



**Government of West Bengal
Irrigation & Waterways Department
"Jalasampad Bhawan", 3rd Floor,
Bidhannagar, Kolkata – 700 091**

No. : 2621-IW-14012(99)/8/2022-[E 637555]

Dated:19.09.2023

CIRCULAR

All the concerned Superintending Engineers and Executive Engineers are requested to send the abridge tender notice bills to this Department for making central payment in accordance with Irrigation & Waterways Department's Notification no. 11-(W)/2023-24, dated 30.06.2023 after observing the followings :

1. Work done certificate with signature by the concerned Work Order Issuing Authority on the body of the bill.
2. Non-payment certificate by the concerned DDO on the body of the bill.
3. Rates should be checked and certified on the body of the bill by the concerned DDO in accordance with the Notification No. 3482/DI/ICA/2017, dated 01.12.2017 & 1824-ICA(N)-17012(III)/1/2020/DI, dated 17.08.2020 of Department of Information and Cultural Affairs and time to time modified / guided by the Department of Information and Cultural Affairs.

(B. Chattopadhyay)

Deputy Secretary

to the Government of West Bengal

No. :2621/1(7)-IW-14012(99)/8/2022-[E 637555]

Dated:19.09.2023

Copy forwarded for the information and necessary action to:-

- 1) The Chief Engineer - South,
I & W Dte. Jalasampad Bhavan, Bidhannagar, Pin – 700 091.
- 2) The Chief Engineer – North, I & W Dte. Green Park Irrigation Campus,
Mokdumpur, Dist. Malda, Pin – 723 103.
- 3) The Chief Engineer – North East,
I & W Dte. Club Road, P.O. & Dist. Jalpaiguri, Pin – 735 101.
- 4) The Chief Engineer - West
I & W Dte. P.O. Sadhanpur (Near Polytechnic), District- Burdwan, Pin – 713101.
- 5) The Chief Engineer - South West
I & W Dte. Khusjungle, P.O. Abas, District- Paschim Medinipur, Pin – 721 102.
- 6) Chief Engineer, Teesta Barrage Project, I & W Dte.
Teesta Sech Bhavan, 2nd Mile, Sevoke Road, Siliguri,
District – Darjeeling, Pin – 734 001.
- 7) Chief Engineer (Director & Research), Jalasampad Bhavan, 1st Floor, Bidhannagar,
Pin – 700 091.

No. :2621/2(1)-IW-14012(99)/8/2022-[E 637555]

Dated:19.09.2023

The Executive Engineer, DVC Study Cell, I & W Directorate, Government of West Bengal for uploading this circular in the official website of I & W Department.

(B. Chattopadhyay)

Deputy Secretary

to the Government of West Bengal.

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

No. 3482/DI/ICA/2017

Dated-01.12.2017

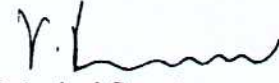
NOTIFICATION

The matter of fixation of rates for publication of Government advertisements in different newspapers was under consideration of the State Government for some time. Now after a thorough examination of all aspects of the matter, the Government has revised the rates for release of advertisements in various print media, as detailed in the Annexure.

The revised rates will take immediate effect and shall remain effective up till 31st March, 2019 or until further orders, whichever is earlier.

Encl: Annexure

By order of the Governor



Principal Secretary
I & CA Department

No. 3482/DI(75)/ICA/2017

Dated-01.12.2017

Copy forwarded for information & taking necessary action to :-

1. All Additional Chief Secretary/Principal Secretary/Secretary
.....
2. All DICOs
.....
3. O.S.D., Cell-VIII



(R.N. Basu Roy Choudhury)
Director of Information &
Ex-Officio Special Secretary

No. 3482/1(39)/DI/ICA/2017

Dated-01.12.2017

Copy forwarded to:-

1. General Manager/Advertisement Manager
.....



(R.N. Basu Roy Choudhury)
Director of Information &
Ex-Officio Special Secretary

Rate for Advertisement in Print Media

Annexure to the Memo No. 3482/DI/ICA/2017, Dated- 01.12.2017

Sl No.	Name of Publication	Edition	Language	Approved rate (Per Sq. cm)	
				B/W	Colour
1..	Aajkaal	W.B.	Bengali	136/-	200/-
2.	Akbar-E-Mashriq	W.B.	Urdu	175/-	262.50/-
3.	Bartaman	W.B.	Bengali	420/-	600/-
4.	Business Standard	Kol	English	98/-	140/-
5.	Business Standard	All	English	533/-	829.50/-
6.	Business Standard	Kol	Hindi	54/-	70.50/-
7.	Chhapte Chhapte	W.B.	Hindi	54.25/-	81.37/-
8.	Dainik Jagran	W.B.	Hindi	275/-	412.50/-
9.	Dainik Statesman	W.B.	Bengali	93/-	139.50/-
10.	DNA	Delhi.	English	765/-	510/-
11.	Echo of India	W.B.	English	30/-	42/-
12.	Ei'Samay	W.B.	Bengali	250/-	300/-
13.	Ekdin	W.B.	Bengali	54/-	81/-
14.	ET	Kol	English	396/-	690/-
15.	ET	All	English	1950/-	5400/-
16.	Financial Express	Kol	English	19.94/-	29.91/-
17.	Financial Express	All	English	659/-	616/-
18.	Hindustan Times	All	English	2125/-	4335/-
19.	Hindi Hindustan	All	Hindi	1700/-	3187.50/-
20.	Himalaya Darpan	W.B.	Nepali	106.20/-	159.38/-
21.	Indian Express	Kol	English	34.25/-	51.38/-
22.	Indian Express	All	English	1670/-	1458/-
23.	Janpath Samachar	W.B.	Hindi	92/-	138/-
24.	Janasatta	W.B.	Hindi	34.25/-	51.38/-
25.	Kalom	W.B.	Bengali	200/-	300/-
26.	Khabor 365 Din	W.B.	Bengali	125/-	187.50/-
27.	Millennium Post	Kol	English	175/-	250/-
28.	Millennium Post	Kol + Del	English	450/-	600/-
29.	Purbanchal Bharat Darpan	W.B.	Hindi	85/-	127.50/-
30.	Sangbad Pratidin	W.B.	Bengali	280/-	330/-
31.	Salam Dunia	W.B.	Hindi	42.80/-	64.20/-

Sl No.	Name of Publication	Edition	Language	Approved rate (Per Sq.cm)	
				B/W	Colour
32.	Sanmarg	W.B.	Hindi	87.50/-	131.25/-
33.	The Asian Age	Kol	English	40.50/-	60.75/-
34.	The Asian Age	All	English	121.75/-	182.63/-
35.	TOI	Kol	English	786/-	1000/-
36.	The Statesman	W.B	English	106/-	580/-
37.	Uttar Banga Sambad	W.B.	Bengali	210/-	300/-
38.	Uttorer Saradin	W.B.	Bengali	37.50/-	56.25/-
39.	Vishwamitra	W.B.	Hindi	68/-	102/-

[Signature]
1.12.17
Deputy Director of Information
(Advertisement)

[Signature]
11/2/17
Director of Information &
Ex-Officio Spl. Secretary



Government of West Bengal
Department of Information & Cultural Affairs
'Nabanna', 9th Floor, 325, Sarat Chatterjee Road, Shibpur, Howrah-711102

No. 1824-ICA(N)-17012(II)/1/2020/DI

Date: 17/08/2020

Notification

Sub: Reduction of rates of publication of brief referral advertisements for inviting tenders/quotations and various notices

Whereas, in order to bring greater transparency to, and wider participation in, the procurement processes of the State Government by way of enabling more prospective bidders to know about, and participate in, the tender processes of the State Government, the Finance Department, vide Memorandum No. 2391-F(Y) dated 10/08/2020, has partially modified the Note 2 under rule 47(8) of WBFR, revising provision for publication of brief referral advertisements for inviting tenders/quotations, in daily newspapers, by way of indicating the minimum number (but not maximum number/ ceiling) of newspapers required for release;

And whereas it is expected that greater publicity of tender notices in larger number of newspapers should eventually mean generation of more intense competition among higher number of bidders, which ought to result in more competitive price bids, that should lead to benefits for the State exchequer;

And whereas, nonetheless, the unit rates of advertisements should be ideally brought down further for the tender advertisements to enable the State to publish such tender notices in greater number of newspapers with ease ;

And, whereas, the rates of publication of government advertisement have been notified from time to time by I & CA Department including the latest order no. 188/DI/ICA/2020 dated 30.04.2020;

And, whereas, considering the present financial stringency of the State Government due to the outbreak of COVID-19, the reduction in the rates of publication of Government advertisements related to brief referral advertisements to invite Tenders/ Quotations was in any case under active consideration of the State Government and accordingly upon recommendation of the Committee constituted by the I & CA Department for determination of rates for publication of such Government advertisements in newspapers has revised the rates of advertisements for publication of brief referral advertisements and notices in the newspapers so as to ensure that the burden on the State exchequer does not enhance despite increase in number of publications;

And, whereas, the newspapers named below have agreed to accept the reduction in rates and the exercises have been concluded in the cases where such consensuality has been established;

And, whereas, the proposal to accept the reduced rates in such mutually agreed cases was referred to Finance Department for their concurrence and necessary concurrence to the proposal from Finance Department has been obtained vide Finance Deptt U.O. No. Group I/2020-2021/0036 dated 12/08/2020;

Now, therefore, it is notified that the reduced rates of Government advertisements for publication of brief referral advertisements to invite Tenders/ Quotations and as well as for the various Notices with respect to the following print media for direct release will be as follows until further orders :

Sl. No.	Name of the Newspaper	[Rate Per Sq. Cm]	
		I & CA new rate	
		(B/W)	(Color)
1	Aajkal	98.00	136.00
2	Aananda Bazar Patrika	698.00	976.00
3	Bartaman	316.00	442.00
4	Janpath Samachar	26.00	37.00
5	Millennium Post (Kol & Delhi)	74.00	103.00
6	Sangbad Pratidin	130.00	182.00
7	Sanmarg	62.00	86.00
8	The Telegraph	232.00	325.00
9	Uttarbanga Sanbad	76.00	107.00
10	Uttarar Saradin	26.00	37.00



Additional Chief Secretary