



**OFFICE OF THE COMMISSIONER  
GUWAHATI MUNICIPAL CORPORATION  
PANBAZAR, GUWAHATI- 1**

No. GCC/PMC/04/2020/724

Date: 14 /12/2020

**Request for Proposal (RfP)**

Guwahati Municipal Corporation invites Request for Proposal (RfP) from companies/ firms / agencies for “Rights for Installation of Kiosk for advertisement in the road side electrical poles under Guwahati Municipal Corporation”.

Detailed terms and conditions for submitting the RfP may be downloaded from the official website of Guwahati Municipal Corporation.

**Sd/-  
Commissioner  
Guwahati Municipal Corporation  
Panbazar, Guwahati- 1**

**Memo No. GCC/PMC/04/2020/724**

-A-

**Date: - 14/12/2020**

**Copy to: -**

- 1) The Administrator, Guwahati Municipal Corporation for favour of kind information.
- 2) The Additional Commissioner, Guwahati Municipal Corporation for information.
- 3) The Joint Commissioner, Guwahati Municipal Corporation for information.
- 4) The Collector, GMC for information.
- 5) Chief Accounts and Audit Officer, GMC for information.
- 6) The Director of Information and Public Relation, Assam, Last gate, Dispur with a request to publish the notice in one Assamese daily, one English Daily and submit the bill to the undersigned for necessary payment.
- 7) The Software Developer, Computer cell, for making arrangement of uploading the RfP in the GMC website and social media.
- 8) Media cell, GMC for information and publication.

**Sd/-  
Commissioner  
Guwahati Municipal Corporation  
Panbazar, Guwahati- 1**

**Request for Proposal (RfP)**  
**For**  
**Rights for Installation of Kiosk for advertisement in the road side electrical poles under**  
**Guwahati Municipal Corporation**

Guwahati Municipal Corporation (GMC) is the urban local body responsible for governing, developing and managing Guwahati. It administers an area of 216.79 km<sup>2</sup> of Guwahati city. The entire GMC area is divided into 31 municipal wards.

Rights for Installation of Kiosk for advertisement in the road side electrical poles under Guwahati Municipal Corporation.

**1. Bid Details**

Date of downloading of RfP document	14/12 /2020 onwards
Date, Time and Venue of pre bid meeting	19/12/2020 at 2.00 PM Venue: Conference Hall, GMC, Panbazar, Guwahati-1
Last Date and Time for submission of RfP	28/12 /2020 up to 2.00 PM
Date, Time & Venue of Technical Bid Opening	28/12/2020 at 2.30 PM Venue: Conference Hall, GMC, Panbazar, Guwahati-1
Date, Time & Venue of Financial Bid Opening	05/01/2021 at 2.30 PM Venue: Conference Hall, GMC, Panbazar, Guwahati-1
Address for Communication	The Commissioner, Guwahati Municipal Corporation, Panbazar, Guwahati- 781001, Assam Mail ID- <a href="mailto:guwahaticom@gmail.com">guwahaticom@gmail.com</a>

**Note:**

- a) In the event of any date indicated above is a declared holiday, the next working day shall become operative for the respective purpose mentioned herein.
- b) RfP documents can only be downloaded from GMC website [www.gmc.assam.gov.in](http://www.gmc.assam.gov.in). RfP documents will not be sold at GMC counters.

## 2. Scope of Work

2.1 The broad scope of work includes rights for installation of Kiosk for advertisement in the road side electrical poles under Guwahati Municipal Corporation.

The Scope of work in details is as below-

- 2.1.1 The selected bidder will get rights for installation of Kiosk for advertisement in the road side electrical poles as per packages under Guwahati Municipal Corporation.
- 2.1.2 The size of display will be 4 x 3 Sq.Ft. (Both side lid display )
- 2.1.3 The list of packages for electrical poles that are allowed for installation of Kiosk for advertisement is given in **Table 1**.

**Table 1. List of packages**

<b>Package No.</b>	<b>Area of Road</b>	<b>No. of Road side pole</b>
1	Bhangagarh Flyover & GMCH road	73
2	Hengrabari main road, Ganeshguri to express highway	145
3	Six mile flyover	65
4	Ganeshguri Old Flyover	61
5	Maligaon Flyover	13
6	Jalukbari University Road to Airport Approach road	41
7	AT Road Athgaon FLYover	40
8	Bishnu rabha main road (Beltola to Hatigaon link)	38
9	Rupnagar tinali to GMCH link road	14
10	Kahilipara main road (Lalganesh to power house)	60
11	VIP to airport	48
12	Pandu main road(Maligaon charali to Pandu)	35
13	Meghdoot Bhaban Road	19
14	AK Azad Road (Nepali mandir to Serabhati)	75
	<b>TOTAL ROAD SIDE POLES</b>	<b>727</b>

- 2.1.4 The Bidder shall engage their own manpower and materials for installation of Kiosk for advertisement in the road side electrical poles as per Table 1 under Guwahati Municipal Corporation.
- 2.1.5 The bidder will work under strict supervision of GMC official.
- 2.1.6 **The bidder has to pay the Advertisement Tax As Per Size of Display on yearly basis in addition to tender value.**
- 2.1.7 **The bidder should not be a defaulter in advertisement tax dues.**
- 2.1.8 During the installation of kiosk in the electrical poles under Guwahati Municipal Corporation, every care should be taken to prevent mishap. For any mishap the selected bidder or and his authorized representative will be responsible for any civil/criminal liability.
- 2.1.9 The work can be carried out at any time of the day including night hours.

- 2.1.10 The Bidders will be entitled to kiosk advertisement rights for the electrical poles under GMC as per packages only.
- 2.1.11 The agreement of the contract for the selected bidder will remain valid upto 31<sup>st</sup> March 2024.
- 2.1.12 No work shall be preceded without the written approval of the Guwahati Municipal Corporation.
- 2.1.13 GMC will lease the space on the road side electrical poles as mentioned herein for advertisement to the vendor and the bidder shall generate revenue through advertisement.
- 2.1.14 The target quoted by the bidder will be the additional rental value for the road side electrical poles under GMC for 3 (Three) years.
- 2.1.15 The bidder has to pay the advertisement tax extra before display in advance.
- 2.1.16 The bidder will make the additional rental value as a one-time payment excluding the applicable taxes to Guwahati Municipal Corporation in lieu of the advertising rights at the sites mentioned herein.
- 2.1.17 The bidder shall provide Safety Equipment and Personal Protection Gear to all workers in view of Covid 19 Pandemic.
- 2.1.18 The selected bidder will have to bear all direct/indirect/incidental cost with regards to execution of the work related with installation of kiosk advertisement including cost for travelling, halting, etc for their personnel for implementation and execution of the work.
- 2.1.19 The Bidders will not be allowed for removal of hoarding of Govt. schemes even if no payment made from concern Govt. department.

### **3. Pre Qualification Criteria:**

The bidder should have-

- 3.1 A Bidder shall be an agencies / firms/ companies.
- 3.2 The Bidder should have valid GST and PAN card.
- 3.3 All Bids must be submitted, duly Sealed and Signed by the Bidder.

### **4. Bid Processing Fee**

Bidders are required to submit a non-refundable bid processing fee of Rs. 1000.00 (One Thousand Only) per package in the form of demand draft drawn from a nationalized/scheduled bank in favour of the Commissioner, Guwahati Municipal Corporation. This demand draft should be part of the RfP. Failing to submit the bid processing fee, the bid shall be summarily rejected.

### **5. Earnest Money Deposit (EMD)**

The bid proposal is for 14 Nos. of packages and the bidder may bid for one or more than one package. The bid should be accompanied by EMD for the number of packages that the bidder shall bid for. Bidders shall submit EMD package wise as per the list below:

<b>Package No.</b>	<b>Area of Road</b>	<b>EMD Amount</b>
1	Bhangagarh Flyover & GMCH road	Rs. 15,000/-
2	Hengrabari main road, Ganeshguri to express highway	Rs. 29,000/-
3	Six mile flyover	Rs. 18,000/-
4	Ganeshguri Old Flyover	Rs. 13,000/-
5	Maligaon Flyover	Rs. 3,000/-
6	Jalukbari University Road to Airport Approach road	Rs. 9,000/-
7	AT Road Athgaon FLYover	Rs. 8,000/-
8	Bishnu rabha main road (Beltola to Hatigaon link)	Rs. 8,000/-
9	Rupnagar tinali to GMCH link road	Rs. 3,000/-
10	Kahilipara main road (Lalganesh to power house)	Rs. 12,000/-
11	VIP to airport	Rs. 10,000/-
12	Pandu main road(Maligaon charali to Pandu)	Rs. 7,000/-
13	Meghdoot Bhaban Road	Rs. 4,000/-
14	AK Azad Road (Nepali mandir to Serabhati)	Rs. 15,000/-

The EMD will be in the form of demand draft drawn from a nationalized/scheduled bank in favour of the **Commissioner, Guwahati Municipal Corporation**. The EMD of the bidders will be returned without any interest as promptly as possible on acceptance of the bid by the selected bidder or when the bidding process is cancelled by GMC.

## **6. Submission of RfP**

The bidder should submit technical bid (Annexure-II) and financial bid (Annexure-IV) separately in two separate envelopes along with relevant documents and demand drafts for document processing fee and EMD.

The envelopes for Technical bid (Annexure-II) and Financial bid (Annexure-IV), the Demand Drafts, Covering Letter (Annexure-I) and a copy of the RfP document duly Sealed and signed by the authorized signatory of the bidder in each page are to be put together in an outer envelope which is to be sent to the address for communication mentioned at clause 1. The outer envelope should be clearly marked “**Rights for Installation of Kiosk for advertisement in the road side electrical poles under Guwahati Municipal Corporation**”.

**The bidder has to submit separate envelop for different packages and shall mention clearly the package no. and name that the bidder shall bid on.**

Incomplete bid document or bid document received without the Seal and Signed in each page, drafts for document processing fees and EMD or after due date and time will be summarily rejected.

## **7. Eligibility Criteria**

7.1 Average Turnover of INR 10 lakh in the past 3 years of the bidder or one of the consortium/JV members, only in the field of advertisement will be considered. Copy of

audited balance sheet or certificate from Auditor towards such financial performance to be attached.

- 7.2 Project Experience of similar nature like installation of outdoor advertising devices for minimum 5 years and at least 2 projects. Proof of such experience to be attached.
- 7.3 Preference will be given to presence in Guwahati. Proof to be attached.
- 7.4 A Bidder shall be a private, or public legal entity, or a combination of them in the form of association(s) including Joint Venture (JV). In the case of a JV/ consortium, (i) all parties shall be jointly and severally liable, (ii) the number of partners shall be limited to 03 (three) and (iii) the proposed lead partner shall be clearly specified. Proof in the form of a power of Attorney in favour of the lead member to be furnished.
- 7.5 The bidder (members of JV/consortium/its Directors/ Partners) should not have been blacklisted by Guwahati Municipal Corporation or any other ULBs in India. An Undertaking to this effect may be submitted at the time of submission of bid
- 7.6 The eligibility criteria listed in herein shall apply to the Bidder, including the parties constituting the Bidder, i.e., its proposed partners, subcontractors or suppliers for any part of the Contract including related services. In addition, the lead partner shall have to fulfil the criteria listed in the Bid Document.
- 7.7 For the Financial eligibility criteria, financial credentials of the Lead member to be used.
- 7.8 All Bids must be submitted, duly signed by the Bidder (or the Lead Member authorized by each consortium member to sign the Bid on behalf of the consortium).

## **8. Evaluation and Comparison of Bids**

A two-stage procedure will be followed in evaluating the bids, with evaluation of the technical bids being completed prior to any financial bid being opened and compared. The financial bid will be opened only in case the bidder passed with minimum technical score of 70% of the total marks in the evaluation of the technical bid.

In the Second Stage, the financial bids of all bidders that have scored minimum 70% score in the technical evaluation will be opened and compared.

## **9. Right to amend document**

GMC reserves the right to modify the specifications at any time prior to the last date of submission of RfP which will be uploaded in the website of GMC only from time to time, not to be floated in any newspaper. In order to provide prospective bidders reasonable time to respond to the modifications, GMC may, at its sole discretion, extend the last date for submission of bids.

## **10. Right to accept or reject bids**

GMC reserves the right to accept or reject any or all bids without incurring any liability or obligation. The decision of GMC in this regard will be final.

## **11. Termination of Contract**

GMC reserves the right to terminate the selected bidder at any stage in case of breach of any of the guideline and terms& conditions by the selected bidder or in case their performance is not found satisfactory. GMC shall be entitled to terminate the selected bidder in case of any neglect or lapse on the part of the selected bidder.

If the selected bidder is found to display Kiosk without payment of Advertisement tax, the agreement will be terminated without refund.

## **12. Instruction to Bidders**

- 12.1 The bidder must be registered with competent authority.
- 12.2 The bidder must have income tax assesses and GST registration.
- 12.3 Rate should be quoted inclusive of the cost of services, manpower cost, other resources to be utilized in the work and developing reports and also inclusive of GST as applicable.
- 12.4 The selected bidder has to complete the job assigned within the timeline set by GMC.
- 12.5 GMC will have no liability regarding transportation, boarding and lodging of the selected bidder, their staff and machineries.
- 12.6 Any Conditions of the bidder sent along with RfP, if any, shall not be binding on GMC.
- 12.7 The rate quoted by the bidders is arranged in chronological order from highest to the lowest. The bidder quoting the highest amount per package will be declared the successful bidder.
- 12.8 Bid of a bidder will not be considered if it is blacklisted by any of its clients or other agencies.
- 12.9 The rates mentioned in the financial bid are to be mentioned in words as well as in figures.
- 12.10 RfP with overwriting at any place will be rejected.
- 12.11 The selected bidder will be issued a LoI (Letter of Intent) before entering into an agreement with GMC.
- 12.12 The bidders selected in the technical bid evaluation may be called for a presentation as per convenience of GMC.

## **13. Disclaimer**

All information contained in this RfP document or subsequently provided/clarified are in good interest and faith. This is not an agreement and is not an offer or invitation to enter into an agreement of any kind with any bidder.

Each bidder should conduct its own investigation and analysis & should check the accuracy, reliability and completeness of the information in this RfP document. Bidders should make their own independent investigation in relation to any additional information that may be required.

Bidders should make their own due diligence of facilities while preparing the RfP.

**Covering Letter**  
(On the bidder's letter head)

FROM: (Full name and address of the bidder)

.....  
.....  
.....

**To:**

**The Commissioner,  
Guwahati Municipal  
Corporation, Panbazar, Guwahati-1,  
Assam**

**Sub: - Rights for Installation of Kiosk for advertisement in the road side electrical poles  
under Guwahati Municipal Corporation.**

**Ref: RfPNo.**

**Dated**

Sir,

We hereby submit our RfP in full compliance with terms & conditions of the above referred RfP document. A blank copy of the RfP document, duly signed on each page is also submitted as a proof of our acceptance of all specifications as well as terms & Conditions. We have submitted the requisite amount of RfP Processing fee and EMD in the form of Demand Drafts.

**Signature of the authorized signatory of the  
bidder with name, designation, seal and date**



**Technical Bid**  
**(On bidder's letterhead)**

<b>SL. No.</b>	<b>Particulars</b>	<b>Give details or mention page no. where attached</b>
1	Name, address, email and telephone number of the bidder	
2	Name, designation, address, email and telephone number of the contact person of the bidder	
3	Address of the bidder's office	
4	Date of Registration and Registration number of the bidder (attach photocopy of registration certificate)	
5	GST Registration Number of the bidder (attach copy of GST registration)	
6	PAN Number of the bidder(attach copy of PAN Card)	
7	List of permanent professionals, experience and number of year of association with the bidder on bidder's letterhead	
8	List of machineries of the bidder to be engaged in GMC's project on bidder's letterhead	
9	Certificate of power of attorney of the authorized signatory of the bidder on stamp paper of value Rs. 20.00 (Twenty Only)	
10	Detail of experience of the bidder in the similar field (copy of work order/completion certificate to be	

	attached)	
11	Certificate for not being blacklisted in the format at Annexure- III	
12	Annual Turnover: 2017-2018: 2018-2019: 2019-2020: (Turnover of last Three years certified by CA Balance sheet and profit and loss account of last Three years. No other enclosures are required)	

**Declaration:**

This is to certify that I/We before signing this bid document have read and fully understood all the terms and conditions contained in the document and undertake myself/ourselves to strictly abide by them.

**Signature of the authorized signatory of the bidder with name, designation, seal and date**

**Certificate for not being blacklisted**  
(On bidder's letterhead)

To

The Commissioner,  
Guwahati Municipal Corporation,  
Panbazar, Guwahati- 1

Date:

**Sub: Self Certification**

Sir,

I, the undersigned hereby certify that neither the M/s \_\_\_\_\_ nor any of its directors/constituent partners have been blacklisted by any State or Central Government or Government Undertaking / Enterprise, prior to the date of submission of this RfP for the purpose of **Rights for Installation of Kiosk for advertisement in the road side electrical poles under Guwahati Municipal Corporation.**

The undersigned hereby authorize(s) and request(s) any bank, person, firm or corporation to furnish pertinent information deemed necessary and requested by GMC with the intention of verifying the correctness of this statement or regarding the competence and general reputation as stated above.

**Yours faithfully,**

**Signature of the authorized signatory of the bidder with name, designation, seal and date**

**Financial Bid**  
**(On bidder's letterhead)**

<b>Sl. No</b>	<b>Item</b>	<b>Package No</b>	<b>Additional Rental Value for GMC from bidder (In Rs. For 3 Years)</b>	<b>Additional Rental Value for GMC from bidder (In WORDS For 3 Years)</b>
1	Proposed Bid Amount			

- Note: 1. The rate should be quoted as per clause 12.3 and 12.10 of the RfP document.  
2. Bid will be evaluated based on additional rental value

**Declaration:**

This is to certify that I/We before signing this bid document have read and fully understood all the terms and conditions contained in the document and undertake myself/ourselves to strictly abide by them.

**Signature of the authorized signatory of the bidder with name, designation, seal and date**