

National Jute Board

Sub: Notice inviting Bids from DAVP empanelled agencies for Promotional Campaign for Indian Jute and Jute Products

Ref: Advertisement released on 6th September,2017 in specific newspapers.

As per advertisement and published Tender document, Pre Bid meeting with the advertising agencies was held on 18th January,2017 at 4.00 PM in the Conference Room of NJB.

The Pre Bid meeting was attended by the following officials and agencies:

Officials:

1. Sri Arvind Kumar M., Secretary, NJB
2. Sri N. Sengupta , CFO, NJB
3. Sri P.K. Sahu, CMO, NJB

Agencies :

1. Shri Indranil Chakraborty
Client Service Executive
Sanket Communication
Tel.No.9831390620
E.mail:sanket_kol@yahoo.com
2. Shri Subhabrata Roy
Associate Vice President
Lowe Lintas
Tel : 9830133043
E.mail :subhabrata.roy@lowelintas.in

Ms Rohini Roy
Senior Brand Services Manager
Lowe Lintas
Tel : 8017284056
E.mail :rohini.roy@lowelintas.in

Shri D.K.Guha
Lowe Lintas
Tel : 9830065956
3. Shri Arijit Roy
Account Group Head
East Region
Goldmine Advertising Ltd.
Tel : 9830870200
E.mail : arijit@goldmineltd.com

Ms Kirti Sinha
Goldmine Advertising Ltd.
Tel. No. 8017542516
E.mail : arijit@goldmineltd.com

4. Shri Abishek Mukherjee
Crayons Advertising Pvt. Ltd.
Tel. No.9830382742

Shri Binayak Sen
Crayons Advertising Pvt. Ltd.
Tel. No.9830075444

Shri Debasis Bhattacharya
Crayons Advertising Pvt. Ltd.
Tel. No.9239163710
E.mail : debasis.bhattacharjee @crayonad.com

5. Ms Ishita Sarkar
Account Director
Span Communication
Tel. No. 8335806817
E.mail : spankolkata2013@gmail.com

At the outset, Secretary, National Jute Board , invited the representatives of the advertising agencies and briefly outlined the bid document for promotional campaign of jute and jute products. Replying to specific queries, the clarifications were given as under:

- **Is it must to have an office in Kolkata? If agencies do not have an office in Kolkata can they tie up with any other agency in Kolkata and apply?**

Answer: No. It is a must to have an office in Kolkata apart from at least 2 offices in any metro. Tie up shall not be entertained.

- **How many agencies will be empanelled?**

Answer: Only 1 nationally which will cater to the promotional campaign in national and International market.

- **What is the main challenge faced in the industry?**

Answer: National Jute Board is a statutory body under Govt. of India, Ministry of Textiles. As promotional body, it is our mandate to highlight jute as eco friendly and increase awareness among people to prefer eco friendly natural jute products. Apart from implementation of promotional activities, National Jute Board extends support services to the jute mills / jute entrepreneurs including NGOs/WSHGs for production / development of jute diversified products and make them self-sustainable for sound supply chain. Besides, NJB implements various promotional schemes, which are being participated by the stakeholders.

- **How does NJB wants Jute to be promoted?**

Answer : Through Digital outdoor, AV ,radio and participation in fairs (national and international)awareness campaign for promotion of jute and jute products.

- **What is the annual budget?**

Answer: Around Rs 10-12 crores.

- **What is the role of NJB?**

Answer: NJB promotes jute and jute products. It does not manufacture or sell . It implements series of activities/promotional for overall development of jute sector starting from agriculture to finished products.

- **How long is the presentation time?**

Answer: 10-12 minutes. Agencies empanelled with DAVP automatically get the opportunity for presentation subject to deposit of prescribed Earnest money and eligibility criteria.

- **Please clarify on Monthly Retainership fee**

Answer: Monthly Retainership fee under Financial bid shall include artwork, processing, creative conceptualization including script. This shall not include production cost like image purchase , photography , media buying.
