

Ref. No. : BM-49(85)/L/RTI/2005

Dated: 24.04.2014.

To
Shri Dhanaraj S
Raj Vihar, Pulppetta Manjeri
Malppuram, Kerala
Pin. 676 123

जारी / Issued
अनुलग्नक / Enclosure
द्रेषक / Despatcher
दिनांक / Date

25/04/14

SPEED POST

Sub.:- Furnishing of information under Right to Information Act, 2005

Sir,

This refers to your RTI applications having Registration No. MCULT/R/2014/60034 dated 11.02.2014 as was sent to Shri A. N. Mishra, Under Secretary to the Govt. of India, Ministry of Culture, Govt. of India, Shastri Bhawan, New Delhi which has been forwarded to the undersigned by the Administrative Officer & CPIO, National Council of Science Museums, 33, Block-GN, Sector-V, Bidhan Nagar, Kolkata-700 091 vide letter no. I-18015/3(RTIA)/187 dated 09.04.2014 for supply of information under RTI Act, 2005 in respect of Birla Industrial & Technological Museum and its satellite units. The information sought by you is furnished below:-

Query No. 1. How much rupees spend for advertisement?

Answer. ₹.3,48,638/- was spent for advertisement during the Financial Year 2013-14.

Query No. 2. The details of each and every TV channels and press media you are spending money of the advertisement.

Answer. The TV channels and press media who were involved for the advertisement:-

- | | |
|--|--|
| a) The Times of India
12, Darga Road
Kolkata - 700 017 | h) The Akhbar E Masrique
Education Times
105/7A, S. N. Banerjee Road
Kolkata - 700 014 |
| b) The Bartaman
6, J.B.S. Haldar Avenue
Kolkata - 700 105 | i) The Ananda Bazar Patrika (Kolkata)
6, Prafulla Sarkar Street
Kolkata - 700 001 |
| c) The Prabhat Khabar
Neutral Publishing House Ltd.
3, Dacres Lane, 1 st Floor
Kolkata - 700 069 | j) The Dainik Jagoron
41, Shakespeare Sarani
Duck Bag House
Kolkata - 700 017 |
| d) The Sambad Pratidin
20, Prafulla Sarkar Street
Kolkata - 700 069 | k) The Rajashthan Patrika
61, Mahatma Gandhi Road
2 nd Floor
Kolkata - 700 009 |
| e) The Statesman
4, Chowringhee Square
Kolkata - 700 001 | l) The Sanmarg
160, C. R. Avenue
Kolkata - 700 007 |
| f) The Telegraph in School
(TTIS)
6, Prafulla Sarkar Street
Kolkata - 700 001 | m) The Telegraph
6, Prafulla Sarkar Street
Kolkata - 700 001 |
| g) The Vishwamitra
74, Lenin Sarani
Kolkata - 700 013 | |

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Query No. 3. Who handled public information system?

Answer. Shri Gautam Seal, Technical Officer.

Query No. 4. Which company handled the advertisement of this Ministry?

Answer. All the advertisements in respect of Birla Industrial & Technological Museum and its units are published through the National Advertising Agency, Kolkata.

Query No. 5. How did you select this particular company or employee for giving advertisement through TV channels and press media.

Answer. Expression of interest was invited through newspaper advertisement and selection was made by the Competent Authority on the basis of recommendation of a duly constituted committee.

In case you are not satisfied with this reply, you may prefer an appeal before the first Appellate Authority, whose particulars are given below:-

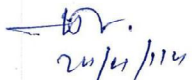
Shri C. K. Das
Secretary
National Council of Science Museums
Ministry of Culture, Govt. of India
33, Block - GN, Sector - V
Bidhan Nagar, Salt Lake City
Kolkata - 700 091

Thanking you,

Yours faithfully,
sd/-
(Swapan Datta)
Administrative Officer
&
Public Information Officer

Copy to:-

1. Shri A. N. Mishra
Under Secretary to the Govt. of India
Ministry of Culture, Govt. of India
Shastri Bhawan
New Delhi - 110 115
2. Shri S. Ghoshal
Administrative Officer & CPIO
National Council of Science Museums
Ministry of Culture, Govt. of India
33, Block - GN, Sector - V
Bidhan Nagar
Kolkata - 700 091


Administrative Officer
&
Public Information Officer