**INVITING EXPRESSION OF INTEREST [EoI] FOR ENLISTMENT OF**

**INTERNATIONAL TELEVISION CHANNEL**

INDEX

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**Part I – Statement of Purpose and Bid Outline**

**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 THE INDIAN JUTE INDUSTRY :**

* Average production of Raw jute : 110 Lakh bales (Bale = 180 kg)
* Average production of jute goods : 16 Lakh Tons per annum
* Average export of jute goods : 2 Lakh Tons / Rs.12,000 Million per annum
* Average domestic consumption of jute goods : 14 Lakh Tons per annum
* Ratio of domestic consumption to exports (value wise) : 83% : 17%
* Average value of export of jute diversified products (JDPs): Rs. 3,000 Million per annum.
* Percentage of JDP export to total jute goods export : 25 %
* No. of Jute Mills : 80
* No. of Small & Medium sized units : 1800

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

* **Traditional**: Packaging materials (Hessian, Sacking), Carpet Backing Cloth, Yarn & Twine.
* **Specialities**: Jute Geotextiles for civil engineering applications and agro-textiles, Food Grade Jute Cloth / Bags for packaging Cocoa & Coffee beans, Jute Composites
* **Lifestyle Products**: Shopping & Carry Bags, Home furnishings, promotional gift items, etc. popularly known as Jute Diversified Products (JDPs)

Details on the activities and objectives of NJB are available on the web at **www.jute.com**.

**NJB invites sealed offers from *bona fide*, competent and registered international television channels having global footprint, with specific DISTRIBUTION presence (such presence to be either direct or through documented partnerships) in the identified key markets for undertaking the production and telecast of a television campaign to build a brand identity for Indian jute products internationally. The airing of the campaign will be over a period of 12 weeks during Sept – Dec 2012.**

**1. The objective of the campaign would be twofold:**

1. Build generic awareness of jute through its unique features as a material – eco-friendliness, strength, durability and versatility.
2. Promotion of all types of jute products and their uses. Bring out the socio-economic significance of Jute – how its cultivation and conversion into useful products is providing sustainable livelihood, empowering farmers, creating entrepreneurs and making a huge impact on regional economic development.

**2. The scope of activity as envisaged would include the following:**

1. Production of 3 Vignettes of 30 secs each It is mandatory that “Indian Jute” branding is integrated into the vignettes.
2. Market/Region-wise media plan detailing the media plan for airing of the Vignettes/ad film to achieve the maximum impact and deliveries for the campaign. The plan would detail the total number of spots, total duration of FCT (Fixed Commercial Time), day-part dispersion or spotting plan, market-wise cost, market/ region-wise CPT (cost per Thousand Viewers) and other relevant details as per format given in Part –II.
3. Airing of the vignettes during the campaign period as per the mutually agreed schedule. NJB will have the right to telecast the vignettes later on any channel as it may desire. The copyright of the vignettes would vest in NJB after the agreed and scheduled telecast/airing by the channel.
4. The Vignettes would also be dubbed and adapted to the local language of telecast of the channel /country at no extra cost. At the time of submitting the bid, the language of telecast in each country should be mentioned.
5. Creative Objectives - as per the objectives of the campaign.
6. The channel would promote the campaign though available media platforms such as Promo Tags, online media, video on demand, mobile and similar platforms to create a further awareness about NJB at no extra cost. These would be construed as Value adds and must be clearly specified in the Technical Bid with last certified figures of the reach / viewership of each medium offered.

**3.** The selected channel shall within the first 4 (four) weeks of engagement, finalise the script and storyboard vignettes/ad commercials. On approval of the storyboard and other production-related details, the channel should proceed to development of the films which should not take more than 6 weeks from approval of the storyboard and commissioning of production.

**4.** The channel 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.

**5.** The television channels shall have global footprint, with specific DISTRIBUTION presence (such presence to be either direct or through documented partnerships) in the following key markets:

**Region 1**

**Europe:** UK, Turkey, Greece, Belgium, Italy, Spain, Germany

**Region 2**

**North America with emphasis on the USA**

**Region 3**

**Middle East:** Saudi Arabia, UAE

**Africa:** Egypt, Ghana, Syria

**Latin America:** Brazil, Argentina, Peru, Mexico, Uruguay

**Australia**

**Japan**

**India**

**EACH BIDDER MUST SUBMIT A SEPARATE BID FOR EACH REGION. This is to address the eventuality that NJB may choose to rationalize expenditure by commissioning different agencies for different regions OR by staggering the release across different regions.**

The target group would comprise opinion leaders, managers, and high-level business decision-makers. They are frequent travellers for business and pleasure, have high disposable incomes and enjoy a good quality lifestyle, are consumers of high-end goods and services, and fine living. This would be equivalent to Males SEC A, Age 35+ as per Indian TAM definition

**6.** The Channel **should have a minimum turnover of Rs. 100 crore** for each of the last three financial years upto 2010-2011, certified by a Chartered Accountant.

**7. Earnest Money of Rs. 1,50,000/-** (Rupees One Hundred and Fifty 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 (thirty) days of signing of contract. The Earnest Money of the successful bidder will be retained.

**8. Bids must be submitted in 3 (three) parts:**

* **PACKET ‘A’:** Credentials and Earnest Money Deposit
* **PACKET ‘B’ :** Technical/Creative proposal which must cover indicative script for vignettes, scheduling of the campaign and of telecast, value additions and at least 2 case studies of similar assignments undertaken by the channel.
* **PACKET ‘C’ :** Financial bid in a separate sealed envelope containing the bids for different regions (each in a further sealed envelope) in the format prescribed.

***"Minimum 100 spots of 30 seconds each for each country/feed is expected.***"

Bids containing the three sealed covers, as mentioned above, must be placed within a further sealed cover superscribed **“BID FOR ENLISTMENT OF INTERNATIONAL TELEVISION CHANNEL”**  and bearing the name of the bidder. The bid must be received at the office of NJB within **15.00 hrs on Wednesday 25th April, 2012.** Offer(s) received after the stipulated date and time will not be accepted.

The first part of the bid **(PACKET ‘A’) which determines eligibility** will be opened on **25th April, 2012 at 16.00 hrs in the office of NJB**. Bidders may remain present.

**PACKET ‘B’** for those bids that qualify on the basis of Packet ‘A’ evaluation, will be opened thereafter on the same date and at the same premisesfor technical evaluation.

Bidders will be given the opportunity to make a presentation before the Evaluation Committee in the NJB office on a date to be fixed by NJB, **possibly in the afternoon of 27th April 2012** or such other date and time as NJB may specify.

**PACKET ‘C’** will be openedonly for those bidders whose Technical Bids in Packet B receive the minimum specified marks Such opening will be conducted immediately after evaluation of the Technical Bids. **The Financial Bids of those bidders who do not qualify in the evaluation of their Technical Bid will not be opened.**

**PART II – PROCESS OF EVALUATION AND SELECTION
AND
FORMAT FOR SUBMISSION OF BID DOCUMENT**

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

**PACKET ‘A’: EMD AND CREDENTIALS**

The credentials of the bidders as submitted in PACKET ‘A’ will be examined first. The credentials will broadly cover the following areas-

1. Television channels available globally and distributed to over 150 million 24-hour households.
2. Infrastructure and capability including global distribution.
3. Channel should have experience in handling similar assignments of at least 2 reputed clients, in the last 5 years.
4. Competence in all the activities noted in the campaign outlined on Part I of this document.

**PACKET ‘A’ MUST CONTAIN THE FOLLOWING DOCUMENTS:**

* **Earnest Money Deposit- Rs. 1,50,000-** (Rs. one Lakh and fifty thousand only) by Demand Draft/Pay Order drawn in favour of “**National Jute Board”,** payable at Kolkata.
* **Proof of infrastructural capability including global availability –** Representation in India, evidenced by attested copies of **registration** (of each office) **under the Shops and Establishment Act or equivalent Government Regulation.**
* **Capacity judged on the basis of similar assignments for major Indian clients within the last 5 years.**
* **Compliance with regulatory requirements.**
* **Competence in production, distribution of the programming and adopting a 360 degree approach -** testimonials/work orders from atleast 2 clients/projects – Corporate Client/Government bodies or otherwise - handled over the last 5 years where the channel has been entrusted to create an identity for brand/client on a similar basis.

**PACKET ‘A’ must be superscribed “PACKET ‘A’ – EMD AND CREDENTIALS” and must also bear the name of the bidder**

**In case a bidder does not meet the criteria for eligibility, his Technical/Creative (Packet – B) and Financial (Packet – C) Bids will not be opened.**

Technical Bids of all the qualified bidders, as per the prescribed criteria, **will be evaluated by a designated committee that would include external expert/s.** The qualified bidders shall be given an opportunity to make a presentation before the committee on the specified date.

**PACKET ‘B’: TECHNICAL/CREATIVE PROPOSAL**

**PACKET ‘B’ MUST CONTAIN THE FOLLOWING DOCUMENTS:**

* An illustrative overall campaign design for NJB presented as a script CONCEPT/storyboard for the vignettes. The creativity and idea for the campaigns should be clear, concise and compelling. They should demonstrate comprehension of NJB’s vision and ideas, clarity of approach and innovativeness.
* The bidder’s will have to demonstrate the superior quality of their creative and production acumen and may choose to use any relevant medium for their purpose.

|  |  |
| --- | --- |
| Name of the Channel: |  |
| Market/ Region | Day part | Average Rating / Viewership for the Daypart | Spot Duration | Total Spots | Total FCT | Total Viewer-ship | % PT Spots |
| 1 |   |   |   |   |   |   |  |
|   | X |   |   |   |   |   |  |
|   | Y |   |   |   |   |   |  |
|   | X |   |   |   |   |   |  |
|   |   |   |   | Ʃ Spots | Ʃ FCT | ƩV | % PT Spots |
|   |   |   |   |   |   |   |  |
| 2 |   |   |   |   |   |   |  |
|   | X |   |   |   |   |   |  |
|   | Y |   |   |   |   |   |  |
|   | X |   |   |   |   |   |  |
|   |   |   |   | Ʃ Spots | Ʃ FCT | ƩV | % PT Spots |

**PACKET ‘B’ must be superscribed “PACKET ‘B’ –TECHNICAL/CREATIVE PROPOSAL” and must also bear the name of the bidder**

**In case a Technical Bid does not score the minimum marks required for eligibility as outlined in the next page, his Financial Bid will not be opened.**

The Evaluation Committee will judge the Technical proposal based on the marking system as detailed in the next page.

**CRITERIA FOR EVALUATION OF TECHNICAL BIDS**

|  |  |  |  |
| --- | --- | --- | --- |
| **1** | **Suggested Marking System** | **Total Marks** | **Marks Scored** |
| **A** | **Technical Offer Evaluation** |  |  |
|  | Viewership ( Channel share etc) | 10 |  |
|  | Connectivity  | 05 |  |
|  | Creative Idea and Treatment  | 20 |  |
|  | Scheduling | 10 |  |
|  | 360 degree support  | 10 |  |
|  | Experience that demonstrates channel’s capabilities in handling similar assignments | 05 |  |
|  | **Total marks for Technical Evaluation** | **60** |  |
|  |  |  |  |
| **B** | **Financial Offer Evaluation** | **40** |  |
| **C** |  **Total** | **100** |  |
| **2** | The Technical proposal should score at least 40 points out of 60 to be considered for the Financial Evaluation. |  |  |
| **3** | The Financial proposal with the lowest cost (L1) will be given a score of 40 and other proposals’ (N,N1,N2 etc) scores will be calculated by the formula “**L1/n x 40**”. |  |  |

**PACKET ‘C’: FINANCIAL PROPOSAL**

For those bidders whose Technical/Creative proposals receive the minimum qualifying marks (40 out of a possible maximum of 60) from the Evaluation Committee, the Financial Proposal will be opened on the date as mentioned earlier. 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 channel’s services in (a) Creation of Brand Identity through the documentaries and vignettes and providing the requisite value additions (b) A robust media plan for airing the programming.

**THE FINANCIAL BID SHOULD BE EXPRESSED AS COST PER THOUSAND VIEWERS** (COST MEANS GROSS CONSOLIDATED COST INCLUSIVE OF AGENCY COMMISION, REPLICATION COST AND ALL OTHER RELATED EXPENSES) **AND SUBMITTED SEPARATELY FOR EACH REGION IN THE FOLLOWING FORMAT**

|  |  |
| --- | --- |
| Channel Name |   |
| Market/ Region | Day part | Average Rating / Viewership for the Daypart | Spot Duration | Total Spots | Total FCT | Total Viewer-ship | Cost | Cost/1000 Viewers for Mkt/ Region | % PT Spots |
| 1 |   |   |   |   |   |   |   |   |   |
|   | X |   |   |   |   |   |   |   |   |
|   | Y |   |   |   |   |   |   |   |   |
|   | X |   |   |   |   |   |   |   |   |
|   |   |   |   | Ʃ Spots | Ʃ FCT | ƩV | ƩC | ƩC\*1000/ƩV | % PT Spots |
|   |   |   |   |   |   |   |   |   |   |
| 2 |   |   |   |   |   |   |   |   |   |
|   | X |   |   |   |   |   |   |   |   |
|   | Y |   |   |   |   |   |   |   |   |
|   | X |   |   |   |   |   |   |   |   |
|   |   |   |   | Ʃ Spots | Ʃ FCT | ƩV | ƩC | ƩC\*1000/ƩV | % PT Spots |

**The financial bid should be BEFORE APPLICABLE TAXES; such taxes should be mentioned separately**

**TERMS and SCHEDULE OF PAYMENT SHOULD BE CLEARLY MENTIONED**

The Financial proposal will be evaluated and marked on a pro-rata basis, ie., the lowest bidder (L1) will be given the maximum marks out of 40 and other bids (N, N1,N2 etc) will be marked according to the formula “**L1/n x 40”.**

**PACKET ‘C’ must be superscribed “PACKET ‘C’ –FINANCIAL PROPOSAL” and must also bear the name of the bidder.**

**EVALUATION OF THE BID**

* After the evaluation of Technical competence, NJB will declare the marks obtained by the bidders.
* The Financial proposals of the successful bidders will be opened in the presence of representative of the bidders.
* The names of the channels 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.
* The total score of technical and financial bids taken together will also be declared.

All intending bidders may visit the NJB website for further information and are also welcome to approach NJB for any information that they may require for the purpose of formulating their bids. For any clarification, the Secretary, National Jute Board may be contacted .

**NJB reserves the right to reject any or all of the applications or the tender in its entirety at its sole discretion without assigning any reason therefor and without reference to the applicants.**

**Canvassing is prohibited and would lead to disqualification.**

**Secretary, NJB**