



**KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD**

*(A Government of Kerala Undertaking)*

61/1227, Udaya Nagar Road, Gandhi Nagar, Kochi -682020.

Tel: 0484 2203614/2206232, Fax 2206848    www.ksinc.in

# **TENDER DOCUMENT**

**FOR**

**EMPANELMENT OF ADVT AGENCIES / CONSULTANTS**

Tender No	S-28/2019
Cost of Tender documents	Rs. 5000/- +GST
Last date of receipt of bids	24.04.2019 ( <i>Application received later also will be considered</i> )
EMD	NIL



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No. S-28/2019

Dated 20.04.2019

**EMPANELMENT OF ADVT AGENCIES / CONSULTANTS**

KSINC is preparing a panel of advertisement agencies. Details are given in the tender document. Interested parties may submit their offer in the prescribed form. Details are available in the website of the company, [www.ksinc.in](http://www.ksinc.in). The EOI is to be submitted at the Office of the Managing Director, Kerala Shipping and Inland Navigation Corporation Ltd, 61/1227, Udaya Nagar Road, Gandhi Nagar, Kochi -682020 by 24.04.2019. Applications received after 24.04.2019 also will be accepted at the discretion of the company.

Sd/-  
Managing Director



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### **EMPANELMENT OF ADVT AGENCIES / CONSULTANTS**

#### **GENERAL CONDITIONS OF TENDER**

- 1) KSINC is a government of Kerala undertaking engaged in inland navigation, back water tourism, construction and repair of vessels etc. Its has head office at Gandhi Nagar and units at Thevara, Thoppumpady and near High Court.
- 2) KSINC is in the process of preparing a panel of Marketing/Advertisement Agencies . Therefore applications are invited from Reputed firms with sufficient experience in related field. Those who have responded to our earlier notice dated 13.03.2019 need not apply again. The offers shall be from individuals for items (a) to (d) and individuals or firms or Joint Ventures can submit offers against item (e) to (f).
- 3) **Scope of work:** The Marketing and Advertising consultants are required to carry out the following:
  - To conceptualize and supervise various information and communication materials in different forms, Radio/TV spots, Jingles, Short films, documentaries interactive shows, Audio/Visual material/social media in any other formats as per requirements.
  - To conceptualize and design print materials like brochures, booklets, primers, guidelines, folders, leaflets, posters, calendars etc.
  - To conceptualize and design press advertisements and social media campaigns.
  - To conceptualize and design material for outdoor activities such as hoardings bus/train panels, bus shelters, illuminated signage, display panels, other exhibition materials etc.
  - To conceptualize and design materials for dissemination of information through innovative mediums like web pages, internet, mobile phone and for interpersonal communication and manage the social media handles of KSINC.
  - To advice KSINC on appropriate communications, innovative methods of MARKETING and branding propaganda etc.

- 4) Fees / Charges payable: The rates for selected Agencies will be fixed by the Marketing Committee after evaluating their proposal and estimate on a case to case basis.
- 5) Besides the consultancy fees, KSINC normally will not provide any additional facility or services or reimbursement of expenses. Assigning work amongst the empanelled entities would be the sole discretion of KSINC based on the assessed competency of the entity for a particular task.
- 6) Interested parties are required to submit their offers containing all details of the firm / consultants, previous assignments executed, Registration details, IT return details, PAN details, ESI, PF details etc.
- 7) Since this is to create a panel there is no commercial Bid / financial bid. The payments would be as stated in clause ( 6) above. If there is no rate notified/declared, the rates will be arrived by inviting offers from the consultants in the panel on competitive terms, or by mutual agreement. The decision of KSINC shall be final and not subject to dispute.
- 8) The bidder shall sign all pages of the tender document and the Annexures and attachments in acceptance of the terms and conditions of tender.
- 9) The tender documents are available in the website of the Company. [www.ksinc.in](http://www.ksinc.in). Bidders are requested to download this tender document from the website.
- 10) Duly filled and signed tender documents shall be submitted before 24.04.2019, 03.00 P.M at the following address super scribing the Category:

**The Managing Director,  
Kerala Shipping and Inland Navigation Corporation Ltd  
61/1227, Udaya Nagar Road,  
Gandhi Nagar,  
Kochi – 682 020**
- 11) Since this is an EOI for empanement interested parties may submit their offer even after 24.04.2019. KSINC at its discretion may accept such offers..
- 12) A non-refundable Tender fee of Rs. 5000/- (Rupees Five Thousand only) which shall be submitted by the bidder in the form of Demand Draft along with the application, except (a) to (d) . The Demand Draft shall be drawn in favour of Managing Director, KERALA SHIPPING AND INLAND NAVIGATION CORPORATION LTD, Payable at Ernakulam.

- 13) **Validity:** The Offers shall remain valid for a period of three months from the date of opening of the bid.
- 14) **Signatory to the Offer:** The Tender should be signed only self or by a duly authorized representative, whose name and designation shall appear in Capital letters below the signature.
- 15) Received tenders will be opened on date and time mentioned on the cover of this document.
- 16) The offers will be evaluated based on the following criteria. KSINC may arrange for discussions or presentations during the evaluation.
- a) Qualifications and experience of the consultants / firms
  - b) Details of work carried out in the last two years.
  - c) Financial position / details.
  - d) Previous studies in the same field.
  - e) Availability of local office.
- 17) This tender is for empanelling qualified applicants. KSINC does not give any assurance of awarding any work. KSINC will award the work to consultants in the panel based on their qualification, experience, commercial terms, suitability and capability to carry out the assigned work etc. Decision of the company in this regard will be final.
- 18) As and when KSINC awards work to the consultants, within seven days of receipt of the work order, they have to furnish a **security deposit cum performance guarantee equal to 10% of the value of the contract** in the form of an unconditional and irrevocable bank guarantee having validity over the period of the project with one month claim period.
- 19) The successful bidder also may require to execute agreement with the company on receipt of the work order.
- 20) **Payment Terms:** Unless otherwise agreed upon, the company will make payment in lump sum on satisfactory completion of the assignment. Bidders may state their own payment terms if required:
- 21) **Sub-contracting prohibited:** The Consultant shall not sub-contract whole or any part of the work to any other party.
- 22) The consultant shall fully and completely indemnify KSINC in respect of all claims by any employees or other persons or parties of whatsoever nature for injury to any person(s)

and/or damages to property caused by or in connection with or arising out of the assigned work.

- 23) KSINC shall not be responsible for any accident / theft or other damages occurred in connection with the work. The consultant must take adequate insurance to cover the risks if any.
- 24) The KSINC requires that Bidder/Consultants under this contract to observe the highest standard of ethics during the bidding process and execution of the assignment. Any effort by the Bidder to influence the KSINC's bid evaluation, bid comparison or contract award decisions, may result in the rejection of this bid.
- 25) In case of any dispute, the matter shall be submitted to arbitration before a panel constituted by the Government. Place of arbitration shall be Ernakulam.
- 26) The jurisdiction for all disputes arising out of this tender, subsequent work order, agreement or any other matter related thereto shall be the Courts in Ernakulam, irrespective of the location of the bidders.

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### EMPANELMENT OF ADVT / AGENCIES / CONSULTANTS

*(To be filled and attached with Technical bid. Details required as per tender conditions to be attached separately)*

1	Name of the bidder/ Applicant with Address for Communication	
2	Category of Application Items/Service	Advt Agencies / consultants
3.	Details of professional qualifications and experience	Use separate sheets
4	Constitution and registration numbers if any	
5	PF Registration no.	
6	ESI registration No	
7	PAN No	
8	VAT / CST Registration no if any	
9	Details of turn over	Use separate sheet
10	Details of previous orders executed / existing orders	Use separate sheet
11	List of key personnel/ associates	Use separate sheet
12	Other details	Use separate sheets

13	Details of infrastructure	Use separate sheets
14	Details of EMD furnished	NIL

**DECLARATION**

1. I/We hereby undertake that all the information furnished above are correct and true to the best of my knowledge.
2. I/we further undertake that the assignments entrusted to me will be carried out as per the terms and conditions stated in the tender and at the rates specified in the price bid.

Place:

Signature .....

Date::

Name .....