

- 01 -
NOTE SHEET

SUDA

As instructed, this is to state that we have received a sum of Rs. 10,82,49,000/ (1,35,07,000 +9,34,47,000 +1,29,500) for procurement of Larvicidal, IEC for VBD vide memo no. 144 (Sanction)/UDMA-13014(19)/2/2018-BDG-MA dt. 06.07.2018 (copy enclosed), along with allotment for payment of Honorarium to VCT members working in all Urban areas. Out of total amount of grant of Rs. 54,83,47,000/-, Rs. 44,00,98,000/- is meant for payment of honorarium to VCT members and the rest amount of Rs. 10,82,49,000/- is for procurement of Larvicidal, IEC and Training. W.r.t payment of Honorarium to VCT members, fund has already been/ being released for 11 rounds by way of LF to LF transfer module. In case of Procurement of Larvicidal and others, a separate file has been mooted in this regard and still pending for decision.

As the original fund is still to be released, there is no question of submission of UC to the department and it will be furnished as and when the fund is exhausted from our end.

Submitted.

01/08/2018
S. S. S. S.
01.08.18

P.O(H)

CPHO

W.r.t the note above and the note given by the Secretary UD & MA on 29.03.18 (enclosed) the reply to the letter from Special Secy to the Govt of West Bengal (enclosed) has been drafted.

The reply letter may kindly be approved and signed.

Dy. Director

Le
CPHO
02/08/18

Pr. put up with fresh copy-

01/08/18

Dipankar

As directed, a fresh note in regard to the letter of Spl secretary, UD & MA Department is placed below:

Questions raised by the Spl Secretary, UD & MA Department contain two components:

1. To whom the bill is to be paid -----As letter has been issued by Director, SUDA to Director, Information and Cultural Affairs, GoWB to float the advertisement in electronic media, payment is to be made to the I&CA Department. It is worthy to note that, three bills had been furnished to SUDA by the advertisement agency itself, not by I&CA Department.
2. Utilization certificate for previous allotment under IEC----- In this case note at NSP-1 may kindly be considered wherein it is mentioned that a sum of Rs. 10,82,49,000/- has been received from Deptt. of UD & MA vide memo no. 144(Sanction)/UDMA-13014(19)/2/2018-BDG-MA dt. 06.07.2018 for the purpose of procurement of Larvicidal and IEC. Meanwhile, we have released fund for the same purpose during December, 2017 for calendar year 2018 out of unspent fund of UPHCS with the approval of the then Secretary, UD&MA Department considering the urgency of upcoming threat of VBD, and the larvicide procured have already been exhausted.

Further to note that, there are numerous proposals are coming regularly from different ULBs for procurement of Larvicidal and those are most legitimate considering the span of programme throughout the year as compared to the duration of previous year. Hence, it is proposed not to utilize this fund for payment of advertisement bill.

Cost estimation of advertisement as well as order issued to I&CA are not available to the U/S, so that divergence of estimated cost and actual bill could be compared.

Therefore, it is proposed that a separate proposal may be send to deptt. of UD & MA for augmentation of budgetary fund with the Finance Department under this Advertisement purpose.

Submitted.

The note at NSP-2 alongwith the letter received from Sr. Secretary, UD & MA Deptt. vide no. 950/MA/pt/cio/35-38/2012 (Pt-I) DFO 30/7/18 - may kindly be perused.

As per note given by the then Secretary, UD & MA Deptt. on the body of the forwarding letter of CD's the ^{bill} ~~payment~~ may be paid to IZCA. maintaining all sorts of formalities if approved.

~~The~~

Part- UC may be sent to Deptt. in c/w the fund revised in IEC program after disbursement of the same.

Put up for Rcm approval

08/8/18

B. N. Kar
Addl. Dir. (Rcm)

Again, as discussed held in the office-chamber of Sp. Secretary, UD & MA Deptt. with Additional Director (Admin.), SUDA & Director, SUDA

(i) Bills received ^{in pursuance of the order of} from the D/O the Director of Information in c/w "release of TVC on VSD of SUDA for the months of April, ~~May~~ June & July '2018
 vide memo nos. 669/ICA/EM(AD)/2018
 dt. 31/3/18, 689/ICA/EM(AD) 2018
 dt. 31/05/18 & 729/ICA/EM(AD)/2018
 dt. 30/6/2018 amounting ~~Rs. 5,13,77,251~~
 Rs. 5,13,77,251, Rs 6,23,32,136 &
 Rs. Rs. 5,70,32,091 respectively -
 from Genesis Advertising Pvt. Ltd.

~~Rs. 5,13,77,251~~
 (ii) The bills totaling amount to
 Rs. 170,741,478/- (Rupees Seventeen
 crore seven lakh forty one thousand
 four hundred twenty eight) only
 for the months of April, June
 & July 2018.

(iii) The bills may be forwarded to
 the T2CA Department for checking
 & releasing the amount maintaining
 proper rules and -

(iv) UD & MA Deptt. may be requested
 to make the ^{said} fund.

Put up for fustan order.

06/08/2018

Asst. Dir. /
Admin / CU DA

Notes per pages may kindly be perused.
The matter relates to payment of bills raised by Genesis Advertising Pvt Ltd. for TV Advertising for ^{IEC on} ~~1~~ ^{vech} ~~vech~~ ^{some disease} ~~some disease~~ for broadcasting of IEC on ^{vech some disease} ~~some disease~~ ^{Director} ~~Director~~ SUDA requests Director Information vide memo no SUDA/Health/351/18/1823 dt. 31.03.2018

Though there was mention of its approval but ~~approval~~ from CMO.

But there was no ~~approval~~ financial approval allocation for this purpose though it has been ~~indicated~~ indicated that payment will be made by VD&MA Dept.

As the work order to the Advertising Agency

has been issued from the Information & Cultural Affairs Department the fund for this purpose may be provided to

Director Information for payment to the Agency after observing usual formalities, ~~please for kind consideration~~

The matter may be referred to VD&MA Dept for approval & release of fund to Director Information, if approved.

2 may be approved 08/08/18

Director, SUDA
Sp. Sec (G-5)

2

NOTE SHEET

No. 1008/MA/P/C-10/3S-38/2012(Pt.-I) Dated 10.08.2018
Secretary, UD & MA Department.

The above PUD as received from the Special Secretary UD & MA Department is placed in the C.P Side may please perused. It appears that Special Secretary UD & MA department has returned the copies of bill of Genesis Advertising Pvt. Ltd. For the purpose of ICF activities and has requested to forward the same to I & CA department for necessary action.

Special Secretary has also initiated the office that the proposal for allotment for the month of April, May and June 2018 has been taken up with the Finance Department by the UD & MA Department and allotment for the month of July 2018 onwards will be taken up by the Health and Family Welfare Department.

In this context notes dated 08.08.2018 of Director. SUDA at NSP 5 may kindly be seen.

In view of above and as desired by the Special Secretary the copies of bill as return from the UD & MA department may be forwarded / sent to the I & CA Department.

A forwarding draft is placed in the C.P. side for the approval.

Am
13/08/18.

The four ms. of bills in original may be forwarded ^{back} to the Pr. Secretary, I & CA along with the letter of the Special Secretary, UD & MA Deptt. if approved.

may be approved.

Am
13/8/18

Am
13/8/18

Am
12/8/18

Am
13/8/18

Pr. DO needed.

Respatched on 14.08.2018.
to the Pr. Secy, Deptt. of I & CA
Am
14.08.18.

~~D.D.~~

~~ADDT. Director
ADMT, SUDA~~

~~Director~~

~~Director, SUDA~~

~~DD~~

~~HA~~

I

Placed herewith a letter alongwith 4 nos. or bill vide no. 3251-ICA(N) dated 24.08.2018 received from Officer-on-Special Duty & Ex-Officio Deputy Secretary to The Government of West Bengal, Department of Information & Cultural Affairs in connection with the "Telecast or TVC on Prevention of Vector Borne Disease" for April, May, June & July bills. To return herewith four bearing nos. 669/ICA/EM(AD)/2018 dated 31.03.2018, 677/ICA/EM(AD)/2018 dated 27.04.2018, 689/ICA/EM(AD)/2018 dated 31.05.2018 and 729/ICA/EM(AD)/2018 dated 30.06.2018 amounting to Rs. 5,13,77,251/-, Rs. 6,23,32,136/-, Rs. 5,70,32,091/- and Rs. 6,14,28,119/- respectively.

Further course of action may kindly be advise.

for 06/09/18.

D.D. SUDA

To memorandum received from OSD & Ex-officio Dy. Secretary, ICA Deptt. Govt. of WB in c/w Bill of "Telecast of TVC on Prevention of Vector-Borne Disease" for April, May & June 2018 at CP side flag "Y" along with bills of said month & also July 2018 ~~amounting to~~ may kindly be perused.

An order of Hon'ble Chief Secretary Govt. of WB vide W. 3083/DI No. 01/4/2017 of ICA Deptt. at flag "Y" ~~was~~ highlighted area may also kindly be perused.

On the light of the pre-pagis. -
 } 72 CA Deptt. may be requested u.
 } for issuance of "work Done Certificate"
 } for further action.

The UDZ MA Deptt. may be
 } requested to plan the fund
 } for April, May & June 18 -
 } amounting Rs. 170,741,478/-
 } (Supers Swastan (work Swastan
 } fortyone thousand four hundred
 } Swastan eight) only.

The Bill of July 2018 may
 } be forwarded to DHPW Deptt.
 } for payment =

Put up for kind consideration
 of the proposals "A", "B" & "C"
 & further order may kindly
 be given.

~~Mr. Bir (CA)~~
~~Director~~

20/9/18

Notes prepaged may kindly be perused.

Notes of the Principal Secretary, VDMA Deptt. endorsed to us by Special Secretary may kindly be seen. (Flag-2).

It transpires that as per decision Principal Secretary, I & CA Deptt. would negotiate the rates for telecast with the channels and also selected Agency for the bills of past months. Besides, the relevant file of VDMA Deptt. is lying with Director Information as on date. (6/9/2018).

Under such circumstances the matter may be again be referred to VDMA Deptt. for direction.

6/9/2018

~~Director SUDA~~

~~Spl Sec (S.6)~~

~~Mr. Secy~~

Director, SUDA

~~By Director~~

U. O. No. SUDA: 581
dated 07.09.2018

May file. See

6/9/18

SUDA may act as per decision dated 21/11/2018

7/12/2018
DDP 11/9/18

NOTE SHEET

SUDA

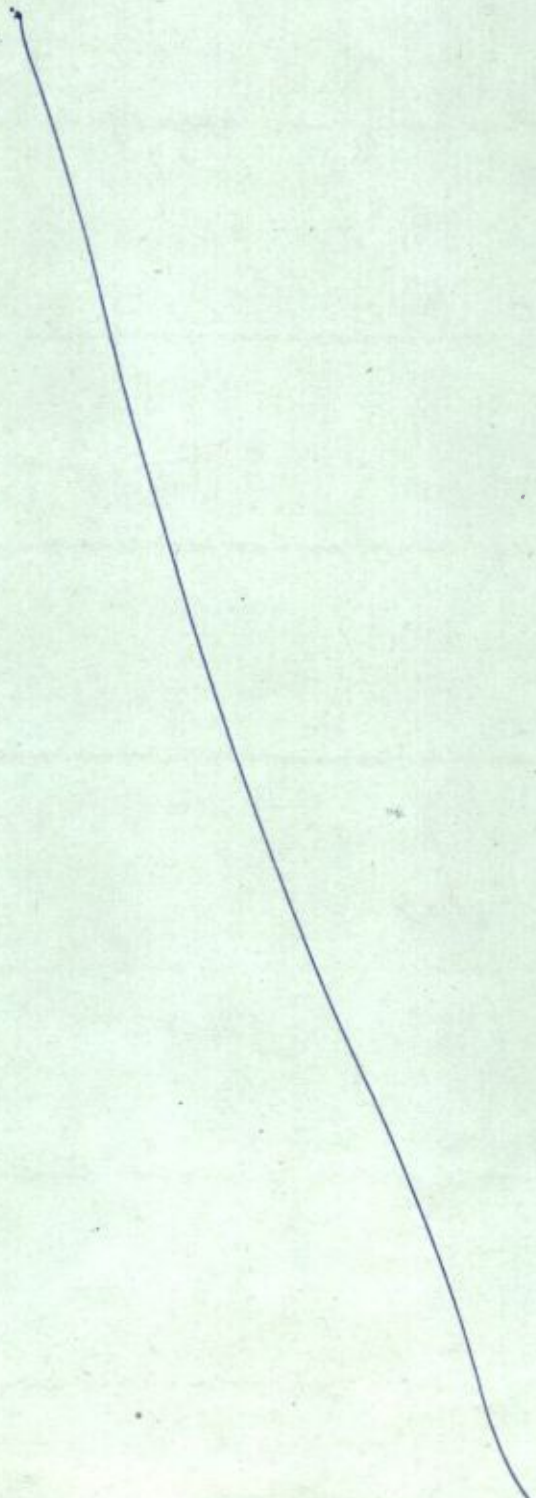
10
AF NS.P. 9 will of Hon'ble Mr. Jy. Jy.
may kindly be seen.
Put up for further adv.

11/9/18

B.N. Kar
Asst. Dir. (Adm.)
SUDA

I.O. No. SUDA: 592

Dated: 12-09-2018





NOTE SHEET



Sub. : Release of payment for T.V Broadcast relating VBD (Dengue).

A Communication bearing no. SUDA-Health/351/18/1823 dated 31.03.2018 (Flag -A) was made by the Director, SUDA to the Director, Department of I & CA with a request to Broadcast a Video on Vector Borne Disease (Dengue) control to all I&CA approved television media with immediate effect till November 2018.

Following to that M/s. Genesis Advertising Pvt. Ltd. has submitted separate Bills for the month of April, May, June and July 2018 in favour of buyer i.e. Urban Development & Municipal Affairs Department along with a forwarding letter addressed to the Director SUDA.

As the work order was issued by the I&CA Department to M/s. Genesis Advertising Pvt. Ltd., the matter was referred to the UD & MA Department for approval and release of fund. In this regards letter bearing no. 1008/MA/P/C-10.3S-38/2012 (Pt.1) dated 10.08.2018 of the Special Secretary, UD & MA Department (Flag - B) is referred to wherein Director, SUDA was requested to forward the Bills to I&CA Department for necessary action which was done accordingly. Officer on Special Duty and Ex-Officio Deputy Secretary, Department of I&CA returned back the said bills for the month of April, May, June and July 2018 to the Director, SUDA vide no. 3251-ICA(N) dated 24.08.2018 (Flag - C).

Details are given below with regard to bills submitted for the month of April, May, June & July, 2018 :

Sl. No.	Invoice No. & Date of Bill	Work order no. & Date issued by I&CA	Bill for the month	Amount in Rupees
1.	GA/274/18-19 dated 18.05.2018	669/ICA/EN(AD)/2018 dated 31.03.2018	April, 2018	5,13,77,251/-
2.	GA/July/001/18-19 dated 02.07.2018	677/ICA/EN(AD)/2018 dated 27.04.2018	May, 2018	6,23,32,136/-
3.	GA/July/033/18-19 dated 02.07.2018	689/ICA/EN(AD)/2018 dated 31.05.2018	June, 2018	5,70,32,091/-
4.	GA/AUG/0001/18-19 dt. 01.08.2018	729/ICA/EN(AD)/2018 dated 30.06.2018	July, 2018	6,14,28,119/-

Bill for an amount of 6,14,28,119/- submitted by M/s. Genesis Advertising Pvt. Ltd. for the month of **July, 2018** may be sent to the Health & Family Welfare Department for release of payment as per instruction at **Flag - B**. Draft letter is placed herewith for signature, if approved (at **Flag - D**)

Submitted

'X' - above may kindly be approved.

Director, SUDA

Pr. Secretary
UD & MA Deptt
DD

14/9/18
14/10/2018



Draft- pm-up may kindly be signed

Disectw

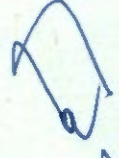
~~DS~~

~~HA~~ H.A.


17/9/18

self 17/9/18

P. Communicate with original
Bill of July 18.


17/9/18

Communicated.

Sm
17/9/18.

ADU, net

We have received three (03) nos. of bills from April, 18 to June, 18 of Genesis Advertising Pvt. Ltd. duly endorsed by I&CA Department, for publication of advertisement in respect of Prevention and Control of Vector Borne Diseases in different news Channels and also in several electronic media, details of which are given below:

Sl. No.	Month	Bill No.	Date	Amount (Rs.)
1	April, 2018	GA/274/18-19	18.05.2018	51,377,251.00
2	May, 2018	GA/JULY/001/18-19	02.07.2018	62,332,136.00
3	June, 2018	GA/JULY/001/18-19	02.07.2018	57,032,091.00
			TOTAL	170,741,478.00

Now, as per order of competent authority, a team was formed for checking the bills as submitted by Genesis Advertising Pvt. Ltd. in regard to work order placed, actual publication of advertisement and amount of bill. On checking of the bill for the month of April, it is found correct in respect of work order issued by Deptt of I & CA, Govt. of West Bengal, with real time report of publication of the said advertisement in different channels. Further, we have checked the rate as claimed by channels with the approved rate as given by I & CA Department at initial stage and found flawless.

In this connection this is to mention here that the Department of UD & MA, GOWB has allotted a sum of Rs. 17,00,00,000/- (Seventeen Crore only) for this purpose, copy of which is also placed for ready reference.

Meanwhile it is proposed that bill for the month of April, 2018 amounting to Rs. 5,13,77,251/- (Five crore thirteen lakhs seventy seven thousand two hundred fifty one only) may be released to Genesis Advertising Pvt. Ltd.

Payment Details are given below:

Name of Payee	Genesis Advertising Pvt. Ltd.
Account no.	00142000027806
Bank Name & Branch	HDFC Bank Ltd. (Central Plaza)
IFSC Code	HDFC0000014

Necessary approval from competent authority for onward payment after deducting statutory deduction, of the above amount may kindly be accorded.

Submitted.

F.O (SUDA)

Copy of bills for the month of April '18
are enclosed in the CP side for kind perusal.

Deputy Director, SUDA

May be approved.

Asst. Director
(SUDA)

pl. put up considering the
sanction order issued by UD&MA dept.

19-09-18

19/9/18

सूडा

SUDA

for Rs. 17 crore for this purpose.

DP

As Discretioned by the authority, it was resolved that the bill of April '2018 may be released as 1st instance by this mean. *DP 11/9/18*

In the light of the above content - bill ^{of April '18} may be released if approved. *DP 19/9/18*

May be approved.

DP 15/9/18

*Asst. Director
Admin*

Director, SUDA

Notes from prepage & above.
~~Genes~~ Payment to the tune of Rs 5, 13, 77, 251/- may be made c.f.o M/s Genesis Advertising Pvt Ltd against the bill for April 2018, in connection with the release of TVCs on prevention of VBD, out of the sanctioned amount of Rs 17 cr duly allotted vide 2AS (sanction)/UDMA-13014 (12)/102/2018-BDG-MA dt 17.9.18. *DP*
Submitted for approval.

*CCA
Pr. Process
24-09-18*

Self 19/9/18

*Pr. Secretary
UD & MA Dept*

*U.O. No. SUDA. 606
Dated 19/9/18
Director, SUDA*

20/10/2018

File No. SUDA (M/352/18 (em))

To. 20/9

As per notes and order at NSP-01 to 13 and prepage

As approved by the Chairman, SUDA and Principal Secretary, Urban Development & Municipal Affairs Department, Govt. of West Bengal at prepage, to release the payment of M/s Genesis Advertising Pvt. Ltd., an electronic LF/PL advice amounting to Rs.5,13,77,251/- (Rupees Five Crore Thirteen Lakh Seventy Seven Thousand Two Hundred Fifty One) only has been generated, approved and duly submitted to the Kolkata Pay & Accounts Office-III today electronically with the digital signature of Director, SUDA using IFMS platform of Finance Department, Govt. of West Bengal.

Accordingly, now to submit the paper copy of this advice, 01 (one) set of L.F. advice has been printed and placed herewith for signature of Director, SUDA please.

F/O

[Handwritten signature]
25-09-18

May be signed.

[Handwritten signature] 25.09.18

Director, SUDA

25/9/18

F/O

Bill has been submitted to the P.O.-III.

[Handwritten signature] 25.09.18

D. Chowdhury pl. put up file for further action.

[Handwritten signature] 25.09.18

D. Chowdhury
AO (H)

'16'

In continuation of previous note at NSP-13&14 ,We may agree to release the resultant amounts of Rs. 6,23,32,136/- and Rs. 5,70,32,091/- for the bills of May, 18 and June, 2018 respectively, making a total amount of Rs. 11,93,64,227/- to M/S Genesis Advertising Pvt Ltd.

Payment Details are given below:

Name of Payee	Genesis Advertising Pvt. Ltd.
Account no.	00142000027806
Bank Name & Branch	HDFC Bank Ltd. (Central Plaza)
IFSC Code	HDFC0000014

Necessary approval from competent authority for onward payment after deducting statutory deduction, of the above amount may kindly be accorded.

Submitted.

F.O (SUDA)

25/09/2018

Total fund received for IEC of Previous & control of VSD is Rs 27.82 crores with G.O NO- 245 (San) /UDMA-13014(12)102/2018 BDC-MA & vide G.O.M - 144 (San) /UDMA 13014(12)/2/2018 - BDC. Hence we have sufficient fund for releasing the IEC bills for 02 month amounting to Rs 119364227/- Bills for the month of May'18 & June'18, have already been checked & found correct as per NSP-13. Therefore copy of bills for the month of May'18 & June'18 are placed for your kind perusal. Hence the payment may be released.

FA, SUDA

As proposed

25-09-18

25/9/18

Dy. Director SUDA

NOTE pre-page.

Payment to ~~the~~ Genesis Advertising Pvt. Ltd. in c/w the bills for the month of May & June 2018 amounting Rs 6,23,32,136/- & Rs 5,70,32,091/- respectively. Total amount Rs 11,93,64,227/- (Rupees Eleven crore ninety three lakh sixty four thousand two hundred and twenty seven) only for arising the Television Case on prevention of VBD's from the sanction amount Rs 27.82 crore if approved.

x

04/10/18

Director

Proposal at 'x' - above may kindly be approved.

04/10/18

[Signature]
5/10/18

~~HMIC, UDA MA~~

[Signature]
10/10/18

~~Director~~

04/11/18

Pr. Secretary
UD & MA Dept
U.O. No. SUDA... 652
Dated 05/10/2018
File No. 351/18 (Part)

Urban Development Dept.
1809
5.10.18

FO

Pi. process.

CCA

Pi. process. 11.10.18

As per notes and order at prepage

As approved by the Hon'ble MIC, UD & MA Department at prepage, to release the payments of M/s Genesis Advertising Pvt. Ltd., two nos. of electronic LF/PL advice first amounting to Rs.6,23,32,136/- (Rupees Six Crore Twenty Three Lakh Thirty Two Thousand One Hundred Thirty Six) only and second amounting to Rs.5,70,32,091/- (Rupees Five Crore Seventy Lakh Thirty Two Thousand Ninety One) only have been generated, approved and duly submitted to the Kolkata Pay & Accounts Office-III today electronically with the digital signature of Director, SUDA using IFMS platform of Finance Department, Govt. of West Bengal.

Accordingly, now to submit the paper copies of these advices, 02 (two) sets of L.F. advice have been printed and placed herewith for signature of Director, SUDA please.

Finance Officer

[Handwritten signature]
11-11-18

Online LF to LF advice may
usually be signed.

[Handwritten signature]
11.10.18

Director, SUDA

[Handwritten signature]
11/11/18

[Handwritten signature]
Sanjay Saha

M. Jalil

[Handwritten signature]
20.11.18