

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

Dr. Shyama Prasad Mukherjee Civic Centre (25<sup>th</sup> Floor),  
 Jawaharlal Nehru Marg, New Delhi-110002, Ph. No. 011-2322-7212

**OPEN TENDER FOR ALLOTMENT OF ADVERTISEMENT RIGHTS THROUGH 01 CLUSTER OF UNIPOLE SITES IN NAJAFGARH ZONE , 02 CLUSTERS AND INDIVIDUAL UNIPOLE SITES OF SOUTH ZONE, 01 CLUSTERS OF CENTRAL ZONE ON MONTHLY LICENSE FEE BASIS UNDER THE JURISDICTION OF SDMC.**

**TENDER NOTICE**

No: AC/Tender/Advtt./SDMC/2016/NIT/D-845

Date: 09/09/2016

Bids are invited on behalf of Commissioner, SDMC from eligible bidders for allotment of advertisement rights through 1 Cluster of designated unipole sites in Najafgarh Zone, 02 Clusters and individual designated unipole sites in South Zone, and 01 Cluster of designated Unipole sites in Central Zone for display of advertisement under the jurisdiction of SDMC on monthly license fee basis in two bid system (Technical and Financial), for an initial period upto 02.05.2019 and further extendable upto two years subject to satisfactory performance of the firm and as decided by the Commissioner SDMC for individual unipole sites of South Zone only and 3 years for rest of Clusters of Najafgarh/South/Central Zone, which is further extendable for a period of two years subject to satisfactory performance of the firm and as decided by the Commissioner SDMC. **The bidder can bid for 1 or more or all site/Cluster, but the financial bid/bids of the bidder shall be open till the financial capability of the bidder get exhaust as mentioned in clause 3 of tender document.** The Advertisement site/s shall be awarded to the successful H-'1' bidder/bidders for display of advertisement through Unipoles of approved design at designated sites as mentioned in **Annexure "1"** 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 Deposit and requisite tender fee for each site/cluster and other documents as mentioned in the tender document.

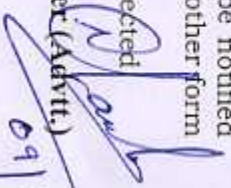
The tender documents may be downloaded through SDMC's website, and payment of requisite tender Fee of Rs. 40,000/- (Rupees Forty Thousand Only) for participation in tender, shall be deposited by way of demand draft/pay order payable at Delhi drawn in favor of Commissioner, SDMC along with submission of the bid. This Tender Document contains total no. of \_\_\_\_\_ pages from, page 1 to \_\_\_\_\_. 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	12.09.2016, onwards
Pre Bid Meeting	19.09.16, at 15.00 Hours at 25 <sup>th</sup> Floor, Conference Hall, Civic Centre, New Delhi-110002
Date of Placement of Tender Box at 25 <sup>th</sup> Floor for submission of bids	26.09.16, 11.00 AM onwards
Last Date Of Submission of Tender Documents	30.09.2016, Till 15.00 Hours
Date & Time of opening of Technical bid	30.09.2016, 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.)

  
09/09/2016

**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 or from SDMC as on date and not been blacklisted by erstwhile MCD or 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 tender document elsewhere is eligible to submit bid for allotment of Advertisement rights through designated unipole site/Cluster of Najafgarh/South/Central Zone, under the jurisdiction of SDMC as mentioned in **Annexure '1'**. The firm shall get itself registered with the Advertisement Department SDMC in appropriate category (if not registered already) within **Twelve working days** after issuance of offer letter to the firm. **The bidder/s shall bid for any or all of the Unipole sites/Clusters but the financial bid/bids of the bidder shall be open till the financial capability of the bidder get exhaust, as per his Minimum Annual Average Financial Turnover and net worth as mentioned under Clause '3' of tender document.**

**2. Site Details:**

Details of all advertisement sites including details of MRP, EMD, Minimum Average Financial Turnover, Minimum Net Worth, Location of sites, latitude & longitude of each site within the jurisdiction of SDMC are 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 unipole sites 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 advertisement sites on **'as is where is'** basis are mentioned in **Annexure "1"**.

**B.** The H-1 bidder (successful bidder of each site/cluster) shall erect/install structures for display of advertisement only on the earmarked sites by SDMC (As per locations mentioned in respective clusters in **Annexure '1'**). However, location of individual unipole site may be altered by the H-1 bidder during incubation period or also during the contract period having equivalent monthly MRP within the limit of Site as mentioned in Annexure 1, 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 Advertisement Department of 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) In case, the site becomes not feasible due to start of construction activity of road/Metro/ railway and 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 Department 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 of 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. The fees remission shall be restricted to the MRP of the unipole site, keeping in view the single side display or double side display. The copy of MRP of the unipole site of Najafgarh/South/Central Zone (which will be awarded to the H-1) 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.



*Note :- The limit for alteration of individual unipole site shall be within 100 mtrs from the allotted site or as may be decided by the Advertisement Department, the request of alteration of unipole site shall be entertained only in case of reasons mentioned above in point (i) to (iii) of Clause 2 (B). Alteration of any individual unipole site shall not be considered in the limit of any Cluster, in any manner, whatsoever, the decision of Advertisement Department shall be final and binding on the advertising firm/company/bidder/Allottee of the contract.*

- D.** The department shall not be responsible, in case the advertiser failed to install/erect the unipole at designated unipole sites within incubation period and no relaxation in the MLF or extension of incubation period, shall be granted in these circumstances.
- E.** There will be 10% increase on awarded MLF from commencement of 3rd year of contract and also 10% increase on awarded MLF every year during the 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 of the pole/device shall become the property of South DMC. The advertiser shall hand over all the unipole structures to the department in good condition.

### **3. Eligibility Criteria**

- a.** The bidder should be in Advertisement business at least for one year. The date of determination would be the last date of submission of bid. The work order/copy of agreement for advertisement work either executed or in progress should be submitted along with the bid.
- 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. **The net worth of the bidder during last financial year i.e 2014-15, should be minimum 25% of the annual MRP (Minimum Reserve Price) of the site/s for which the bid is submitted by the bidder.** The minimum net worth and MRP for each sites are calculated as mentioned below in the table. **The net worth of the company should be duly certified by a Chartered Accountant. The last financial year net worth shall be considered i.e. net worth as on 31.03.2015.**
- e.** The Minimum annual average financial turnover of the bidder during the last three financial years must be as follows:-



Details of MRP, EMD, No. of Sites, Minimum Average Annual Financial Turnover, Minimum Net Worth.

Table :- A :- Site Details of MRP, EMD, Minimum Average Financial Turnover, Minimum Net Worth of Clusters of Najafgarh Zone.

S.No	Cluster Number	Road/Stretch	No. of Sites	Total MRP (Rs)	EMD (Rs)	Minimum Average Annual financial turnover(Rs)	Minimum Net Worth(Rs)
1.	Cluster-6	NH-8 to Dwarka via Sector 23 Underpass road and road from Sector-9 to Sector-14 ETC	10	13,77,454	14,88,000	1,65,30,000	41,33,000

Table :- B :- Site Details of MRP, EMD, Minimum Average Financial Turnover, Minimum Net Worth of Clusters of South Zone.

S.No	Cluster/ Site Number	Road/Stretch	No. of Sites	Total MRP (Rs)	EMD (Rs)	Minimum Average Annual financial turnover(Rs)	Minimum Net Worth(Rs)
1.	Cluster-10	Road leading to VasantVihar/PVR Cinema	3 (Three)	5,68,806	6,50,000	68,26,000	17,07,000
2.	Cluster-11	Nelson Mandela Road FTC Vasant Kunj to Munirka.	2 (Two)	9,03,024	9,75,000	1,08,36,000	27,09,000
3.	NMR - 16	In front of Grand Hotel, Opp. PWD Electric Pole No. 3 & near electric Pole No. 67, Nelson Mandela Road, FTC Vasant Kunj to Munirka (Single Side) (28°32.267-- 077°09.242)	1 (One) Individual unipole Site	4,51,512	4,88,000	54,18,000	13,54,500
4.	AM - 1	Open Land Bhagwan Mahavir Ahinsa Sthal, Near Ahinsha Sthal Bus Stop, Anuvrat Marg FTC Lado Sarai to Chhatarpur.	1 (One) Individual unipole Site	2,27,028	2,45,000	29,42,283	7,35,570

**Table :- C :- Site Details of MRP, EMD, Minimum Average Financial Turnover, Minimum Net Worth of Clusters of Central Zone.**

1.	Cluster-8	MB ROAD (FTC- BADARPUR TO MEHRAULI & MEHRAULI TO BADARPUR)	05	7,44,876/-	8,04,500/-	90,00,000/-	22,50,000/-
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The financial turnover of the bidder has to be from any legal business activity. The turnover of the bidder shall be ascertained from the following documents which the bidder is required to submit along with his bid:

- (i) Profit & Loss account statement of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant; (FY 2012-13 onwards), if audited Profit and Loss Account of financial year 2014-15 is not available with the bidder then provisional Balance Sheet 2014-15 duly signed by Chartered Accountant, shall be taken into consideration by the department.
- (ii) Audited Balance sheet of the bidder for the preceding three financial years showing the annual turnover duly certified by a Chartered Accountant; (FY 2012-13 onwards), if audited Balance Sheet of 2015-16 is not available with the bidder then provisional Balance Sheet 2015-16 shall be taken into consideration by the department.
- (iii) Complete copy of income Tax Returns, showing the bank account number of the bidder for the preceding three financial years; (FY 2012-13 onwards).
- (iv) Details of bank account (as reflected in the I.T. Returns) with bank statement of the bidder for the last 12 months.

**f.** Any bidder or Director/Partner/proprietor of any firm who have been /is associated in any manner with a Firm/Company/Organization, who has not cleared past dues, if any, of SDMC/ erstwhile MCD and has been black-listed by either erstwhile MCD or SDMC / NDMC / EDMC, or any Govt. organization /Ministry /PSUs Autonomous Body shall not be eligible to participate in the tender and such participation will be rejected, summarily.

The bidder need to submit an Affidavit in this regard clearly mentioning that all the directors/partners or proprietor are /is/ were /was not associated to any firm/company/organization in any manner who have not cleared past dues of SDMC/Erstwhile MCD or also not associated in past and present to the firm/company/organization in any manner who has been black-listed by either erstwhile MCD or SDMC / NDMC / EDMC, or any Govt. organization /Ministry /PSUs Autonomous Body.

**4. Documents to be submitted with tender form:**

**Part-I, Technical Bid:**

The Bidder shall be required to submit following certificates/undertakings and documents in the technical bid. The Technical bid shall be kept in separate sealed cover super scribing 'Part I -Technical Bid' - "Tender for allotment of advertisement rights on



**designated unipole site(s)/Cluster(s) in Najafgarh/South/Central Zone under the jurisdiction of SDMC". This sealed cover shall contain:-**

- a) Complete tender document, each page duly signed by the authorized signatory.
- b) Bid Application in Format given at '**Annexure-2**'.
- c) Power of Attorney in the name of the Authorized Signatory in Format given at '**Annexure-3**'.
- d) The tender documents may be downloaded through SDMC's website [www.mcdonline.gov.in](http://www.mcdonline.gov.in), and payment of requisite tender Fee of Rs. 40,000/- (Rupees Forty Thousands Only) for participation in tender, 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.
- e) No Dues Certificate issued by SDMC under the signature of CO/AC Advertisement, SDMC.
- f) Basic information of bidder as per '**Annexure-4**'.
- g) Requisite Earnest Money of each cluster separately in the form of Bank Draft/Demand Draft/Bankers Cheque in favour of Commissioner, SDMC shall be deposited along-with submission of the bid, as mentioned in **Annexure-1**'.
- h) Document in respect of eligibility criteria mentioned at Para No. 3 shall be the part of technical bid.
- i) The bidder/s shall mention his order of preference of clusters in **annexure '7'** which shall be considered for order of opening of his financial bid/s for unipole site/s.
- j) Terms and conditions as per '**Annexure-9**' duly signed and under the seal of Sole Proprietorship firm, Partnership firm. Registered Society/Registered Co-operative Society, Public Limited Company or a Private Limited Company.
- k) Accepted design of Unipoles as per '**Annexure-10**'. However, in case the bidder is willing to submit his design of Unipole strictly as per the size mentioned in OAP 2007, the same may be submitted along-with the bid. The department shall reserve the right regarding the acceptance of new design of unipole submitted by any bidder. The decision of the department shall be final in this regard.
- l) The bidder should also submit the duly filled and signed Performa of eligibility criteria as per the annexed Performa at **annexure-11**'.
- m) The bidder should submit an affidavit on non judicial stamp paper of Rs. 100/- duly notarized as per the clause 3 sub clause (f) of tender document as per the Performa annexed at **annexure-12**'.
- n) The bidder should submit an index duly signed by the authorized signatory showing all the documents attached in the technical bid with their page numbers as per Performa annexed at **annexure-13**'.

**Note:-** The department shall not consider the cost of Unipole of any unique design submitted by the bidder and H-1 bidder/successful bidder for each site) shall be strictly decided on the basis of the highest quoted amount irrespective of cost of the unique design of Unipole.



