

# **KOLKATA PORT TRUST**

Subject: Empanelment of Advertising Agencies

## **1) Introduction**

149-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 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 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 a part of the scope of work, as decided from time to time:

- a) Designing and publication of all forms of Classified & Display advertisements including Notice Inviting Tender (NIT), Financial Matters, Public Notices, Land-related Notifications, 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 and digital form.
- 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.

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- l) Any other public relations services not included in the above categories may also be entrusted with the empanelled agency to build image-building, if required by Kolkata Port Trust.

**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. (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. 2 Crores per year for the last 3 consecutive years ending 31.03.2018. The agency should submit the photocopies of audited balance sheets and profit & loss A/c for the last 3 years ending 31.03.2018.
- d) The advertising agency should have minimum 10 years' work experience in executing the media assignments with Government and public sector undertakings to handle total public relations activities as stated in 'Scope of Work' excluding i) website management, ii) handling facebook and iii) handling tweeter of KoPT.
- e) 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.
- f) 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)
- g) The advertising agency should have valid Registration Number under GST and also Permanent Account Number (PAN) under Income Tax Rule. Photocopies need to be submitted.
- h) The advertising agency should submit an updated profile of the company.
- i) 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.
- j) The agency should submit the list of clientele and the period of working with the clients along with certificates from the concerned organisations.
- k) The Agency must have atleast 10 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 letter head signed by an authorized representative of the agency to be submitted.
- l) Application must accompany a cross demand draft of Rs. 2,00,000/- (Rupees two lakh) only, payable to 'Kolkata Port Trust' drawn on any Nationalized Bank in Kolkata, as "Earnest Money Deposit" which will be refunded without interest to the applicants not qualified. In case of successful tender, the EMD will be converted to "Security deposit" and will be refunded to the successful agency without interest after expiry of empanelment period.

**Note:**

**In case of detection/finding at any stage about false information and or submission of fake/ tampered documents in support of the above and or suppression of facts, the offer 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 “Environmental Concern of Kolkata Port/Dock Safety and Cleanliness of Kolkata Port (same design but copy to be submitted 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) The highlights of unique port facilities and services of Kolkata Port Trust for creating better business sense and the other on (ii) Corporate Social Responsibility and Business Ethics of Kolkata Port. [Total marks: 40 (20 x 2)]
- c) Copy of research paper of 500 words each on “The objectives of 149-year Kolkata Port are to stay relevant to its users and the customers at large for the years to come” and “Kolkata Port Trust Public Relations challenges and emerging opportunities for its reputation management” 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 and signed by the authorized representative of the Advertising Agency)**

- (i) Addresses of the Head Office and Kolkata 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 (proprietorship/ partnership/ private ltd./ public ltd.)
- (v) Whether the agency empanelled with is/was Kolkata Port Trust now or 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 .....

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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 (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 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> October, 2019.**

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) Applicant Agencies, who fulfill the total 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 of Kolkata Port Trust including Kolkata Dock System and Haldia Dock Complex.
- 3) Service of Advertising agency should be available all the time as and when required by Kolkata Port Trust (i.e, 24 X 7)
- 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.

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- 10) The advertisement bills should be sent to Kolkata Port Trust along with original bills of the newspapers, attached photo copies of Rate Card and GST Registration no. etc.
- 11) Tender will be invited from all empanelled agencies for respective jobs and Work Order will be awarded to the L1 agency.
- 12) Works for exhibition, printing, audio-visual production etc. will be awarded after calling limited tenders from all the empanelled agencies.
- 13) Payment will be made within 30 days from the date of receipt of bills with enclosures provided all necessary papers are in order.
- 14) The agency should send confirmation of publication of advertisement in the newspapers within 3 days to Kolkata Port Trust.
- 15) 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 empanelled advertising agency by giving a notice of 7 days.
- 16) If the agency fails to observe the time limit prescribed by Kolkata Port Trust for publication of the advertisements without adequate justification, no bill will be entertained for such delayed advertisement and also action may be taken as deemed fit as per terms and conditions of the contract.
- 17) Assignments for jobs like printing, exhibitions, hoardings, video films, preparing commercials/ TV spots/ Radio jingle etc. (i.e. other than regular press advertisement) will be decided on competitive bidding basis.
- 18) 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 entire cost of re-publication will be borne by the advertising agencies themselves.
- 19) For all advertisements including NITs in newspapers, no charges will be paid for design and supply of art pulls/ photocopies.
- 20) The agency will not be paid for design in case of advertisement campaign is launched through them.
- 21) 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 in terms of Arbitration & Conciliation Act, 1996 as may be amended from time to time.

Sr. Asst. Secretary (PR)  
Kolkata Port Trust