

SYAMA PRASAD MOOKERJEE PORT, KOLKATA

Subject: Empanelment of Advertising Agencies

1. Introduction

152-year old Kolkata Port Trust, now renamed as Syama Prasad Mookerjee Port, Kolkata, 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. SMP, Kolkata 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 major 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 SMP, Kolkata. 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 SMP, Kolkata (SMPK), 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 SMP, Kolkata, viz. KDS and HDC are complimentary to each other.

2. Scope of Work:

i) Part--A

The brief scope of work of the empanelled **Advertising Agencies** includes the following.

- 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 SMP, Kolkata 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, Booklets, Books etc. in Bengali, Hindi and English languages.
- d) Designing and Printing of flex/cloth banner, framing/lamination work and the like.
- e) Designing of Signage and erection/prepare of Hoarding for corporate publicity and image building of SMP, Kolkata.
- f) Organising exhibitions, setting up stalls, pavilions.
- g) Designing and preparation of slide/transparencies for presentation of activities and achievements of SMPK in various forums.
- h) Providing CDs/ DVDs on different publicity materials.
- i) Producing TV/Radio commercials.
- j) Producing video documentaries, sound recordings such as pre-recorded announcements etc. and other important tools of image-building.
- k) Organising news conference, press reception, facility visit, preparing and issuing press release, if required.
- l) The applicant agency should be able to handle public relations activities promptly and efficiently at a very short notice.
- m) 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 SMP, Kolkata.

ii) **Part –B**

Works relating to Design, Signage / Hoarding for corporate publicity & campaign and printing etc. by empanelled **Agencies**, as decided from time to time:

- a) Institutional Campaigns/ Advertisements of SMP, Kolkata including Kolkata Dock System and Haldia Dock Complex.
- b) Designing, Producing and Printing of Single/Multi-Colour Brochures, Folders, Pamphlets, Leaflets, House Journals, Newsletters, Posters, Handouts, Invitation Cards, Greeting Cards, Visiting Cards, Booklets, Books etc. in Bengali, Hindi and English languages.
- c) Designing and Printing of flex/cloth banner, framing/lamination work and the like.
- d) Designing of Signage and erection/prepare of Hoarding for corporate publicity and image building of SMP, Kolkata.
- e) Organising exhibitions, setting up stalls, pavilions.
- f) Designing and preparation of slide/transparencies for presentation of activities and achievements of SMPK 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 SMP, Kolkata.

3. i) **Qualifying Criteria for Empanelment of Advertising Agencies (Part-A):**

- 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. (Copies should be attached)
- b) The advertising agency should have full-fledged and professionally managed office in Kolkata.
- c) The advertising agency should have minimum average turnover of Rs. 1.25 Crores per year 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' work experience with government / public sector undertakings and multinational companies to handle total public relations activities.
- e) The advertising agency should have the experience in executing the media assignments for the last 5 years as stated in **Part "A"** under '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 from any reputed publications/ recognised institutions for campaigns launched in print media/ electronic media. (If yes, attach copies of certificates)
- h) The advertising agency should have valid GST Registration Number 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 must have atleast 8 personnel directly employed on permanent pay rolls in Kolkata office including in-house creative and skilled personnel and a verifiable self certificate on the Agency's letterhead signed by an authorized representative of the agency to be submitted.
- m) Application must accompany a demand draft of Rs. 2,00,000/- (Rupees Two lakh) only payable to '**Syama Prasad Mookerjee Port, Kolkata**' drawn on any Nationalized Bank in Kolkata as EMD which will be refunded without interest to the applicants not qualified. EMD of successful agencies will be converted to Security Deposit and retained by SMP, Kolkata till expiry of empanelment period.

ii) Qualifying Criteria for Empanelment of Outdoor Agencies (Part-B):

- a) The agency should have full-fledged and professionally managed office in Kolkata.
- b) The agency should have minimum average turnover of Rs. 2 Crores per year for the last 3 consecutive years. The agency should submit the photocopies of audited balance sheets for the last 3 years.
- c) The agency should have minimum 10 years' work experience with government / public sector undertakings and multinational companies to execute the allotted work.
- d) The agency should have the experience in executing the assignments for the last 5 years as stated in **Part- B** under 'Scope of Work'.
- e) The agency must be equipped with all necessary facilities including professional manpower and equipment like digital, still and video cameras, computer, fax, internet etc.
- f) The agency may submit the details of awards received from any reputed / recognized institutions for campaigns including print media/electronic media (If yes, attach copies of certificates).
- g) The agency should have valid GST Registration Number and also Permanent Account Number (PAN) under Income Tax Rule. Photocopies need to be submitted.
- h) The agency should submit an updated profile of the company.
- i) The 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.
- j) The agency should submit the list of clientele and the period of service working with the clients along with certificates from the concerned organisations.
- k) The Agency must have atleast 8 personnel directly employed on permanent pay rolls in Kolkata office including in-house creative and skilled personnel and a verifiable self certificate on the Agency's letterhead signed by an authorized representative of the agency to be submitted.
- l) Application must accompany a demand draft of Rs. 2,00,000/- (Rupees Two lakh) only payable to '**Syama Prasad Mookerjee Port, Kolkata**' drawn on any Nationalized Bank in Kolkata as EMD which will be refunded without interest to the applicants not qualified. EMD of successful agencies will be converted to Security Deposit and retained by SMP, Kolkata till expiry of empanelment period.

Note:

1. Prospective bidders may apply only for part “A” or Part “B” or both, on fulfilling relevant qualifying criteria.
 2. 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 SMP, Kolkata, shall be cancelled.
4. **Creative Assignments to be submitted by the Applicants for both (Part A & B):**
- a) One multi-colour poster each (A4) for i) ‘Creating awareness on Safety in Ports and Docks’ and ii) ‘Design to publish newspaper advertisement for Land Lease Auction including sketches’ (same design but copy to be submitted separately in Bengali, Hindi and English). [Total marks: 25 {(4+4+4)+(4+4+4+1)}]
 - b) Creative design of advertisements and complete with copies (size- 25 cms x 16 cms i.e. 4 col.) both in English and Bengali based on (i) The highlights of unique port facilities and services of SMP, Kolkata for creating better business sense (ii) a) Traffic Catalogue: – Showcasing facilities available and write up b) Estate Catalogue: - Showcasing prospects of land for different purposes like cold storage, data centre, office building, recreational activities, commercial complex etc. . [Total marks: 40 (20+10+10)]
 - c) Copy of research paper of 500 words each on i) “The objectives of 152-year old reverine port (SMP, Kolkata) to stay relevant to its users and the customers at large for the years to come with the development of nearby sea port” ii) “Challenges posed by social media and the emerging opportunities for reputation management through Public Relations for Syama Prasad Mookerjee Port, Kolkata” and iii) Ideas to market Syama Prasad Mookerjee Port, Kolkata in Eastern Hinterland and Pan India level” in English and Bengali. [Total marks: 35 (15+10+10)]

The representatives of SMP, Kolkata will inspect the creative infrastructure of the applicants. However, creative assignment and presentation would be judged on the basis of design, layout, original ideas and appropriateness of ideas, innovation, creativity, implementation capabilities and overall impact.

After evaluation of creative works, the firms who would score at least 50, out of total marks of 100, would be called to give presentation. For presentation, total marks would be 50 and those, who would get at least 25, would be techno-commercially qualified provided, their creative infrastructure is satisfactory. Top 6 firms (out of total score of 150) each for category ‘A’ and category ‘B’ would be empanelled.

5. **Particulars required for Empanelment of Advertising Agencies/Agencies with SMP, Kolkata for both (Part A & B)**

(To be submitted on letterhead and signed by the authorized representative of the Advertising Agency)

- i) Address of the Head Office including Kolkata office of the advertising agency/outdoor 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 SMP, Kolkata now or was at any time, in the past? If so, please mention details.

- vi) Has 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. If No, a self certificate on the Official letter head of the Agency signed by the authorized representative of the Agency must be submitted.
- 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) SMP, Kolkata 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 (qualifying criteria documents and creative assignments mentioned above need to be submitted in two separate booklets) in a sealed envelope superscribed “Application for Empanelment of Advertising Agency with Syama Prasad Mookerjee Port, Kolkata” to reach the office of Sr. Asst. Secretary (PR), Syama Prasad Mookerjee Port, Kolkata, 1st Floor, Annex Building, 15, Strand Road, Kolkata- 700 001 by 1500 hrs. on **5th May, 2023**.

Application will not be accepted after the stipulated date and time. Syama Prasad Mookerjee Port, Kolkata 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. Syama Prasad Mookerjee Port, Kolkata reserves the right of rejection/ non-empanelment of advertisement agency without assigning any reason whatsoever.

Other Terms and Conditions applicable to the applicants both Part A & B

- 1) Applicant Agencies, who fulfill all the relevant eligibility criteria, will be considered for final assessment.
- 2) The empanelment is valid for three years, subject to satisfactory performance to carry out multi-faceted corporate public relations works or other works so assigned for Syama Prasad Mookerjee Port, Kolkata including Kolkata Dock System and Haldia Dock Complex.
- 3) Service of Advertising agency/Outdoor agency should be available all the time as and when required by Syama Prasad Mookerjee Port, Kolkata.
- 4) Chief Executive and the concerned representatives of the advertising agency/outdoor agency dealing with Syama Prasad Mookerjee Port, Kolkata should be introduced to the public relations personnel of Syama Prasad Mookerjee Port, Kolkata immediately after empanelment.
- 5) In emergency, service of agencies empanelled under Part “A” & Part “B” should be available on Saturdays/ Sundays and holidays.

- 6) The feedback of Syama Prasad Mookerjee Port, Kolkata 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 Syama Prasad Mookerjee Port, Kolkata on regular basis by the advertising agencies.
- 7) The copy of advertisement for classified/ display tender and for appointment will be issued to the empanelled advertising agencies for publication, on rotation, by allotting Sl. Nos. to orders by Syama Prasad Mookerjee Port, Kolkata.
- 8) In case of non-acceptance of advertisement order or the works so assigned, the same will be given to the next agency as per rotation. Refusal/ inability of an agency to release advertisements/assigned works on three occasions may result in forfeiture of security deposit and removal from the panel.
- 9) The agency needs to attend Syama Prasad Mookerjee Port, Kolkata's public relations office to collect the advertisements/order of assigned work within three hours' of intimation.
- 10) The advertisement bills/ assigned work bills should be sent to Syama Prasad Mookerjee Port, Kolkata along with original bills of the newspapers/received from the vendor, attached photo copies of Rate Card and GST 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 advertising agency should send confirmation of publication of advertisement in the newspapers within 3 days to Syama Prasad Mookerjee Port, Kolkata.
- 14) In case of failure to fulfill the terms and conditions and if the service is not satisfactory, Syama Prasad Mookerjee Port, Kolkata reserves the right to delete the name of the advertising agency/outdoor agency from panel by giving a notice of 7 days.
- 15) If the agency fails to observe the time limit prescribed by Syama Prasad Mookerjee Port, Kolkata for publication of the advertisements/assigned works, without adequate justification, no bills will be entertained for such delayed advertisement/works and also action may be taken as deemed fit as per terms and conditions of the contract.
- 16) Assignment for jobs like printing, exhibitions, hoardings, video films, preparing commercials/ TV spots/ Radio jingle etc. will be decided on competitive bidding basis other than regular press advertisement.
- 17) The agencies will not be paid for translation of material from English to Hindi or to any other Indian language, 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 design of the allotted work, no separate charges will be paid for design and agency will be awarded work order for the same job for accepted design.
- 19) The advertising agency will not be paid for design in case, advertisement campaign is launched through them.
- 20) In case of any dispute between Syama Prasad Mookerjee Port, Kolkata and the advertising agency/outdoor agency, it should be referred to the Chairman, Syama Prasad Mookerjee Port, Kolkata 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, Syama Prasad Mookerjee Port, Kolkata as per law.

Sr. Asst. Secretary (PR)
Syama Prasad Mookerjee Port, Kolkata