



**SOUTH DELHI MUNICIPAL CORPORATION**  
(ADVERTISEMENT DEPARTMENT)  
25<sup>th</sup> Floor, Civic Centre, JLN Marg, New Delhi-110002

No. CO (Advtt.)/SDMC/Tender-15/2017/D-1625

Dated:- 03.01.2018

**ADDENDUM/CORRIGENDUM**

**Sub:- Addendum/Corrigendum after consideration of queries/suggestion received in respect of NIT No.CO/Tender-15/Advtt./SDMC/2017/NIT/D-1504 dated 13.12.2017.**

Reference to the aforesaid NIT.

1. The Clause No. 25 under Heading Surrender is may now be read as :-

**Clause No. 25 SURRENDER**

- (i) In the case of surrender of the advertisement contract of the cluster/s/individual Unipole site, the contractor shall have to give at least 90 days' notice, but not before the lapse of 9 months of the start of the contract, so as to enable the South DMC to examine the notice and to take decision and to make alternative arrangement for running of advertisement cluster/clusters for safeguarding municipal revenue.
- (ii) In the case of surrender of the contract, security deposit shall not be adjusted against the license fee of remaining months. All deposits (i.e. Demand Draft, Bank Guarantee, Bankers Cheque etc.), if any made till the date of determination will be adjusted in favour of the Licensor (South DMC) against the outstanding dues. The security deposit will be refunded only after acceptance of surrender by SDMC and clearance of all outstanding dues of the contract.
- (iii) **Forfeiture of Security Deposits:** In case of termination/ cancellation of the contract except for force majeure the security deposits shall be forfeited.
- (iv) The contractor, who has surrendered advertisement contract, shall not be eligible to participate in the tender process/ auction of the same advertisement contract again for two consecutive terms. To this effect an undertaking shall be given by the contractor.
- (v) To safe guard the interest of SDMC, the SDMC shall re-invite the tender of unipole sites in particular cluster as may be offered for surrender by any contractor or SDMC shall consider any alternative arrangements as decided by Commissioner SDMC and accordingly the date of determination shall be the 90 days from the date of receiving of letter by the department for surrender. In such an event the advertiser shall be bound to run the said advertisement cluster/clusters till the expiry of 90 days from the date of receiving of letter for surrender and to handover possession of the advertisement cluster/clusters of devices to South DMC after expiry of 90 days. Any violation in this regard shall invite penal action including forfeiture of Security Deposit, EMD etc. and the blacklisting of the advertiser/firm. In the event of determination of the license/contract due to acceptance of surrender of the contract, the South-

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- DMC may request to the licensee/ contractor to run and maintain advertisement cluster till the period South-DMC requires.
- (vi) That the surrender notice shall not be valid unless up to date dues including notice period are paid up on the date of submission of such surrender notice. However, commissioner SDMC may take decision as deemed fit to safe guard Municipal revenue at that phase.
- (vii) That in the case the contractor wants to withdraw the surrender notice, he/she may do so by giving a request in writing provided the request has been received before the re-tender of the said advertisement cluster and upto date dues including interest, if any, towards the same are deposited.

2. The Clause No.26 **SERVICE LEVEL AGREEMENT** is may now be read as :-

**Clause No. 26 SERVICE LEVEL AGREEMENT:**

That the contractor shall abide by terms & conditions of his agreement and all rules and regulations, orders, instructions that South DMC may from time to time make or adopt or issue for the care, protection and administration of advertisement and if violation in this regard is noticed on the part of contractor the penalties leviable as noted below will be imposed:

<b>S. No.</b>	<b><u>Minor Violations</u></b>	<b><u>Penalty</u></b>
1.	Non display of mandatory information – Name of the advertiser, Code number, South DMC etc.	Rs.5000/- per violation / irregularity.
	Advertisement device found obstructing of free movement of pedestrian and vehicular traffic.	
	Unipole if not found erected as per prescribed location.	
	Non filing of monthly report.	
	Non up keeping of cleanliness and hygienic condition in the toilet block.	
	In case Advertisement found displayed on Neon signs/LED/LCD/Electronic display/without prior approval.	Rs.25,000/- per violation / irregularity/ from the date of issuance such notice and upto removal of the such violation.

  
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<u>S. No.</u>	<u>Major Violations</u>	<u>Penalty</u>
1.	Encroachment / displaying media other than the designated sites, shifting of unipole away from the designated site in cluster without approval from the Advertisement Department, SDMC. If the advertisement sites of the cluster/clusters of the zone or part thereof is sublet. Violation of Bye-laws, OAP, DMC Act, and orders of Court of Law Displaying prohibited media either by himself or through any of his/ her agent employee.	Rs. 50,000/- per violation / per irregularity/per week i.e. From the date of issuance of such notice and upto the removal of the violation.,
2.	In case the advertiser exceeds the number of allotted displays.	@ 2 times of the average MLF of the display of that cluster/per display per month.
3.	Display of unipoles/ Toilet Blocks exceeding the total area of allotted display on unipole/ Toilet Block in the cluster.	@ 2 times of the average MLF of one similar device of that cluster/per display per month.
4.	Unauthorized display of advertisement through illegal unipole/ Toilet Block not the part of agreement within the allotted cluster.	@ 2 times of the average MLF of one similar device of that cluster/per display per month starting from the date of allotment till the removal of unauthorized display of advertisement.
5.	Display excess area other than allotted through the Wall of RUB at Tilak Bridge.	For the excess display only @ 2 times of per sq. ft. MLF of the device upto the removal of violation.
Any other violation will attract a penalty of Rs.5000/- per violation.		

3. A Cluster of Unipole sites and one individual Unipole site are added in **Annexure - '1'** and the details of which with MRP, EMD, Minimum Average Financial Turn Over Net worth is given hereunder :-

  
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