

JAMMU MUNICIPAL CORPORATION

TENDER SCHEDULE

NAME OF WORK: Sole Advertising Rights through various modes i.e (Hoardings, Pole Kiosks and all types of Advertisements) on public property within Jammu Municipal Corporation limits (Extended areas falling in W.No 49 to 71, Annexure-A).

INTRODUCTION:-

Jammu Municipal Corporation intends to lease out selected public places for hoardings and kiosk for display of advertisement for an area of 21000 sft respectively within the limits of Jammu Municipal Corporation (ward No. 49 to 71) on the public property only. The successful bidder shall develop the infrastructure for the installation of hoardings to display advertisements on his own and shall have no right for the structures/ frames if already existing at various public places.

The interested advertisement agencies /firms may submit their offer as per laid down terms and conditions.

SCOPE OF WORK:-

Presently Jammu Municipal Corporation is inviting tenders from reputed, interested agencies/firms in Advertisement business for licence of Advertisement rights to display of hoardings including Advertisement on centre lighting poles etc.

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CONTRACT PERIOD:-

The contract period will be 4 years i.e. from the date of signing of the agreement

GENERAL INSTRUCTIONS/TERMS & CONDITIONS:-

1. The participant agency should not have arrears payable to the any Municipal Corporation/Govt. organization.
2. Period of contract / auction is for four years.
3. The successful bidder shall not exceed in any case upper ceiling of Rs.**300/-** per sft per month while charging for display of hoardings and Rs.**250/-** per sft P.M in case of Kiosks from its clients.
4. The Commissioner, JMC reserves the right to alter or change the terms and conditions of the tender at any time without notice.
5. The Agency shall have to deposit an amount of Rs. **10 lakhs** (Rs. Ten lakhs only) as earnest money in the shape of CDR pledged in the name of **Chief Accounts Officer**, Jammu Municipal Corporation from any scheduled bank along with technical bid. The deposit amount will be returned to the successful bidder only after the completion of contract period.
6. The successful bidder will have to remit the annual License fee in full well in advance before the commencement of the contract period. For the first year of the contract the annual license fee shall be deposited within 10 days of the issue of the letter of intent and for the subsequent years of contract, the annual license fee shall be deposited atleast two months prior to the commencement of the contract of that particular year
7. The Minimum hike in licence fee for the **2nd year will be 5%** more than the highest bid amount quoted i.e. every year the Licence fee to be paid by the successful bidder will be more by minimum of **5%** on the previous year upto completion of 4th year. The bidder however may quote more.

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8. The successful bidder/ agency should attend this office and execute a Registered deed on his own expenditure within the **period of 7 days** along with non judicial stamp paper worth Rs.100/- from the date of finalization of tender failing which, the deposit paid by the bidder will be forfeited by the Jammu Municipal Corporation and the second highest bidder shall be invited to match the highest bid offered for full contract period or the process will be put to re-tendering as per the decision of Commissioner.
9. Advertisements by way of short films, trailer films and slides displayed inside the cinemas theaters and hoardings erected within the premises of cinema theatres are excluded from the contract / tender. Further the electronic media advertisements, cable network and advertisements / hoardings within shopping complexes will not come under the purview of the tender.
10. The successful bidder or tenderer shall furnish the Security Deposit in the form of Bank Guarantee from any scheduled / commercial bank in advance equivalent to **10%** of the highest bid amount for the 1st year and to be revised every subsequent year with an escalation of Minimum **10%** of the basic offer of the 1st year.
11. The Jammu Municipal Corporation reserves the right to remove any advertising boards whenever found objectionable with due justification.
12. The successful bidder will have to obtain prior written approval from the Commissioner Jammu Municipal Corporation for erection of any advertisement boards in the road margins and in public properties which will be given in all cases except cases where it is objectionable to traffic during the contract period.
13. The successful bidder shall not transfer his right or business interests to any person or persons or concerns. Else, the bid will be cancelled and the CDR will be forfeited.

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- 14 If the successful bidder wants to quit the contract during the contract period he should furnish an advance notice of 90 days and the agency will be responsible for the loss if any in cancellation within the contract period. After such notice from the bidder, the contract will be cancelled with the approval of Commissioner. The Corporation may re-tender again before cancellation of the contract period or after the cancellation of the contract. IN such case, the former bidder has to bear the loss if any caused to the Municipal Corporation and such loss will be recovered from him.
- 15 The Commissioner reserves the right to cancel the contract without giving any notice if the bidder fails to follow the instructions issued from time to time by the Commissioner and fails to follow contract conditions. In such cancellation of contract, the Commissioner or the Officer authorized by him reserves the right to take action as mentioned in the above conditions.
- 16 The Hoardings are displayed in such a manner that it should not cause any obstacle to the pedestrians and vehicular traffic and needs prior permission. The said hoardings should be removed as and when the Corporation desires in the public interest.
- 17 If any doubt arises in giving meaning to the above conditions, the decision of the Commissioner is final and the bidder should abide by the above decisions.
- 18 Necessary structural stability certificate has to be obtained from the Competent Authority before erection of hoardings etc.
- 19 The successful Bidder shall be equally responsible along with concerned Advertisement Agency for any injury / damage / loss to the public by the Advertisement material. He shall pay the necessary damages as per relevant provisions of law.
20. The hoardings shall be displayed in accordance with the norms of the advertisement policy 2010 of Jammu Municipal Corporation.
21. That the successful tenderer shall provide **10 Nos. free hoardings** for size measuring **20'x10'** each to the Corporation for displaying social and other messages free of cost, the location of same covering different geographical locations shall be provided by JMC.

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22. Though during the currency of the contract Jammu Municipal Corporation will not grant general permission to any agency for displaying commercial messages, however, Jammu Municipal Corporation shall be within its right to get any infrastructure or utility created in any part of the city through any private agency / firm by granting the advertisement right to that company but his right shall be limited for the infrastructure thus created only. The licensee shall have no right over any infrastructure such as bridge, flyover, roads created after the allotment of the contract.
23. That the rights of advertisements in the places not covered under this tender document shall remain with Jammu Municipal Corporation.
24. That the successful tenderer shall not display any advertisement which is indecent, obscene or which offends the religious sentiments of any community.
25. The licensee shall have to remove any objectionable hoarding / advertisement within 72 hours, when asked to do so by the Jammu Municipal Corporation or same shall be removed at risk and cost of the licensee.
26. Kiosk boards of only 2"x3" size shall be displayed on electric poles.
27. The documents of bids shall be on sale and can be purchased on the payment of 5000/- (Rupees five thousand only) at Single Window Counter, Jammu Municipal Corporation office Town Hall from 2-9-2011 at 10 A.M. The tenders can also be downloaded from our website www.jmc.com. In case NIT being downloaded from website the tenderer shall have to attach additional demand draft of Rs. 5000/- drawn in favour of Chief Accounts Officer, Jammu Municipal Corporation as cost of the tender document.

ELIGIBILITY AND QUALIFICATION CRITERIA:-

The Tenderer should fulfill the following conditions: -

- 1) The person should have minimum experience of 2 years and turnover of at least **Rs. 1.00 crores** each year in the last two calendar years in Advertisement field with established offices anywhere in India (Registration Certificates issued by the Competent Authority to be enclosed) and the Agencies / Firms should submit the audited financial returns of the years **2009-10, 2010-11** and they should invariably submit the provisional balance sheet for the year **2009-10-, 2010-11**.

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- 2) The minimum reserve bid amount shall be **Rs. 90.00 lacs**.
- 3) The tender form should be filled in neatly and with one ink, overwriting/erasing shall disqualify the tender.
- 4) Jammu Municipal Corporation discourages stipulation of additional conditions.
- 5) The tenderer shall deposit an amount of Rs.10 lacs in the shape of CDR from any Nationalized Bank along with technical bid in favour of Chief Accounts Officer, Jammu Municipal Corporation payable at Jammu. The EMD amount will be returned to unsuccessful bidder.

CLARIFICATION:-

All tenderers will have an opportunity to obtain clarification regarding terms and conditions of the tender.

In any case, clarification or explanation is required by the tenderer, he may obtain it personally or in writing well in advance from the Commissioner, Jammu Municipal Corporation.

SUBMISSION OF TENDER:-

The tenderer shall submit the tender in two sealed envelopes as Cover-A and Cover-B and shall again be put together in one common cover with seal. This sealed cover shall be marked on the left and top corner "**Tender for Advertisement** " within Jammu Municipal Corporation Limits old Wards nos 49 to 71.

COVER – A should contain the documentary proof (Technical- Bid):-

- 1) The firm should have minimum experience of two years and turnover of at least **Rs.1.00 crores** each year in the last two calendar years in Advertisement field with established offices anywhere in India (Registration Certificates issued by the Competent Authority to be enclosed).
- 2) The Agencies / Firms should submit the audited financial returns of the year 2009-10, 2010-11 and they should invariably submit the provisional balance sheet for the year 2009-10, 2010-11.
- 3) The agency /firm shall furnish CDR of Rs. **10 lacs** (Rupees Ten lacs) of any nationalized bank drawn in favour of **Chief Accounts Officer, Jammu Municipal Corporation, Jammu**.

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COVER-B (FINANCIAL BID):-

The Cover 'B' shall contain the financial tender offer, duly signed and sealed by the Tenderer / agency. The Tenderer / agency shall quote its commercial offer, duly keeping in mind all the parameters.

DATE OF PLACE OF SUBMISSION OF TENDER:-

The sealed tender shall be submitted only through Registered Cover / Speed Post/ courier addressed to Commissioner, Jammu Municipal Corporation, Town Hall, Jammu. By hand tenders shall not be accepted. The Commissioner may at his discretion, extend the dead line for submission of tender. The last date for receipt of tender is 17-9-2011 and will be opened on same date or the date and time fixed by the Commissioner.

LATE BIDS:-

Tenders received after the dead line of submission will not be accepted and in any case, they are inadvertently accepted will not be opened and shall be returned unopened to the tenderer.

WITHDRAWAL OF TENDER:-

If after submission of the tender, the tenderer withdraws his tender without prejudice to any other rights and power to the Corporation under any law, the Corporation shall be entitled to forfeit the full amount of EMD deposited by the tenderer.

TENDER OPENING AND EVALUATION:-

All the tenders will be opened in the presence of tenderers / their authorized representatives who choose to remain present at the office of Commissioner, Municipal Corporation, Jammu on the date to be conveyed.

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The following procedure shall be adopted for opening of the tenders.

- i) To begin with all relevant information about number of tenders will be announced for information to all those present.
- ii) The Outer Cover containing Cover-A (Technical-Bid) & B (Financial-Bid) for all the Tenders will be arranged alphabetically as far as possible and will be marked with serial numbers, accordingly.
- iii) Thereafter Cover-A (Technical- Bid) of each Tenderer will be opened serially. The tender opening authority should check their validity as per the requirements by verifying documents contained in the said Cover-A (Technical-Bid). The contents of the Cover-A shall be then scrutinized minutely with reference to the eligibility criteria.
- iv) The Committee constituted by the Commissioner will analyze the eligibility and expertise of the tenderer from the documents submitted by the tenderers. The tenderers who are technically qualified will only be called for opening of their financial bids.

SELECTION OF AGENCY:-

Those who are not qualified in the technical evaluation shall not be eligible for opening of their Cover-B and shall be treated as disqualified.

EVALUATION OF AND OPENING OF THE FINANCIAL BID;-

Evaluation will be done as per the guidelines at "Eligibility and qualification criteria". The tenders who are technically qualified will be called for opening of their financial bid i.e. Cover-B.

EVALUTION OF FINANCIAL PROPOSAL:-

The tenderer, who has quoted maximum amount per year and maximum yearly hike, thereby quoting highest cumulative bid for all the years in Cover –B will be the successful bidder.

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SECURITY DEPOSIT:-

The successful bidder or tenderer shall furnish the Security Deposit in the form of Bank Guarantee from any scheduled / commercial bank in advance equivalent to 10% of the highest bid amount for the 1st year and to be revised every subsequent year with an escalation of Minimum 10% of the basic offer of the 1st year.

DISPUTES:-

- 1) In case of any dispute, the same shall be referred to Municipal Commissioner, Jammu Municipal Corporation and his decision shall be final and binding on the successful bidder and it shall be treated as award.

- 2) All matters as disputed shall be subject to the jurisdiction of Jammu.

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JAMMU MUNICIPAL CORPORATION
SOLE ADVERTISING RIGHTS through various modes
(Extended areas of wards 49 to 71 nos)

The Commissioner,
Jammu Municipal Corporation,
Jammu.

TECHNICAL BID COVER –A

The following documents are furnished.

- | | <u>Furnished</u> |
|--|------------------|
| | Yes / No. |
| 1. The firm should have minimum Experience of two year and turnover of atleast Rs.1.00 crores each year in the last two calendar years, in Advertisement field with established Offices in Jammu or anywhere in India (Registration Certificates issued by the Competent Authority to be enclosed). Experience in Advertisement field work Previously in any Municipality / Municipal Corporation & Government Offices & others. | |
| 2. Eligibility as per page 6& 7. | |
| 3. CDR for Rs. 10, 000, 00/- (Rupees Ten lacs.) Drawn in favour of Chief Accounts Officer, Jammu Municipal Corporation towards EMD. | |
| 4. The demand draft of Rs 5000/- in case the tender is down loaded from the website | |

SIGNATURE OF THE TENDERER

(NAME IN BLOCK LETTERS)

Note:- Tender schedule duly signed each page by the tenderer to be enclosed with Technical Bid along with Cover-A.

COMMISSIONER

JAMMU MUNICIPAL CORPORATION

PRIVATISATION OF ADVERTISEMENT TAX

The Commissioner,
Jammu Municipal Corporation,
Jammu.

FINANCIAL BID COVER –B

S. No.	Unit	Offer quoted by the Bidder / Tenderer
1)	Jammu Municipal Corporation limits (Annexure –'A' 49 to 71 wards). For the First year.	I / We pay Rs. In figures: - _____ (in words).....
2)	Year 2 nd Year 3 rd year 4th	<u>(%age)</u> <u>Total Bid Amt. for</u> <u>Hike</u> <u>the year.</u>

SIGNATURE OF TENDERER
(NAME IN BLOCK LETTERS)

COMMISSIONER
MUNICIPAL CORPORATION
JAMMU.

Advertisement Areas/Locations and Space Existing

ANNEXURE "A"

Zone - I

Location/Areas	Existing Advertising Space	Area
Sher-e- Kashmir Bridge (Gujjar nagar) upto Police station Bahu	20'x10' x 2 nos	400 sft
Milk Plant landoi Nallah Satwari to Digiana Ashram (Right side)	20'x10' x 3 nos	600 sft
Digiana Ashram to Kunjwani Chowk	20' x 10' x 4 Nos	800 sft
Kunjwani Chowk to Bye Pass road including Channi Himmat , Narwal highway	30'x10' x4 no 40' x 10'x 3 nos 20' x 10' x 9 Nos	4400 sft
Narwal Chowk to Railway Road upto Ambedkar Chowk	20'x 10' x4 nos	800 sft
Narwal Chowk to Bahu Fort Road including third Tawi Bridge (Gujjar Nagar)	20' x 10' x 5 Nos	1000 sft
Ambedkar Chowk to Panama Chowk (left Side)	20' x 10' x 1 Nos	200 sft
Zorawar Singh to martyr memorial upto petrol pump	20' x 10' x 10 Nos	2200 sft
Railway Station (along the canal upto kunjwani Bye pass road	20' x 10' x 8 Nos	1600 sft
Ambedkar Chowk to Valmiki Chowk (left Side)	20'x10'x 2 nos	400 sft
Paloura to Bantalab (Lower Roop Nagar)	20' x 10' x 8 Nos	1600 sft
Patta Paloura chowk (matador stand) to udeywala Bridge	20' x 10' x 2Nos	400 sft
Patta paloura Chowk to Gho Manashan road	20' x 10' x 2Nos	400 sft
Patta Paloura link road to Akhnoor Road upto BSF Head quarter	20' x 10' x 1No	200 sft
BSF Head quarter to Barnai	20' x 10' x 10 Nos	2000 sft
Behind Civil Secretariat & Brig. Rajinder Singh Chowk	20' x 10' x 6 Nos 40'x 10' x1 no	1600 sft
Sidhra Bridge upto Hospital	20' x 10' x 8 Nos 40'x 10' x1 no	2000 sft
Total		19500 sft

Zone -II

Location	Existing Advertising Space	Area
New Bridge (Tawi)	2'x3' x10 nos	60 sft
Entire Fly over	2'x3' x 74 nos	444 sft
Sher-E- Kashmir Bridge (Gujjar Nagar) to Police station bahu	2'x3' x10 nos	60 sft
Zorawar Singh to Police martyr Memorial to Valmiki Chowk via Petrol Pump (Electric Pole)	2'x3x'71 nos	426 sft
Paloura to Bantalab (Lower Roop nagar)	2'x3x'40 nos	240 sft
Sidhra Bridge upto Hospital	2'x3'x45 nos	270 sft
Total		1500 sft

