



Samar Ghosh

পশ্চিমবঙ্গ সরকার
মহাকল্পণ
কলকাতা ৭০০ ০০১

GOVERNMENT OF WEST BENGAL
WRITERS' BUILDING
KOLKATA-700001

মুখ্য সচিব
পশ্চিমবঙ্গ

Chief Secretary
West Bengal

No.329 (61) – CS / 2012

June 29, 2012.

The Additional Chief Secretary / Principal Secretary /
Secretary / Special Secretary-in-Charge to the
Government of West Bengal,

..... Department.

Sub : Release of State Government Advertisements.

Sir / Madam,

In pursuance of this office memo no. 296 (61) – CS / 2012 dated April 18, 2012, some queries have been raised by several departments regarding policy guidelines for release of State Government Advertisements.

1. The matter has since been examined. It is now decided that all Government departments will prepare the advertisement and send it to the Information & Cultural Affairs (I&CA) Department, Government of West Bengal for release of advertisement. The bills in this context will be paid by the concerned department. While releasing advertisement, the I&CA Department will advise the concerned newspaper authority to send the bill to the concerned department for payment and the department will be informed accordingly.

2. Undertakings / Autonomous Bodies of the Department will release advertisement directly and pay the bills. However, they will keep contact with the I&CA Department regarding rates of advertisement, empanelled agencies, etc.

This will take immediate effect.

Yours faithfully,

(Samar Ghosh)