

**GOVERNMENT OF INDIA**  
**MINISTRY OF ENVIRONMENT, FORESTS & CLIMATE CHANGE**  
**PRINCIPAL ACCOUNTS OFFICE**  
**INDIRA PARYAVARAN BHAWAN, JAL BLOCK, 7<sup>th</sup> FLOOR,**  
**JOR BAGH, ALIGANJ, NEW DELHI - 110003.**  
**Ph. 011-24695436, Fax. 011-24695437.**

PRAO/MOEF/ACCOUNTS/AUTHORITY/2017-18/536

Dated: 31-12-2017

To

The Sr. Accounts Officer  
Principal Accounts Office,  
M/o Information & Broadcasting,  
702-A, Shastri Bhawan,  
New Delhi -110001.

**Sub: Allotment of funds for expenditure on behalf of Ministry of Environment, Forest and Climate Change.**

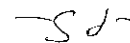
Sir,

In pursuance of letter No. 4/47/2017- MC(Pt) dated 29-12-2017 of Media Cell, MoEF&CC, you are hereby authorized to release an amount to the extent of ₹ 7,99,99,939/- (**Seven crore ninety nine lakh ninety nine thousand nine hundred thirty nine only**), at the disposal of the Pay & Accounts Officer, Directorate of Advertisement and Visual Publicity (DAVP), Ministry of Information & Broadcasting, Soochana Bhawan, Scope Complex, New Delhi-3, under Demand No. 27, Major Head 3435, Head of Account 3435.03.102.06.01.26- **Advertising and Publicity** towards "**Airing of video jingles / spots through Doordarshan, Private C&S Channels and Digital Delivery.**" This work will be executed by **Directorate of Advertisement and Visual Publicity (DAVP), Ministry of Information & Broadcasting.**

The expenditure incurred may be booked directly under the following final head of account of Ministry of Environment, Forest & Climate Change in pursuance CGA's O.M. No. 18(3)/92/TA/90 dated 27.01.1993.

1.	Name of the PAO	:	Ministry of Environment, Forest & Climate Change
2.	Grant No.	:	027-M/o Environment, Forest & Climate Change
3.	(i) Major Head of Account	:	3435-Ecology and Environment
	(ii) Sub-Major Head of Account	:	03-Environmental Research and Ecological Regeneration
	(iii) Minor Head of Account	:	102- Environmental Planning and Coordination
	(iv) Sub-Head of Account	:	06- Decision Support System for Environmental Awareness, Policy, Planning and Outcome Evaluation
	(v) Detailed Head	:	01- Environmental Education, Awareness and Training
	(vi) Object Head of Account	:	26-Advertising and Publicity (Plan)
4.	PAO Code	:	075126
5.	Computer Code	:	34351669
6.	SCCD Code	:	139

It is requested that monthly and progressive expenditure may be intimated to this Ministry for further necessary action.

  
Sr. Accounts Officer (A/Cs)

Copy to:-

1. Sh. Mahendra Yadav, Under Secretary to the Govt. Of India (Media), MoEF & CC, Indira Paryavaran Bhawan, Jor Bagh Road, New Delhi.
2. Sh. K.K.Pant, Joint Director, Directorate of Advertisement and Visual Publicity (DAVP), Ministry of Information & Broadcasting, Soochana Bhawan, Scope Complex, New Delhi-3
3. Pay & Accounts Officer, Directorate of Advertisement and Visual Publicity (DAVP), Ministry of Information & Broadcasting, Soochana Bhawan, Scope Complex, New Delhi-3
4. DDO, Cash, M/o Environment, Forests & CC, New Delhi. Necessary Note may please be kept in ECR to ensure that expenditure during the financial year does not exceed w.r.t. B.E/RE under the above head of Account.
5. Pay & Accounts Officer (Sectt.), M/o Environment, Forests & CC, New Delhi, for information & necessary action.
6. Principal Director of Audit (Scientific Department), AGCR Building, I.P Estate, New Delhi-110002.
7. Deputy Secretary IT, EF&CC, for uploading in Ministry's website.