

**SOUTH DELHI MUNICIPAL CORPORATION
OFFICE OF THE DEPUTY COMMISSIONER (Advtt.)**

Dr. Shyama Prasad Mukherjee Civic Centre (25th Floor),
Jawaharlal Nehru Marg, New Delhi-110002. Ph. No. 011-2322-7212

**OPEN TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH
DESIGNATED CLUSTERS/INDIVIDUAL UNIPOLE SITES UNDER THE JURISDICTION
OF SDMC.**

TENDER NOTICE

No: CO/Tender-08/Advtt./SDMC/2017/NIT/D-1059

Dated: 19/09/2017

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through clusters containing existing Toilet Blocks (**Toilet Block shall be awarded with Maintenance & Operation**), Individual Unipole sites in West Zone, South Zone and allotment of advertisement rights through unipole clusters in South Zone and Central Zone under the jurisdiction of SDMC on monthly license fee basis in two bid system (Technical and Financial), for a period of **three years** and further extendable to another period of two years subject to satisfactory performance of the firm and as decided by the Commissioner SDMC. **The bidder can bid for 1 or more or all clusters or Individual Unipole sites or all as per his financial capabilities as mentioned in clause 3 of tender document.** The Advertisement cluster/s/Individual Unipole sites shall be awarded to the successful H-'1' bidder/bidders for display of advertisement through Unipole site Clusters, Toilet Block Clusters & individual Unipole locations at designated sites as mentioned in **Annexure "1"** of the tender document.

The eligible bidder may submit their bid containing the tender documents duly signed on each page along with requisite Earnest Money Deposit and requisite tender fee for each cluster/clusters and other documents as mentioned in the tender document.

The tender documents may be downloaded through SDMC's website www.mcdonline.gov.in, and payment of requisite tender Fee of Rs.40,000/- (Rupees Forty Thousand Only) for participation in tender, shall be deposited by way of demand draft/pay order payable at Delhi drawn in favour of Commissioner, SDMC along with submission of the bid. This Tender Document contains total no. of 54 pages from page 1 to 54. The tenders will be received and opened in the office of Commercial Officer (Advtt.) at the above mentioned address, as per following schedule:

Date of issue of Tender	19.09.2017
Pre Bid Meeting	27.09.2017 at 15.00 Hours at 25th Floor, Conference Hall, Civic Centre, New Delhi- 110002
Date of Placement of Tender Box at 25th Floor for submission of bids	09.10.2017, 11.00 AM onwards
Last Date Of Submission of Tender Documents	11.10.2017, Till 15.00 Hours
Date &Time of opening of Technical bid	11.10.2017, At 15.30 Hours

Prospective bidders are advised to regularly scan through SDMC website as corrigendum/amendments/clarification/reply to pre-bid query (if any), will be notified on the official website and no separate advertisement/communication in any other form will be made for this purpose. Any bid not accompanied with the tender fee and EMD shall be summarily rejected.

Commercial Officer (Advtt)

Commercial Officer
Advertisement Department / SDMC
22nd Floor, Civic Centre, Minto Road,
New Delhi-110002

ELIGIBILITY CRITERIA AND ESSENTIAL PRE-REQUISITES

1. Criteria for participation:

Sole Proprietorship Firm, Partnership Firm, Registered Society/Registered Co-operative Society, Public Limited Company or a Private Limited Company, against whom no dues are pending either from erstwhile MCD or from SDMC as on date and has not been blacklisted either by erstwhile MCD or by SDMC/NDMC/EDMC, Central/State Govt. departments, Ministry, Autonomous body, PSUs as on bid submission date, subject to fulfilling the eligibility criteria given in the document elsewhere is eligible to submit bid for allotment of Advertisement rights through designated Clusters of Unipole site, Clusters of Existing Toilet Blocks (Toilet Blocks shall be awarded with maintenance) and individual Unipole sites in Central Zone, South Zone & NGZ under the jurisdiction of SDMC as mentioned in **Annexure '1'**. The firm shall get itself registered with the Advertisement Department SDMC in appropriate category (if not registered already) within twelve working days after issuance of offer letter to the firm. **The bidder/s shall bid for any or all of the clusters/sites as per his Annual Average Financial Turnover and net worth as mentioned under Clause '3' of tender document.**

Note* :- The bidder must be eligible for registration on the last date and time of submission of tender.

2. Site Details:

Detail of all advertisement Clusters/individual sites including location, latitude & longitude, Monthly MRP (**Minimum Reserve Price**) and **EMD** of each cluster within the jurisdiction of SDMC are specified in '**Annexure '1'**'.

Important Note:-

- A.** All the bidders are advised to visit all these locations/clusters and make assessments of revenue potential of these clusters before bidding. No claim shall be entertained after bid submission regarding feasibility of site/s in terms of single side display or double side display or any other claims. The details of all advertisement sites are mentioned in **Annexure "1"**.
- B.** The H-1 bidder (successful bidder of each cluster) shall erect/install structures of Unipoles for display of advertisement only on the earmarked sites by SDMC (As per locations mentioned in respective clusters in **Annexure '1'**). However location of individual Unipole site may be altered by the bidder during incubation period in the same cluster having equivalent monthly MRP after getting approval from the Advertisement Department SDMC, due to reasons mentioned herein under. However no request for extension of incubation period shall be entertained in this regard. Further, it is to mention here that the Toilet Block locations already exist and shall not be shifted from their existing locations. The H-1 bidder will install Unipole sites awarded in the given cluster/individual basis as per the OAP 2007 or its amendment if any, DMC Act and bye laws made there under.

Only following reasons may be considered by the Advertisement Department SDMC for change of unipole site/s:

- (i) Any underground services/ any other similar hindrance below the ground level duly confirmed by Advertisement Department of SDMC, which obstructs the construction of foundation for installation of Unipoles.
- (ii) Sudden change in status of site and site found in contravention with the OAP 2007 or the policy in force at that time due to new development/ improvement of

road parameters such as widening of road, construction/improvement of footpath, construction of rotary, installation of traffic regulatory signs/lights and improvement of other road features etc.

(iii) In case, the site becomes not feasible due to start of construction activity of road/Metro /railway and or any other reason which seriously affect the prospect of display of advertisement.

C. Following are the necessary conditions to be followed at the time of submitting request for change in site due to above mentioned reasons:

- (i) The changed location must be strictly as per provisions of OAP 2007 or the policy in force at that time. The advertiser must give an affidavit in this regard. However, the decision of the commissioner SDMC shall be final and binding in this regard.
- (ii) The Changed location of advertisement sites if any, the same must be submitted to the advertisement Department of SDMC before the completion of incubation period for the reason mentioned in para B(i) above only. For reasons mentioned above in Para B. (ii) and Para B. (iii), the advertiser is allowed to submit request for change in site during entire period of contract. However in no case, the department shall consider any request for fees remission for such altered sites due to above mentioned reasons. In case the contractor/ successful bidder refuse to accept alternate site and request for fee remission for that particular site/sites, the department shall not allow any fee remission in MLF and the contractor is liable to deposit the same MLF as awarded. However, the fees remission shall be considered only in the exceptional circumstances on case to case basis when alternative site shall not be available on same cluster with equivalent MRP. The fees remission shall be restricted to the average MRP of a unipole site of that particular cluster keeping in view the single side display or double side display. The copy of average MRP of cluster (which will be awarded to the H-1 bidder) shall be supplied to H-1 bidder (successful bidder) on his request after issue of offer letter to H-1 bidder (successful bidder).
- (iii) Any violation of OAP 2007 or the policy in force at that time shall invite immediate cancellation of the contract with forfeiture of security deposit/Performance Guarantee including Advance MLF without any prior notice.

Note :- The limit for alteration of individual unipole site (i.e. Unipole site which are not falling in any cluster) shall be within 100 mtrs from the allotted site or as may be decided by the Advertisement Department, the request of alteration of unipole site shall be entertained only in case of reasons mentioned above in point (i) to (iii) of Clause 2 (B). Alteration of any individual unipole site shall not be considered in the limit of any Cluster, in any manner, whatsoever, the decision of Advertisement Department shall be final and binding on the advertising firm/company/bidder/Allottee of the contract.

- D.** The department shall not be responsible, in case the advertiser fails to install/ erect the unipole at designated site(s) within incubation period and no relaxation in the MLF shall be granted in these circumstances.
- E.** There will be 10% increase on awarded MLF from commencement of 3rd year of contract and also 10% increase on awarded MLF every year during the extended period, if extended by the Commissioner SDMC.
- F.** The successful bidder shall incur all expenses related to construction of foundation for Unipole, installation, erection, fabrication, electrical installation of the media and structural design of Unipole and also for shifting of Unipoles etc.
- G.** On completion of the contract period or its pre-determination for any reason whatsoever, including surrender by the advertiser, the structure of the pole/device(s) shall become the property of South DMC. The advertiser shall hand over all the Unipole/device structures to the department in good condition.

