

**WEST BENGAL STATE NGRBA PROGRAM MANAGEMENT GROUP (SPMG)**

**URBAN DEVELOPMENT DEPARTMENT  
GOVERNMENT OF WEST BENGAL  
NAGARAYAN, 4<sup>th</sup> Floor,  
DF-8, SECTOR-I  
BIDHANNAGAR, KOL-64**

Dated: 07/09/11

**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 Urban Development Department. The intending agencies must fulfill 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, 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 organization.
10. Samples of creative work.
11. Average Annual Turnover for last 3 years should be INR.50 lakhs .
12. List of clienteles and period of service.
13. Field of specialization.
14. Applications must accompany a creative press ad complete with copy (Size:25 Cms.x 4 Cols.) in English and Bengali to be submitted as sample to the SPMG - WB .
15. Applications must accompany a cross demand draft of Rs.5,000/- (Rupees Five thousand) only payable to "West Bengal State NGRBA Program Management Group" 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 The Program Director, Nagarayan, DF-8, Salt lake, Kolkata – 700 064 by 14<sup>th</sup> Oct, 2011 within 4.00 pm. The authority reserves the right to consider or reject any or all the proposals at any stage without assigning any reasons thereof.

### **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 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 SPMG.
4. The telephone number/mobile number and address of Chief Executive and the concerned representatives of the advertising agency dealing with SPMG should be submitted to the SPMG.

5. In emergency, your service is a must even on Sundays and Holidays looking into the magnitude of requirement of the organisation.
6. In case of non-acceptance of advertisement order, the same will be given to next agency as per rotation.
7. If any agency refuses to accept advertisement on 3 occasions, the name would be deleted from empanelment.
8. The agency will attend SMPG office to collect the advertisement within 3 hours of intimation.
9. The advertisement bills should be sent to Program Director along with original bills of the newspapers, along with the photo copies of rate card, Service Registration No., VAT registration no., Sales Tax etc.
10. 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 UD Dept.'s website from time to time.
11. For qualitative design/artwork submitted by the advertising agency on institutional requirement as directed by Executive Chairperson and Principal Secretary, UD Deptt., Govt. of West Bengal.
12. The agency should send confirmation of publication of advertisement in the newspapers within 3 days to the Concerned Officer of SPMG.
13. In case of failure to fulfill the terms and conditions and if the service is not satisfactory, SPMG reserves the right to delete the name of the advertising agency by giving a notice of 7 days.
14. In case of any dispute between SPMG and the agency, it should be referred to the Principal Secretary, Urban Development Department whose decision will be final. If the decision of the Principal Secretary is not acceptable by the agency, it should be referred to the court of law.

Program Director