



GARDEN REACH SHIPBUILDERS & ENGINEERS LTD.

(A Govt. of India Undertaking)

43/46, Garden Reach Road, Kolkata 700 024

Phone + 91 (033) 2469-8100 to 2469-8115

Fax No. + 91 (033) 2469-8150

Website: www.grse.nic.in

EOI No. Admin/PR/Ad Agency/ 04 /2012

31/07/2012

Expression of Interest for Empanelment of Advertising Agencies at GRSE Ltd

Date of Issuance of EOI Document	:	31 July 2012.
Last date of submission of EOI	:	30 August 2012 before 1400 Hrs.
Opening date of EOI	:	30 August 2012 at 1500 Hrs.
Validity of EOI	:	22 December 2012

Note : The applicants are requested to depute their representatives with authorization letters to witness opening of the EOI at the schedule time and date.

Dy General Manager (Admin)
Garden Reach Shipbuilders & Engineers Ltd.
43/46, Garden Reach Road,
Kolkata 700024
Tel No. (033) 2469 8100 to 15
Fax No. (033) 2469 8150



EOI No. Admin/PR/Ad Agency/ 04 /2012

31/07/2012

Expression of Interest for
Empanelment of Advertisement Agencies at GRSE Ltd

Vol – 1

1.0 INSTRUCTION TO APPLICANTS

- 1.1 Expressions of Interest (EOI) are invited by Dy. General Manager (Admin), Garden Reach Shipbuilders & Engineers Ltd. (GRSE) 43/46, Garden Reach Road, Kolkata 700024 for empanelment from Advertising Agencies of repute for rendering Comprehensive Advertising Services to GRSE for its Corporate Office at Kolkata.
- 1.2 Applicants are required to fill in and submit all the details asked for in the application format provided herewith as Vol-II. In case the space provided in the column of the format is not sufficient, the same may be provided in separate sheet duly indicating the same in the respective column of the format.
- 1.3 All information should be typed of handwritten legibly in English only.
- 1.4 All pages of the EOI document should bear the signature and seal of the authorized representative of the applicant.
- 1.5 Copies of credentials / documents are to be annexed with the EOI with self attestation by the Applicant with designation and official seal. The Applicant will be required to produce the original as and when so required by GRSE.
- 1.6 The EOI is liable to rejection in the event of non adherence to the instructions given herein. **Incomplete application will be summarily rejected.**
- 1.7 The applications are also liable for rejections due to incorporation of any false information and furnishing fake or truncated documents.
- 1.8 Comprehensive Advertising & publicity Services include the following :
 - (i) Designing, conceptualizing and release of all types of advertisements in the Print Media viz. Tender Advertisements, Employment Advertisements and other forms of business advertisements.
 - (ii) Designing, conceptualizing and release of Display Advertisements in Print Media for business promotion.
 - (iii) Designing, conceptualizing, printing and supply of Corporate Brochures, Product Pamphlets, Annual Reports, House Journals, Wall Calendars, Corporate Diaries, Greeting Cards and other printing materials.
 - (iv) Designing and preparation of Back Drops, Banners etc. in Flex and other media.
 - (v) Designing, conceptualizing, organizing, fabrication and erection of Pavilions for Exhibitions, Trade Fairs, Road Shows etc.
 - (vi) Any other PR related publicity / advertisement matters viz. assisting in Press Conferences, Publication of news items, Media Management etc.

(vii) Preparation / Creation and Telecast of Audio-Visual advertisement materials.

1.9 The EOI, complete in all respects, should reach the office of the Dy. General Manager (Admin), Garden Reach Shipbuilders & Engineers LTD. 43/46, Garden Reach Road, Kolkata 700024 in a sealed cover superscribing "EOI for Empanelment of Advertising Agencies – GRSE Ltd" on or before 30 August 2012 till 14.00 Hrs . The EOI should be dropped in the Tender Box kept in the Admin Deptt., Corporate Building. GRSE is not liable if the EOI is not dropped by the applicants at the prescribed Tender Box, as above.

2.0 Qualifying Criteria

2.1 The Applicant must fulfill and accept following qualifying criteria, in absence of which, the application is liable to be rejected :

- (i) Full fledged office and infrastructure including experienced manpower at Kolkata equipped with all modern facilities.
- (ii) Empanelled as Ad Agency with at least three Central / State Public Sector Undertakings / Central / State Govt Deptts and three Private Entrepreneurs.
- (iii) Accept 45 days credit payment terms.
- (iv) INS Accreditation.
- (v) Minimum average Turnover for last 3 years: Rs. 5 Crore per year.

3.0 Evaluation Criteria

3.1 The Applications submitted by the agencies will be examined and evaluated by a Committee to be constituted by GRSE for this purpose. **The decision of GRSE shall be final and binding.**

3.2 The applications will be scrutinized to assess the eligibility based on the points scored by the applicant. Applicants will be invited to make presentation on general issues, specific campaign and creative work. **GRSE Evaluation Committee shall inspect the infrastructure and facilities available at the premises / office of the applicant.**

3.3 **The Advertising Agencies will be selected on the basis of scores achieved by them. GRSE reserves the right to decide the number of ad agencies to be empanelled against which no representation will be entertained.**

3.4 The scoring system for evaluation of the applications are as follows :

- | | |
|-------------------------------|-------------------------|
| (A) Information Sheet | : Compulsory – No Score |
| (B) Details of Infrastructure | : 100 Points |
| (C) General | : 25 Points |
| (D) Additional facilities | : 15 Points |
| (E) Presentation | : 10 Points |

Total Scoring Points : 150 Points

4.0 General terms & conditions :

- 4.1 The empanelment will be for a period of 2 (two) years from the date of communication confirming empanelment. The period of empanelment may be extended at the discretion of GRSE for a further period of maximum two years subject to satisfactory performance by the empanelled agency.
- 4.2 GRSE reserves the right to evaluate the credentials of the applicants and empanel the agencies found qualified and capable of meeting the requirement of GRSE. Applicants shall provide all information and allow inspection of infrastructural facilities, if so required.
- 4.3 Invitation of EOI does not bind GRSE to empanel the applicants or place order or send tender documents to the applicants responding against this notice.
- 4.4 Prompt and timely service is the essence of all orders to be placed on the successful applicants.
- 4.5 GRSE reserves the right to withdraw and /or cancel any order in the event of delay or refusal to execute any order by the successful applicant.
- 4.6 GRSE also reserves the right to accept or reject any or all the applications and / or cancel or suspend this notification without showing any reason.
- 4.7 The EOI Applications must be signed by duly authorized official of the Applicant. Authorization letter / Power of Attorney in favour of the signatory must be furnished along with the EOI.
- 4.8 Arbitration & dispute resolution :
 - a) If, at any time, before, during or after the contract period, any unsettled claim, question, dispute or difference arises between the parties, upon or in relation to or in connection with or in any way touching or concerning this tender / LOI / LOA the same shall be referred to the Chairman & Managing Director ('CMD' in short) or the Managing Director ('MD' in short), as the case may be of Garden Reach Shipbuilders & Engineers Ltd. ('GRSE Ltd' in short) for adjudication of the said disputes or differences, as Sole Arbitrator, in accordance with the provisions of the Arbitration and Conciliation Act, 1996.
 - b) The CMD or MD, GRSE Ltd. if he so desires, may nominate / appoint another officer of GRSE Ltd. or a person, whom he thinks fit and competent, for adjudication of the disputes or differences, referred to him as the Sole Arbitrator.
 - c) Such arbitration shall, in all respects, be conducted in accordance with the provisions of the Arbitration and Conciliation Act, 1996 and the rules framed there under or any statutory modification or re-enactment thereof for the time being in force.
 - d) The award of the Sole Arbitrator shall be final, conclusive and binding upon the parties. In the event of the death or resignation for any reason whatsoever of the said Sole Arbitrator, appointed by the said CMD or MD of GRSE Ltd, the CMD or MD of GRSE Ltd., on an application from either of the parties in this behalf, shall act himself as the Sole Arbitrator or nominate / appoint, in place of the outgoing Arbitrator, another officer of GRSE Ltd. or a person whom he thinks fit and competent to adjudicate the said disputes and differences in accordance with law.
 - e) Also in the event of an arbitration award is set aside by a competent court on an application from either party and unless otherwise ordered by the said court, the CMD or MD of GRSE Ltd., on an application from either party, shall himself act as Sole Arbitrator or nominate / appoint another officer of GRSE Ltd. or a person whom he

thinks fit and competent to adjudicate the disputes and differences in accordance with law.

- f) The cost of the arbitration, fees of the arbitrator, remuneration of the stenographer and clerk, stamp paper etc., as shall be decided by the Sole Arbitrator, shall be shared equally by the parties. The venue of arbitration, unless otherwise decided by the parties or by the Sole Arbitrator himself shall be the premises of Garden Reach Shipbuilders & Engineers Ltd at Kolkata.

4.9 Jurisdiction: All disputes arising out of the contract if required to a be referred court of Law, the jurisdiction of the case would be Alipore Court at Kolkata, irrespective of the location of the applicant.

Sd/-

Dy General Manager (Admin)
Garden Reach Shipbuilders & Engineers Ltd.

Signature of Applicant
(With designation date and official seal)



EOI No. Admin/PR/Ad Agency/ 04 /2012

31/07/2012

Expression of Interest for
Empanelment of Advertisement Agencies at GRSE Ltd

Vol – 2

INFORMATION SHEET / QUALIFYING CRITERIA
(To be filled in and submitted by the Applicant along with copies of documents
In support of the information furnished by the applicant)

A. <u>INFORMATION SHEET – INFORMATION TO BE FURNISHED POSITIVELY</u>			
<u>NO SCORING / MARKING</u>			
Sl	Particulars	Information to be furnished by the applicant	For use by GRSE
01	Name of the Agency		
02	Address of Head Office / Regd. Office with telephone no. Fax no. E-mail address. etc.	Address: Tel No. with STD code: Fax no. with STD Code: E-mail address: Contact Persons with designation: (i) (ii)	
03	Address of the Kolkata office with Telephone no. fax no. E-mail address. etc	Address: Tel No. with STD code:	

		Fax no. with STD Code: E-mail address: Contact Persons with designation: (i) (ii)	
04	Ownership pattern (i.e proprietary concern/ Partnership firm / Pvt. Ltd. Co./ Public Ltd. Co.etc)		
05	Profile of the organization (in short)		
06	Trade License No. with details of issuing authority		
07	Professional Tax R C No		
08	Shops & Establishment Registration No.		
09	Income Tax PAN		
10	Service Tax no.		

Note : The application is liable to be rejected due to non – furnishing or incomplete furnishing or furnishing false information.

B. SCORING CRITERIA – DETAILS OF INFRASTRUCTURE - Total Scoring Points :100

Sl	Particulars	Information to be furnished by the applicant showing all the details	Scoring Points	
			Allotted	Score
11.	Fax		2	
12.	Internet facilities		5	
13.	Telephone connections For 01 connection -1 point For 02 & above connections-2 points		2	
14.	Mobile phone connections to key personnel and marketing officials (with names & designations)		4	

	For upto 02 connections -1 points For upto 04 connections -2 points For 05 & above connections -4 points		
15.	Details of Computers with UPS back up For upto 03 PC – 1 Points For each additional PC -1 marks (subject to maximum 10 marks)		10
16.	Scanners For upto 2 units- 2 Points For each additional scanner -1 marks (subject to maximum 5 marks)		5
17.	Digital Cameras For upto 2units -1 Points For above 2 units – 2 Points		2
18.	Colour Printers with capacity to print upto A3 size For upto 2 units – 2 marks For each additional printer -1 marks (subject to maximum 5 marks)		5
19.	B & W Printer with capacity to print upto A3 size For upto 2 units – 2 points For each additional unit -1 marks (subject to maximum 5 marks)		5
20.	Laser Printer with capacity to print upto A4 size For upto 2 units – 2 points For each additional unit -1 marks (subject to maximum 5 marks)		5
21.	Photocopy machine with capacity to print upto A3 size both in colour and B&W For 1 unit – 2 points For each additional unit -1 marks (subject to maximum 5 marks)		5
22.	Graphic Designer For upto 3 Designer – 5 points For each additional designer -1 marks (subject to maximum 10 marks)		10
23.	Copy Writer For upto 3 copy writer – 2 points For each additional copy writer -1 marks (subject to maximum 5 marks)		5
24.	DTP Operator For upto 5 operator – 4 points For each additional operator -1 marks (subject to maximum 10 marks)		10
25.	Client Servicing Executive For upto 3 executive -2 points For each additional executive -1 marks (subject to maximum 5 marks)		5

26.	Media Executive For upto 3 executive -2 points For each additional executive -1 marks (subject to maximum 5 marks)		5	
27.	Art Director For upto 3 director -5 points For each additional director -1 marks (subject to maximum 10 marks)		10	
28.	Possessing set up / infrastructure or having Tie Up / Joints Venture with reputed firms / organizations for Design and Fabrication of Pavilions for Exhibitions. For joint venture – 2 points For self owned setup – 5 points		5	
C. SCORING CRITERIA – GENERAL - Total Scoring Points :25				
Sl	Qualifying Criteria	Response of applicants	Points	
			Allotted	Score
29.	Average Turnover/business volume of minimum Rs 5 Crore (Rupees five crore) per in last three financial year i.e 2008-09, 2009-10 & 2010-11. For minimum Rs. 5 crore -5 points Above Rs 5 Crore upto Rs.10 crore – 8 points Above Rs. 10 crore – 10 points (Enclose CA firm’s certificate)	FY 2008-09: Rs. FY 2009-10: Rs. FY 2010-11 : Rs.	10	
30.	Empanelled as Advertising Agency with CPSEs or State PSEs or Central Govt Deptts or State Govt deptts and leading Private Sectors. Empanelment with CPSE / State PSE / Central Govt Deptt / State Govt Deptt – 2 points each – (maximum 10 points) Empanelment with leading private sector – 1 point each – maximum 5 points (Enclosed Relevant Documents)	CPSEs State PSEs Central Govt Deptts. State Govt Deptts. Leading private Sectors	15	
D. SCORING CRITERIA – ADDITIONAL FACILITIES – Total Scoring Points : 15				
Sl	Additional Facilities	Response of the Applicant	Marks	
			Allotted	Scored
31.	Applicant should be registered or accredited with Prasar Bharati (Doordarsan / AIR).		5	
32.	Affiliated or having standing relation with various Embassies / High commissions in India. Names the embassies with location		5	

	are to be provided. Upto 2 embassies /High Commissions: 3 Marks For each additional relation – 1 marks (subject to maximum 5 marks)		
33.	Possessing set up / infrastructure or having Tie Up / Joint Venture with reputed firms / organizations for Design and production of Corporate Dairies and other print material.(enclosed relevant documents)		5
E. SCORING CRITERIA – PRESENTATION – Total Scoring Points : 10			
Sl	Presentation Criteria	Response of the Applicant (The Applicant shall indicate their willingness for presentation)	<u>Marks</u> <u>Alloted</u> <u>Scored</u>
34.	The Applicant will be required to make a presentation on ad related issues, Campaigns, Aesthetic, Creative Work, and Commendations from organizations of repute. Scoring Criteria - Subjective		10

Note: Applicants must:

- (i) Provide / disclose detailed information as far as possible.
- (ii) Self attested copies of all the certificates / documents in support of the information / data provided above are to be annexed with the EOI positively.

Signature of Applicant

(With designation date and official seal)