

Expression of Interest (EOI)

for

**Empanelment of Advertising Agencies for
Executing Outdoor Campaigns for Programs
implemented by SBM(Urban), Assam**

অসম চৰকাৰ



सत्यमेव जयते

GOVERNMENT OF ASSAM

**Mission Directorate of Swachh Bharat Mission
(Urban), Assam**

**URBAN DEVELOPMENT DEPARTMENT
ASSAM**

TABLE OF CONTENTS

SL. NO.	TITLE	SECTION	PAGE NO.
1	Notice inviting EOI	I	3
2	Instruction to Bidders	II	4
3	General Condition to Contract	III	11
4	Scope of Work	IV	13
5	Letter of Authorization for Attending the Bid Opening	V	14

SECTION-I



**GOVERNMENT OF ASSAM
OFFICE OF THE MISSION DIRECTOR
SWACHH BHARAT MISSION (URBAN), ASSAM
DISPUR, GUWAHATI - 6**

Notice Inviting EOI

Swachh Bharat Mission (Urban), Assam, Dispur, Guwahati-06, invites **Expression of Interest (EOI)** for Empanelment of Advertising Agencies for Executing Outdoor Campaigns for Programs implemented by SBM(Urban), Assam

The EOI documents can be obtained from the office of the State Mission Director, Swachh Bharat Mission (U), Assam or from website <http://sbmurbanassam.in> w.e.f., **01/11/2018** (10:00 AM) to **12/11/2018** (3:00 PM).

Submission of EOI will be up-to 12/11/2018 till 3:00 pm.

Important Dates:

Sl. No.	Schedule	Timeline
1	Publishing Date	01/11/2018
2	EOI availability	Upto 3:00 PM on 12/11/2018
3	EOI submission	Upto 3:00 PM on 12/11/2018
4	Pre-bid meeting	05/11/2018 at 2:30 PM
4	Opening of Technical Bids	12/11/2018 at 3:30 PM
5	Interview and Presentation	Will be informed

Sd/-

Mission Director.
Swachh Bharat Mission(U), Assam
Dispur, Ghy-06

SECTION - II

INSTRUCTIONS TO BIDDERS

1. IMPORTANT INFORMATION :

The schedule for the bidding process is highlighted below :

1.1. Name of work : Expression of Interest for Empanelment of Advertising Agencies for Executing Outdoor Campaigns for Programs implemented by SBM(Urban), Assam

1.2. Scope of work : The Scope of Work for the empaneled agencies shall be, but not limited to, the following :

i) Provide display on Outdoor Media viz Hoardings/ Billboards, Bus Shelters (BQS), Unipoles, Glow signage/Neon Signage, Computerized Animation display systems/LCD/LED screens, Kiosks, Bus Panels, Railway Station, Airport Advertising, Auto Rickshaw/Taxi panels, Malls branding etc. on rental basis in the 98 ULBs of Assam as and when required for the various programs implemented by SBM(U), Assam.

ii) Provide printing & installation of Flex for the outdoor media.

iii) Provide adequate reporting of the outdoor sites in the form of pictorial evidence on a regular basis, including start date & end date.

iv) Ensure proper maintenance of the sites provided to SBM(U), Assam.

v) Duration of Assignment : 1 (One year).

vi) Reporting : Mission Director, Swachh Bharat Mission (U), Assam.

1.3. Availability of detail terms and conditions : To be obtained from office of the Mission Director, SBM(U), Assam or may be downloaded from website <http://sbmurbanassam.in> .

1.4. Pre Bid meeting : Date 05/11/2018 Time : 2:30 PM.

1.5. Last date and time for receipt of E.O.I. : Date: **12/11/2018.** Time: 3:00 PM.

1.6. Date and time of opening of E.O.I. : Date: **12/11/ 2018.**
Time: 3-30 P.M.

- 1.7. Cost of E.O.I.** : Rs.1000/- in the form of Demand Draft of scheduled bank in favour of Mission Director, Swachh Bharat Mission (Urban), Assam, payable at Guwahati.
- 1.8. Earnest money Deposit amount** :: Earnest money Deposit amount of Rs. 90,000/- is to be submitted in the form of Demand draft of any Scheduled bank or Bank Guarantee of Nationalized bank in favour of Mission Director, Swachh Bharat Mission (Urban), Assam, payable at Guwahati.
- 1.9. Place of opening** : Office of the Mission Director, Swachh Bharat Mission (U), Assam, Dispur, Guwahati-781006.
- 1.10. Officer inviting E.O.I.** : Mission Director, Swachh Bharat Mission (U), Assam.



2. ELIGIBILITY CRITERIA :

- 2.1. The participating agency must be incorporated & registered in India, under the Indian Companies Act /Societies Registration Act/Trust Act/any other Act in India and should have registered office in Assam. Certificate of Incorporation to be submitted.
- 2.2. The participating agency should have been in the business of Advertising & Outdoor Publicity operations in Assam for minimum of 5 years.
- 2.3. The participating agency should have minimum audited average annual turnover of INR 2.25 Crore or above in each of the last three FYs (2015-16, 2016-17 & 2017-18).
- 2.4. The participating agency must have :
 - a) Valid I.S.O. Certificate
 - b) Valid PAN
 - c) Valid GSTIN
 - d) Valid Labour License/ Certificate.
 - e) Valid Trade License
 - f) Valid EPF Registration
 - g) Valid ESIC Registration
- 2.5. The bidder shall not have been barred or blacklisted by any Government agency. The bidder has to give an undertaking duly signed by authorized signatory, to this effect.
- 2.6. The Agency should be previously empaneled with any Government agency or department (State or Central).

3. CLARIFICATION ON EOI DOCUMENTS :

A prospective bidder, seeking any clarification on the EOI documents, shall notify the Mission Directorate in writing through e-mail to sbmurbanassam@gmail.com . Last date of receiving queries is 05/11/2018. Respond to all the queries will be uploaded in the website www.sbmurbanassam.in .

4. AMMENDMENT TO THE EOI DOCUMENT :

At any time, prior to the date of submission of EOIs, the Mission Directorate may for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidders, modify the EOI documents through Addendum or Corrigendum. The same shall be uploaded in the website <http://sbmurbanassam.in> and Mission's office Notice board.

5. DOCUMENTS COMPRISING THE BID

The bid prepared by the bidder shall comprise the following components :

- a. Documentary evidences in accordance with the clauses 2 & 8.5 of Section – II that the bidder is eligible to bid and is qualified to execute the contract if the bid is accepted.
- b. EOI document fee of Rs. 1000/- in the form of Demand Draft of scheduled bank in favour of Mission Director, Swachh Bharat Mission (Urban), Assam, payable at Guwahati



- c. Earnest money Deposit amount of Rs. 90,000/- in the form of Demand draft of any Scheduled bank or Bank Guarantee of Nationalized bank in favour of Mission Director, Swachh Bharat Mission (Urban), Assam, payable at Guwahati.
- d. Forwarding letter in Agency's pad along with EOI document signing each page.

6. NO. OF AGENCIES

Out of the eligible bidders, the Mission Directorate will empanel maximum of 3 (three) agencies.

7. SCOPE OF WORK

- a) Provide display on Outdoor publicity through following Media modes on rental basis in 98 ULBs of Assam as and when required for the various programs implemented by SBM(U) :
 - i) Hoardings / Billboards, Bus Shelters (BQS), Unipoles, Glow signage/Neon Signage
 - ii) Computerized Animation display systems/LCD/LED screens
 - iii) Kiosks
 - iv) Bus Panels
 - v) Railway Station
 - vi) Airport Advertising
 - vii) Auto Rickshaw/Taxi panels
 - viii) Malls branding etc.
- b) Provide printing & installation of Flex for the outdoor media.
- c) Provide adequate reporting of the outdoor sites in the form of pictorial evidence on a regular basis, including start date & end date.
- d) Ensure proper maintenance of the outdoor display sites during the advertisement of matters provided by SBM(U), Assam.
- e) To negotiate rates for agreed locations / sites and resolve any other issues arising from time to time with the media for exhibit outdoor advertisement.
- f) Agency will monitor the display for quantity and quality using available tools / mechanism. Access should be given to the Mission Directorate to handle the monitoring system.
- g) The Mission Directorate may appoint third party monitoring agency and the report by such agency shall be final. Outdoor agency is required to inform the monitoring agency in case of change in plans, drops in sites etc. well in advance.

8. BID OPENING AND EVALUATION

- 8.1. The Bids will be opened on 12th November' 2018 and the short-listed agencies will be invited for Interview & Presentation. To assist in the examination, evaluation and comparison of bids, the Mission Directorate may, at its discretion ask any bidder for the clarification of its bid. The



request for clarification and the response shall be in writing. However, no post bid clarification at the initiative of bidder shall be entertained.

- 8.2.** The EOIs which do not fulfil the eligibility criteria will be rejected.
- 8.3.** The EOIs will then be evaluated and the maximum of 3 (three) successful agencies will be empanelled as empanelled Outdoor Advertising Agencies with SBM(U), Assam.
- 8.4.** The EOIs which score 70% marks and above in the technical evaluation including interview & presentation will be eligible for empanelment.

8.5. Technical Evaluation Matrix

Sl. No.	Component	Documents to be furnished	Maximum Marks
1	Bidder's own outdoor advertisement sites in ULBs of Assam a) 1 – 10 ULBs = 5 marks b) 11 – 20 ULBs = 10 marks c) More than 20 ULBs = 15 marks	Trade Licences of concerned ULBs	15
2	Average Annual Turnover in Last 3 FYs (2015-16, 2016-17 & 2017-18) a) 5 Crore – 7 Crore = 05 marks b) 7 Crore – Above = 10 marks	Audited Financial statement/ Auditor's certificate.	10
3	Current Empanelment with State/ Central Government.	Copy of State / Central Govt. Empanelment Order.	10
4	Experience in working with Swachh Bharat Mission publicity programs.	Copy of work order/Certificates	10
5	Experience of similar works with State or Central Government , with a minimum work order value of Rs. 20.00 lakhs in each work in last 3 (three) FYs. 3 work order – 15 points 2 Work order – 10 points 1 Work order – 5 points	Copy of work orders and completion certificates.	15
6	Valid ISO Certification	Copy of Certificate	10
7	Strength of the Agency in terms of		
	i) Existence of own office infrastructure in Assam	Trade Licence	5
	ii) Manpower	CVs	5
8	Interview & Presentation on Strategy & Approach Methodology to manage the work.		20
	TOTAL		100



9. CONTACTING MISSION DIRECTORATE

No bidder shall try to influence the Mission Directorate on any matter relating to its bid, from the time of opening till the time of empanelment.

Any effort by a bidder the Mission Directorate in the bid evaluation, bid comparison or contract award decision shall result in the rejection of the bid.

10. EMPANELMENT

The Mission Directorate shall consider empanelment of maximum of 3 (three) Outdoor media agencies for services.

Award of work shall be considered on the basis of commercial bidding amongst the empaneled agencies. Mere empanelment does not confer automatic rights to any agency to secure award of work.

Each selected agencies shall have to enter into an agreement with the Mission Directorate.

11. PROCEDURE FOR AWARD OF WORKS AND PAYMENT TERMS

11.1 The fixation of rates for various OOH media modes as described in scope of works will be made through tender amongst empaneled agencies. The lowest rate (L1) based on Techno financial bid will then be offered to L1 bidder.

The Agency shall submit the invoices (monthly) along with following documents –

- a. Photographs (with dates) of sites on the day of installation and last day for the billing period. In case of campaign changeover, the agency would be required to submit an additional photograph at the time of installation.
- b. Copy of release order.
- c. To provide monitoring reports along with photos with date stamp on a CD for ULBs to be agreed by Mission Directorate & Agency.

11.2

- a. No advance payment shall be made.
- b. Payment, if any shall be made subject to deduction of Tax at Source (TDS) and other duties/levies, if any.

12. RIGHT TO ACCEPT OR REJECT ANY OR ALL BIDS

The Mission Director, Swachh Bharat Mission (U), Assam reserves the right to accept or reject any bid, and to annul the bidding process and reject all bids, at any time prior to award of contract without assigning any reason whatsoever and thereby incurring any liability to the affected bidder or bidders on the grounds of Mission Directorate action.

**13. ISSUE OF LETTER OF INTENT (LOI)**

The issue of letter of intent shall constitute the intention of the Mission Directorate to enter into contract with the bidder for empanelment.

The bidder shall within 7 days of issue of the letter of intent, give his acceptance along with performance security amounting to INR 1,00,000/- [in the form of Bank draft in favour of Mission Director, Swachh Bharat Mission (U), Assam, of any Schedule Bank payable at Guwahati].

14. SIGNING OF AGREEMENT

Signing of agreement shall constitute the contract for empanelment of the successful bidder. Upon the furnishing of performance security by the successful bidder, the bid security will be released.

**SECTION – III****GENERAL CONDITION OF CONTRACT****1. APPLICATION**

The general condition shall apply in the contracts made by the Mission Directorate for engaging the services to be rendered by the empaneled Agencies.

2. STANDARDS

The empaneled Agencies shall abide by all relevant rules & regulations of the Government as issued from time to time. The agency shall be responsible for adhering to norms of Advertising Standards Council of India (ASCI)

3. PERFORMANCE SECURITY

Selected Agencies to whom letter of intent is issued in terms of clause 13 of Section-II shall have to furnish a performance security for an amount of Rs. 1,00,000/- within 7 days after the receipt of the letter of Intent.

Performance security shall be submitted in the form of bank draft in favour of Mission Director, Swachh Bharat Mission (U), Assam, of any Schedule Bank payable at Guwahati.

The Performance security shall be discharged by the Mission Directorate after completion of Agency's obligations under the contract and shall be extended suitably in event of extension of period of contract or till all obligations under the contract have been satisfied.

4. INSPECTION AND TESTS

The Mission Directorate of Swachh Bharat Mission (U), Assam or its representative shall have right to inspect the services rendered by Outdoor Advertising Agency.

Any improvement or alteration feel necessary during inspection shall be incorporated by the agency free of cost.

5. PAYMENT TERMS

Payment shall be admissible as per the clause 11 of Section – II.

- a. No advance payment shall be made.
- b. Payment, if any shall be made subject to deduction of Tax at Source (TDS) and other duties/levies, if any.

6. PERIOD OF EMPANELMENT

The empanelment of the selected Agencies will be valid for a period of 1 (one) year.



7. CHANGES IN WORK / RELEASE ORDER / CONTRACT

Mission Directorate may at any time, by a written order given to Agency, make changes within the general scope of the contract related to terms & reference, enlarging the scope, analysis or specifications.

If any such change causes an increase or decrease in the cost of, or the time required for the execution of the contract an equivalent adjustment shall be made in the contract price or delivery schedule, or both, and the contract shall be amended. Any proposal by the Agency for the adjustment under this clause must within thirty days from the date of the receipt of the change in order.

8. DELAYS IN THE AGENCY'S PERFORMANCE

Delivery of service and performance of the services shall be made by the Agency in accordance with the time schedule specified by Mission Directorate in its work order / Release order. It also covers Saturdays / Sundays and other holidays where Mission Directorate may require services. In case the work is not completed in the stipulated delivery period, as indicated in the work order / release order, Mission Directorate reserves the right either to short close / cancel this purchase order and / or recover liquidated damage charges. The cancellation / short closing of the order shall be at the risk and responsibility of the Agency and Mission Directorate reserves the right to get the work done at the risk and cost of defaulting agency.

Delay by the Agency in the performance of its delivery obligations shall render the Agency liable to any or all of the following sanctions :

- a)** Forfeiture of its performance security
- b)** Imposition of liquidated damages
- c)** Termination of the contract for default.

If the services are not completed in the extended delivery period, the release order shall be short closed and the performance security shall be forfeited.

Quarterly review of performance of Agency will be done and if the performance is not up to the mark or if there is any breach of Agreement then empanelment is liable to be cancelled. The decision of the Mission Director in this regard shall be final and binding.

9. LIQUIDATED DAMAGES

Should the Agency fail to deliver the services as contained in the contract / work order / release order, as the case may be, within the period prescribed therein, the Mission Directorate without prejudice to other rights / remedies available, Mission Directorate may recover and Agency share be liable to pay a sum equivalent to 0.5% of the value of the delayed services and / or undelivered material / services for each week of delay or part thereof for a period upto 10 weeks and thereafter @ 0.7% of the value of the delayed services and / or undelivered materials / services for each week of delay or part thereof for another 10 weeks of delay. The total value of the liquidated damages shall be limited to a maximum of 12% i.e., LD shall be levied upto 20 weeks only.

**SECTION – IV****SCOPE OF WORK**

1. Agency to provide display on Outdoor publicity through following Media modes on rental basis in 98 ULBs of Assam as and when required for the various programs implemented by SBM(U) :
 - j) Hoardings / Billboards, Bus Shelters (BQS), Unipoles, Glow signage/Neon Signage
 - jj) Computerized Animation display systems/LCD/LED screens
 - ix) Kiosks
 - x) Bus Panels
 - xi) Railway Station
 - xii) Airport Advertising
 - xiii) Auto Rickshaw/Taxi panels
 - xiv) Malls branding etc.
- d)** Provide printing & installation of Flex for the outdoor media.
- e)** Provide adequate reporting of the outdoor sites in the form of pictorial evidence on a regular basis, including start date & end date.
- f)** Ensure proper maintenance of the outdoor display sites during the advertisement of matters provided by SBM(U), Assam.
- g)** To negotiate rates for agreed locations / sites and resolve any other issues arising from time to time with the media for exhibit outdoor advertisement.
- h)** Agency will monitor the display for quantity and quality using available tools / mechanism. Access should be given to the Mission Directorate to handle the monitoring system.

**SECTION – V****AUTHORIZATION LETTER FOR ATTENDING BID OPENING**

To,
The Mission Director,
Swachh Bharat Mission (U), Assam
Dispur; Guwahati – 6

Sub : Authorization for attending bid opening on/...../2018

Madam,
Following persons are hereby authorised to attend the bid opening for the
EOI mentioned above on behalf of
(Bidder) in order of preference given below –

Order of Preference	Name	Specimen Signature
I		
II		
Alternate Representative		

Signature of the Bidder or of the
Authorised Signatory.

(Maximum of two representatives of any bidders shall be authorised and permitted to attend Bid
Opening)