

MUNICIPAL CORPORATION, BATHINDA

No. 696

Dated 24/3/22

E-Auction Notice

Municipal Corporation, Bathinda invites Technical & Financial bids through E-Auction platform at www.tenderwizard.com/DLGP from Outdoor Media Agencies for a period of 7 years. The tentative detail of Outdoor Media devices & maximum number of sites, permitted to use is as given below:-

Col.1	Col.2	Col.3	Col.4
Outdoor Media Device (OMD)	No of Sites	Size	% Weightage
Unipole	8	18'X8'	20.37
Sign board	16	20' X 6'	25.80
Kiosks on Street light Poles (Double Face)	693	30"X40" (8.33 sq. ft.)	21.38
3532356Bus Queue Shelter(BQS)	22	BQS(400 Sq Ft)	31.16
Bus Queue Shelter(BQS)	2	BQS 180 Sq ft	1.29
Total***			100

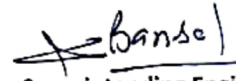
Reserve Price = Rs. 1,54,11,446/- Per annual

The Earnest Money will be returned back after getting bank guarantee.

E-Auction Schedule:-

Availability of option for Start of Technical bidding online	Last date and time of on-line submission of Technical bids	Date and time of opening of Technical Bid	opening of Price Bid	Date and Time of Online E-Auction.
25.03.2022 15.00 Hrs	11.04.2022 13.00 Hrs	11.04.2022 14.00 Hrs	13.04.2022 11.00 Hrs	18.04.2022 11.00 Hrs to 20.04.2022 17.00 Hrs

Note: For participating in the above e-tendering process, the contractors shall have to get themselves registered with www.tenderwizard.com/DLGP and get user ID and password. For any clarifications/difficulty in e-tendering flow please contact on 0172-5035985. All the terms and conditions can be seen on the www.tenderwizard.com/DLGP and www.mcbathinda.com


Superintending Engineer
Municipal Corporation,
Bathinda

MUNICIPAL CORPORATION, BATHINDA

No.:- 696

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ALLOTMENT OF ADVERTISING RIGHTS

1. Scope of Work:

- 1.1) Allotment of Outdoor Media Devices (OMD) **is** in lieu of OMD Display Charges for 7 years through progressive bidding. However, the period can be extended by 2 years depending on the performance.
- 1.2) Use of Existing Structure of OMDs including Unipoles and Bus Queue Shelters will be allowed to the successful bidder. Where the structure does not exist, the same has to be constructed by the Successful bidder at his own cost on BOT basis.
- 1.3) It may be ensured that in case, OMDs are to be lit, the glare of illumination should fall only on the display area & should not cause distraction to drivers of vehicles.
- 1.4) Poles of gantries are to be covered with high grade green color reflective tape up to height of 5ft. from the ground, so that pole of gantry is visible to coming traffic from a safe distance. Gantry structures should not hinder/obstruct vehicular/pedestrian movement.
- 1.5) The specifications attached are just suggestive, the successful bidder can submit its own drawings, designs & specifications to the Municipal Corporation Bathinda which shall be reviewed and shall be allowed subject to the approval of the Municipal Corporation. Each design of the structures shall carry a safety certificate of 10 years strength.

2. Technical Bid Eligibility Criteria

- 2.1) Bidder (individuals, company, firm, entity) should have at least 1 Crore Turnover in each of the last 3 financial years either on 31st March,19 (If Audited) or 31st March, 2018 and having 3 year experience in the field of Outdoor Advertising.
- 2.2) The bidder can be Individual Proprietor, Registered partnership firm, LLP (Limited Liability Partnership), Registered Co-operative Society, Public or Private limited company incorporated under Indian Companies Act, 1956/2013. The bidder should be legally competent to enter into contract as per prevailing laws.
- 2.3) The bidders, who were or have been allotted advertisement work at any time by this Corporation, will have to furnish a "No Due Certificate" from this Corporation. Dues mean any due of license fee, GST, Taxes,



Penalty, and Interest etc. The bidder would apply for the NOC to MC Bathinda in writing in this regard.

- 2.4) The bidders will have to submit an Affidavit duly attested by 1st class Magistrate on Non-judicial stamp paper of Rs.100 /that he /their Company/Agency/Firm etc. or any Director/Partner/member/Authorized Signatory of their company/ agency/ firm etc. does not stand blacklisted/debarred/defaulters as on the date of submission of bid by Central Government, State Government, any Municipal Corporation /Council anywhere in India. In case the bidder submits any false information, this Corporation reserves the right to forfeit the earnest money deposited, initiate legal action and blacklist such bidder. If the Director/ Partner/ Proprietor/Authorized Signatory etc. of any Company/ Agency/ Firm/ Individual etc. has remained the Director/ Partner/ Proprietor etc. of a Company/ Agency/ Firm/ Individual etc. which stands Blacklisted / Debarred/ Defaulter, as on the date of submission of auction/ bid by any Govt./ Semi-Govt. Department/ Authority/ Agency anywhere in India, such agencies shall not be allowed to participate in E-auction/E-bidding process for this bidding in the Municipal Corporation Bathinda.
- 2.5) Bidders will have to deposit Earnest money alongwith online submission of technical bid on the E-Auction website as mentioned in the NIT before the start of bidding. The Earnest money is to be paid on-line in the account mentioned in the E-Auction site in favour of Municipal Corporation, Bathinda.
- 2.6) The bidders will have to pay processing fee through E payment (Online).
- 2.7) Bidder shall upload self attested scanned copies of all the papers & all the certificates as required for eligibility criteria at the time of submission of Technical bids:
- i) Turnover Certificate/Latest Audited Balance Sheet.
 - ii) Affidavit as mentioned in 2.4, 2 of General terms & conditions
 - iii) NOC for MC Bathinda (if applicable)
 - iv) Solvency Certificate as per 2.9
- 2.8) The successful bidder will submit bank guarantee of the amount equal to 3 months of the bid amount (6 months in case of Firms/Companies, its promoters, directors, partners who does not have experience in the field of Outdoor Advertising as per 2.1) to be submitted within 15 days of receiving the allotment letter.
- 2.9) Bidder shall furnish latest solvency certificate of Rs.00.50 crore issued by a Bank at the time of submission of Technical bid.

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3. Financial Bid

- 3.1) Allotment will be made on the basis of highest total OMD charges quoted by the bidders. The bidders quoting highest amount of OMD Charges will be declared Successful subject to fulfilling all other conditions of NIT. All devices will be allotted when these will be vacated to hand over/expiry of running contracts..
- 3.2) The financial evaluation of the bid will be considered on the total quoted price. Such price should be exclusive of any taxes.

General Terms and Conditions:

- 1) The bidders are advised to visit all the locations specified for allotment before participating in E-auction.
- 2) No person shall be allowed to submit his/ her bid or participate in the bidding unless the authorized signatory of the E-Bidder furnishes resolution on behalf of the company, authorizing him/her to sign all the documents of E-Auction on Rs.300/- stamp paper at the time of Technical bid.
- 3) No request for adjustment of previous payment / Security Deposits against the earnest money will be entertained under any circumstances.
- 4) Each prospective Bidder shall have to pay registration charges at the time of creation of his ID and processing fees for submission of Technical bids as mentioned on web-site through online payment modes.
- 5) The bidding is non-transferable.
- 6) The Outdoor Media Devices (OMD) charges at which the rights will be allotted to highest bidder will be increased by 5% every year over the previous year for the first 2 years and thereafter 10% increase every year over the previous year for the remaining years.
- 7) Where word "one sided" is mentioned against the site/ device that means only single / one side of advertisement display is allowed for advertisement.
- 8) On expiry of contract period, the Unipoles/Bill Boards and other infrastructure to display the commercial and non-commercial media will become the property of Municipal Corporation. While doing so he will have to ensure that no damage is caused to the existing structure of OMDs.
- 9) Location of all OMDs have to be in conformity with the parameters set in the "The Punjab Municipal Outdoor Advertisement Policy 2018 and the Model Outdoor Advertisement Bylaws 2018". Therefore, the Tenderer should. visit all the sites and check the. feasibility of display of OMDs or erection of OMDs before participating in the tender. However Municipal



Corporation, Bathinda can refuse to grant permission for an OMD for any traffic safety/other administrative reasons. The successful bidder can request for change in locations of the OMD for better suitability. If those are in conformity of the advertisement bye laws & subject to the approval of the ARC.

- 10) Successful bidder will paste a sticker having minimum size of 6" length and 3" width on the lower right hand side of the Outdoor Media Devices (OMD) pole having the name and contact number of the licensed advertising agency, size of hoarding (space allowed for advertisement) and validity of permission granted. The Corporation shall provide a Unique Identity Number for each Outdoor Media Device s (OMD). The colour of base of sticker should be white and inscription should be in green color. The violation of this condition will attract penalty @ Rs.500/- per OMD per day.
- 11) The successful bidder will be required to indemnify Municipal Corporation Bathinda for the designated Outdoor Media Devices (OMD) and activities located within the jurisdiction of this Corporation. The agency shall indemnify the Corporation against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against or made upon the Corporation which arises as a result of the installation of an OMD. The agency shall keep the Corporation indemnified against all actions, proceedings, claims, demands, costs, losses, damages and expenses which may be brought against or made upon the Corporation which might arise from the existence of such OMD. The agency shall always be responsible for any injury or damage to or suffered by any person or property arising out of or relating to the display of Outdoor Media Devices (OMD) and the consequential claim shall be borne by the agency who will also Indemnify and safeguard the Corporation in respect of any such claim or claims.
- 12) The successful bidder shall provide evidence of Public liability Insurance for the following types of OMD devices and activities located within the boundary of Municipal Corporation Bathinda:-
 - Category-1:- Large-format OMD mainly fixed on bill boards/Unipoles/variable message OMD such as.
 - Category-2:- OMD mounted on Public amenities like Public toilets. Garbage collection points, flag signs etc.During the term of the Agreement and at its sole cost and expense, the agency shall obtain and keep (in full force and effect in the joint names of agency and Municipal Corporation Bathinda) a public liability insurance



policy of value Rs.0.50 Crore for their respective rights, interests and liabilities to third parties in respect of accidental death or accidental bodily injury to persons or accidental damages to property. The public liability policy of insurance shall be for an amount of accepted price and shall be effected with and insurer approved by Government. The policy of insurance shall include a clause in which the insurer agrees to waive all the rights of subrogation or action that it may have or acquire against all or any of the persons comprising the insured. The successful bidder will produce evidence to the satisfaction of Municipal Corporation Bathinda of insurance effected and maintained by the agency for the above said purpose within 7 days of receiving a written request to do so from Municipal Corporation Bathinda.

13) During the period of Agreement,

- a) The Municipal Corporation may identify/create additional sites for OMD will get the site approved from ARC. If ARC approves the site, the agency will be allowed to create the site/sites. For such sites, the agency will have to pay the charges on prorata basis as per the weightage shown in the Table.
- b) In case MC recommends any other mode of OMD for display of advertisement, the same will be allowed to the agency on the rates as decided by the Government/MC .

Note:- Allotment of such a site will be at the discretion of Commissioner of Municipal Corporation Bathinda and agency will not claim it as a right.

- 14) Agency will have to submit the structure safety certificate of existing OMDs that structure of the OMD is safe and is strong enough to remain in good condition for at least 10 years.If the Structural Engineer does not declare any structure safe, it shall have to be upgraded by the bidder at his own cost to make it safe.Display of advertisement will not be allowed till such certificate is submitted.
- 15) Agency will take over the existing OMDs which the successful bidder will be allowed to use and check that these are in conformity with the provisions of "The Punjab Municipal Outdoor Advertisement Policy 2018 and the Model Outdoor Advertisement Bylaws 2018". If any structure is not in conformity to this Policy and Byelaws, the successful bidder **shall** have to make them so by shifting / tilting the structure at his own cost and no grace period or remission in OMD display charges will be given for doing this. On expiry of contract period the agency will hand over all the structure to the Municipal Corporation in proper condition.
- 16) The bidder will have to quote the amount in figures and words clearly.



- 17) The contract period shall be started after 7 days of issue of the work order. These 7 Days period shall be as a grace period. The successful bidder will have to execute an agreement with MCB on a no-judicial stamp paper with in 15 days of issue of work order.
- 18) The number of OMD given in the DNIT is maximum. The successful bidder is at liberty to provide less OMD. However, no deduction/rebate will be granted in this account.
- 19) The successful bidder will have to sign an agreement with this Corporation regarding the work allotted on Rs 300/- non - judicial stamp paper within seven days from the date of receipt of letter of intent.
- 20) The Earnest Money of the successful bidder will be retained and adjusted at the end of the tenure. If the first successful bidder does not submit the Bank Guarantee as per 2.8, Security as per 15 days above and does not deposit one month's OMD fees in advance, within 15 days from the issuance of Letter of Intent, the Earnest money will be forfeited and company will be blacklisted. The Earnest Money of all other unsuccessful bidders will be returned online.
- 21) Any delay in payment of OMD Display Charges shall entail payment of interest @ 18% per annum on the amount outstanding for the days beyond of due date. Delay beyond 30 days from the due date will be treated as a default. In such case MC, Bathinda will forfeit the Bank Guarantee and agreement will stand terminated.
- 22) The allotment will be made without prejudice to the right of others.
- 23) The successful bidder shall remove the Outdoor Media Devices (OMD) displayed immediately on the expiry of allotment period on termination of contract due to any reason and all Outdoor Media Devices (OMD) installed by the agency will be the Property of Municipal Corporation, Bathinda. Bank Guarantee will be refunded / released only after clearance of dues, submission of NOC from the electricity department and inspecting all OMDs that should be in good shape.
- 24) The successful bidder shall not exhibit any display, which affect public morality, or hurt the sentiments of any caste, creed or religion, are obscene and also the displays which are banned by the Central and State Government. If the agency displays such a commercial or non-commercial media, a penalty of Rs. 50,000/- will be imposed and the same will be removed without giving any notice.
- 25) During the period of contract, if necessitated for, laying of power lines, widening of road/ pavements or for any other purpose or reason, the OMD has to be removed in public interest or for any other reason/



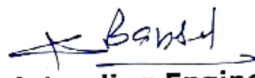
- purpose, alternate site shall not be allotted to the contractor in lieu of the site. In such case the agency will be given remission in the OMD display charges on prorata basis for the relevant period.
- 26) Municipal Corporation will not be liable / responsible for any damage or accident caused to the advertisement and to its material due to any act of nature any unforeseen act, on account of any failure on the part of advertisement mechanism or any reason whatsoever.
 - 27) If the successful bidder fails to do or perform any contractual obligations as per terms and conditions of the contract, Municipal Corporation may do or cause the same to be done and recover the cost of doing from the agency without prejudice to any other right on account of such default.
 - 28) The successful bidder shall take proper care of OMDs to avoid any untoward incident and also to ensure public safety and security. The maintenance shall be at the risk & cost of the successful bidder during the period of contract. The Corporation is not liable to pay any compensation for any damage to property or any loss of life.
 - 29) The companies who does not qualify, can do a joint Venture or consortium with the companies who qualify in the terms and conditions of the contract. However, the bidder who were or have been allotted advertisement right at any time by any ULB of Punjab, will have to furnish a No Due Certificate (NDC) from that ULB/ULB's.
 - 30) If any doubt arises as to the interpretation of any of the general or special condition mentioned in the tender notification, Schedules or Agreement, the decision of the Commissioner, Municipal Corporation, Bathinda shall be final and binding on the tenderers / bidders.
 - 31) The successful bidder and his/ her agent shall observe, perform and comply with provisions of the Punjab Municipal Corporation Act- 1976, The Punjab Municipal Outdoor Advertisement Policy 2018 and the Model Outdoor Advertisement Bylaws 2018 and regulations In force from time to time.
 - 32) If any dispute and differences arising out of or in any way touching or concerning this allotment, the matter shall be referred to the Commissioner, Municipal Corporation Bathinda
 - 33) The authorized officer of Municipal Corporation, Bathinda will inspect the sites of Outdoor Media Devices (OMD) as and when needed.
 - 34) Commissioner of this Municipal Corporation can inspect any OMDs during the contract period and have the right to remove that structures (which are not in conformity with the prevailing rules and conditions of agreement) immediately without informing the licensee.



- 35) The Commissioner, Municipal Corporation, Bathinda reserves the right to accept, reject or cancel any one or all the tenders without assigning any reason.
- 36) The Successful bidder will pay Income Tax/Good Service Tax/Provident Fund/E.S.I. or any other all taxes as applicable from time to time directly to the Concerned authority.
- 37) Successful bidder will have to pay the GST on the work allotted @as fixed by Central Government. This GST will be in addition to OMD display charges quoted by the bidder. If Municipal Corporation had to pay any GST on OMD charges received the same will have to be paid by the agency to this Municipal Corporation for onward payment to Central Government. The amount of GST will have to be paid to this Corporation by 1st of concerned month. If there is any delay in payment of this amount interest @ 18% per annum will be charged. If this amount is not paid by the end of month, the same will be encashed from the Bank Guarantee submitted by the bidder. If government increases the rate of GST at any time, the agency will have to pay the enhanced amount. GST on sale of space and display has to be paid by agency only, meaning any liability of GST on the OMD display charges has to be borne by successful bidder.
- 38) Successful bidder has to establish an office/ Sub office in the limits of Municipal Corporation Bathinda.
- 39) All the electricity/water connections etc. will have to be obtained by the agency in its name at its own cost from the concerned department. Municipal Corporation will issue N.O.C. only for getting connection. At the completion of the contract, the agency will have to produce No Due Certificate from the concerned department.
- 40) The Successful bidder will have to maintain the area around the advertisement devices properly (as it was before installation) after erecting/installing the advertising devices / infrastructure at his own cost.
- 41) Poles of all gantries are to be covered with high grade color reflective tape up to height of 5ft. from the ground , so that pole of gantry is visible to coming traffic from a safe distance.
- 42) Agency will have to keep OMDs free from defacement. Any defacement of devices will have to be removed by the agency within 48hours.
- 43) When not in use (no media displayed) the OMD must be kept covered with white coloured Flex. In case of violation of this condition, a penalty @ Rs. 500/- per day per OMD will be charged.



- 44) All bidders should provide their telephone, E-Mail address, address of residence to that, the successful bidder may be informed through telephone, E-Mail address also. Communication with successful bidder will be channelized through any of these modes.
- 45) Any corrigendum or addendum to the NIT or any change in terms and conditions will be uploaded on the following website only: e.tender.punjabgovt.gov.in & the ULB website. No separate corrigendum will be issued in Newspaper. Therefore all interested bidders should remain in touch with these Websites.
- 46) The Commissioner, Municipal Corporation, Bathinda reserves the right to include any new term/ condition or exclude any of the above mentioned condition.
- 47) All disputes shall be subject to jurisdiction of Bathinda Civil Courts.


**Superintending Engineer
Municipal Corporation,
Bathinda.**

MUNICIPAL CORPORATION BATHINDA (KIOSK POLE)

S SR NO	ITEM		QTY	LOCATION	REMARK
1	KIOSK POLE		46	MALL ROAD	
			63	ICICI BANK TO BHAGU ROAD	
			54	MULTANIYA ROAD RAILWAY OVER BRIDGE	
			152	MALOUT ROAD	
			237	MALOUT ROAD TO BADAL RING ROAD	
			100	BADAL ROAD TO ENGINEER COLLEGE	
			4	PARAS RAM NAGAR MAIN ROAD	
			37	BHATTI ROAD BACKSIDE SPORTS STADIUM	
		TOTAL	693		


 Superintendent Advertisement
 Municipal Corporation Bathinda

MUNICIPAL CORPORATION BATHINDA (UNIPOLE)

SR NO	ITEM	SIZE	QTY	LOCATION	REMARK
1	UNIPOLE	18' X 8'	1	RAILWAY STATION GATE	
			1	POWER HOUSE ROAD CHOWK	
			1	FIRE BRIGADE CHOWK	
			1	FIRE BRIGADE CHOWK	
			1	FAUJI CHOWK	
			1	NEAR DAV COLLEGE	
			1	MAX HSPITAL CIVIL LINE	
			1	NEAR TV TOWER	
		TOTAL	8		


 Superintendent Advertisement
 Municipal Corporation Bathinda

MUNICIPAL CORPORATION BATHINDA (BQS)					
SR NO	ITEM	SIZE	QTY	LOCATION	REMARK
1	BQS	400 SQF & 180 SGF	1	MALL ROAD NEAR FISH MARKET	
			1	MALL ROAD NEAR GOVT PRIMARY SCHOOL	
			1	MALL ROAD NEAR GOVT SR SEC SCHOOL	
			1	MALL ROAD NEAR CLOTH MARKET	
			1	HOMELAND COLONY	
			1	NEAR IMPROVEMENT TRUST	
			1	NEAR GANESHA BASTI	
			1	NEAR MUKAND HARI KUTIYA	
			1	NEAR NIRANKARI BHAWAN	
			1	NEAR CIRCUIT HOUSE	
			1	NEAR RAJINDRA COLLEGE	
			1	NEAR CIVIL HOSPITAL	
			1	NEAR BUS STAND	
			1	CANCER HOSPITAL GROWTH CENTRE	
			1	NEAR TV TOWER MODEL TOWN	
			1	NEAR GURUDWARA SAHIB MODEL TOWN	
			1	NEAR MARKET MODEL TOWN PHASE -2	
			1	NEAR SUNDAY SALE AMRIK SINGH ROAD	
			1	NEAR GYANI ZAIL SINGH COLLEGE DABWALI ROAD	
			1	MULTANIYA ROAD	
			1	MODEL TOWN PHASE 3	
			1	NEAR SSD GIRLS COLLEGE	
			1	NEAR MITTAL MALL	
			1	NEAR DAV COLLEGE	
		TOTAL	24		


 Superintendent Advertisement
 Municipal Corporation Bathinda

MUNICIPAL CORPORATION BATHINDA (SIGNBOARD)

SR NO	ITEM	SIZE	QTY	LOCATION	REMARK
1	SIGN BOARD	20' X 6'	4	HANUMAN CHOWK	
			3	FAUJI CHOWK	
			1	MALL ROAD	
			2	TINKONE CHOWK	
			2	COURT COMPLEX	
			1	BIBI WALA CHOWK	
			1	ICICI BANK	
			2	100' ROAD	
		TOTAL	16		


Superintendent Advertisement
Municipal Corporation Bathinda


PAYMENT SCHEDULE

At the time of Bidding

1.	Processing Fees	Depending upon the Website
2	Earnest Money Deposit (EMD). To be Adjusted at the end of the tenure.	@5% if reserved price upto 100 lakhs. @3% if reserved price is above 100 lakhs to 10 crore. @3% if reserved price is above 10 crore. Earnest money will be returned back after getting bank guarantee.

After Bidding- Successful Bidder

1.	Bank guarantee (To be submitted within 15 days of receiving the allotment Letter).	<ul style="list-style-type: none">• Equal to 3 months of the bid amount.• 6 months in case of Firm/Companies. its promoters, directors, partners who does not have experience in the field of Outdoor Advertising.
2	OMD Display Charges	<ul style="list-style-type: none">• Advance before 7th of every month.


Superintending Engineer,
Municipal Corporation,
Bathinda.