

## **KOLKATA PORT TRUST**

### **Empanelment of Advertising Agencies**

Applications in sealed cover are invited from Kolkata based reputed, resourceful and bonafide advertising agencies accredited to INS for empanelment in Kolkata Port Trust. The intending agencies must fulfil the eligibility criteria as itemized below:

1. Minimum 10 years' experience to handle total public relations works including
  - a) Classified and display tenders, appointment and institutional advertisements
  - b) Preparation and printing of publicity materials
  - c) Organising exhibitions
  - d) Event Management
  - e) Audio-visual production
  - f) Preparing lay-outs for various publications
  - h) Organising news conference and release of news etc.
2. Certificates of INS accreditation, Sales Tax, VAT Registration, Income Tax Clearance, GOI Service Registration, PAN, last IT Return etc.
3. Equipped with sophisticated communication facilities including e-mail, fax, internet and other multimedia facilities.
4. Skilled creative personnel in the areas of copy-writing, visualization, DTP operation and translation works.
5. Computerised environment facilitated with laptop plus other sophisticated digital facilities for corporate videos/ TVs, 3D animation and graphics, in-house computerized facilities like MAC G4, PIV Pentium machines, hi-end scanners, laser printers (A3/A4 with post-script facility), colour inkjet printers, freehand, photoshop, corel draw, page-maker, digital camera and storage back-up through CDs.
6. Equipped with modern production department.
7. Sufficient experience for working in Govt./Public Sectors.
8. Last 3 years' audited accounts.
9. Brief profile of the company.
10. Samples of creative work.
11. Turnover for last 3 years –average annual turnover should be minimum Rs.1 crore.
12. List of clienteles and period of service.
13. Field of specialization.

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14. Applications must accompany a creative press ad complete with copy (Size: 25 Cms.x 4 Cols.) in English and Bengali based on 'Kolkata Port Trust – the lifeline of Eastern India' and a copy of research paper of 500 words on 'Kolkata Port as a market leader'.
15. The short-listed applicants will be required to give presentation.
16. KoPT representatives will inspect the creative infrastructure of the short-listed advertising agencies.
17. Applications must accompany a cross demand draft of Rs.10,000/- (Rupees Ten 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.

Applications along with the supporting documents strictly on the basis of criteria stated above should reach the office of Chief Public Relations Officer, Kolkata Port Trust, 15, Strand Road, Kolkata – 700 001 by 24<sup>th</sup> February, 2012.

Kolkata Port Trust reserves the right to consider or reject any or all the proposals at any stage without assigning any reasons thereof.

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**TERMS & CONDITIONS**

1. Applicants who fulfill the eligible criteria will be enlisted.
2. The empanelment is valid for 2 years subject to satisfactory performance to carry out multi-faceted corporate public relations affairs of Kolkata Port Trust including Haldia Dock Complex with immediate effect. The empanelment may be extendable by another year subject to the approval of the competent authority (conditions apply).
3. Service should be available all the time as and when required by Kolkata Port Trust (KoPT).
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.
5. In emergency, your service is a must even on Sundays and Holidays looking into the magnitude of requirement of the organisation.
6. The feedback of Kolkata Port Trust media service including news report should be given to the concerned public relations practitioners of Kolkata Port Trust.
7. Advertisement for Classified/Display tender and for appointment will be issued to the eligible agencies on rotation, by allotting Sl. Nos. to orders so that all empanelled agencies will get equal opportunity. Sl. Nos. will be allotted to advertisement order by CPRO's Division as and when they are received from various departments.
8. In case of non-acceptance of advertisement order, the same will be given to next agency as per rotation.
9. If any agency refuses to accept advertisement on 3 occasions, the name would be deleted from empanelment.
10. The agency will attend KoPT's office to collect the advertisement within 3 hours of intimation.

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11. The advertisement bills should be sent to Kolkata Port Trust along with original bills of the newspapers, along with the xerox copies of rate card, Service Registration No., VAT registration no., Sales Tax etc.
12. Works for exhibition, printing, audio-visual production etc. will be awarded after calling limited tenders from all the empanelled agencies. Enquiries will be displayed on KoPT's website from time to time.
13. Payment will be made within 30 days from the date of receipt of bills with enclosures provided all vouchers are in order.
14. For qualitative design/artwork submitted by the advertising agency on institutional requirement as directed by Chairman/Deputy Chairman, Kolkata Port Trust, creative cost of KoPT's approved rate for the same will be paid.
15. The agency should send confirmation of publication of advertisement in the newspapers within 3 days to Chief Public Relations Officer, Kolkata Port Trust.
16. In case of failure to fulfil 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.
17. If the agency fails to observe the time limit prescribed by Kolkata Port Trust for publication of the advertisement, no bills will be entertained for such delayed advertisement and also action will be taken as deemed fit as per conditions of the contract.
18. In case of any dispute between Kolkata Port Trust and the 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.