



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

No. CO (Advtt.)/SDMC/Tender-16/2017-18/D-1630

Dated:- 04.01.2018

ADDENDUM/CORRIGENDUM

Sub:- Addendum/Corrigendum after consideration of queries/suggestion received in respect of NIT No.CO/Tender-16/Advtt./SDMC/2017/NIT/D-1529 dated 19.12.2017.

Reference to the aforesaid NIT, following are the amendments in NIT No. CO/Tender-16/Advtt./SDMC/2017/NIT/D-1529 dated 19.12.2017.

1. The Clause No. 25 and Sub Clause 19 of Annexure - '1' under Heading Surrender may now be read as :-

Clause No. 25 SURRENDER

- (i) In the case of surrender of the advertisement contract of the Toilet Block/Subway 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 Toilet Block/Subway advertisement sites 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 Toilet Block/ Subway 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 Toilet Block/Subway as applied 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 90 days from the date of receiving of surrender letter in the department from the respective contractor. In such an event the advertiser shall be bound to run the said Toilet Block/Subway advertisement site till the expiry of 90 days from the date of receiving of letter for surrender and to handover possession of the Toilet Block/Subway advertisement sites of 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-DMC may request to the licensee/ contractor to run Toilet Block/Subway advertisement site 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.


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(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 :-

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 leviabale as noted below will be imposed:

S.No.	Violations	Penalty
1.	Non Display of Mandatory information i.e. Name of Advertising Firm, Duration of Contract, SDMC Logo, Allotment Letter No. etc.	Rs. 5,000/- per violation per week from the date of issue of the notice by the Department upto the date of rectification of violation.
2.	Violation of norms as given in OAP 2017 or the Policy Enforce at that time.	Rs. 5,000/- per violation / irregularity per week from the date of issue of the notice by the Department upto the date of rectification of violation.
3.	Display of Advertisement Beyond the permitted size on the device.	Double the amount of MLF for the excess size of display for the entire period of violation.
4.	Display of Advertisement through LED/Neon Signs on the permitted Advertisement Panel without the prior approval of Department.	Double amount of MLF for the device/s on which irregularity is found by the department.
5.	Subways found locked without prior intimation to the department.	Rs. 20,000/- per violation for initial 15 days. If the irregularity is not removed within one month then the contract shall be liable for cancellation and security deposit or other deposit shall liable to be forfeited by the department. In case of non-operational of the Subway the contractor will not advertise the commercials upto the period of making the Subway operational.
6.	Subways without proper maintenance or having unhygienic conditions inside or effective free movement of public or dirty inside.	Rs. 5,000/- per violation per week from the date of issue of the notice by the Department upto the date of removal of such irregularity in the Subway.


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