



Samar Ghosh

মুখ্য সচিব
পশ্চিমবঙ্গ

Chief Secretary
West Bengal

No. 296(61)-CS/2012

পশ্চিমবঙ্গ সরকার
সহকারী
কলকাতা-৭০০ ০০১

GOVERNMENT OF WEST BENGAL
WRITERS' BUILDINGS
KOLKATA-700 001

April 18, 2012.

**The Additional Chief Secretary/Principal Secretary/
Secretary/Special Secretary-in-Charge,**
.....Department.

Subject: Release of State Government Advertisements.

Sir/Madam,

You may be aware that Information & Cultural Affairs Department is entrusted with the responsibility of releasing all advertisements (display, tender and missing person's notices) in the print and electronic media on behalf of different departments in conformity with the policy guidelines of the State Government.

Some departments have been releasing advertisements directly where the norms/guidelines laid by the State Government are not being maintained.

You are, therefore, requested to instruct all Directorates/Corporations and the subordinate offices under their control to prepare the advertisement and forward all advertisements to Information & Cultural Affairs (I&CA) Department for necessary publication as per Government policy. The advertisement should reach the I&CA Department at least 5 days prior to date of publication. The I&CA Department will incur expenditure for publication for advertisements/notices for all Government Departments. However, the Corporation/Authority/Projects under your Department's jurisdiction will be required to pay for the publication of their advertisements, the bills of which will be forwarded directly to the said Corporation/Authority/Projects etc. for payment.

This will take immediate effect.

Yours faithfully,


(Samar Ghosh)