



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