

# **KOLKATA PORT TRUST**

Subject: Empanelment of Advertising Agencies

## **1) Introduction**

144-year Kolkata Port is the gateway to Eastern India for the rest of the world. This is the first major port in India whose appearance in the map of the maritime world dates back to the year 1870. Kolkata Port is the only riverine major port in India, situated 232 kms. upstream from the sandheads. It has one of the longest navigational channels in the world with sharp bends, bars and bores. The other ports in India are Sea Ports and the combined navigational channels of 11 major ports are much less than 232 kms. In the 87 kms. stretch from sandheads to Sagar, the vessels are guided through Vessel Traffic Management System (VTMS) of Kolkata Port Trust. Thereafter, at Sagar, the pilots embark on the vessels for pilotage, from where the distance of HDC and KDS are 41 kms. and 143 kms. respectively. Haldia Dock Complex (HDC), a modern dock complex of Kolkata Port Trust (KoPT) was set up in 1977 for handling larger vessels, carrying bulk cargo with optimum economy, keeping Kolkata Dock System (KDS) primarily for handling break-bulk cargo, container etc. The two dock systems of Kolkata Port, viz. KDS and HDC are complimentary to each other.

## **2) Scope of Work:**

The brief scope of work of the empanelled advertising agencies includes the following. Any other work with regard to corporate publicity, media campaign, printing etc. will also form the part of the scope of work as decided from time to time:

- a) Designing and publication of all forms of advertisements including Notice Inviting Tender (NIT), Financial Matters, Public Notices, Classified and Display Advertisements, Land-related Notifications and Recruitment-related Advertisements etc.
- b) Institutional Campaigns/ Advertisements of Kolkata Port Trust including Kolkata Dock System and Haldia Dock Complex.
- c) Designing, Producing and Printing of Single/Multi-Colour Brochures, Folders, Pamphlets, Leaflets, House Journals, Newsletters, Posters, Handouts, Invitation Cards, Greeting Cards, Visiting Cards, Diaries, Calendars, Booklets, Books etc. in Bengali, Hindi and English languages.
- d) Designing and Printing of flex/cloth banner, framing/lamination work and the like.
- e) Organising exhibitions, setting up stalls, pavilions.
- f) Designing and preparation of slide/transparencies for presentation of Kolkata Port Trust activities and achievements in various forums.
- g) Providing CDs/ DVDs on different publicity materials.
- h) Producing TV/Radio commercials.
- i) Producing video documentaries, sound recordings such as pre-recorded announcements etc. and other important tools of image-building.
- j) Organising news conference, press reception, facility visit, preparing and issuing press release, if required.
- k) The applicant agency should be able to handle public relations activities promptly and efficiently at a very short notice.
- l) Any other public relations services not included in the above categories may be entrusted with the empanelled agency to build image-building, if required by Kolkata Port Trust.

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**3) Qualifying Criteria for Empanelment:**

- a) The advertising agency should have full and valid accreditation of Indian Newspaper Society (INS) for the last 3 consecutive years and it should be valid as on last date of submission of the proposal.
- b) The advertising agency should have full-fledged office in Kolkata.
- c) The advertising agency should have minimum average turnover of Rs. 2 Crores for the last 3 consecutive years. The agency should submit the photocopies of audited balance sheets for the last 3 years.
- d) The advertising agency should have minimum 10 years' experience with government and public sector undertakings to handle total public relations works.
- e) The advertising agency should execute the media assignments for the last 5 years as stated in 'Scope of Work'.
- f) The advertising agency must be equipped with all necessary facilities including professional media manpower and equipment like digital, still and video cameras, computer, fax, internet etc.
- g) The advertising agency may submit the details of awards received for campaigns launched in print media/ electronic media from any reputed publications/ recognised institutions. (If yes, attach copies of certificates)
- h) The advertising agency should have valid Registration Number under Service Tax/Sales Tax and also Permanent Account Number (PAN) under Income Tax Rule. Photocopies need to be submitted.
- i) The advertising agency should submit an updated profile of the company.
- j) The advertising agency should not have been blacklisted by any Central/State Government/PSU/Autonomous Body of the Government in last 5 years from the last date of submission of proposal.
- k) The agency should submit the list of clientele and the period of service working with the clients along with certificates from the concerned organisations.
- l) The agency should submit the list of in-house creative and skilled personnel.
- m) Application must accompany a cross demand draft of Rs.20,000/- (Rupees Twenty Thousand) only payable to 'Kolkata Port Trust' drawn on any Nationalized Bank in Kolkata as Security Deposit which will be refunded without interest to the applicants not qualified. Security deposit of successful agencies will be retained by KoPT till expiry of empanelment period.

**Note:**

**In case of detection/finding at any stage about false information and submission of fake/ tampered documents in support of the above or suppression of facts, the proposal will be rejected and empanelment, if already done with Kolkata Port Trust, shall be cancelled.**

**4) Creative Assignments to be submitted by the Applicants:**

- a) Only one multi-colour poster (A4) for creating awareness on 'Cleanliness at Kolkata Port Premises'/ 'Dock Safety at Kolkata Port' (same design but copy separately in Bengali, Hindi and English). [Total marks: 20]
- b) Creative press advertisements complete with copies (size- 25 cms x 4 col.) both in English and Bengali based on (i) State-of-the-art integrated container handling facilities of comparative excellence in Kolkata Port and the other on (ii) Enormous Inland Waterways potentialities of Kolkata Port. [Total marks: 40 (20 x 2)]

- c) Copy of research paper of 500 words on ‘The competitive advantage and the surviving potentialities of 144 year only riverine premier major port of Kolkata in the country and the corporate strategy to be taken to win over gradually declining situation of both KDS and HDC’ and the copy on ‘Public Relations dynamics for image-building of Kolkata Port Trust’ in English and Bengali. [Total marks: 40 (25 + 15)]

After evaluation of creative works, the short-listed applicants will be required to give presentation. Subsequently, the representatives of Kolkata Port Trust will inspect the creative infrastructure of the advertising agencies.

Creative assignment and presentation would be judged on the basis of design, layout, original ideas, appropriateness of ideas, innovation, creativity, implementation capabilities and overall impact.

**5) Particulars required for Empanelment of Advertising Agencies with Kolkata Port Trust**

**(To be submitted on letterhead of advertising agency)**

- (i) Address of the Head Office of the advertising agency with telephone no., fax no., e-mail address
- (ii) Name of Managing Director, Directors and top management (separate sheet may be enclosed with bio-data & other details)
- (iii) Year of the establishment of the agency
- (iv) Legal status of agencies (proprietor/ partnership/ private ltd./ public ltd.)
- (v) Whether empanelled with Kolkata Port Trust now or were you at any time, in the past? If so, please mention details.
- (vi) Have the agency been blacklisted/ debarred by any Central/State Government/PSU/ Autonomous Body of the Government in last five years: Yes/ No. If yes, give details.
- (vii) Complete Profile of the agency.

I/We hereby certify that all the particulars given above are correct and true to the best of my knowledge.

Signature .....

Full Name .....

Designation .....

Address .....

(Authorised Representative)

**Note:**

- (a) If needed, the agency can use separate sheets for explaining the above points.
- (b) KoPT reserves the right to verify the facts given by the agency, with any authority, if required.

**Note:**

Application may be submitted with all the relevant documents (minimum eligibility criteria documents and creative works mentioned above need to be submitted in two separate booklets) in a sealed envelope superscribed “Application for Empanelment of Advertising Agency with Kolkata Port Trust” to reach the office of Sr. Asst. Secretary (PR), Kolkata Port Trust, 15, Strand Road, Kolkata- 700 001 by 16:00 hrs. on 21<sup>st</sup> September, 2015.

Application will not be accepted after the stipulated date and time. Kolkata Port Trust will not be responsible for any postal delay or delay in transit. Incomplete applications will be rejected. The design submitted by the agencies will not be returned and Kolkata Port Trust reserves the right of rejection/ non-empanelment of advertisement agency without assigning any reason whatsoever.

### **Other Terms and Conditions**

- 1) Applicants who fulfill the total eligibility criteria will be enlisted.
- 2) The empanelment is valid for three years subject to satisfactory performance to carry out multi-faceted corporate public relations works of Kolkata Port Trust including Kolkata Dock System and Haldia Dock Complex.
- 3) Advertising agency service should be available all the time as and when required by Kolkata Port Trust.
- 4) Chief Executive and the concerned representatives of the advertising agency dealing with Kolkata Port Trust should be introduced to the public relations personnel of Kolkata Port Trust immediately after empanelment.
- 5) In emergency, the agency's service is a must even on Saturdays/ Sundays and holidays.
- 6) The feedback of Kolkata Port Trust media service including news report of both print and electronic media on local, regional, national and international levels should be provided to the concerned public relations executive of Kolkata Port Trust on regular basis.
- 7) The copy of advertisement for classified/ display tender and for appointment will be issued to the empanelled agencies for publication on rotation by allotting Sl. Nos. to orders by KoPT.
- 8) In case of non-acceptance of advertisement order, the same will be given to the next agency as per rotation. Refusal/ inability of an agency to release advertisements on three occasions may result in forfeiture of security deposit and removal from the panel.
- 9) The agency needs to attend KoPT's public relations office to collect the advertisements within three hours' intimation.
- 10) The advertisement bills should be sent to Kolkata Port Trust along with original bills of the newspapers, along with the photo copies of Rate Card, Service Registration No. and VAT Registration no. etc.
- 11) Works for exhibition, printing, audio-visual production etc. will be awarded after calling limited tenders from all the empanelled agencies.
- 12) Payment will be made within 30 days from the date of receipt of bills with enclosures provided all necessary papers are in order.
- 13) The agency should send confirmation of publication of advertisement in the newspapers within 3 days to Kolkata Port Trust.
- 14) In case of failure to fulfill the terms and conditions and if the service is not satisfactory, Kolkata Port Trust reserves the right to delete the name of the advertising agency by giving a notice of 7 days.
- 15) If the agency fails to observe the time limit prescribed by Kolkata Port Trust for publication of the advertisements without adequate justification, no bills will be entertained for such delayed advertisement and also action may be taken as deemed fit as per terms and conditions of the contract.
- 16) Charges for jobs other than press advertisement like printing, exhibitions, hoardings, video films, preparing commercials/ TV spots/ Radio jingle etc. will be decided on competitive bidding basis.
- 17) The agencies will not be paid for translation of material from English to Hindi or to any other Indian languages, if required. In case of publication of corrigendum due to wrong translation/ missing/ wrong text by the agency, the cost of re-publication will be borne by the advertising agencies themselves.

- 18) For all advertisements including NITs in newspapers, no charges will be paid for design and supply of art pulls/ photocopies.
- 19) The agency will not be paid for design in case of advertisement campaign is launched through them.
- 20) In case of any dispute between Kolkata Port Trust and the advertising agency, it should be referred to the Chairman, Kolkata Port Trust, whose decision will be final. If the decision of the Chairman is not acceptable by the agency, it should be referred to an arbitrator to be approved by Chairman, Kolkata Port Trust as per law.

Sr. Asst. Secretary (PR)  
Kolkata Port Trust