

Sub. : AV Materials for public awareness on dengue prevention & control.

Placed herewith communication bearing no, HFW/CFW-60/17(3) dt. 13.10.2017 of the Commissioner (Family Welfare) & Secretary (PHP), DHFW forwarding the following AV materials on prevention & control of dengue:

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

The same has been sent to all the ULBs to gear up the public awareness vide this office memo no. SUDA-Health/65(Pt.-XIV)/16/216(124) dt. 16.10.2017.

It is mentioned by the Commissioner that certain changes will be made in the IEC materials (which has already been sent by DHFW and forwarded to the ULBs) on the basis of Hon'ble Chief Minister's meeting dt. 12.10.2017 and the changed contained will be shared by Health Department with the UD & MA Department.

The AV materials sent by H & FW may be forwarded to I & CA, Govt. of West Bengal for wide publicity. Now it is for decision as to whether the present AV materials will be sent to I & CA or the changed AV materials as and when received from the DHFW will be sent to I & CA.

Submitted.

*Addl. Director*  
*Director*

*Approved*  
*16-10-17*  
*Manjula approved*  
*16/10/17*

X  
Y

In ref. to above, Director of Information informed today that the AV material as sent for publicity is not upto required level of resolution for TV spot to publish. The material was received from the H&FW Dept. They may now be requested to send the materials with high resolution.

2) Director of Information requested for detailed media plan. In addition to earlier communication this is proposed that:

Publicity in all category may go on from

today i.e. 17/10/17.

TV spot with "School Children" (40 Sec.) - 12 times daily

TV spot with "Deb & Koel" (30 Sec.) - 24 times daily

TV spot with "Munnabhai" (40 Sec.) - 12 times daily

Radio jingle on "Dengue & Chikungunya" (40 Sec.) - 36 times daily

Radio jingle on "Munnabhai" (40 Sec.) - 36 times daily

Z | 3) Cost of such publicity may be allotted from the UD & MA Dept.

Submitted.

17/10/17

"X", "Y" & "Z" prepage and and above may be considered for approval.

17/10/17

Director

Secretary UDMA Dept.

may be approved.

17.10.2017

18/10/17

U.O.No. SUDA: 543/17

Date: 17-10-17

No H/94/17

Urban Development Deptt.

U/O No. 182

Dt. 18-10-17

Disy SUDA

Ashok Das

As disclosed. 23/10/17