman	W.B.	Bengali	412.00	588.00	-	-
4.	Business Standard	All	English	520.00	809.00	-	-
5.	Business Standard	Kol	English	96.00	137.00	96.00	137.00
6.	Business Standard	Kol	Hindi	53.00	69.00	53.00	69.00
7.	Chhapte Chhapte	W.B.	Hindi	-	-	52.00	78.00
8.	Dainik Jagran	W.B.	Hindi	-	-	268.00	402.00
9.	Ei Samay	W.B.	Bengali	243.00	291.00	-	-
10.	Ekdin	W.B.	Bengali	53.00	79.00	53.00	79.00
11.	ET	Kolkata	English	388.00	676.00	-	-
12.	ET	All	English	1911.00	5292.00	-	-
13.	Financial Express	All	English	636.00	594.00	636.00	594.00
14.	Himalaya Darpan	W.B.	Nepali	-	-	102.00	154.00
15.	Hindi Hindustan	All	Hindi	-	-	1641.00	3076.00
16.	Hindustan Times	All	English	2061.00	4205.00	-	-
17.	Indian Express	All	English	1628.00	1422.00	-	-
18.	Janpath Samachar	W.B.	Hindi	88.00	132.00	88.00	132.00
19.	Kalom	W.B.	Bengali	197.00	296.00	197.00	296.00

	Name of publication	Edition	Language	Approved rate for Genesis Advertising Private Ltd. (per sq cm.) exclusive of GST		Approved rate for Crayons Advertising Private Ltd. (per sq cm.) exclusive of GST	
				Black & White Rate (Rs.)	Colour Rate (Rs.)	Black & White Rate (Rs.)	Colour Rate (Rs.)
20.	Khabor 365 Din	W.B.	Bengali	123.00	184.00	123.00	184.00
21.	Millennium Post	Kol	English	171.00	244.00	171.00	244.00
22.	Millennium Post	Kol+Del	English	439.00	585.00	439.00	585.00
23.	Purbanchal Bharat Darpan	W.B.	Hindi	-	-	82.00	122.00
24.	Salam Dunia	W.B.	Hindi	-	-	41.00	62.00
25.	Sangbad Pratidin	W.B.	Bengali	276.00	325.00	-	-
26.	Sanmarg	W.B.	Hindi	85.00	128.00	85.00	128.00
27.	The Asian Age	Kol	English	39.00	59.00	39.00	59.00
28.	The Asian Age	All	English	117.00	176.00	117.00	176.00
29.	TOI	Kolkata	English	770.00	980.00	-	-
30.	Uttorer Saradin	W.B.	Bengali	37.00	55.00	37.00	55.00
31.	Viswamitra	W.B.	Hindi	-	-	65.00	98.00

In respect of the publications where the two empanelled Release Agencies have offered the same rate, the decision of the I & C A 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 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 for individual advertisement and payment shall be made to the agency, as applicable, by the concerned Department directly to the agency.

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. 0004 dated 17/04/2018.

By order of the Governor,

  
Principal Secretary

No. 1566/Pr.S/ICA/1(130)

dated: 25<sup>th</sup> April, 2018

Copy forwarded for information and necessary action to :-

1. The Principal Secretary to the Chief Minister, Government of West Bengal.
2. The Additional Chief Secretary/Principal Secretary/Secretary,  
\_\_\_\_\_ Department.
3. The District Information & Cultural Officer (all).
4. The Sub-Divisional Information & Cultural Officer (all).
5. The Deputy Director, Information (Advertisement).
6. The Private Secretary to MOS of this Department.
7. The Senior P.A. to Chief Secretary, Government of West Bengal.
8. The Senior P.A. to Principal Secretary, I & CA Department.
9. The Assistant Secretary, Cell VIII of this Department.
10. The Section Officer, Cell VIII of this Department.

  
25/4  
Director of Information

No. 1566/Pr.S/IC /2(3)/DI/ICA/2018

dated: 25<sup>th</sup> April, 2018

Copy further forwarded to :-

1. The General Manager/Advertisement Manager, \_\_\_\_\_
2. 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.
3. 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.

  
25/4  
Director of Information



Government of West Bengal  
Department of Information and Cultural Affairs  
Nabanna

325, Sarat Chatterjee Road, Howrah- 711102

ORDER

No. 1570/ ICA/N/AD/DM/-141/2018

Dated, 12<sup>th</sup> June 2018

**Sub: State Government's Public Information Campaigns at the  
Netaji Subhash Chandra Bose International Airport, Kolkata**

Appreciating the need for an effective public outreach campaign, the State Government has taken a number of measures in the recent past to streamline the system of Government advertisements, with the objective of having a robust and readily-recognizable branding for the State Government's public information campaigns.

2. One step in this direction was the I&CA Department's Memorandum no. 3089/DI dated 01/11/2017 which, pursuant to e-Tender formalities, had notified a panel of creative agencies, along with the rates payable, for designing creatives (for print and electronic media) for all State Government Departments and undertakings, in order to ensure a certain thematic uniformity, visibility and ready recall value among the public.

3. I&CA Department's earlier Order contained in no.1464/Pr.S./ICA/17 dated 10/03/2017 as well as the said Memorandum also specified that all Government Departments, after having the creatives prepared by one of the empanelled agencies and after obtaining the competent authority's approval, would send the same to the I&CA Department for release to the print and/or electronic media (as the case may be), i.e. all advertisement releases of the Government Departments and their undertakings would be done centrally by the I&CA Department alone while the bills/ costs would be defrayed by the respective Departments.

4. Now, in the same perspective, for undertaking publicity campaigns at the Netaji Subhas Chandra Bose International Airport, which is the gateway not only to Kolkata but the entire north-eastern region of India, and is witnessing substantial passenger growth, it has been decided that the Information & Cultural Affairs shall be the Nodal Department for the Government's public information exercises at the Netaji Subhas Chandra Bose International (NSCBI) Airport.

5. Hence, all Government Departments and their undertakings interested in undertaking public information campaigns at NSCBI Airport are advised that there shall be a single-window release system, and the intending Departments, after having the creatives prepared by one of the empanelled agencies as per Notification dated 1/11/2017 and after obtaining the competent authority's approval, shall forward the same to the Director of Information in the I&CA Department along with translated versions for centrally arranging release / display of the material at NSCBI Airport, Kolkata. The bills / costs of the campaign would, have to be borne by the respective indenting Departments; a separate communication on the rates, etc. will be issued by the I&CA Department in due course.

6. Since the creative material supplied by a Department would have to unavoidably undergo some minor changes to fit into the audio-visual/ clock formats of the pre-installed display machines at NSCBI Airport, it is advised that apart from the approved creatives, the creative material in High Definition/ High Resolution raw format also be supplied to I&CA Department. Ordinarily, a Government Department would be expected to approach the I&CA Department with the approved creative material a week ahead of the intended date and period of display.

7. All Government Departments and their State undertakings as well as Corporations/PSUs may take necessary action in the matter.

Sd/-

(Malay Kumar De)

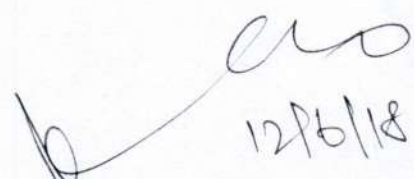
Chief Secretary

Memo no: 1570/1( 55)/ICA/N/AD/DM/-141/2018

Dated, 12<sup>th</sup> June 2018

**Copy forwarded to :**

1. Pr Secretary to Hon'ble Chief Minister, West Bengal
2. Additional Chief Secretary/ Pr. Secretary/ Secretary  
..... Department
3. PS to Minister- of State of this Department
4. Director of Information, I&CA Department
5. Pr. S to Chief Secretary to the Govt. of West Bengal
6. SO , Cell-VIII of this Department

  
12/6/18

Director of Information & Ex-Officio Joint Secretary



**Government of West Bengal**  
**Department of Information & Cultural Affairs**  
**"Nabanna"(9<sup>th</sup> floor), 325 Sarat Chatterjee Road, Shibpur, Howrah-711102**

No. 127/DI/ICA/18

Dated-14.11.2018

**ORDER**

Whereas the State Government has taken initiative for public information campaigns at the Netaji Subhas Chandra Bose International Airport, Kolkata and necessary order in this regard has been issued by the Chief Secretary to the Government Of West Bengal vide No.- 1570/ICA/N/AD/DM/141/2018; Dated: 12.06.2018 (herein after to be referred as said order);

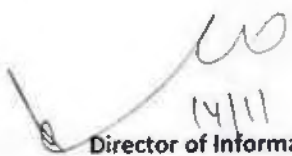
And whereas in the Para - 5 of the said order, it has been mentioned that all Government Departments and their undertakings interested in undertaking public information campaigns at Netaji Subhas Chandra Bose International Airport are advised that there shall be a single - window release system, and the intending Departments, after having the creatives prepared by one of the empanelled agencies as per Notification of I & CA Department vide No.- 3083/DI; Dated: 01.11.2017 and after obtaining the competent authority's approval, shall forward the same to the Director of Information in the Information & Cultural Affairs Department along with translated versions for centrally arranging release / display of the material at Netaji Subhas Chandra Bose International Airport, Kolkata. The bills / costs of the campaign would, have to be borne by the respective indenting Departments and a separate communication on the rates, etc. will be issued by the I & CA Department in due course.

And therefore, in line with the said order, the DAVP approved rates for Public Information Campaign at various locations of Netaji Subhas Chandra Bose International Airport, Kolkata are prescribed as follows:

Sl. No.	LOCATION	UNIT	WIDTH SIZE (in ft)	HEIGHT SIZE (in ft)	DAVP RATES PER MONTH (in Rs.)
1	Digi POD @ check-in counter, security gates, upper & lower security hold area, boarding gates indicator, food court retail area, boarding gate, retail space ( <b>Departure Area</b> )	103	4 ft.	6 ft.	13,58,770/- (9,900 secs daily per screen)
2	Led Video Walls @ Arrival Pick-Up Canopy ( <b>Arrival Area</b> )	6	25 ft.	10ft.	18,10,512/- (15,840 secs daily per screen)
3	LED video walls in security hold area (Hanging digital board having Backlit at the upper Domestic Departure Lounge)	6	20ft.	10 ft.	14,25,600/- (15,840 secs daily per screen)
4	Conveyor Belt in Domestic Arrival	60	6 ft.	4 ft.	10,87,020/- (9,900 secs daily per screen)

(Contd...2)

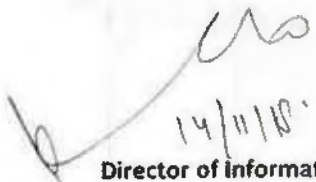
2. Above rates are without any applicable taxes.
3. Intending Government Departments Undertaking, PSUs will send the approved High Definition/ High Resolution creative to I & CA Department for release at least one week ahead from the date of starting campaign and with necessary approval of the competent authority.
4. Cost of the campaigns is to be borne by the concerned department. Bill will be raised by M/S. S2 SIGNPOST INDIA PVT. LTD., the authorized Outdoor Publicity Agency under Ministry of Information & Broadcasting, Government of India, having exclusive advertisement rights In the entire Airport estate at Netaji Subhas Chandra Bose International Airport, Kolkata. The Agency is special purpose vehicle (SPY) registered under Companies Act 2013 for a period of 10 (ten) years from 28.07.2017 to 27.07.2027 as per certificate issued from Airports Authority of India vide No.- AAC/COM/729/Adv. Rights/Vol XVII; Dated: 08.08.2017.
5. This rate will be effective till 31.12.2018
6. All concerned being informed.

  
14/11  
Director of Information  
& Ex-Officio Joint Secretary  
Government of West Bengal  
Dated-14.11.2018

No. 127/1(70)DI/ICA/18

Copy forwarded for information to:

1. Principal Secretary to the Hon'ble Chief Minister to the Government of West Bengal
2. Additional Chief Secretary/ Principal Secretary/ Secretary of the \_\_\_\_\_ Department
3. OSD & EO Deputy Secretary, I & CA Department
4. Deputy Director of Information (Advertisement Cell)
5. P.S. to MOS of I & CA Department
6. S.O. Cell-VIII of I & CA Department
7. M/S S2 SIGNPOST INDIA PVT LTD.

  
14/11/18  
Director of Information  
& Ex-Officio Joint Secretary  
Government of West Bengal

**Government of West Bengal**  
**Department of Information & Cultural Affairs**  
**Nabanna**

325, Sarat Chatterjee Road,  
Howrah - 711102

Notification No.- 177A/DI/ICA/18

Date 20.12.2018


**NOTIFICATION**

The rates of the government advertisement in following newspapers are hereby notified as noted below

Sl No.	Name of the Newspaper	B/W per Sq.cm	Colour per Sq.cm
1.	Ananda Bazar Patrika	1292/-	1938/-
2.	The Telegraph	650/-	900/-

1. The rates are exclusive GST.
2. The rates are applicable for direct release.

The rates will be effective from 21/12/2018. This has got approval of appropriate authority of I & CA Deptt.


  
Director of Information &  
Ex- officio Joint Secretary

No. 177A/1(65)DI/ICA/18

Date 20.12.2018

Copy forwarded for information & taking necessary action to:-

1. All Additional Chief Secretary/Principal Secretary/Secretary.
2. Deputy Director of Information (Advertisement)
3. All DICOs
4. General Manager (Advertisement), ABP, Pvt. Ltd.
5. O.S.D., Cell-VIII

  
Director of Information &  
Ex- officio Joint Secretary



**Government of West Bengal**  
**Department of Information & Cultural Affairs**  
"Nabanna" (9<sup>th</sup> floor), 325, Sarat Chatterjee Road, Mandirtala, Shibpur, Howrah-711102

No. 128/DI/ICA/18

Date :15/11/2018

**Order**

The rate for the Bengali daily newspaper "Puber Kalom" is hereby fixed as noted below.

1. 300/- (three hundred) only per sq. cm for colour advertisement &
2. 200/- (two hundred) only per sq. cm for black & white advertisement.

Rates are excluding of government taxes and with effect from 02.06.2018.

*sd/-*  
Director of Information &  
ex-officio Joint Secretary

No. 128/DI/ICA/18

Date :15/11/2018

Copy forwarded for information and taking necessary action to:-

1. All Additional Chief Secretary /Principal Secretary/ Secretary  
.....
2. All DICOs  
.....
3. Manager, "Puber Kalom"
4. SO (cell 8) , I&CA Dept.

*sd/-*  
15/11  
Director of Information &  
ex-officio Joint Secretary

373

**Government of West Bengal.**  
 Department of Information & Cultural Affairs  
 Nabanna (9th Floor)  
 325, Sarat Chatterjee Road, Mandirtala,  
 Shibur, Howrah-711102.

No. 465/DI/ICA/19

Dated, Howrah, the 19<sup>th</sup> July, 2019

**ORDER**

In continuation of this Deptt. Order No. 1566/Pr.S/ICA, dt. 25.04.2018, it is hereby notified that the following rows indicating the rates of release of Govt. Advertisements through empanelled agencies shall be inserted after the last row of the table prescribed in the order under reference :-

Sl.No.	Name of Publication	Edition	Language	Approved rate for Genesis Advertising Pvt.Ltd.(per sq.cm) exclusive of GST		Approved rate for Crayons Advertising Pvt.Ltd.(per sq.cm) exclusive of GST		Date of effect of the rate
				B/W rate (Rs.)	Colour rate (Rs.)	B/W rate (Rs.)	Colour rate (Rs.)	
32	Ananda Bazar Patrika	West Bengal	Bengali	1259.00	1888.00	1259.00	1888.00	11.06.2019
33	The Telegraph	West Bengal	English	630.00	873.00	630.00	873.00	11.06.2019
34	Puber Kalom	West Bengal	Bengali	197.00	296.00	197.00	296.00	19.07.2019

This order is issued with the approval of appropriate authority of I&CA Deptt. and will remain valid until further order.

*sdh*

Director of Information & ex-officio Joint Secretary

No. 465/1(80)DI/ICA/19

Dated, Howrah, the 19<sup>th</sup> July, 2019

Copy forwarded to :-

1. Addl. Chief Secy./Pr.Secy/Secy. .... Deptt.
2. OSD&FODS, I&CA Deptt.
3. DDI(Advt.), I&CA Deptt.
4. Director, Genesis Advertising Pvt.Ltd.
5. Director, Crayons Advertising Pvt.Ltd.
6. S.O., Cell-VIII, I&CA Deptt.
7. The P.S. to MOS, I&CA Deptt.
8. Sr. P.A. to Pr.Secy., I&CA Deptt.
9. Guard File.

*912*

*912*

Director of Information & ex-officio Joint Secretary

**GOVERNMENT OF WEST BENGAL**  
**DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS**  
Nabanna (9<sup>th</sup> Floor)  
325, Sarat Chatterjee Road, Mandirtala  
Shibpur, Howrah-711102

No. 544 /DI /ICA -2019

Date: Howrah, the 28<sup>th</sup> August, 2019

**ORDER**

In continuation of this Deptt. Order No. 1566/Pr. S/ICA, dt. 25.04.2018, and subsequent order published on 19.07.19 vide No. 465/DI/ICA/19, it is hereby notified that the following sl. no indicating the rates of release of Govt. Advertisements through empanelled agency shall be inserted after the last row of the table prescribed in the orders under reference:

Sl. No.	Name of Publication	Approved rate for I&CA Deptt. for Direct Release (Per sq. cm) exclusive of GST		Approved rate for Genesis Advertising Pvt. Ltd. (Per sq. cm) exclusive of GST		Date of effect of the rate
		B/W rate (Rs.)	Colour rate (Rs.)	B/W rate (Rs.)	Colour rate (Rs.)	
35	The Times of India (All Edition) Mumbai, Delhi, Gurgaon, Bangalore, Lucknow, Ahmedabad, Hyderabad, Kanpur, Mangalore, Mysore, Pune, Nagpur, Chennai, Kolkata, Bhubaneshwar, Patna, Goa, Jaipur, MP, Madurai-Trichy, Coimbatore and Kerala	4710/-	9200/-	4592/-	8970/-	27/02/2019

This order is issued with the approval of the appropriate authority of I&CA Deptt. and will remain valid until further order.

Sd/-

Director of Information  
& Ex-officio Jt. Secretary

No. 544/1(68)/DI /ICA -2019

Date: Howrah, the 28<sup>th</sup> August, 2019

Copy forwarded to:

- 1) Addl. Chief Secy./ Pr. Secy/ Secy..... Deptt.
- 2) OSD & EODS, I&CA Deptt.
- 3) DDI (Advt.), I&CA Deptt.
- 4) The P.S. to MOS, I&CA Deptt.
- 5) Sr. P.A. to Pr. Secy., I&CA Deptt.
- 6) S.O., Cell-VIII, I&CA Deptt.
- 7) Director, Genesis Advertising Pvt. Ltd.
- 8) The General Manager (Marketing), Bennett Coleman & Co. Ltd (The Times of India).
- ✓ 9) Guard File

  
Director of Information  
& Ex-officio Jt. Secretary

Government of West Bengal  
Information & Cultural Affairs Department  
Nabanna (9<sup>th</sup> Floor)  
325, Sarat Chatterjee Road Howrah-711102

No. 580/DI/ICA/2019

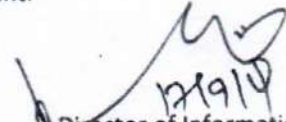
Dated 17/09/2019

**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 upto 31.03.2020 :-

1. 1317(60)ICA/2010 dt. 19.05.2010
2. 1984(60)ICA/2010 dt. 21.07.2010
3. 3470/DI/ICA dt. 18.10.2012
4. 3232-ICA dt. 10.12.2012
5. 1002-ICA dt. 17.04.2015
6. 3482/DI/ICA/17 dt. 01.12.2017
7. 177A/DI/ICA/18 dt. 20.12.2018
8. 110/ICA(N) dt. 09.01.2019
9. 128/DI/ICA/18 dt. 15.11.2018
10. 38/DI/ICA dt. 09.07.2018
11. 544/DI/ICA/2019 dt. 28.08.2019

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

  
Director of Information  
& Ex-officio Joint Secretary

580/1(68)/DI/ICA/2019

Dated 17/09/2019

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

  
Director of Information  
& Ex-officio Joint Secretary

**GOVERNMENT OF WEST BENGAL**  
**DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS**  
Nabanna (9<sup>th</sup> Floor)  
325, Sarat Chatterjee Road, Mandirtala  
Shibpur, Howrah-711102

No. 694 /DI /ICA -2019

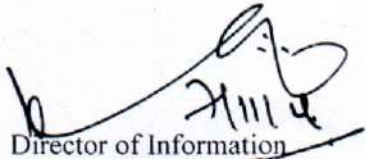
Date: 7/11/2019

**ORDER**

In continuation of this Deptt. Order No. 1566/Pr. S/ICA, dt. 25.04.2018, and subsequent orders published on 19.07.19 & 28.08.2019 vide Nos. 465/DI/ICA/19 & 544/DI/ICA/19 respectively, it is hereby notified that the following sl. no indicating the rates of release of Govt. Advertisements through empanelled agency shall be inserted after the last row of the table prescribed in the orders under reference:

Sl. No.	Name of Publication	Approved rate for I&CA Deptt. for Direct Release (Per sq. cm) exclusive of GST		Approved rate for Genesis Advertising Pvt. Ltd. (Per sq. cm) exclusive of GST		Date of effect of the rate
		B/W rate (Rs.)	CoLOUR rate (Rs.)	B/W rate (Rs.)	CoLOUR rate (Rs.)	
36	The Hindu (Kolkata)	165/-	180/-	161/-	175.50	28/10/2019

This order is issued with the approval of the appropriate authority of I&CA Deptt. and will remain valid until further order.

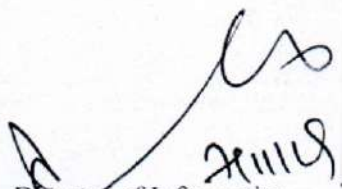
  
Director of Information  
& Ex-officio Jt. Secretary

No. 694/1(9)/DI /ICA -2019

Date: 7/11/2019

Copy forwarded to:

- 1) Addl. Chief Secy./ Pr. Secy/ Secy..... Deptt.
- 2) OSD & EODS, I&CA Deptt.
- 3) DDI (Advt.), I&CA Deptt.
- 4) The P.S. to MOS, I&CA Deptt.
- 5) Sr. P.A. to Pr. Secy., I&CA Deptt.
- 6) S.O., Cell-VIII, I&CA Deptt.
- 7) Director, Genesis Advertising Pvt. Ltd.
- 8) Kaustuv Chatterji, Zonal Business Head – East (The Hindu).
- 9) Guard File

  
Director of Information  
& Ex-officio Jt. Secretary



GOVERNMENT OF WEST BENGAL  
DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS  
"N A B A N N A" (9TH FLOOR)  
325, SARAT CHATTERJEE ROAD, MANDIRTALA, SHIBPUR,  
HOWRAH - 711102

**No.275-ICA(N)**  
IC/N/AD/MISC(VIII)-35/19

**Dated : 22-January-2020**

**NOTIFICATION**

In continuation of this Department Notification No.580/DI/ICA/2019 dated 17/09/2019, it is hereby notified that the rate chart for Government Advertisements in Print Media as contained in I & C A Department's Order/Notification No. (i) 2707-ICA(N), dt.07.10.2015 is also extended upto 31.03.2020.

This has got the approval of competent authority of Information & Cultural Affairs Department.

*eat*  
Director of Information  
& Joint Secretary  
to the Government of West Bengal

**No.275/1(10)-ICA(N)**

**Dated : 22-January-2020**

Copy forwarded for information and taking necessary action to :

- 1) The Additional Chief Secretary / Principal Secretary / Secretary,
- 2) All District Information & Cultural Officers.
- 3) The General Manager (Advertisement), Darpan of India.
- 4) The OSD & ex officio Deputy Secretary, I & C A Department.
- 5) The Additional Director of Information (Advt).
- 6) The PS to Minister-of-State, I & C A Department.
- 7) The PS to Principal Secretary, I & C A Department.
- 8) The Section Officer, Cell-VIII, I & C A Department.
- 9) The Section Officer, Cell-XI, I & C A Department.
- 10) Guard file.

*CS*  
*22/1/20*  
Director of Information  
& Joint Secretary  
to the Government of West Bengal



**Government of West Bengal**  
**DEPARTMENT OF INFORMATION & CULTURAL AFFAIRS**  
"Nabanna" (9<sup>th</sup> 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', 9<sup>th</sup> 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" (9<sup>th</sup> 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, 4<sup>th</sup> floor, Kolkata-72

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



**Government of West Bengal**  
**Department of Information and Cultural Affairs**  
**Nabanna, 9<sup>th</sup> Floor, Howrah - 711102**

Memo No 606/DI/ICA/2020  
IC/N/AD-PM-92/2017

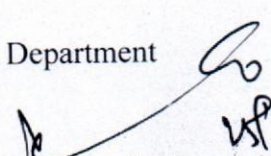
Date 25/11/2020

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. 188/DI/ICA/2020 dated 30.4.2020 is hereby extended upto 30.06.2021 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. 2470/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 competent authority of I&CA Department

  
Director of Information &  
Ex officio Jt. Secretary

Memo No 606/1(68)/DI/ICA/2020

Date 25/11/2020

Copy forwarded to:

1. All Addl. Chief Secretary/Principal Secretary/Secretary
2. All DICOs
3. General Manager (Advt.).....
4. OSD & DS, I&CA Department
5. Asst. 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.
9. S.O. Cell XI, I&CA Deptt.

Director of Information &  
Ex officio Jt. Secretary