



SOUTH DELHI MUNICIPAL CORPORATION
OFFICE OF THE ADVERTISEMENT DEPARTMENT
Mukherjee Civic Centre (25TH Floor),
 Jawaharlal Nehru Marg, New Delhi-110002, Ph. No. 011-2322-7510

No. CO (Advt.)/NIT No. 516/SDMC/D-677

Dated: 10.08.2016

Sub:- Clarification/reply of pre-bid queries received in Department in
r/o NIT No. D-516 dated 21.07.2016.

Following three below mentioned Advertisement firms have submitted their suggestions and queries in respect of NIT No. 516 dated 21.07.2016 by way of emails/letters :-

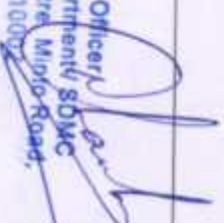
1. Hindustan Publicity Pvt. Ltd.
2. New India Outdoor Advertisers Association.
3. Hanuman Store.

Clarification/Reply of the pre-bid queries sought by the Advertiser are as under :-

1. M/s Hindustan Publicity Pvt. Ltd. :

Sl No.	Particulars	Query/Suggestion	Department Reply
1.	Incubation period	The incubation period is being allowed 15 days from the date of issue of allotment letter. Please note that the same is very less and a minimum period of 30 days should be allowed. The Toilet Blocks, Subways etc. have not been in use for advt. purposes for long and same shall require time for advt. panels to be installed.	The incubation period for subway shall be 30 days instead of 15 days from the date of issue of allotment letter, except the site subway at D-Block Defence colony & Lajpat Nagar-1, Lal Bahadur Shastri Marg, as the site is already in running conditions. However, the incubation period shall remain 15 days for RUB and Toilets.
2.	Manner of Advertisement	The manner in which the advertisements would be displayed on	The area of advertisement display is defined in Annexure-A for each Toilet

	<p>Toilet Bocks, Subways and retaining wall is not clear/self-contradictory. Hence, we seek following clarity:</p> <p>Subways The advt. area for each subway has been defined and it has been informed in the Pre-bid meeting that the said area has been calculated as per the width of subway and the maximum height of built up subway from road level. Accordingly, only an advt. panel of such area would be allowed. Does this imply that the advt. panels cannot exceed the built up height of the subway? If yes, the same is contrary to terms & conditions wherein it has been stated that the advt. panels of maximum 4.5mtr high can be displayed. Please also clarify whether the advertisements can be displayed on the side panels (above entrance) of the subways (on both sides) and of what height. Hence, we seek clarity on the exact manner and placement and sizes/height of the proposed advts.</p> <p>Retaining Wall (Tilak Bridge) Please clarify whether the advt. panels can extend beyond the built up wall (which present height ranges from 6-8ft</p>	<p>Block site and RUB. However, the area defined for subways is approximate and the maximum area allowed for display of advertisement through subway shall be in no case more than 1500 sq.ft.. However, the bidders are advised to ascertain the exact area of display before bidding. The manner of display of advertisement on Toilet Block, Subway and RUB shall be in accordance with the provisions laid down in OAP 2007 or any other policy implemented.</p> <p>The manner of display for advertisement on subway shall be as per the available surface area of both exterior and interior walls, in accordance with OAP 2007 or any other policy in force from time to time. However, the advertisement tax of subways will be calculated on the basis of actual display area, which will be ascertained jointly by the Department and H-1 bidder after issuance of offer letter & before issuance of allotment letter.</p>
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		<p>at different places) or are to be confined only on the built-up wall.</p> <p>Further please clarify what would be the size of advertisement panels and the qty. or it is open for the advertiser to install any number of panels/size upto 1480 sq.ft.</p> <p>Toilet Blocks</p> <p>The advt. area has been specified and stated to be limited to built up cavity on the exterior walls. Can the advertiser be allowed advt. panels in line to the built up wall but be permitted to extend beyond the existing height of the Toilet Block?</p>	
3.	Exact location of retaining Wall adjoining Tilak Bridge	<p>There are two retaining walls at Tilak Bridge RUB. Please clarify the exact location of retaining wall at Tilak Bridge i.e. whether it is the wall on LHS while proceed from Delhi Gate to Tilak Bridge or RHS or both.</p>	<p>The location of retaining wall at Tilak Bridge is at RHS while proceeding from Delhi Gate to Tilak Bridge/India Gate.</p>
4.	Display of advt. only after obtaining Completion Certificate	<p>It has been stated that in case of Subways, advertiser would be allowed to display advertisements only after issue of Completion Certificate by SDMC Engineer to be obtained after completion of all repair of subway but he would be liable to remit license fees for this period. We submit that the work to be undertaken at</p>	<p>The necessary repair works required for making subway, workable should be completed within 30 days of incubation period. The advertisement department shall issue certificate after verifying the working condition of Subways. No remission in fee or extension of incubation period shall be granted to the firm/company for carrying out repair works.</p>

	<p>subways may be exhaustive and can be co-terminus with display of advertisement and there should be no precondition to obtain such certificate especially when SDMC is charging MLF and on other hand not permitting display of advertisement. The said clause is unjustified and request the same be deleted.</p>	
<p>5. Obtaining Certificate of Electricity Dues from SDMC Engineer</p>	<p>It has been stated that advertiser will have to obtain a certificate of having cleared electricity dues from Zonal Engineer of SDMC. We submit that this is not possible as electricity connection will be obtained from concerned distcom (BSES) or alternatively solar energy panels would be installed. Hence, it is not clear how an SDMC engineer can certify clearance of dues of BSES? We request if this clause is deleted.</p>	<p>The necessary electricity connection shall be obtained by the advertising agency/firm on their risk and cost within incubation period. However, obtaining certificate of Electricity dues from SDMC Engineer is not required.</p>
<p>6. Existing Electricity connection & its Dues w.r.t. Subways</p>	<p>At present, SDMC/any other govt. agency would be having electricity connection for running of the Subway. As per existing guidelines, BSES does not issue fresh electricity connection till existing connection dues are cleared. Hence, please clarify that there are no past electricity dues towards electricity</p>	<p>The clearance of past dues shall not be the liability of H-1 bidder. However, the electric connection shall be obtained by the H-1 bidder at his own risk & cost.</p>

		<p>connection which SDMC/govt. agency is having at present and SDMC/concerned Govt. agency will only be responsible for the same and no liability would accrue at later stage upon the advertiser. Also in case there is delay in grant of electricity connection due to such dues, the advertiser would be compensated by delaying the commencement of MLF for such site.</p>	
7.	<p>Refund of Earnest Money to un-successful bidders</p>	<p>Since the contract cannot be awarded to H-2 bidders, we request and suggest if the Earnest Money of un-successful bidders is returned immediately upon opening of the financial bids instead of existing practice of till the award of contract and the same is not yielding any fruitful purpose while huge funds of advertisers are getting blocked after opening of financial bids.</p>	<p>The refund of Earnest Money to unsuccessful bidders shall be returned at the earliest by the department taking other necessary formalities of Bid process of NIT into consideration.</p>



Commercial Officer
Advertisement Department / SDMC
22nd Floor, Civic Centre, Minto Road,
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8.	Submission of Documents again & again in Technical Bid	Bidders are submitting huge set of documents with technical Bids for every tender and we request if such unnecessary burden and compliance is reduced. We suggest that in case bidder has already submitted tender in previous NIT has been found technically qualified, SDMC may only insist on No Dues Certificate and concerned affidavits and do away with submission of audited financial statements, 12 months bank statements, experience etc. Such documents may limited to only new bidders.	If a bidder/firm/company, who has already participated in recent tenders of Advertisement Department in the current financial year and subsequently participated in opening of financial bid after fulfilling mandatory requirements of technical qualifications, then all such bidders/firms/companies need not to submit Copy of fresh ITR's/Balance Sheet/P&L Account etc. however, other documents, affidavits, CA certificated, Bank statements NDC from SDMC, Work experience certificates etc. are required to be submitted alongwith the bid.
9.	Type of Illumination	As per terms & conditions it has been stated that advertisements would be backlit. We suggest if the same is deleted and left upon advertiser to display Frontlit, Backlit or Nonlit advertisements.	No Change.

2. New India Outdoor Advertisers Association.

Sl No.	Query/Suggestion	Department Reply
1.	As per your NIT your department mentions the area for display of advertisement at subways i.e. 960 sq. Ft., 627 sq. ft., or extra. In this regard you are advised we are agree as per terms & condition 8 (maintenance of site) but the size should be maximum up-to 1500 sq. ft. Or as per available space or also try to issue a rough sketch for display of advertisement. Department will also get the maximum rate as you are tendering.	1. The reply of this point is already mentioned at above said point No. 2.

3. M/s Hanuman Store.

Sl No.	Query/Suggestion	Department Reply
1.	It is submitted that as per the decision of South DMC official, they have floated tenders for cost of tender fee Rs. 40,000/-. The tender fee is too high which is not justifying at all. It is pertinent to mention here that anyone applicant can take more than one tenders (1,2,3,4,5) that said tender fee Rs. 40,000/- is justify but if any applicant take a one tender said tender fee is not justify. In view of the above it is prayed kindly consider to reduce the tender fee so that a person having little investment can apply for the same.	No change.

This issues with approval of competent authority.



COMMERCIAL OFFICER
ADVERTISEMENT DEPARTMENT,

Commercial Officer **SDMC.**
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