

- (d) the Additional Director of Information and Additional Director of Culture under the administrative control of Information and Cultural Affairs Department, Government of West Bengal, (hereinafter referred to as officers of Category-D).

(3) Every person holding the posts referred to in sub-rule (2) shall, on the date of commencement of these Rules, be included in the said service.

By order of the Governor,  
 ATRI BHATTACHARYA,  
 Principal Secy. to the Govt. of West Bengal.

#### NOTIFICATION

No. 506-ICA(N).—25th February, 2016.—In exercise of the power conferred by the proviso to Article 309 of the Constitution of India, the Governor is pleased hereby to make the following Rules constituting the West Bengal Sub-ordinate Information and Cultural Service under the administrative control of Information and Cultural Affairs Department, Government of West Bengal, namely:—

#### Rules

1. **Short title and commencement.**—(1) These Rules may be called the West Bengal Sub-ordinate Information and Cultural Service Rules, 2016.

(2) They shall come into force on the date of their publication in *The Official Gazette*.

2. **Definitions.**—In these Rules, unless there is anything repugnant in the subject or context,—

(a) "Appointing Authority", in relation to the posts included in the West Bengal Sub-ordinate Information and Cultural Service, shall be the Governor;

(b) "Government" means the Government of West Bengal;

(c) "Service" means the West Bengal Sub-ordinate Information and Cultural Service.

3. **Constitution of West Bengal Sub-ordinate Information and Cultural Service.**—(1) There shall be a general Service known as the West Bengal Sub-ordinate Information and Cultural Service under the administrative control of the Information and Cultural Affairs Department, Government of West Bengal.

(2) The service constituted under sub-rule (1), shall consist of the Sub-Divisional Information and Cultural Officer under the administrative control of Information and Cultural Affairs Department, Government of West Bengal.

(3) Every person holding the posts of the Sub-Divisional Information and Cultural Officer referred to in sub-rule (2), shall, on the date of commencement of these Rules, be included in the said service.

By order of the Governor,  
 ATRI BHATTACHARYA,  
 Principal Secy. to the Govt. of West Bengal.

#### NOTIFICATION

No. 507-ICA(N).—25th February, 2016.—In exercise of the power conferred by the proviso to Article 309 of the Constitution of India and in supersession of all previous Rules regulating the recruitment to the posts of Assistant Director of Information, Assistant Director of Culture, Assistant Director of Film, District Information & Cultural Officer, Labour Information Officer, Special District Information & Cultural Officer, Administrative Officers of Paschimbanga Natya Academy, Madhusudan Mancha, Girish Mancha, Minerva Theatre, Paschimbanga Bangla Academy and Folk Entertainment Section, Executive Officer of West Bengal State Music Academy, Production Officer and Media Officer, Deputy Director of Information, Deputy Director of Information (Darjeeling), Deputy Director of Culture, Deputy Director of Films, Chief of the News Bureau, Executive Officer, Cinema Centenary Building; Joint Director of Information, Joint Director of Culture, Joint Director of Films, Secretary, Paschimbanga Bangla Academy; Secretary, Sishu Kishore Academy; Additional Director of Information, and Additional Director of Culture in the West Bengal General Service, the Governor is pleased hereby to make the following Rules regulating the recruitment to the West Bengal Information and Cultural Service constituted under this Department Notification No. 505-ICA(N), dated the 25<sup>th</sup> February, 2016, published in *The Kolkata Gazette, Extraordinary* dated the 25th February, 2016:—



## Rules

## CHAPTER I

## Preliminary

1. **Short title and commencement.**—(1) These Rules may be called the West Bengal Information and Cultural Services (Recruitment) Rules, 2016.

(2) They shall come into force on the date of their publication in *The Official Gazette*.

2. **Definition.**—In these Rules, unless there is anything repugnant in the subject or context,—

(a) "Appointing Authority", in relation to the posts included in the West Bengal Information and Cultural Service, shall be the Governor;

(b) "Cadre" means a cadre of the Service;

(c) "Commission" means the Public Service Commission, West Bengal;

(d) "Government" means the Government of West Bengal;

(e) "Service" means the West Bengal Information and Cultural Service.

## CHAPTER II

Recruitment rules of Assistant Director of Information, Assistant Director of Culture, Assistant Director of Film, District Information & Cultural Officer, Labour Information Officer, Special District Information & Cultural Officer, Administrative Officers of Paschimbanga Natya Academy, Madhusudan Mancha, Girish Mancha, Minerva Theatre, Paschimbanga Bangla Academy and Folk Entertainment Section; Executive Officer of West Bengal State Music Academy, Production Officer and Media Officer under the administrative control of Information and Cultural Affairs Department, Government of West Bengal (Category A).

3. **Method of recruitment for the posts of officers belonging to Category A.**—(1) The method of recruitment for the posts of officers belonging to Category A shall be as mentioned in sub-rule (2) and sub-rule (3).

(2) For first 5 (five) years on and from the commencement of these Rules, the method of recruitment for the posts of officers belonging to Category A shall be as follows:—

(a) 75 per centum of the total sanctioned posts to be filled up by promotion in consultation with the Public Service Commission, West Bengal, from the eligible permanent officers of West Bengal Sub-ordinate Information and Cultural Service;

(b) 25 per centum of the total sanctioned posts to be filled up by direct recruitment on the results of written examination followed by a personality test to be conducted by the Public Service Commission, West Bengal;

*Note.*—Employees serving under the Government of West Bengal with requisite qualifications are also eligible to apply.

(3) After five years, on and from the commencement of these Rules, the method of recruitment for the posts of officers belonging to Category A shall be as follows:—

(a) 50 per centum of the total sanctioned posts to be filled up by promotion in consultation with the Public Service Commission, West Bengal, from the eligible permanent officers of West Bengal Sub-ordinate Information and Cultural Service;

(b) 50 per centum of the total sanctioned posts to be filled up by direct recruitment on the results of written examination followed by a personality test to be conducted by the Public Service Commission, West Bengal;

*Note.*—Employees serving under the Government of West Bengal with requisite qualifications are also eligible to apply.

4. **Qualifications for direct recruitment.**—The essential qualification for direct recruitment to the posts of officers belonging to Category A shall be an Honours Degree from a recognized University.

5. **Age for direct recruitment.**—The age for direct recruitment to the posts of officers belonging to Category A shall be not less than 21 years and not more than 32 years on the 1<sup>st</sup> January of the year of advertisement. The age-limit shall be relaxable only in cases of candidates belonging to the Schedule Castes or the Scheduled Tribes or the Other Backward Classes (OBC-A and OBC-B) or the Physically handicapped or the Ex-Serviceman as per the extant Rules or order of the Government.

6. **Rules and Syllabus for the examination.**—(1) The Rules and Syllabus for the examination shall be detailed as mentioned in sub-rule (2).

(2) The examination will comprise of two successive parts, namely,—

(a) Part-I— Written Examination;

(b) Part-II— Personality Test.



(3) The Written Examination in Part-I shall consist of the following five compulsory papers carrying 100 marks each and two optional papers carrying 100 marks each, namely:—

Paper-I : English comprehension, essay, precie, letter writing and drafting of report. - 100 marks;

Paper-II : English grammar (change of voice, transformation of sentences, application of appropriate prepositions / phrasal verbs/ idioms etc., correction of sentences, application of tense) and translation from Bengali/ Nepali. - 100 marks;

Paper-III : Composition, drafting of report, letter and precie writing in Bengali/Nepali and translation from English into Bengali/Nepali. - 100 marks;

Paper-IV : Elementary mathematics based upon the syllabus of Madhyamik Examination or equivalent. - 100 marks;

Paper-V : General knowledge and current affairs with special emphasis on West Bengal. - 100 marks.

Paper-VI and Paper-VII, two optional papers carrying 100 marks each from the following subjects:—

(a) Journalism, (b) Mass Communication, (c) Advertisement & Public Relations, (d) Sociology, (e) Anthropology, (f) Political Science, (g) History, (h) Film Direction or Cinematography.

(4) The Personality Test in Part-II will be of 100 marks. For this purpose, a limited number of candidates, selected in order of merit on the results of the Written Examination will be called.

N.B.- (1) The Public Service Commission, West Bengal shall have the discretion to fix qualifying marks in the aggregate.

(2) The standard and syllabus of the optional papers will be finalised in consultation with Public Service Commission, West Bengal.

(3) All papers must be written either in English or in Bengali except Paper-I and Paper-II.

#### CHAPTER III

Deputy Director of Information, Deputy Director of Information (Darjeeling), Deputy Director of Culture, Deputy Director of Films, Chief of the News Bureau, Executive Officer, Cinema Centenary Building (Category-B).

7. **Method of recruitment for the posts of officers belonging to Category B.**—The method of recruitment for the posts of officers belonging to Category B, shall be by promotion from amongst the confirmed and eligible officers belonging to Category A, having put at least 3 (three) years' of service in the post or posts of that Category taking together, on merit-cum-seniority basis.

#### CHAPTER IV

Joint Director of Information, Joint Director of Culture, Joint Director of Films, Secretary, Paschimbanga Bangla Academy; Secretary, Sishu Kishore Academy (Category-C).

8. **Method of recruitment for the posts of officers belonging to Category C.**—The method of recruitment for the posts of officers belonging to Category C, shall be by promotion from amongst the confirmed and eligible officers belonging to Category B, having put at least 3 (three) years' of service in the post or posts of that Category taking together, on merit-cum-seniority basis.

#### CHAPTER V

Additional Director of Information and Additional Director of Culture (Category D).

9. **Method of recruitment for the officers belonging to Category D.**—The method of recruitment for the posts of officers belonging to Category D, shall be by promotion from amongst the confirmed and eligible officers belonging to Category C, having put at least 3 (three) years' of service in the post or posts of that Category taking together, on merit-cum-seniority basis.

#### CHAPTER VI

##### Miscellaneous

10. **Inter transfer.**—The officers belonging to the service may be transferred within the category interse, i.e., one post to another post within the category or from one Directorate to another Directorate and in respect of such inter transfer the Department of Information and Culture shall take the decision and its decision shall be final.

11. **Interpretation.**—For any question arises relating to the interpretation of these Rules, it shall be referred to the Government in the Department of Information and Cultural Affairs whose decision thereon shall be final.

By order of the Governor,

ATRI BHATTACHARYA,

Principal Secy. to the Govt. of West Bengal.