

**Government of West Bengal
Finance Department
Audit Branch**

No. 5406 -F(Y)

Dated, 18th September, 2019

NOTIFICATION

Sub: Advertisement and Publicity out of State Development Scheme or Capital Expenditure.

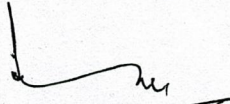
In supersession of all the orders issued earlier in regard to Advertisement and Publicity for implementation of any project / scheme or making any public awareness out of the fund either provided in "State Development Scheme" or "Capital Expenditure Head", the Governor is pleased to decide that all such Advertisement and Publicity should be made only through Information & Cultural Affairs Department.

Therefore, all proposals for Advertisement and Publicity in print/audio-visual media pertaining to State "Development Scheme" or Capital Expenditure Head" should be sent to Information & Cultural Department for necessary publication.

It is further informed that no fund from any Detailed Head pertaining to "State Development Scheme" or "Capital Expenditure Head" can be re-appropriated to the Detailed Head "26- Advertisement & Publicity" without concurrence of Finance Department.

However authority of giving Publicity & Advertisement out of fund provided under the "Administrative Expenses (erstwhile Non- Plan)" will remain same as it was provided in Item No. 21 of Schedule A and Schedule B of Delegation of Financial Power Rules, 1977 as amended vide FD's Memo. No.4411-F(Y) dated 04.06.2015 and subsequent orders issued there after.

This order shall take immediate effect.


(H.K.Dwivedi)

Additional Chief Secretary
to the Government of West Bengal

