

SHRI SHIV KHORI SHRINE BOARD (SSKSB)

Tender Notice for sole Advertising Rights

INTRODUCTION:-

SHIV KHORI SHRINE

Lord Shiva is worshipped in many forms. He is conceived in his unborn and invisible form as lingum. The "Shiv-Lingum" symbolizes the power behind the creation. It is believed that at the end of all creation, during the great deluge, all of the different aspects of God find a resting place in the Lingam.

Famous cave shrine of "Shiv Khori" situated in District Reasi of J&K state depicts the natural formation of Shivlingum. It is one of the most venerated cave shrines of Lord Shiva in the region. The Holy cave is more than 150 mts long & houses 4 feet high Svayambhu Lingum, which constantly baths in a milky lime fluid dripping from the ceiling. The cave is full of natural impression & images of various Hindu Deities & full of divine feelings.

BRIEF FACTS AND ADVERTISING SPACE

- Approximately 12 to 14 lacs pilgrims visit this Holy Shrine throughout the year.
- Total advertisement space available to the bidder shall be approximately 15,000 Sft. Target locations shall be Taxi stand, a stretch of 4 Kms of pedestrian road used by the pilgrims, Electric Poles, Solar Light Poles, all structures owned by the SSKSB and Yatri Bhawan.
- Bidder shall be at liberty to use Billboards, Digital Media, Hoardings, and Posters etc.

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 been blacklisted by any Government organization.
2. Period of contract / auction shall be for four years.
3. The SKSSB reserves the right to alter or change the terms and conditions of the tender at any time without notice.
4. The Agency shall have to deposit an amount of Rs. **5 lakhs** (Rs. Five lakhs only) as earnest money in the shape of CDR pledged in the name of Vice Chairperson, Shri Shiv Khori shrine Board (SSKSB) 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.
5. 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 at least 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 up to completion of 4th year. The bidder however may quote more.
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 SSKSB 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 SSKSB.
9. Advertisements by way of hoardings erected within the private premises are

excluded from the contract/tender. Further the electronic media advertisements, cable network and advertisements/hoardings within private shopping complexes, if any, will not come under the purview of the tender.

10. The SSKSB reserves the right to remove any advertising boards whenever found objectionable with due justification.
11. The successful bidder will have to obtain prior written approval from the SSKSB 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 and pilgrims during the contract period.
12. 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.
13. 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 SSKSB. The SSKSB 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 SSKSB and such loss will be recovered from him.
14. The SSKSB 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 SSKSB and fails to follow contract conditions. In such cancellation of contract, the SSKSB or the Officer authorized by the board reserves the right to take action as mentioned in the above conditions.
15. 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 SSKSB desires in the public interest.
16. If any doubt arises in giving meaning to the above conditions, the decision of the Chairman, SSKSB shall be final and the bidder shall abide by the above decisions.
17. Necessary structural stability certificate has to be obtained by the bidder from the Competent Authority before erection of hoardings etc.

18. The successful Bidder shall be responsible 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 prescribed in the advertisement policy of the Government.
21. That the successful tenderer shall provide 3% of the advertising space to the SSKSB for displaying social and other messages free of cost, the location of same covering different geographical locations shall be provided by SSKSB.
22. Though during the currency of the contract SSKSB will not grant general permission to any agency for displaying commercial messages, however, SSKSB shall be within its right to get any infrastructure or utility created in any part of the area 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 SSKSB.
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 SSKSB or same shall be removed at risk and cost of the licensee.
26. The successful bidder shall make own power arrangements for using Digital devices.
27. The tenders can be downloaded from our website www.reasi.gov.in . The tenderer shall have to attach additional demand draft of Rs. 1000/- drawn in favour of Vice Chairperson SSKSB as cost of the tender document.

ELIGIBILITY AND QUALIFICATION CRITERIA:-

The Tenderer should fulfil the following conditions:-

- 1) The firm should have minimum experience of 3 years and turnover of at least **Rs. 50.00 Lacs** 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 details of the years **2013-14, 2014-15**.
- 2) The minimum reserve bid amount shall be **Rs. 80.00 lacs per year**.
- 3) The tender form should be filled in neatly and with one ink, overwriting/erasing shall disqualify the tender.
- 4) SSKSB discourages stipulation of additional conditions.
- 5) The tenderer shall deposit an amount of Rs.5.0 lacs in the shape of CDR from any Nationalized Bank along with technical bid in favour of Vice Chairperson, Shri Shiv Khori Shrine Board (SSKSB). 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 SSKSB

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**"

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

- 1) The firm should have minimum experience of three years and turnover of at least **Rs.50.00 Lacs** 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 details of the years **2013-14, 2014-15.**
- 3) The agency /firm shall furnish CDR of Rs. **5 lacs** (Rupees Five lacs) of any nationalized bank in favour of Vice Chairperson, Shri Shiv Khori Shrine Board.

COVER – B should contain 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 Vice Chairperson, Shri Shiv Khori Shrine Board, D.C Office Complex Reasi Distt. Reasi (J&K) PIN-182311. By hand tenders shall not be accepted. The SSKSB may at his discretion, extend the dead line for submission of tender. The last date for receipt of tender is 07-07-2015 and will be opened on same date or the date and time fixed by the SSKSB.

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 SSKSB under any law, the SSKSB 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 Executive Officer, SSKSB on the date to be conveyed.

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 and marked with serial numbers, accordingly.
- iii) Thereafter Cover-A (Technical- Bid) of each tenderer will be opened serially. The tender opening authority shall 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 SSKSB 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.

DISPUTES:-

- 1) In case of any dispute, the same shall be referred to Chairman, SSKSB 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 district Reasi, J&K.

FINANCIAL BID COVER – B

Sno	Particulars	Offer quoted by the bidder (Rs.)
01	Advertisement rights for 15000 sft space for First Year.	In figures Rs. _____ In words ()
		Percentage hike on total bid amount for the year
02	Year 2nd	
	Year 3rd	
	Year 4th	

Signature of the tenderer
Name:
Address: