

N/1000.1000.349(9)/Election
Dated - 03.03.2011

Govt. of West Bengal
Office of the District Magistrate & District Collector
Nadia

Notification of Rates


Rates of the items as mentioned in the Annexure 1 to 11 in connection with General Assembly Election, 2011 are hereby notified for purpose of Election Campaigning in the Nadia District.



District Election Officer
Nadia

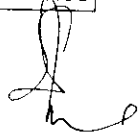
Rate of various items which will be used for
Election Campaigning
Decorators item

Items	Rate (Rs.)
1. Panel and Fixture (per sq. ft.)	1.40
2. Special Chair/VIP Chair (Per Pc.)	36.77
3. Garden chair (per pc.)	1.50
4. Fiber chair (per Pc.)	4.00
5. Table (per Pc.)	6.00
6. Bamboo Barricade (per running ft.)	2.50
7. Wooden Barricade (per running ft.)	3.50
8. Jute Mat.(Per pc.)	8.00
9. Tarpaulin (Per pc.)	50.00
10. Dias (Per Sq. ft.)	22.50
11. Gate (Per pc.)	1250.00
12. Sofa set per pc. Per day	100.00


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**Rate of various items which will be used for
Election Campaining
Electrical item**


Items	Rate (Rs.)
1. Hallozine Light 500 w (per pc.)	30.00
2. Hallozine Light 1000 w (per pc)	45.00
3. Metal light(per pc.)	100.00
4. Tube Light(per pc.)	12.00
5. Bulb (per pc.)	3.00
6. Microphone(per pc.)	50.00
7. Loud Speaker(per pc.)	100.00
8. Mike(per pc.)	80.00
9. Sound Box(per pc.)	40.00
10. Generator (5KVA,10 KVA, 20 KVA, 25 KVA)	125/300/500/800
11. System Charge / mixture machine with Battery .	400.00
12. Ceiling Fan (per pc.)	12.00
13. Pedestal Fan (per pc.)	50.00
14. Sodium Vapour (per pc.)	75.00
15. Table fan (per pc.)	20.00
16. Exhaust fan (per pc.)	20.00
17. Mike set 1 (1 box, 1 microphone, 1 ampliphare)	200.00
18. Mike set 1 (2 box, 2 microphone, 1 ampliphare)	350.00
19. Mike set 1 (4 box, 2 microphone, 1 ampliphare)	500.00
20. Digital Board (per sq. ft.)	13.90



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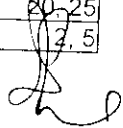
**Rate of various items which will be used for
Election Campaining
Printing item**

Items	Rate (Rs.)
1. Banners (per sq. ft) - Cloth	16.50
2. Banneres (per Sq. Ft.) - Synthetic	17.50
3. Posters (18x22) (Per 1000) (According to colours 1/2/4)	550/1450/1450
4. Posters (20x30) (Per 1000) (According to colours 1/2/4)	650/1650/1650
5. Cut Out(per sq. ft.) -Cloth	18.00
6. Cut out (per sq. ft.)- Wooden	52.00
7. Flex (per sq. ft.)	7.90
8. Flag of the Political Parties (Per sq. ft. as per available size)- Cloth	13.00
9. Flag (paper/ Synthetic) (Per 100 pcs)	40.60
10. Synthetic Posters (Per Sq.ft.)	8.00
11. Hand Bill (per 100 pcs)	17.00
12. Voters slip (per 100 pcs)	9.00
10. Cap Showing symbol, Name of the Candidate (Cotton) (Per Pc.)	14.50
11. Cap Showing symbol, Name of the Candidate (synthetic) (Per Pc.)	20.00
12. Sun guard (Paper) (Per Pc.)	0.80
13. T-Shirt showing the Symbol, Name of the Candidate (Per Pc.)	80.00
14. Umbrella showing the Symbol, Name of the Candidate (Per Pc.)	78.00
15. Apron showing the Symbol, Name of the Candidate (Per Pc.)	130.00
16. Litho (18 x 22 / 20x 30) (Per 1000.)	7000.00
17. Hoarding Printing Per Sq. Ft.	8.22
18. Hoarding Rent Per Sq. Ft. per month	6.94
19. Fixing of Flex Per Sq. Ft.	4.00


District Election Officer
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Rate of various items which will be used for Election
Campaining
food item


Items	Rate (Rs.)
1 Tiffin - 4 pcs puri and vegetables (Per packet / head)	10.00
2 Meal Veg. (Per packet / head)	25.00
3 Meal with fish (Per packet / head)	45.00
3 Meal with chicken (Per packet / head)	45.00
4 Meal with mutton (Per packet / head)	50.00
5 Tea Biscuits (Per head)	2.00
6 Hotel / Guest house hiring charge (standard) A/C	700, 800
6 Hotel / Guest house hiring charge (standard) Non-A/C	250, 400, 600
7 Tarka (Veg / Egg)	20, 25
8 ruti (per pc.) (Plain / Tandoori)	2, 5



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Rate of various items which will be
used for Election Campaining
Other items

Items	Rate (Rs.)
1. Blank CD per Pcs (Sony)	10.00
2. Blank DVD per pcs (Sony)	15.00
3. Video camera hiring charge	450.00
4. Still camera hiring charge	200.00


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Rate of civil items

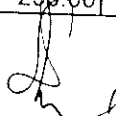
Sl. No.	Items	Rate (Rs.)	Remarks
1	Wal: Painting	1.04	Per sq. ft.
2	Defacing of wall painting	0.49	Per sq. ft.



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Rate of Vehicles

Sl. No.	Category of vehicle	Hire Rate Per day(Rs.)	Fuel Consumption
1	Bus	1070.00	3.5 K.M Per Lt.
2	Mini Bus		4.5, 6 according to 6 cyl.. 4 cyl.
3	Ambassador / Small Vehicle seating 6 persons	880.00	
4	Pick up Van/ Station Wagon/Trakker	370.00	12 K.M Per Lt.
5	Maxi Cab	430.00	12 K.M Per Lt.
6	Goods Vehicle up to 2 Mt.	575.00	12 K.M Per Lt.
7	Goods Vehicle up to 3.5 Mt.	370.00	8 K.M Per Lt.
8	Goods Vehicle up to 6 Mt.	575.00	6 K.M Per Lt.
9	Goods Vehicle up to 8 Mt.	610.00	6 K.M Per Lt.
10	Goods Vehicle beyond 8 Mt.	720.00	6 K.M Per Lt.
11	Auto Rickshaw	860.00	
12	Tractor	260.00	20 K.M Per Lt.
13	Wooden Launch (Good. Fuel)	560.00	
14	Ambassador / Small Vehicle seating 6 persons (AC)	2675.00	
15	Tata Sumo/ Scorpio (AC)	520.00	
16	Cycle Rickshaw (AC)	650.00	
		250.00	


 District Election Officer
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Approved Rate of advertisement in Dalily Newspaper published from Kolkata (w.e.f 01.04.2010)

Sl No	Newspaper	Language	Through			Direct
			Ad Agency	Cm	Square Cm	Cm
1	Statesman (Kolkata +Siliguri+Delhi)	English	1,779.00	455.00	1,470.00	387.00
2	Telegraph	English	5,852.00	1,540.00	4,974.00	1,309.00
3	Hindusthan Times	English	1,000.00	250.00	802.00	213.00
4	Business Standard (Kolkata)	English	460.00	115.00	391.00	98.00
5	Times of India (Kolkata)	English	5,600.00	1,400.00	4,760.00	1,190.00
6	Financial Express (Kolkata)	English	400.00	100.00	340.00	85.00
7	Economic Times (Kolkata)	English	3,680.00	920.00	3,128.00	782.00
8	Echo of India	English	380.00	95.00	324.00	81.00
9	Business Line	English	324.00	81.00	275.00	67.00
10	Asian Age	English	1,100.00	275.00	936.00	234.00
11	Mint (Kolkata)	English	1,200.00	300.00	905.00	225.00
12	Indian Express (Kolkata)	English	580.00	145.00	492.00	123.00
13	Anandabazar	Bengali	7,220.00	1,900.00	6,157.00	1,615.00
14	Ganashakti (Kolkata +Siliguri)	Bengali	600.00	150.00	508.00	127.00
	Sambad Protidin (Kol + N. Bengal + S. Bengal)	Bengali	1,000.00	250.00	848.00	212.00
15	Bartaman (Kolkata +Siliguri)	Bengali	1,000.00	250.00	848.00	212.00
16	Ajkal (Kolkata +Siliguri)	Bengali	750.00	188.00	638.00	160.00
17	Uttarbanga Sanbad	Bengali	900.00	225.00	764.00	191.00
18	Dainik Statesman	Bengali	440.00	110.00	374.00	93.00
19	Sandhya Satyajug	Bengali	80.00	20.00	68.00	17.00
20	Kalantar	Bengali	300.00	75.00	256.00	64.00
21	Lottery Sanbad	Bengali	300.00	75.00	256.00	64.00
22	Sandhya Ajkal	Bengali	148.00	37.00	124.00	31.00
23	Bikeler Pratidin	Bengali	280.00	70.00	236.00	59.00
24	Sanbad	Bengali	300.00	75.00	256.00	64.00
25	Duranta Barta	Bengali	376.00	94.00	320.00	80.00
26	Lottery Barta	Bengali	300.00	75.00	256.00	64.00
27	Arthik Lipi	Bengali	300.00	75.00	256.00	64.00
28	Ekdin	Bengali	800.00	200.00	680.00	170.00
29	Sandhya News Bangla	Bengali	50.00	13.00	43.00	11.00
30	Janasatta (Kolkata)	Hindi	460.00	115.00	392.00	98.00
31	Prakash	Hindi	320.00	80.00	272.00	68.00
32	Prabhat Khabar (Kolkata)	Hindi	540.00	135.00	460.00	115.00
	(Siliguri)	Hindi	360.00	90.00	304.00	76.00
	(Kolkata+Siliguri)	Hindi	700.00	175.00	596.00	149.00
33	Prabhu Rastrya	Hindi	248.00	62.00	212.00	53.00
34	Biswamitra	Hindi	320.00	80.00	272.00	68.00
35	Sanmarg	Hindi	600.00	150.00	508.00	127.00
36	Chapta Chpate	Hindi	400.00	100.00	340.00	85.00
37	Purbanchal Bharat Darshan	Hindi	400.00	100.00	340.00	85.00
38	Janpath Samachar	Hindi	432.00	108.00	368.00	92.00
39	Sutrakar	Hindi	300.00			


District Election
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Approved Rate of advertisement in Local Newspaper /Periodicals (w.e.f 01.04.2010)

Sl No	Circulation	Rate/ Col.Cm
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- | | | |
|---|----------------------|---------------------|
| 1 | Upto 1000 Copies | Rs. 11/- per Col.Cm |
| 2 | 1001 to 2000 Copies | Rs. 12/- per Col.Cm |
| 3 | 2001 to 5000 Copies | Rs. 14/- per Col.Cm |
| 4 | 5001 to 8000 Copies | Rs. 16/- per Col.Cm |
| 5 | 8001 to 15000 Copies | Rs. 21/- per Col.Cm |



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Channel name & Approved Rate of I & CA Deptt.

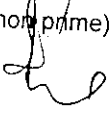
SI No	Channel name	Approved Rate
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Kolkata Doordarshan & Television

1	Prasar Bharati (DD-1 & DD-7)	Rs. 2713/- (Package rate)
2	E-TV Bangla	Rs. 1507/- (Package rate)
3	Star Ananda	Rs. 1021.41/- (Non prime rate)
4	Kolkata TV	Rs. 1500/- (Prime rate)
5	Akash Bangla	Rs. 500/- (Prime & non prime)
6	24- Ghanta	Rs. 1000/- (Prime & non prime)
7	NE Bangla	Rs. 750/- (Non prime rate)
8	R-Plus	Rs. 1200/- (Prime rate)
9	Channel-10	Rs. 400/- (Prime & non prime)
10	Mahuaa Bangla	Rs. 400/- (Prime & non prime)
11	Rupashi Bangla	Rs. 400/- (Prime & non prime)
12	Mahuaa Khabar	Rs. 500/- (Prime & non prime)
13	News Time	Rs. 700/- (Prime & non prime)
14	CTVN	Rs. 400/- (Prime & non prime)
15	Tara Bangla	Rs. 500/- (Prime & non prime)
16	Tara Music	Rs. 700/- (Prime & non prime)
17	Taza Khabar	Rs. 250/- (Prime & non prime)
18	Channel Vision	Rs. 300/- (Prime & non prime)
19	Star Jalsa	Rs. 250/- (Prime & non prime)
20	Zee-Bangla	Rs. 100/- (Prime & non prime)
21	NDTV	Rs. 6000/-
22	Sahara Samay	Rs. 1250-4000/- (Package rate)
23	CNBC-TV-18	Rs. 35000/-
24	Star News	Rs. 600/-
25	Ten Sports	Rs. 4000/-
26	NDTV (Hindi)	Rs. 3500/-
27	Satr Plus	Rs. 4000/-
28	IBN-7	Rs. 15000/-
29	Times Now	Rs. 35000/-; Rs.80000/-; Rs.55000/-;
		Rs. 2500/-
		Rs. 5000/-

All India Radio & Others FM Radio

1	All India Radio Kolkata	Rs. 540/- (Package rate)
2	Friends FM 91.9	Rs. 510/- (Prime & non prime)
3	Red FM 98.3	Rs. 400/- (Prime & non prime)
4	Fever FM 108	Rs. 400/- (Prime & non prime)
5	Radio Mirchi 98.3	Rs. 400/- (Prime & non prime)
6	Oye FM 104.8	Rs. 500/- (Prime & non prime)
7	Amar FM 106.2	Rs. 290/- (Prime & non prime)
8	Radio High FM 92.7 (Siliguri)	Rs. 350/- (Prime & non prime)
9	Big FM 92.7 (Kolkata)	Rs. 300/- (Prime & non prime)
		Rs. 570/- (Prime & non prime)


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Rate of advertisement in Local Cable Television

Sl No	Service Provider	Description	Rate
1	Eagle Enterprise Ph No (03472) 329318	Prime Band Movies Channel E.M.Z. Full page 15 Sec Video HDD 1 Day 1 Time	Rs. 20/-
	Ramdhanu	15 Sec. Full Screen 1 Time (per time)	Rs. 15/-
2	Ph No (03472) 654510/255888 9434371000	15 Sec. Full Screen 8 Times (per time)	Rs. 14/-
		15 Sec. Full Screen 14 Times (per time)	Rs. 12/-

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