



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

**ORDER**

No: 3223-ICA(N)

Date: 19<sup>th</sup> 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.

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				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.

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				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: 19<sup>th</sup> 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.

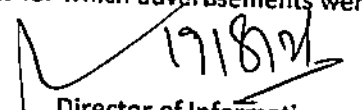
  
Director of Information  
& Ex-Officio Addl. Secretary

Date: 19<sup>th</sup> 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