



राष्ट्रीय पटसन बोर्ड /NATIONAL JUTE BOARD

वस्त्र मंत्रालय /MINISTRY OF TEXTILES, भारत सरकार /GOVT. OF INDIA,

3ए एवं 3बी, पार्क प्लाजा/3A & 3B PARK PLAZA,

71, पार्क स्ट्रीट/71, PARK STREET, कोलकाता/KOLKATA-700 016

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एनआईटी सं.5/एनजेबी/प्रचार अभियान-बोली/2016-17

दिनांक:05/01/2017

भारतीय पटसन और पटसन उत्पादों के लिए प्रचार अभियान हेतु डीएवीपी के अंतर्गत पैनलबद्ध एजेंसियों से बोली आमंत्रित करने का नोटिस

राष्ट्रीय पटसन बोर्ड (एनजेबी), वस्त्र मंत्रालय, भारत सरकार के प्रशासनिक नियंत्रणाधीन एक सांविधिक निकाय पटसन के लिए एकीकृत संवाद और प्रचार अभियान के लिए डीएवीपी के अंतर्गत पैनलबद्ध एजेंसी/एजेंसियों को लगाना चाहता है।

ऐसी वास्तविक, सक्षम एवं पंजीकृत डीएवीपी एजेंसियों से मुहरबंद बोली आमंत्रित की जाती हैं जिनके कार्यालय कोलकाता में तथा नई दिल्ली, चेन्नई, मुंबई, बेंगलूरु और हैदराबाद जैसे पांच मेट्रो शहरों में से कम से कम दो शहरों में स्थित हों।

बोली बयाना राशि के साथ लिफाफे के अंदर निर्धारित प्रपत्र में 3 फरवरी, 2017 को 3.00 बजे अपराह्न तक सचिव, राष्ट्रीय पटसन बोर्ड, 3ए पार्क प्लाजा, 71 पार्क स्ट्रीट, कोलकाता-700 016 को अवश्य पहुंच जानी चाहिए।

राष्ट्रीय पटसन बोर्ड के कार्यालय में एक बोली-पूर्व बैठक दिनांक 18.01.2017 को 4.00 बजे अपराह्न आयोजित की जाएगी। इच्छुक एजेंसियां बोली-पूर्व बैठक में भाग ले सकती हैं।

आगे के ब्यौरे के लिए बोलीकर्ता एनजेबी की वेबसाइट <http://www.jute.com> देख सकते हैं और "टेंडर नोटिस" मार्क किए हुए लिंक का प्रयोग कर सकते हैं।

सचिव

राष्ट्रीय पटसन बोर्ड



राष्ट्रीय पटसन बोर्ड /NATIONAL JUTE BOARD

वस्त्र मंत्रालय /MINISTRY OF TEXTILES, भारत सरकार /GOVT. OF INDIA,

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NIT No.5/NJB/Prom. Campaign-Bid/2016-17

Dt. 05/01/2017

NOTICE INVITING BIDS FROM DAVP EMPANELLED AGENCIES FOR PROMOTIONAL CAMPAIGN FOR INDIAN JUTE AND JUTE PRODUCTS

National Jute Board (NJB), a Statutory Body under the administrative control of the Ministry of Textiles, Government of India, intends to engage an agency / agencies empanelled under DAVP to undertake integrated communications and promotional campaign for jute.

Sealed offers are invited from bonafide, competent and registered DAVP agencies, with offices in Kolkata and in at least two of the other five metro cities viz. New Delhi, Chennai, Mumbai, Bangalore and Hyderabad.

Bids in the prescribed format and covers along with the Earnest Money must reach to the Secretary, National Jute Board, 3A Park Plaza, 71 Park Street, Kolkata-700 016 within 15.00 hrs. on 3rd February, 2017.

A pre-bid meeting will be held on 18th January, 2017 at 16.00 hrs. in the Office of the National Jute Board. Interested agencies may attend the pre-bid meeting.

For further details, the bidders may visit NJB's website at <http://www.jute.com> and use the link marked "Tender Notice".

**SECRETARY
NATIONAL JUTE BOARD**



SELECTION OF – AGENCY/AGENCIES EMPANELLED UNDER DAVP

FOR

**PROMOTIONAL CAMPAIGN FOR INDIAN JUTE
AND JUTE PRODUCTS**

TENDER DOCUMENT

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NOTICE INVITING BIDS

SELECTION OF AGENCY / AGENCIES EMPANELLED UNDER DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP), MINISTRY OF INFORMATION AND BROADCASTING, GOVT. OF INDIA FOR PROMOTIONAL CAMPAIGN FOR INDIAN JUTE AND JUTE PRODUCTS.

PART I – STATEMENT OF PURPOSE AND BID OUTLINE

1. **The National Jute Board (NJB)**, a Statutory Body under the administrative control of the Ministry of Textiles in the Government of India, is responsible for development and promotion of jute and jute products in India and abroad. A few basic facts about Indian jute industry and NJB may be seen at **Annexure-I**.

NJB invites bids from the agencies empanelled under Directorate of Advertising and Visual Publicity (DAVP), Ministry of Information and Broadcasting, Govt. of India for undertaking the job of conceptualization, design and execution of a sustained campaign to **build a brand identity for Indian jute** and jute products within India and internationally and also to prepare product and category specific promotional materials. Once the agency/agencies is/are selected, the engagement will run for **the remaining period of the financial year 2016-17, and may be extended on mutual agreement for one year at a time up to 31st March, 2018** depending on satisfactory performance.

2. **NJB** intends to engage one or more DAVP empanelled agency/agencies to undertake integrated promotional campaigning for jute through the following:
 - (a) Advertisements and insertions in Newspapers, periodicals, journals and publications
 - (b) In-house publications and promotional materials
 - (c) Audio-visuals including but not limited to production of films, audio spots and presentations in various electronic formats
 - (d) Promotional materials to be presented and circulated in Exhibitions / Seminars / Workshops
 - (e) Advertisements through audio-visual, internet and electronic media
 - (f) Advertisements through hoardings, banners, mobile vans, and cinema, theater etc.
 - (g) Public Relations including but not limited to media coverage and editorial content as well as events.

Illustrative list of promotional activities envisaged is enclosed at **Annexure-II**.

The creativity and designs for the campaign should be clear, concise and compelling. They should not only carry the message in a lucid and persuasive manner but also establish a clear brand identity. The selected agency / agencies shall within a month of engagement prepare a Media Plan for the campaign for the period February-March 2017 and thereafter for 2017-18, if performance is satisfactory.

3. The agency / agencies will carry out the assignment in accordance with the highest standards of professional excellence, coupled with ethical competence and integrity, having due regard to the terms, conditions and standards of the assignment expected to be delivered.

Sealed offers are invited from *bona fide*, competent and DAVP empanelled agencies, with offices in Kolkata and in at least two of the other five metro cities viz. New Delhi, Chennai, Mumbai, Bangalore and Hyderabad. The format for the bids is annexed to this document.

4. Earnest Money of **Rs.25,000/-** (Rupees Twenty Five Thousand only) by A/c. Payee Demand Draft / Pay Order drawn in favour of “**NATIONAL JUTE BOARD**”, payable at Kolkata shall be deposited along with the offer. Offers not accompanied by the Earnest Money will be rejected. Earnest Money of the unsuccessful bidders will be refunded within 30 days of signing of contract. The Earnest Money of the successful bidder will be retained and adjusted against the Security Deposit, which will be calculated at 5% of the value of job awarded.
5. **A pre-bid meeting** with the intending bidders will be held on 18th January, 2017 at **16.00 hrs.** in the office of **the NJB at 3A Park Plaza (3rd floor), 71, Park Street, Kolkata – 700 016** to discuss issues concerning the Campaign and scope of jobs. Attendance in the pre-bid meeting is **not a precondition** for participation in the tender.
6. **Bids must be submitted in 3 (Three) parts as detailed in Part III of this Bid Document. Please ensure that all the documents being submitted are duly signed with page number.**
 - (i) **Packet A** : Earnest Money Deposit eligibility and credentials.
 - (ii) **Packet B** : Technical / Creative Proposal which must cover indicative illustrations for brand identity, media plan, campaign design and sample creatives.
 - (iii) **Packet C** : Financial bid in the prescribed format as given at **Annexure IV** in separate sealed cover containing the bid in the format prescribed.

Bid containing the three sealed covers, as mentioned above, must be placed within a further sealed cover superscribed “**BID for PROMOTIONAL CAMPAIGN**” and **bearing the name of the bidder**. The bid must be received at the office of the National Jute Board, Kolkata **within 15.00 hrs. on 3rd February, 2017 (Friday)**. Offer(s) received after the stipulated date and time will not be accepted.

(iv) **Earnest money Deposit; eligibility and credential bid:**

The first part of the bid (**Packet A**) **which determines eligibility** will be opened **on the same day 3rd February, 2017 (Friday) at 16:00 hours** in the office of the NJB. Bidders may remain present.

(v) **Technical / creative Proposal:**

Packet “B” of the qualified bids will be opened **on 7th February, 2017 (Tuesday) at 11.30 hrs.** for technical evaluation. Bidders will also be given the opportunity to make a presentation before the Evaluation Committee after their technical / creative bids are opened and evaluated.

(vi) **Financial bid:**

Packet “C” of the Bids, which receive the minimum specified qualification marks in their corresponding Technical Bids, will be opened **on day to be notified in due course** after the evaluation of the Technical Bids.

If a Technical Bid does not qualify, the corresponding Financial Bid will not be opened. The technical bid should score at least 40 points out of 70 to be considered for Financial Evaluation.

PART II -PROCESS OF EVALUATION AND SELECTION

Bids will be evaluated on Quality-cum-Cost Basis (QCBS) to ensure a fair and transparent method of selection.

The **credentials of the bidders as enclosed in Packet A** will be examined first. The credentials will broadly cover the following areas –

- Infrastructure and capability including country-wide presence
- Capacity judged on the basis of annual turnover across all the activities mentioned
- Compliance with regulatory requirements such as registration, IT returns, etc.
- Competence in all the promotional activities and sectors noted in the campaign outlined at Pg. 1 of this document and illustrated at **Annexure-II**

In case a bidder does not meet the criteria for eligibility, his Technical/Creative and Financial Bids will not be opened.

For all bidders eligible according to the prescribed criteria, the **Technical / Creative proposals will be evaluated by a designated Committee that may also include external expert/s**. The qualified bidders will be given advance notice and the opportunity to make presentation/s to the Committee on a specified date. **The criteria for evaluation of the Technical / Creative proposal are at Annexure III.**

For those bidders whose technical / creative proposals receive the minimum qualifying marks (40 out of maximum of 70) from the Evaluation Committee, the **Financial Proposal will be opened at a later date to be similarly intimated** to all concerned. If a Technical Bid does not receive the minimum specified marks, the corresponding Financial Bid will not be opened.

The Financial Bid should be based on the agency's services in (a) creation of a brand identity (b) strategic consulting for campaign design including media plan (c) creative and design inputs for specific deliverables during the tenure of the campaign.

THE FINANCIAL BID SHOULD BE EXPRESSED AS A MONTHLY RETAINERSHIP FEE for February and March 2017 with indication of fees for 2017-18 (Please refer Annexure IV).

The Financial Bid shall not include costs of production or of media buying. These will be billed separately at actual as per DAVP.

The Financial Proposals will be evaluated and marked on a *pro rata* basis, i.e., the lowest bidder (*L1*) will be given the maximum marks out of 30 and other bids (*n*, *n1*, *n2*, etc.) will be marked according to the formula " $L1/n \times 30$ "

PART III – FORMAT FOR SUBMISSION OF BID

Bids must be submitted in 3 (Three) parts, each part within a separate sealed cover superscribed as given below. All the pages of the bid documents should be signed by the authorized signatory of the agency and each page are required to be numbered.

- **Packet A: Earnest Money Deposit eligibility and credentials**

The packet must be superscribed “**Packet A – EMD and Credentials**” and must also bear the **name of the bidder**.

Packet A must contain the following:

- a. **Earnest Money Deposit – Demand Draft for Rs. 25,000** (Rupees Twenty Five Thousand Only) drawn in favour of “**National Jute Board**” payable at Kolkata.
- b. Proof of infrastructural capability including **country-wide presence** –
 - (i) Proof of offices in Kolkata and in at least two of the other metro cities namely Delhi, Mumbai, Hyderabad, Bangalore and Chennai, evidenced by attested copies of **registration** (of each office) **under the Shops and Establishments Act or equivalent Government regulation**. List of documents to be submitted:-
 - a. Memorandum & Article of Association of the agency , if applicable
 - b. Details of the Agency , wherever applicable, copies of
 - c. Aadhar Card Number of the applicant signing the bid
 - d. Registration Certificate
 - e. PAN Card number
 - f. Annual Reports for last three financial years
 - g. Audited financial statements for last three years
 - h. Other documents, if any
 - (ii) The bidder’s Kolkata office must have **Full Service Operations** including client servicing, creative, studio and production. In case of any misrepresentation in this regard, the bidder/s will forfeit the Earnest Money Deposit and will be liable for any legal or administrative action as deemed fit.
- c. Capacity judged on the basis of **annual turnover** across all the activities mentioned –

Attested copies of **audited balance sheets** for the last 3 fiscal years (2013-14, 2014-15 and 2015-16) with certificates from registered chartered accountancy firms **showing revenues of at least Rs.1,00,00,000/-** (Rupees One Crore) in each fiscal year *excluding revenues from media buying in any form including print, radio, television, Internet or hoardings.*

- d. Compliance with **regulatory requirements** – attested copies of DAVP empanelment, valid **INS Accreditation** (wherever applicable) and of **Income Tax Returns** for the last two assessment years.
- e. **Competence in all the promotional activities and sectors noted** in the campaign outlined on Pg. 1 of this document – testimonials from at least two clients in each activity over the last two years i.e. 2014-15 and 2015-16.

In case, a bidder does not meet the criteria for eligibility, his Technical/Creative and Financial Bids will not be opened.

- **Packet B – Technical / Creative Proposal**

- The packet must be superscribed “**Packet B – Technical / Creative Proposal**” and must also bear the **name of the bidder**.

Packet B must contain:

- An illustrative overall campaign design including a specimen media plan. This should demonstrate an understanding of the characteristics of the jute industry and the issues facing it.
- Ideas on creation of a brand identity for Indian jute (in both domestic and international markets).
- An illustrative component campaign demonstrating analytical familiarity with the marketing issues facing the jute industry and the capability for promotion of specific products.
- The Technical / Creative Bid must take into account the illustrative list of promotional activities of NJB as detailed at **Annexure II**.

These ideas must be presented in a manner that demonstrates superior quality of creative acumen in both design and in copy matter. **Bidders may use any medium whatsoever of their choice for this purpose.**

Bidders will also be given the opportunity to make a presentation before the Evaluation Committee when their technical / creative bids are opened.

- **Packet C – Financial Proposal**

- The packet must be superscribed “**Packet C – Financial Proposal**” and must also bear the **name of the bidder**.

The Financial Bid should be based on the agency’s services in (a) creation of a brand identity (b) strategic consultancy for campaign design including media plan (c) creative and design inputs for specific deliverables during the tenure of the campaign. The bid should be expressed in Rupees as monthly retainership fee as may be seen as **Annexure - IV** for 2016-17 with indication of fees for 2017-18.

NOTE: The bidders are advised to carefully persue the detail terms and conditions as given at **Annexure - V** before submission of bid. In the event of selection, the agency must follow the terms and conditions and a declaration should be submitted along with bid documents to this effect.

Evaluation of the bid:

- After the evaluation of technical competence, NJB will intimate those agencies whose proposals did not meet the minimum qualifying mark indicating that their financial proposals will not be opened.
- NJB will simultaneously intimate those agencies who have secured the minimum qualifying mark, and indicate the date and time set for opening the financial proposals.
- The financial proposals will be opened in the presence of representatives of the agencies.
- The names of the agencies, scores obtained, and the offered prices will be read aloud and recorded when the financial proposals are opened, and a copy of this record will be retained.

All intending bidders are welcome to approach the offices of the NJB for any information / data about the jute industry that they may require for the purpose of formulating their bids.

Name and address of the offices of National Jute Board at Kolkata, New Delhi, Chennai and Hyderabad is enclosed at **Annexure-VI**.

Secretary
National Jute Board

A FEW BASIC FACTS ABOUT THE INDIAN JUTE INDUSTRY AND NJB :

- Average production of jute goods : 1567 thousand tons per annum
- Export of jute goods in:
 - 2012-13 : Rs.1992 Crore
 - 2013-14 : Rs.2122 Crore
 - 2014-15 : Rs.1814 Crore
 - 2015-16 : Rs.1892 Crore
- Average domestic consumption of jute goods : 1365 thousand tons per annum
- Ratio of domestic consumption to exports : 88% : 12%
- Average value of export of jute diversified products (JDPs) : Rs. 450 Crore per annum.
- Percentage of JDP export to total jute goods export : 23 %

The product profiles of Indian Jute Industry can broadly be classified as under:

- **Traditional:** Hessian, Sacking, Carpet Backing Cloth, Yarn & Twine.
- **Specialities:** Food Grade Jute Cloth / Bags, Jute Geotextiles, Jute Composites
- **Lifestyle Products:** Popularly known as Jute Diversified Products (JDPs): Hand & shopping/carry bags, Floor coverings (Rugs / Durries / Mats & Mattings / Carpet), Decorative fabrics – Union / blended bleached / dyed / printed, home textiles, wall hangings, novelties & gift, handicrafts and may more.

Brief of the National Jute Board (NJB) :

Details on the activities and objectives of NJB are available on the web at www.jute.com and in the brochures available in the office of the Board. A brief write-up about National Jute Board is enclosed.

A BRIEF WRITE-UP ABOUT NATIONAL JUTE BOARD

National Jute Board (NJB) as an apex body of the Ministry of Textiles, Govt. of India is responsible for promotion of jute and jute products in India and abroad. It is established under National Jute Board Act, 2008 by merging two organisations namely Jute Manufactures Development Council (JMDC), a statutory body and National Centre for Jute Diversification (NCJD), an autonomous registered society, which came into effect from 1st April 2010. The Board of NJB comprises 34 members representing cross section of interests, viz. Govt. of India officials, Members of the Parliament, Senior officials of the State Governments, Head of R&D bodies, members representing manufacturers, exporters, decentralized sector of jute, etc. Its Head office is at Kolkata and it has 3 branch offices at Delhi, Hyderabad and Chennai.

NJB receives fund from the Government, as non-plan grant, against Collection of Cess on Jute Manufactures by Central Excise under Jute Manufactures Cess Act 1983. NJB utilises the fund for different functions as provided in Section 5 of the NJB Act. NJB has been established for the development of the cultivation, manufacture and marketing of jute and jute products and for matters connected therewith and incidental thereto. NJB is mandated to undertake the following functions:

- i. evolve integrated approach to jute cultivation aimed at increasing the yield of jute and improving the quality thereon and promote production of better quality raw jute and jute products;
- ii. promote or undertake arrangements for better marketing and stabilisation of the prices of raw jute and Jute products and their standardization
- iii. suggest norms of efficiency for jute industry with a view to eliminating waste, obtaining optimum production, improving quality and reducing costs;
- iv. assist and encourage studies and research for improvement of processing, quality, techniques of grading and packaging; of raw jute and jute products;
- v. promote or undertake surveys or studies aimed at collection, compilation and formulation of statistics regarding raw jute and jute products and their dissemination;
- vi. promote the development of production of jute manufactures by increasing the efficiency and productivity and modernization of the jute industry;
- vii. maintain and improve existing markets and to develop new markets within the country and outside for jute manufactures and to devise marketing strategies in consonance with the demand for such manufactures in the domestic and international markets;
- viii. provide and create necessary infrastructural facilities and conditions conducive to the development of diversified jute products by way of assisting the entrepreneurs, artisans,

craftsman, designers, manufacturers, exporters, non-governmental agencies for the purpose of promotion and development of jute and jute products;

- ix. incorporate measure for sustainable Human Resource Development of the jute sector and to provide necessary funds for the same;
- x. take steps to protect the interests of jute growers and workers and to promote their welfare by improving their livelihood avenues and to secure their better working conditions;
- xi. collaborate with any other body corporate for the purpose of promoting the jute sector or for promotion and marketing of jute and jute products in India and abroad.

Keeping in view the above spelt out activities, NJB has been engaged in implementation of activities related to product, process developments for both organized and decentralized sector and Market Development in consonance with following objectives:

- **PRODUCT DEVELOPMENT:**

- Interaction with farmers and buyers for supply stability
- Measures for crop protection when required
- Development of new jute products through supported R&D
- Standardisation of products Development of new designs for JDP
- Facilitatory activities viz. Sponsoring Product Dev. initiatives / studies through Research Organisations, contesting Anti-Dumping Duty & Patent cases

- **PROCESS DEVELOPMENT (ORGANISED SECTOR)**

- Development of productivity norms for the jute industry.
- Total Quality Management exercise; to be replicated across the industry.
- Machinery development.
- Technology upgradation.
- Training of workers and supervisors in mills.
- Initiatives in workers' health and sanitation in mills

- **PROCESS DEVELOPMENT (DECENTRALISED SECTOR)**

- Awareness generation
- Orientation of Entrepreneurs, NGOs and SHGs
- Providing inputs – financial and non-financial for entrepreneurship development
- Training of Master Trainers and artisans for JDP
- Design inputs for JDP units
- Raw material linkages

MARKET DEVELOPMENT PROGRAMMES

- Promotion of sale of consumer-oriented JDPs, Jute Fairs / Exhibitions in different parts of the country and abroad through exhibitions and fairs.
- Disseminating information and creating awareness about innovative jute products and their uses like jute geo-textiles, jute composite, food grade jute products, yarn, floor coverings, etc.
- Organizing workshops / seminars / jute meets, with active involvement of the jute entrepreneurs belonging to both informal and organized sector.
- Organising Jute Delegation and facilitate participation of jute goods manufacturers and/or exporters to overseas countries to promote jute products.
- Organising other promotional activities exclusively for promotion of jute geotextiles, which include regular interaction with the CPWD, Border Roads Organisation (BRO), Irrigation & Waterways, Department of States of Gujarat, Orissa and West Bengal, Eastern Railway, Northern Coalfields Ltd., National Hydro-electric Power Corporation (Sikkim), Public Works Department of the States of Jharkhand, Gujarat & West Bengal.
- Running sales outlets 'Sonali' – The House of Jute Decoratives, providing an opportunity to prospective customers of jute products to be aware of the availability of the range of products available for sale for spot purchase.

Some of the important promotional schemes and programmes implemented by NJB are as follows:

1. Improved Cultivation and Retting Exercise (ICARE) for jute agriculture.
2. Schemes for Workers' Welfare in the Jute Sector:
 - a. Subsidy for sanitation through construction of Sulabh Sauchalay as for jute mill workers.
 - b. Scholarship scheme for Children of jute mill workers.
3. Incentive scheme for acquisition of plants and machinery.
4. Common Facility Centre Scheme for empowerment of WSHGs
5. Retail Outlet Scheme
6. Export Market Development Assistance Scheme.
7. Jute Integrated Development Scheme
8. Jute Raw Material Bank Scheme

ILLUSTRATIVE LIST OF PROMOTIONAL ACTIVITIES /

SCOPE OF WORK ENVISAGED

The broad scope of work for the agencies to be empanelled to handle various image building, advertising and miscellaneous PR activities for all NJB offices (countrywide) is defined below

Category I : Printing

Promotional product specific brochures

- (i) Design, Creation, Concept and artwork.
- (ii) Production of 4-col positive & Progressive Proof.
- (iii) Adaptation (translation in Indian and foreign languages)
- (iv) Printing of brochures, leaflets, banners etc. Artwork, Composing. Design, Visualization, preparing of dummy, etc. of Brochures (Corporate/Product), Coffee Table Books and Annual Reports leading to high visibility content for brand building of NJB in English. Hindi and other languages.
- (v) Design and Visualization of Calendars including dummy, print-ready file on pendrive/DVD and supervision of printing, if required
- (vi) Production of Black & White positive.
- (vii) Printing of High Quality Flex, Supervision of Printing and Publishing Jobs

Any other item that needs to be taken into account for the job.

Cost for preparation of materials should be quoted separately following DAVP rates.

Category II: Audio-Visual Presentation:

For Domestic/ National level / International fairs and exhibitions:

- (i) Audio visual presentation – design, concept and production.
- (ii) Making/ Updation of Corporate/ Institutional / Product Video Film/ Multi-media including concept, treatment, script, shoot on SD/HD/Full HD
- (iii) Presentation showing both overall performance of the jute industry (incl. statistical information) as well as product specific promotional campaign showing the advantages of use of the specific product over other product of the same category.
- (iv) Mobile App, Social Media campaign for digital marketing for distribution amongst targeted audience giving statistical information, product specifications, international/national certifications and generic information on the jute industry as well as manufacturers of the specific product and their background. Importantly promoting jute in various media projects.
- (v) Promotional electronic devices giving details of designs and colour concepts of the particular product category.

For Technical Events/Seminars/Workshops:

- (i) Presentation showing both overall performance of the jute industry (incl. statistical information) as well as product specific promotional campaign showing the advantages of use of the specific product and its edge over other product of the same category.
- (ii) Standardization process achieved/due to be achieved.
- (iii) Certificates awarded by National/International agencies both for the product as well as the company / ies being promoted.

Category III: Web/Internet:**Promotional Campaigns on other sites:**

- (i) Design banners/links to the home sites and other web portals / sites
- (ii) Design promotional advertisements in targeted sites, mobile apps, social media digital marketing
- (iii) Seek out through sites of business interest to the Board or the Board's deliverables.
- (iv) Advise the Board of the cost: benefit analysis of advertising in various campaigns.

Category IV: Exhibitions/Seminars/Workshops.**National level fairs:**

- (i) Design concept of the Jute Pavilion including stall layout, drawings on professional software, design & detailing for each surface/poster, copy-writing, specifications for each item as per design and estimated cost for budgetary purposes printing of posters/ panels/ translates/ vinyl/ cut etc.
- (ii) Display arrangements of bromides, blowups, target products.
- (iii) Design & Planning of Theme Pavilion.
- (iv) Preparation / evaluation support of RFP (Request for Proposal) documents depending on requirements.

For International Level Fairs:

- (i) Designing of Jute Pavilion
- (ii) Display arrangements
- (iii) Theme Pavilion-cum- reception measuring not less than 20 sq. mtrs.

Category V: Advertisements for spots (both TV/radio), e-modes, hoardings, banners, mobile vans, etc.

- (i) Designing, art work, creation, preparation and placement of all types of advertising (including NIT / Notice / EoI / Appointment / classifieds advertisements) also in respect of generic and product specific advertisements with an underlying message covering the jute fibre in general and product in specific. In all the media including newspaper, magazines, films, TV, radio, mobile apps, outdoor etc. in the chosen media mix.
- (ii) Design adaptation of the advertisement already created to suit size of publication including output on pen drive and printout
- (iii) Creating TV spots by adopting novel methods of conveying the message without the use of actors.
- (iv) Planning and implementing media campaigns in TVs, radio, cinema theaters, hoardings, banners, newspapers, magazines, etc both fair specific and generic in nature.
- (v) Planning and implementing rural media campaigns for the jute growing states for creating awareness for the rural mass/growers/distributor and others through television, cable networks, social media and other media aids.
- (vi) Industrial Photography, Creation of 2D and 3D animations, Designing of Logos

Category VI: PR jobs as assigned to the agency from time to time.

- a. Designing of Mementos
- b. Public relation activities involving media relations within India and abroad
- c. Mobilization of press members for conferences and seminars as well as various promotional campaigns of the Board.
- d. Selecting and short-listing marketing agencies for specific products as well as events of the Board in Indian as well as international arena as and when called.
- e. Selecting specific sites for sale of consumer products in Indian markets.
- f. Dispatch of mailers to members, international buying houses, trade commissions, etc. and to follow-up.

Note : Any other work related to the above but not specifically defined, may also form part of the scope as per requirement

CRITERIA FOR EVALUATION OF THE TECHNICAL / CREATIVE BIDS

1.	Suggested Marking System	Total Marks	Marks Scored
A.	<u>Technical / Creative bid Evaluation</u>		
i.	Creative - design	10	
ii.	Creative – message / copy	10	
iii.	Campaign design including media approach recommendations.	10	
iv.	Branding ideas	10	
v.	Competence across all media and activities	10	
vi.	Experience i.e. past or current campaigns in brand-building and addressing multiple audiences	5	
vii.	Illustrative component campaign demonstrating analytical familiarity with the marketing issues facing the jute industry and capability for promotion of specific products	15	
	Total: Marks for Technical Evaluation.	70	
B.	Financial Offer Evaluation Annexure – IV (Monthly retainership details)	30	
C.	Total :	100	
2.	The technical proposal should score at least 40 points out of 70 to be considered for Financial Evaluation.		
3.	The financial proposal with the lowest cost (<i>LI</i>) will be given a score of 30 and other proposals' (<i>n, n1, n2</i> etc.) scores will then be calculated by the formula " <i>LI/n x 30</i> "		

FINANCIAL BID

Retainership Fees per month (in Rupees) :-

SRL. NO.	MONTH/ PERIOD	RETAINERSHIP FEES PER MONTH (Excluding Applicable Taxes) (in Rs.)
1.	2016-17 (FEBRUARY-MARCH 2017)	
2.	2017-18	

Authorized Signatory with Designation and Stamp

Terms and Conditions for Agencies empanelled with NJB

“Multi-Media Creative Agencies are those agencies which specialize and execute the production of Creatives for the Print Media, Audio-Visual Media, Exhibitions, Out Door Publicity and Printed Publicity”

In the terms and conditions NJB stands for National Jute Board.

1. General

- a. The agencies will abide by the terms and conditions laid down herewith and any other condition prescribed by NJB from time to time in fulfillment of its objective of serving the Industry stakeholders, Ministries of the Government of India.
- b. This Empanelment would mean that, if engaged, NJB would be paying retainership fee or monthly consultancy charges or any other form of remuneration to the empanelled agencies.
- c. The scope of work of the empanelled agencies will be as illustrated at Annexure –II and also as indicated at the last page of this Terms and Conditions. The list of the empanelled Multi-Media creative agencies shall be circulated to the Industry stakeholders, Ministries of the Government of India, who shall be free to invite these empanelled agencies on a limited tender basis, whenever such a need arises to hire the agencies for a turnkey creative multi-media campaign.
- d. The advertisements and other creative work so produced in consultation with the client NJB would be released only at DAVP rate, wherever applicable, to the Print and other Publicity media.
- e. National Jute Board will retain the absolute copyright and all such related rights including and not limited to rights for adaptations / translation, reproduction, alteration and archiving without any restriction of time period to all such creatives and their inputs which might be produced by the agency for executing a work and such creatives could be used in any such future campaigns that NJB may consider appropriate.
- f. The empanelled agencies by agreeing to these Terms and Conditions shall be liable to for penalty as per the terms of this contract in the event of their failing to adhere to them.
- g. The agency also agrees to abide by any other terms and conditions to be prescribed by the Secretary: NJB in future.

2. Manner of Employment:

- a. National Jute Board shall hire / employ the services of only such agencies empanelled by DAVP for any of their Multi-Media Creative Production
- b. National Jute Board shall invite the empanelled agencies on a limited tender two bid process – a technical and financial tender – for procuring the services of the agencies for the creative.

3. Release of the Advertisement:

All the media release authorized by the National Jute Board shall be routed only through DAVP.

4. Payment Schedule

For all kinds of production jobs no advance payment shall be made. Monthly retainership fees will be made on subsequent months with 45 days from the date of submission of invoice along with activity report for the specific month.

5. Territory

The Agency shall provide all such services described above for promotion of Indian Jute in India and abroad. The Agency shall arrange international inputs and advertising through its international affiliates, if required, on terms to be agreed separately.

6. Conflict of Interest

National Jute Board requires that the Agency provide professional, objective and impartial advice and at all times hold NJB's interests paramount, strictly avoid conflicts with other assignments / jobs or their own corporate interests and act without any consideration for future work.

7. Confidentiality

Confidentiality shall be maintained for the information relating to the examination, clarification and comparison of the proposal. Violation of this clause may result in the rejection of the proposal.

8. Approvals

The Agency shall seek written approval of all visuals, artworks, copy, scripts, etc. and the Agency shall not proceed further with any work until approval of related documents by National Jute Board.

Both, National Jute Board and the Agency, shall communicate to each other the names of officials authorized to sign various documents or grant approvals under the agreement.

9. Records

The Agency shall maintain all layouts, artworks, copy, negatives, tapes, bills vouchers, etc. for duration of the contract period and then submit the same to the National Jute Board.

10. Fraud & Corruption

National Jute Board requires that Agency / ies selected for the particular Campaign must observe the highest standards of ethics during the performance and execution of such contract. In pursuance of this policy, National Jute Board:

a. Defines, for the purposes of this provision, the terms set forth as follows:

1. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of NJB or any personnel of Agencies in contract executions.
2. "Fraudulent practice" means a mis-presentation of facts, in order to influence a procurement process or the execution of a contract, to National Jute Board and includes collusive practice among Respondents (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or noncompetitive levels and to deprive National Jute Board or the benefits of free and open competition;
3. "Unfair trade practices" means supply of services different from what is ordered on, or change in the Scope or Work which was given by the National Jute Board.
4. "Coercive practices" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the execution contract.

11. Standards of Performance

- i. The Agency shall perform the services and carry out their obligations under the Contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Agency shall always act in respect of any matter relating to this contract as faithful advisor to National Jute Board. The Agency shall always support and safeguard the legitimate interests of National Jute Board in any dealings with the third party. The Consultant/Agency shall abide by all the provisions/Acts/Rules etc. of National Jute Board. The Agency shall conform to the standards laid down in Multimedia Campaign Proposal Details in totality.

- ii. All submissions made by the Agency after the award of contract must be countersigned by the Head – Creative of the Agency.

12. Delivery and Documents

Activities of urgent in nature must be expedited immediately as and when sought depending on requirement of NJB, failing to execute may lead penalty which is to be decided by NJB. If the delay is beyond one week then NJB may rescind the contract and shall be free to get it done from other Agencies at the risk and costs of the appointed agencies. The Agency shall not without NJB's prior written consent disclose the Contract, drawings, specifications, plan, pattern, samples to any person other than an entity authorized by the National Jute Board for the performance of the Contract. In case of termination of the Contract all the documents used by Agency in the execution of project shall become property of National Jute Board.

13. Agency Personnel

The Agency shall employ and provide such qualified and experienced personnel as may be required to perform the services under the specific project assigned by National Jute Board and it is desirable from the Agency to deploy the personnel, who have adequate experience in the domain related with the project. It is desirable that for the Projects, the Consultant/Agencies must hire the services of Relevant Specialists, on a case to case basis, to work on the Project effectively. The Agency shall give proof of the status of its regular employee's status or contractual staff and its creative team on a regular basis to National Jute Board during such period of the time of contract. The Agency shall not change the team deployed for the work without due intimation to National Jute Board.

14. Applicable Law

Applicable Law means the laws and any other instruments having the force of law in India as they may be issued and in force from time to time. The Contract shall be interpreted in accordance with the laws of the Union of India.

15. Intellectual Property Rights

No services covered under the Contract shall be sold or disposed by the Agency in violation of any right whatsoever of third party, and in particular, but without prejudice to the generality of the foregoing, of any patent right, trademark or similar right, or any charge mortgage or lien. The Agency shall indemnify National Jute Board from all actions, cost, claims, demands, expenses and liabilities, whatsoever, resulting from any actual or alleged

infringement as aforesaid and at the expenses of the Agency, National Jute Board shall be defended in the defense of any proceedings which may be brought in that connection.

16. Copyrights

Copyrights and other intellectual property rights in all materials, ideas and work or any kind generated by the activities of the Agency performed here under shall vest in National Jute Board, to the extent copyright belongs to the Agency, provided that National Jute Board has paid the Agency for its services.

The copyright and other intellectual property rights in all material, ideas, artwork etc will be property of National Jute Board and for which archive / library will be maintained.

17. Waiver

The failure of either party at any time to enforce any provision of these Terms and Conditions, shall in no way affect its right thereafter to require complete performance by the other party. Further, waiver of any breach of any provision shall not be held to be a waiver for any subsequent breaches.

18. Notices

Any notice or notices under these terms and conditions shall be deemed to be properly served, if they are sent to the addresses mentioned hereinabove by courier service or registered mail.

19. Survival of Terms

The provisions of Articles 5, 15, 16 and 20 of this Terms and Conditions shall survive the expiry or termination or the Agreement.

20. Indemnity

The Agency shall indemnify and keep National Jute Board indemnified from and against all claims, suits and demands due to injury to or death of any person and / or loss or damage caused or suffered to property under or belonging to the National Jute Board, its agents or employees or third party as a result of any acts done or omitted to be done by the Agency or as a result on the part of Agency to perform any of its obligations under this agreement or on the failure of the Agency to perform any of its duties and / or obligations including good industry practices.

21. Assignments

The Agency shall not assign the project to any other agency, in whole or in part, to perform its obligation under the Contract, without the NJB's authorized representative's prior written consent.

22. Performance Assessment

- i. If during execution of the Project, following problems are found, then a penalty of 2% of the monthly retainership fees (subject to maximum of 20%) may be imposed by National Jute Board
 - a) Quality of deliverable is not up to the mark, (till the quality is improved to the required extent)
 - b) Delays in deliverables
 - c) Not assigning adequate resources in time
 - d) Not engaging resources on a dedicated basis, even when required
 - e) Assigning resources that do not meet the NJB's requirements as per the approved time schedule or the quality of deliverable.
- ii. Every Quarterly performance will be evaluated, if found not satisfactory, the contract may be terminated within 15 day notice. NJB may debar the Agencies for applying in its future empanelment also.

23. Termination

Under these terms and conditions, National Jute Board may, by written notice terminate the Agency in the following ways –

- a) Termination by Default for failing to perform obligations under the Contract or if the quality is not up to the specification or in the event of non adherence to time schedule.
- b) Termination for Convenience in whole or in part thereof, at any time
- c) Termination for Insolvency if the Agency becomes bankrupt or otherwise insolvent. In all the three cases termination shall be executed by giving written notice to the Agency. No consequential damages shall be payable to the Agency in the event of such termination.

24. Force Majeure

Notwithstanding anything contained in these terms and conditions, the Agency shall not be liable for liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failures to perform its obligations under the agreement is the result of an event of Force Majeure.

For purposes of this clause "Force Majeure" means an event beyond the control of the Agency and not involving the Agency's fault or negligence and which was not foreseeable. Such events may include wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargos. The decision of the NJB, regarding Force Majeure shall be final and binding on the Agency.

If a Force Majeure situation arises, the Agency shall promptly notify to NJB in writing, of such conditions and the cause thereof. Unless otherwise directed by NJB in writing, the Agency shall continue to perform its obligations under the agreement as far as reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

25. Resolution of Disputes

If any dispute arises between parties, then there would be following two ways for resolution of the dispute under the Contract.

a) Amicable Settlement

Performance of the Contract is governed by the terms and conditions of the Contract, however, at times dispute may arise about any interpretation of any term or condition of Contract including the scope of work, the clauses of payments etc. In such a situation either party of the contract may send a written notice of dispute to the other party. The party receiving the notice of dispute will consider the Notice of dispute to the other party. The party receiving the notice of dispute will consider the Notice and respond to it in writing within 30 days after receipt. If that party fails to respond within 30 days, or the dispute cannot be amicably settled within 60 days following the response of that party, then Clause 'Resolution of Disputes' of these General Condition of Contract shall become applicable.

b) Arbitration

Any dispute, difference or question arising out of this agreement shall be settled amicably between the parties, failing which the same shall be referred to a sole arbitrator to be nominated by the Secretary, National Jute Board.

26. Taxes and Duties

The Agency shall fully familiarize themselves about the applicable Domestic taxes on amount payable by NJB under the contract. The Agency, sub Agency and personnel shall pay such domestic tax, duties, fees and other impositions (wherever applicable) levied under the applicable law.

27. Legal Jurisdiction

All legal disputes between the parties shall be subject to the jurisdiction of the Courts situated in Kolkata, India only.

28. Notice

Any notice, request or consent required or permitted to be given or made pursuant to this Terms and Conditions shall be in writing. Any such notice, request or consent shall be deemed to have been given or made when delivered in person to an authorized representative of the party to whom the communication is addressed, or when sent to such party at the address mentioned in the project specific Agreement.

29. Audit

National Jute Board shall be entitled to conduct audits, on the appointed Service Provider (name of the agency) whether by its internal or external auditors, or by agents appointed to act on its behalf and to obtain copies of any audit or review reports and findings made by the said audit Service Provider in conjunction with the Services performed for National Jute Board. The audit will cover strategy and cost of implementing the communication programmes and value derived thereof. The service provider agency shall extend full cooperation to the duly appointed auditor.

Scope of work of Creative Agencies (may also be read with as detailed at Annexure - II)

1. Creation of Logo and Tagline for the Campaign
2. Developing Creative for print media (design, lay out, copy writing and colour scheme).
3. Adaptation of creative in regional and foreign languages according to regional cultural background.
4. Translation of printed creatives in regional and foreign languages (without adaptation).
5. Adaptation of creatives for Outdoor Publicity and Exhibition.
6. Cover design and text layout for printed publicity.
7. Production of Audio visual spots and Radio spots.

NAME AND ADDRESS OF THE NATIONAL JUTE BOARD.

KOLKATA :

**National Jute Board
3A&B, Park Plaza, 71 Park Street,
Kolkata - 700 016
Ph : 91 33 2226-3438/2217-2107
Fax : 91 33 2217-2456
Email :jute@njbindia.in
Website : www.jute.com**

DELHI :

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“Prakash Deep”
Flat Nos. 508 & 509
7, Tolstoy Marg
New Delhi-110 001
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Fax: 011-23353519 / 2332 0910
Email: njbdel@gmail.com**

CHENNAI :

**National Jute Board
New No. 25 (Old No. 10), 1st Floor
Kodambakkam High Road
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Tel: 044-28224967
Fax: 044-28224462
Email: njbchennai@gmail.com**

HYDERABAD :

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Tel: 040-24656733 / 2473 0250
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