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12.10.17

Government of West Bengal
Health & Family Welfare Department
Swasthya Bhavan, 'B' Wing (4th Floor)
GN-29, Sector V, Salt Lake,
Bidhannagar, Kolkata-700 091.
Phone: 033-2357 3625 Fax: 2357 7909
e-mail: mdnrhm@wbhealth.gov.in

No. HFW/CFW-61/17

Dated: 14th October, 2017.

From: Sanghamitra Ghosh,
Commissioner (Family Welfare) & Secretary (PHP),
Health and Family Welfare Department.

To: The Commissioner,
Kolkata Municipal Corporation,
Kolkata.

Sub: Regarding addition of content in the existing AV materials on prevention of Dengue & Chikungunya.

Sir,

In continuation of our previous communication no. HFW/CFW-60/17(3) dated 13th October, 2017, this is to state that the following matter may be incorporated in the script of the AV materials (already shared with you):

“বর্ষাকালে বা শীতের শুরুতে অনেকেরই জ্বর হয়। মরগুমি এই জ্বরে
অসুখ আতঙ্কিত হবেন না।”

Kindly take steps to insert the above content in the existing version of AV materials on prevention of Dengue & Chikungunya, and arrange for publicity using the modified version as early as possible.

The modified versions of the materials may be shared also with the Addl. Chief Secretary, Dept. of Panchayat & Rural Development and the Secretary, Dept. of Municipal Affairs & Urban Development, Govt. of West Bengal for necessary action from their end.

Yours faithfully,
Sanghamitra Ghosh
(Sanghamitra Ghosh)

No. HFW/CFW-61/17/1(2)

Dated: 14th October, 2017.

Copy forwarded for kind information & necessary action to:

1. The Addl. Chief Secretary, Dept. of Panchayat & Rural Development, Government of West Bengal.
2. The Secretary, Dept. of Municipal Affairs & Urban Development, Government of West Bengal.

Sanghamitra Ghosh
(Sanghamitra Ghosh)

STATE URBAN DEVELOPMENT AGENCY**HEALTH WING****"ILGUS BHAVAN"****H-C BLOCK, SECTOR-III, BIDHANNAGAR, CALCUTTA-700 091
West Bengal****Ref No. SUDA-Health/94/17/218****Date 17.10.2017****From : Director, SUDA****To : The Director of Information
I & CA Department
Nabanna, Howrah****Sub. : Publicity of AV Materials to control Dengue.****Sir,**

In continuation of this office communication vide no. SUDA-Health/94/17/217 dt. 16.10.2017, I am to request you to make arrangement for publicity of AV materials forwarded by Health & Family Welfare Department with immediate effect upto 15.11.2017 in the approved 04 (four) no. of Channels as per schedule given hereunder :

- a) TV spot with "school children" (40 Second) – 12 times daily
- b) TV spot by "Deb & Koel" (30 Second) – 24 times daily
- c) TV sport with "Munnabhai" (40 Second) – 12 times daily
- d) Radio Jingle on "dengue & chikungunya" (40 Second) – 36 times daily
- e) Radio Jingle on "Munnabhai" (40 Second) – 36 times daily

This is to state that cost of such publicity will be met on receipt of bills from your end.

Thanking you.

Yours faithfully

Director, SUDA

SUDA-Health/94/17/218/1(1)

Dt. .. 17.10.2017

CC

The Secretary, UD & MA Department

Director, SUDA

UD/00/2017/00912
secy/UD&MA
17.10.17

Government of West Bengal
Health & Family Welfare Department
Swasthya Bhavan, 'B' Wing (4th Floor)
GN-29, Sector V, Salt Lake,
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e-mail: mdnrhm@wbhealth.gov.in

Ashok Das
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No. HFW/CFW-60/17(3)

Dated: 13th October, 2017.

From: Sanghamitra Ghosh,
Commissioner (Family Welfare) & Secretary (PHP),
Health and Family Welfare Department.

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To : (1) The Addl. Chief Secretary,
Dept. of Panchayat & Rural Development,
Govt. of West Bengal.

(2) The Commissioner,
Kolkata Municipal Corporation,
Kolkata.

POP#
18/10/17

(3) The Secretary,
Dept. of Municipal Affairs & Urban Development,
Govt. of West Bengal.

Sub: Sharing of AV-materials for public awareness on dengue prevention & control.

Sir,

In the context of the meeting taken by the Hon'ble Chief Minister on 12 Oct'17 on the status of dengue & other vector borne disease control matters, it is reiterated that the IEC designs/materials shared with you earlier this year may please be utilized immediately to gear up the public awareness activities against dengue & chikungunya.

2. For your ready reference, the existing version of the following AV materials on prevention & control of dengue, which had already been shared with you, are being sent again herewith to your e-mail address. Kindly arrange to resume publicity using the same immediately :-

- TV spot with "school children"
- TV spot by "Deb & Koel"
- Audio jingle on "dengue & chikungunya"
- "Munnabhai" (TV spot and radio jingle)

3. Certain changes will be made in the IEC materials, as directed in yesterday's meeting. The changed content will shortly be shared with you. Kindly take steps to effect those changes in the materials that have already been shared.

Yours faithfully,
Sanghamitra Ghosh
(Sanghamitra Ghosh)



STATE URBAN DEVELOPMENT AGENCY

HEALTH WING

"ILGUS BHAVAN"

H-C BLOCK, SECTOR-III, BIDHANNAGAR, CALCUTTA-700 091
West Bengal

Ref No. SUDA-Health/94/17/217
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Date 16.10.2017
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From : Director, SUDA

To : The Director of Information
I & CA Department
Nabanna, Howrah

Sub. : Publicity of AV Materials to control Dengue.

Sir,

I am directed to request you to make arrangement for publicity of AV materials forwarded by Health & Family Welfare Department with immediate effect upto 15.11.2017 in the approved Channels.

List of AV materials :

- TV spot with "school children" - (Duration - 40 Second)
- TV spot by "Deb & Koel" - (Duration - 30 Second)
- Audio Jingle on "dengue & chikungunya" - (Duration - 40 Second)
- "Munnabhai" (TV spot and radio jingle) (Duration - 40 Second)

Thanking you.

Encl. : As stated.

Yours faithfully

Director, SUDA

SUDA-Health/94/17/217/1(1)

Dt. .. 16.10.2017

CC

The Secretary, UD & MA Department

Director, SUDA

**Government of West Bengal
Health & Family Welfare Department
Swasthya Bhavan, 'B' Wing (4th Floor)
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(2) The Commissioner,
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(3) The Secretary,
Dept. of Municipal Affairs & Urban Development,
Govt. of West Bengal.

Sub: Sharing of AV-materials for public awareness on dengue prevention & control.

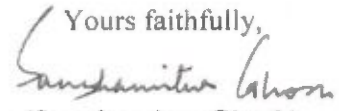
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Yours faithfully,

(Sanghamitra Ghosh)