

CONCOR - P.R. POLICY

1.PREFACE

In the emerging energy scenario, information dissemination and communication of feedback plays a vital and visible role in the corporate life of any organization. Thus, it becomes important that the tools and means of communication are sharpened constantly to effectively deal with the emerging requirements. The strong, competitive and market-driven environment is propelling organizations for continual image-building, aggressive promotions, creating awareness etc. Thus, the Corporate Communications and Public Relations function in the current ambience extends much beyond issuing press releases and arranging interviews to include event-sponsorships, promotion-campaigns, participation in national and international trade fairs, image-building through cost-effective medium like Internet etc.

In order to rationally guide CONCOR's future PR & Advertising strategies, a need for formulation of a Corporate PR Policy was felt. This PR policy is expected to serve as a comprehensive document for future PR / Advertising strategies. It is believed and hoped that the PR Policy will add a new dimension to PR activity in CONCOR and will serve as a handbook on PR information for ready reference to the existing and also to the new entrants who join CONCOR family.

2. PR OBJECTIVES TO SUPPORT THE CORPORATE OBJECTIVES

- To act as a nodal point for collection and dissemination of information with regard to the company's policies, activities, achievements and future plans.
- To disseminate information regarding organizational issues through regular and continuing interaction with the print and electronic media, thereby creating a positive and healthy image of the company.
- To work as a strong and reliable link between the company and its publics – both internal and external
- To ensure effective employee communication through house journals, news letters and other means of communication to motivate the employees to identify themselves with the corporate objectives.
- To formulate Advertising strategies to suit the emerging needs apart from coordinating all regular activities in the area.
- To organize exhibition, Trade Fairs, Seminars, Conferences etc. to highlight the activities of the organization and to ensure maximum mileage.

3. PR ACTIVITIES

Various PR activities include:

- Issuing Press Releases from time to time
- Organizing Press Conferences as and when required
- Arranging media interviews for the Top Management
- Processing Corporate Campaigns , release of Advertisements in print and electronic media and releasing payments thereof.
- Production of Corporate Films.
- Maintaining rapport with Print & Electronic Media.
- Liaison with Press Information Bureau, PTI, UNI, etc.
- Printing of Annual Report, Corporate brochures
- Providing media coverage to Inauguration / Foundation stone laying ceremonies and other activities of the Corporation
- **Using social media i.e. Twitter ,face book, YouTube,etc**

4. TOOLS TO COMMUNICATE & BRAND BUILDING

PR Department will adopt an effective communication and brand building process, which may include the following :

- Bringing out Corporate Brochures, Annual Reports, etc.
- Issuing Press Releases
- Taking part in Exhibitions/ Fairs, Seminars,Conferences etc; (both domestic & international)
- Releasing creative and informative Advertisements in Dailies, Magazines, Souvenirs, etc.
- Releasing commercials in Electronic Media and jingles on the Radio, as may be required.

5.Organizing Press Conferences :

Press Conferences may be organized as per the requirements (major events, developments, policy decisions, etc.) from time to time. An invitation containing the details about the Press Conference like purpose, date, time, venue, etc. shall be sent to all the Journalists well in advance. A suitable Press kit shall be provided during the Conference to the Journalists for which approval of the Competent Authority shall be obtained.

6. Press Interviews:

Press interviews with CMD / officials authorized by CMD shall be arranged by the PR Department Group, **through the empanelled agencies**, from time to time in Print, Electronic and social Media. Journalists representing leading Dailies/ Magazines, leading News Agencies and Electronic Media shall be invited for conducting the interviews.

7. Empanelment of Advertising Agencies:

Advertising Agencies facilitate publicity requirements by releasing Advertisements in various newspapers, jingles (on Radio), commercials (on TV), participation in Exhibitions/ Trade Fairs, etc. While it would not cost any additional amount (as Advertisement Agencies get their services charges from the Publishers of Newspapers), CONCOR would stand to benefit in terms of credit facility, liaison with newspapers, preparation of creative's, artworks / layouts without any extra charge, release / arranging publication at a short notice, etc.

7(a). Process of Empanelment of Advertising Agencies:

Calling for Expression of interest from INS accredited agencies by means of releasing an advertisement in a leading English/ Hindi Delhi-based newspapers shall be issued regarding the proposed empanelment exercise. The details/ format of Application/ Bid document would also be displayed on CONCOR's website in a downloadable format. Relevant details, format of Application/ Bid document will also be put on the website. **All Regional offices may adopt a similar procedure and resort to empanelment at their own level.**

Keeping in view the need and requirements of the Corporation, an appropriate number of 5 top-ranking Agencies will be considered for empanelment.

7 (b) Qualifying criteria and various other parameters shall include:

- The agency should be fully accredited with Indian Newspaper Society (INS) for not less than 5 years on the date of submission of their bids. Documentary evidence in this regard should be enclosed.

- Should have a minimum annual turnover of Rs.2 crores (a sum reasonable enough to promote maximum participation of advertising agencies)
- Submission of Audited Balance Sheets are to be for the last three consecutive financial years. **The balance sheet requirement is for reviewing positive net worth.**
- Should have full fledged office/s (details should be furnished copy of electricity bill, telephone bills, rent agreement, etc .)
- Proven experience in advertising i.e. release of NIT, Chairman Speech, Recruitment ads, classified ads, UFR/AFR ads, corporate campaigns etc. (proof to be attached)
- CONCOR reserves the right to select or reject any application without assigning any reason thereof.
- CONCOR reserves the right terminate the services of the agency any time without assigning any reason, whatsoever. Such decision shall be binding on empanelled agencies.
- In case large number of agencies eligible as per the given criteria, CONCOR reserves the right to restrict the number of agencies to be empanelled as per its requirements based upon the Turnover, work with single client and business with government/ PSU , CD presentation or any other related criteria.
- The empanelled agency will be required to submit Security Deposit/Bank guarantee of Rs.50,000/- in f/o. Container Corporation of India Limited., which will be refundable at the time of expiry of the tenure without interest. The security deposit is liable to be forfeited wholly or partially if deficiency is found in the services of the party or fails to fulfill any agreed terms and conditions.
- The agencies are required to submit an undertaking certifying that their agency has not ever been blacklisted from any of the organization/government/PSUs etc for any reason at any point of time.
- The agencies are required furnish list of clients, Names of PSUs, Government Sectors, Undertaking presently servicing (copy of letter of empanelment to be furnished)
- The agencies are required furnish List of creative media campaigns handled with value in recent years (copy of the work order to be furnished)
- The agencies are required furnish Details of National / International Exhibitions organized in recent years (copy of the work order to be furnished)
- The agencies are required furnish list of brochures / Annul reports, News letters etc produced / printed in recent years. ONE sample of each with work order is to be enclosed.

7(c)JOB ALLOCATION

- All jobs will be given on rotational basis. The empanelled agencies will be required to offer services for routine advertisement releases. In the event of specific launch of a media

campaign, CONCOR will contact any/all empanelled agencies for creative options and also to distribute the creative so developed amongst one or more agencies for further release of the same in the Print / Electronic Media.

- Charges for jobs, other than press advertisements like printing, production of TVCs / radio jingles, setting-up of stalls in trade fairs/ exhibitions etc. will be decided on competitive bidding basis amongst the empanelled agencies.
- Bills raised for advertisement releases should invariably be supported by the original publication / media bills, voucher copies and other relevant bills in duplicate. Payment in each case will be made after verifying these documents.
- The Agency will not be paid for generating designs, creative options, and translation of material from English to Hindi or into any other Indian language.

7(d) Evaluation criteria The basis of evaluation is proposed to be on a scale of maximum 100 marks (90 for evaluation phase and 10 marks for the CD presentation (on a pre-determined topic given to the Agencies).

A Committee comprising officers be constituted with the approval of Competent Authority for the purpose of opening, evaluation of offer documents and to make recommendations with regard to selection of Agencies.

- The Committee shall comprehensively go through the profile submitted by each Agency which shall include all relevant information about the company including their previous work.
- The Agencies may be asked to make a presentation before the Committee or alternatively, the Committee may view the CD presentation and evaluate the same.
- The Committee on the basis of evaluation of Qualifying Criteria and presentation by various Agencies, shall submit its recommendations for deciding the appropriate number of top-ranking agencies for empanelment to the Competent Authority for approval and empanelment of Advertising Agencies.
- The tenure of the panel will be valid for a period of three (3) years. The performance of the empanelled Agencies will be reviewed annually and the Agency/ Agencies, whose performance is found to be unsatisfactory, will be discontinued.

8. Requests seeking release of advertisements in magazines, periodicals, News Paper and sponsorship etc including recommendations from MPs, etc should cover the following aspects.

- Every such advertisement shall be decided depending on the efficacy, penetration and the

business needs on case to case basis.

- All Sponsorship requests shall be dealt by PR Department only and should have the approval of CMD.

8 (a) PROCEDURE FOR PAYMENT OF BILLS RELATING TO ADVERTISEMENT / SPONSORSHIP:

- PR Unit would invariably requisition two (2) copies of souvenir/ newspaper & publication bills.
- Advance payment, under exceptional circumstances, shall be made after obtaining the prior approval of CMD.
- The invoices submitted by the Advertising agencies for payment would invariably be accompanied by newspaper/ media bills without which the bill in question would not be processed.

9. PARTICIPATION IN EXHIBITIONS / Seminars/Conferences:

- CONCOR may consider participating in national and international Exhibitions, Seminars and Conferences on regular basis as an image building exercise ,as deemed necessary.
- The designing, fabrication and dismantling etc. of the stall may be entrusted to an empanelled Advertising Agency as per competitive bidding process. Job would be awarded on the basis of the lowest cost (L1) quoted by an Agency.

10. URGENT ASSIGNMENTS TO BE AWARDED ON SINGLE TENDER BASIS

For undertaking any urgent assignment , quotations on emergent basis shall be invited from empanelled agencies after obtaining approval of the competent authority as per DOP before awarding such assignments.

11.Guidelines for film shootings / Still Photography

GRAND TO PERMISSION

Granting permission for film shooting requires the approval and sanction of Chairman & Managing Director/CONCOR.

11.(a) CONDITIONS APPLICABLE FOR FILM SHOOTING

- Persons/Parties seeking permission for shooting film should clearly specify the locations to be covered, the likely date(s) of coverage and the purpose of undertaking film shooting.
- Scrutiny of script of the feature films/documentary films/features – The script should be examined and checked from the point of view of safe/normal working of the terminal and safety of the property. It should be ensured that no adverse publicity is made and the party should not be allowed to make any changes in respect of the names of the locations.

11 (b) SECURITY DEPOSIT

- Security Deposit in form of Bank Draft/Bank Guarantee in f/o. CONCOR for a reasonable sum should be taken in advance for any possible damage to the property during the film shooting. (to be decided by the Regional Heads) . The refund of the Security Deposit shall be made only after completion of the shooting and after ensuring that the assets and rolling stocks, if any used, have been restored in tact without any damage.
- In case of shooting directly undertaken by the crew of the Films Division, Doordarshan, Recognized Film Institutes and other such government owned film/TV Training Institutes (without requiring any rolling stock for their exclusive use) no Security Deposit is to be taken.

11 (c) LICENCE FEE

- For undertaking film shooting a Licence fee of Rs. One lac per day is to be paid in advance by the parties. In case of cancellation of shooting after payment of the Licence fee, if intimation for cancellation is received before making arrangements for shooting, full refund should be made. However, no refund is to be made if the intimation is received after the arrangements are made.
- In case of shooting directly undertaken by the crew of the Films Division, Doordarshan, Recognized Film Institutes and other such government owned film/TV Training Institutes (without requiring any rolling stock for their exclusive use) no Licence fee is to be realized.

11 (d) COMPREHENSIVE INSURANCE

- The shooting parties are required to take Comprehensive Insurance against all possible risks/damages to movable/immovable assets proposed to be used .The insurance amount should be calculated on the basis of current replacement value of assets/rolling stocks involved in the shooting.
- The shooting parties are required to take Insurance to cover all people during the shooting of film which may result in death or injury to any person(s) with provision for full compensation.

11(e) INDEMNITY BOND & AGREEMENT

- An Indemnity Bond must be executed and submitted by the Producers of the film in f/o. CONCOR against any loss or injury that might occur during the course of shooting to any CONCOR property and Personnel. This Bond should also make it obligatory for the party to reimburse all claims, demands, suits, losses, damage, costs, etc to CONCOR in case any loss/damage is caused to CONCOR property and death or injury is caused to all or any people thereon including staff on duty during the course of shooting.

11(f) GENERAL

- CONCOR retains the right to demarcate the area to which the shooting will be confined.
- CONCOR will not supply Electricity or Water. Arrangements should be made by the party.
- The shooting and generator etc should be at least 50mt. Away from stuffing / destuffing activity.
- Extra security personnel should be engaged at the cost of the party.
- CONCORs' officer/senior staff should be available on the spot for emergency like fire etc.
- It should be ensured that day to day normal operations are not hindered in any manner nor cause any damage to men, materials and to property.

12. Still Photography – To engage a local photographer on need basis from the open market.