

SOUTH DELHI MUNICIPAL CORPORATION
OFFICE OF THE DEPUTY COMMISSIONER (Advtt.)
 Dr. Shyama Prasad Mukherjee Civic Centre (25thFloor),
 Jawaharlal Nehru Marg, New Delhi-110002, Ph. No. 011-2322-7212

**OPEN TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH
 STREET FURNITURE SITES ON MONTHLY LICENSE FEE BASIS UNDER THE
 JURISDICTION OF SDMC**

TENDER NOTICE

No: CO/Tender- 17/Advtt./SDMC/2018/NIT/D- 1673

Dated: 11/01/2018

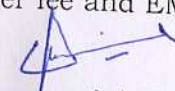
Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through designated Street Furniture Sites in Central Zone & South Zone under the jurisdiction of SDMC on monthly license fee basis in two bid system (Technical and Financial), for a period of Seven Years with 5% increase in MLF per annum from the commencement of 3rd year of the contract. The Advertisement rights through Street Furniture sites shall be awarded to the successful H-'1' bidder for display of advertisement on Street Furniture sites as mentioned in **Annexure "1"** of tender document. The eligibility criteria to participate in the bid are mentioned in clause 1 & 3 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 and other documents as mentioned in the tender document.

The tender documents may be downloaded through SDMC's website www.mcdonline.gov.in. The 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 favor of Commissioner, SDMC along with submission of the bid. This Tender Document contains total no. 47 of pages from page 1 to 47. 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	09.01.2018, onwards
Pre Bid Meeting	16-01-2018 at 15.00 Hours at 25 th Floor, Conference Hall, Civic Centre, New Delhi-110002
Date of Placement of Tender Box at 25 th Floor for submission of bids	29-01-2018, 11.00 AM onwards
Last Date Of Submission of Tender Documents	30-01-2018, Till 15.00 Hours
Date & Time of opening of Technical bid	30-01-2018, 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, ESSENTIAL PRE-REQUISITES AND TERMS & CONDITIONS

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 and from SDMC as on date and not been blacklisted by erstwhile MCD and 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 Street Furniture sites as mentioned in **annexure- 'I'** under the jurisdiction of SDMC. The firm shall get itself registered with the Advertisement Department SDMC in appropriate category (if not registered already) within seven working days after issuance of offer letter to the firm. **The bidder/s may 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:

- i. 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 Street Furniture Item's sites/advertisement sites are mentioned in **Annexure "1"**.
- ii. The Street Furniture Structures other than the Street Furniture Structures already in existence within the Clusters, shall be installed by the H-1 bidder of respective Cluster within the incubation period of 60 days and the Street Furniture items shall be operated and maintained by the respective H-1 bidder of the Cluster throughout the contract period at his own cost and expenses. Further, the H-1 bidder shall also carry out all the necessary modifications/changes/up gradations/renovation of existing Street Furniture Items available within the Cluster during the incubation period of 45 days granted for this purpose. The Street Furniture items/structures shall become the property of SDMC on expiry/termination/surrender of the contract.
- iii. The H-1 bidder of the respective Cluster shall install/erect the allotted number of Street Furniture items within the limit of allotted Cluster only.


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- iv. The Advertising Firm shall be allowed to install/fix/construct Street Furniture Items (except Toilet Blocks) as per allotted number anywhere within the awarded Cluster boundary as per feasibility.
- v. The Advertising firm shall be allowed to change/alter the location of existing Street Furniture Items as per feasibility within the awarded Cluster Boundary.
- vi. Back side of Advertisement/Information Panel can be used by the South Delhi Municipal Corporation for publicity of Social and Health Awareness messages and Other necessary information messages as and when required by the SDMC and in such an event remission shall be allowed to the Advertising firm for back side of Advertisement/Information Panel for the actual number of days used by SDMC.
- vii. Any violation of OAP 2017 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.
- viii. The Allottee shall be responsible for installation of new Street Furniture items in the respective Cluster within the incubation period. No remission shall be granted in case the Allottee fails to install new Street Furniture items. However, in case the Allottee fails to install the new Street Furniture items due to interference/hindrance by any other Government body, the South DMC may consider the request of Allottee for remission on case to case basis on facts and circumstances subject to verification/ confirmation by the concerned department. In that event the remission in proportionate of awarded MLF of that particular cluster shall be allowed. However, in the exceptional circumstances involving natural calamity beyond the control of any person, keeping the cluster or part thereof without display of advertisement or when majority of the cluster area is required by some government agency for public purpose, as per approval/ order of the competent authority, South DMC, the Competent Authority shall consider the remission in proportionate of the awarded MLF of that particular Cluster. No remission will be allowed due to hindrance by any person, group etc. The decision of the Commissioner, SDMC or any other officer nominated by him, in this regard shall be final and binding.
- ix. **There will be 5% increase on the awarded MLF each year from the commencement of the 3rd year onwards upto the end of 7th year.**
- x. On completion of the contract period or its pre-determination for any reason whatsoever, including surrender by the advertiser, the structure of the Street Furniture Items shall become the property of South DMC. The advertiser shall hand over all the Street Furniture Item structures to the department in good condition.

3. Eligibility Criteria

- a. The bidder should be in Advertisement business at least for the last one year. The work order/copy of agreement for advertisement work either executed or in progress should be submitted along with the bid.

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- b. The current no dues certificate/performance report issued by the concerned organization who have issued the work order/award letter to the bidder should also be submitted.
- c. Current No dues certificate issued under the signature of CO/AC, Advertisement Department, SDMC.
- d. The bidder should not have made any losses in the last three financial years. Their net worth should be minimum 25% of the MRP of the respective Cluster/Clusters of street furniture items under the jurisdiction of SDMC, as mentioned in the tender document. The last financial year (i.e. 31.03.2017) net worth of the company shall be considered for evaluation of technical bids, which should be duly certified by a Chartered Accountant.
- e. The Minimum annual average financial turnover of the bidder during the last three financial years must be as follows:

The Cluster Wise, MRP, Minimum Annual Average financial turnover and Net Worth are mentioned below:-

Cluster No.1 (Part-B) :- After foot over bridge & red light Nehru Stadium to Kotla/Defence Colony red light and Kotla/Defense Colony red light to upto foot over bridge/red light Nehru Stadium and from Nehru Stadium red light to V-Avenue road (Meher Chand Market) and from V-Avenue road to up to foot over bridge of opp. NBCC place building, Road going towards Nehru Stadium Metro Station up to the red light of Nehru Stadium, Hans raj Gupta Marg, Greater Kailash – I road leading to Kailash Colony Market, Nandi Vithi Road, Ekasur Vithi Road, Eklavya Vithi Road in Central Zone, under the jurisdiction of SDMC.

S. No.	Street Furniture Item	Existing Street Furniture units	Street Furniture units to be installed	Size of one (Sq. Ft.)	Total Display Area (Sq.ft.)	MRP (INR)
1.	Police Booths	1	0	160	160	8,11,981/-
2.	Vending Kiosks	3	1	166	664	
3.	Public Toilets	3	0	240	720	
4.	Dust Bins	9	0	27	243	
5.	Advertisement Panels	1	3	190	760	
6.	Benches	0	0	NA	NA	
7.	Free Standing Panels	8	1	27	243	
Total					2790	
Location Toilet Blocks					Size of Advertisement Panels	
1. At Near Metro Pillar No. P-87 & near Dhaula Kuan						


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