

**VISVA-BHARATI
SANTINIKETAN**



NOTICE

Advertisement and Branding for Pous Mela 2019

A. Gates for Advertisement on different roads leading to Pous Mela ground.

- 1) Gates from Nisha Hotel Point to Shyambati More-Rs 50,000/- per gate.
- 2) Gates from Fire Brigade/Vetenary Hospital to International Guest House- Rs 30,000/ per gate.
- 3) Gates from International Guest House to Central Library –Rs 30,000/- per gate.
- 4) Gates from Pearson Memorial Hospital to Kalishayer More- Rs 25,000/per gate.
- 5) Main Entrance Gate to the Ground (on first come first serve basis)- Rs. 50,000/- per gate.

B. Display of Hoarding, Banner, Flex etc for advertisement at Pous Mela Ground.

- 1) Binodan Mancha Area- Rs 1000 per sq. feet
- 2) Exhibition Area- Rs 1000 per sq. feet
- 3) Main Mela Ground- Rs 750 per sq feet
- 4) Garments (Sal Patti) area-Rs 500 per sq feet
- 5) On the watch tower(s)-Rs 5000 per sq feet

For other branding, advertisements (i,e standees, decoration of portico, decoration of fountain) etc please contact

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Mr Malay Sutradhar-8250485146


Nodal Officer 12/12/19
Pous Mela