

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

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
46 UNIPOLE SITES ON MONTHLY LICENSE FEE BASIS IN WEST ZONE,
SDMC**

TENDER NOTICE

No: CO/Tender/WZ/Advt./2015-16/NIT/D-1234

Dated: 23/12/2015

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through 46 Unipoles sites for display of advertisement in west 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 upto two years subject to satisfactory performance of the firm and as decided by the Commissioner SDMC. The Advertisement sites shall be awarded to the successful H-1' bidder for installation/erection of Unipoles of approved design at designated sites as mentioned in **Annexure "1"** of tender document for display of advertisement through these Unipoles. The eligibility criteria to participate in the bid are mentioned in clause 1 & 3 of the tender document. The evaluation criteria of technical and financial bid are mentioned in clause 9 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, on payment of requisite tender Fee of Rs. 20,000/- (Rupees Twenty Thousand Only) for participation in tender, which 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 55 pages from page 1 to 55. The tenders will be received and opened in the office of Commercial Officer (Advt.) at the above mentioned address, as per following schedule:

Date of issue of Tender	24/12/2015 , onwards
Pre Bid Meeting	04/01/2016, 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	12/01/2016 , 11.00 AM onwards
Last Date Of Submission of Tender Documents	14/01/2016, Till 15.00 Hours
Date & Time of opening of Technical bid	14/01/2016, Till 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 (Advt)

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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 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 sites as mentioned in annexures I in West Zone of SDMC. **The firm shall be registered with the Advertisement Department SDMC (if not registered already) within seven working days after issuance of offer letter to the firm.**

2. Site Details:

Detail of all advertisement sites (Unipoles sites) including location, latitude & longitude in West Zone is specified in **'Annexure 1'**.

Important Note:-

- A.** All the bidders are advised to visit all these locations and make assessments of revenue potential of these sites before bidding. No claim shall be entertained after bid submission regarding feasibility of site in terms of single side display or double side display or any other claims. The details of all advertisement sites on 'as is where is' basis as mentioned in **Annexure "1"**.
- B.** The H-1 bidder (successful bidder) shall construct/install Unipole structures for advertisement only on the earmarked sites by SDMC (As per **Annexure -"1"**). However locations of individual advertisement site may be altered by the bidder during incubation period on the same road having equivalent MRP after getting approval from the Advertisement Department SDMC, due to below mentioned reasons. However no request for extension of incubation period shall be entertained in this regard.
- Only following reasons may be considered by the Advertisement Department SDMC for change of site/s:
- (i)** Any underground services/ any other similar hindrance below the ground level duly confirmed by the area Inspector of Advertisement Department 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) The site become not feasible due to diversion of traffic/ start of construction activity of road/Metro/ railway and any another such activity 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 SDMC before the completion of incubation period for the reason mentioned in above para B. (i) 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 case when alternative site shall not be available on same road with equivalent MRP. The fees remission shall be restricted to the average minimum MRP of a unipole site of that particular road keeping in view the single side display or double side display. The copy of average minimum MRP of each road 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 Bank Guarantee including Advance MLF without any prior notice.

D. The department shall not be responsible, in case the advertiser failed to install/ erect the unipole at designated sites within incubation period and no relaxation in the MLF shall be granted in these circumstances.

E. There will be 10% increase on awarded MLF every year during the entire contract period of three years and also during 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

