

**Expression of interest**

**for**

**Empanelment of Advertising Agencies for Exclusive Rights to  
Sell Space for Advertisements including fabrication and  
installation of hoarding structures at PGSC**

**AT**

**PUSHPA GUJRAL SCIENCE CITY  
JALANDHAR - KAPURTHALA ROAD  
(PUNJAB)**

**TN/PGSC/MoH/Mkt/Spn/Hoarding/2019-10**



**Pushpa Gujral Science City  
Jalandhar – Kapurthala Road,  
Punjab  
Telephone: 01822-5077063 / 64**

**ADVERTISEMENT / NOTICE**

**Pushpa Gujral Science City (PGSC)**

Jalandhar-Kapurthala Road, Punjab

Telephone: 01822-201963 / 64

**Expression of Interest for Empanelment for Exclusive Rights to Sell Advertisement Space at PGSC**

Expression of interest is invited from reputed Advertising Agencies / Corporate /Organisations /Firms for Empanelment for exclusive rights to Sell Space for Advertisement including fabrication and installation of hoarding structures at PGSC. Details may be downloaded from [www.pgsciencecity.org](http://www.pgsciencecity.org)

**Last Date for Submission of EoI: 15.11.2019** (1500 Hrs) at PGSC.

Note: Those who had applied earlier against Notice Inviting EoI dated 15.09.2019, need not to apply again. PGSC reserves the right to accept or reject any proposal and to annul the process at any time without any liability and assigning any reason thereof.

**PUSHPA GUJRAL SCIENC CITY**  
**Jalandhar – Kapurthala Road**  
**Punjab**

## **Background**

Pushpa Gujral Science City (PGSC), a joint project of Government of India and Punjab Government is a unique project of its kind in Northern India. The Science City offers a blend of education, curiosity and fun to the visitors. It offers an array of facilities like; it has one of the largest dome theatre (I-MAX type) for 10 times bigger screen films, the only facility of its kind in the Northern India; planetarium, laser shows, simulators, Robotic dinosaurs and galleries on fun science, space & aviation, virtual reality, health, sports, defence, railways etc.

PGSC has received 47 lakh visitors since its opening in 2005 with average of 3.30 – 4.00 lakh visitors (both general public and children) every year providing captive audience for promoting products of public, youth and children interest and enhancing their brands value.

PGSC is spread in 72 acre area along National Highway No.: 703A (Jalandhar – Kapurthala Road) and supports traffic from Jalandhar to Kapurthala, Sultanpur Lodhi, Moga, Harike, Bathinda etc onward to Rajasthan and vice versa. Besides the frontal area, PGSC also has several visitor centric display areas inside its premises (like Parking area, Boating area, Kids area, Gardens, Toy Train area etc.)

With a view to augment its nonoperational revenue, PGSC has decided to monetize the advertisement space through erecting and installing structures of hoardings (unipoles) in the premises of PGSC and allotment of exclusive outdoor advertisement rights of these hoardings (Unipoles).

## **Aims & Objectives:**

- Provide value to the clients/corporate who advertise on hoardings (unipoles) at Pushpa Gujral Science City premises.
- To promote Pushpa Gujral Science City premises as a sought after location for outdoor advertisement.
- Contribute to the aesthetical view of the Pushpa Gujral Science City complex.
- To augment non-operational revenue of PGSC by optimum use of advertising space on hoardings / unipoles at PGSC through outdoor advertisement operations.

**PUSHPA GUJRAL SCIENC CITY**  
**Jalandhar – Kapurthala Road**  
**Punjab**

**INVITATION FOR EXPRESSION OF INTEREST FOR EMPANELMENT FOR EXCLUSIVE RIGHTS TO SELL  
SPACE FOR ADVERTISEMENTS INCLUDING FABRICATION AND INSTALLATION OF HOARDING  
STRUCTURES AT PGSC**

1. Pushpa Gujral Science City (PGSC) invites Expression of Interest from interested eligible advertising agencies / Firms / Companies for Empanelment for Exclusive Rights to Sell Space for Advertisements including fabrication and installation of hoarding structures at PGSC
2. The **last date for submission of Expression of Interest (Eoi) is 15.11.2019**. Eoi is to be submitted to **Administrative Officer, PGSC at Administrative Block, Pushpa Gujral Science City, Jalandhar – Kapurthala Road, Punjab**. The date of opening of Eoi will be intimated to Agencies through e-mail who have submitted Eoi by due date. The parties should mention their e-mail address and contact no. on the outer envelope.
3. **EOI document Cost fee of Rs.1,500/-** (Non- refundable) is required to be paid through Demand Draft in favor of “Pushpa Gujral Science City”, payable at “Kapurthala” or RTGS (To provide documentary proof of RTGS transfer details giving transaction reference number) as per detail below:
  - Bank Name: Allahabad Bank
  - Branch Name: The Mall, Kapurthala
  - Account No. : 20850898685
  - Branch Code: 210169
  - Account Type: Savings
  - RTGS/IFSC NO. : ALLA0210169
4. The bids/offers of parties/agencies whose EOI cost/fee has not been received before the last date/time for Bid Submission, will not be considered for further processing.
5. The purpose of Invitation for EOI is to
  - a. Shortlist Advertising Agencies / Corporate / Organizations / Firms for participation in tender.
  - b. Set the reserve price
  - c. Define specifications & Design for Hoarding Structure
  - d. Assess a reasonable rate of annual increase in Bid amount
  - e. Identify the sites where advertisers would be interested in putting up hoarding structures
  - f. Identify any other parameter(s) or requirement(s) which may enhance clarity in respect of the tender.
  - g. Specifications for fabrication and installation of hoarding structures

6. The Details of Terms of References (ToR) are as below.

Scope of Work	:-	Annexure - 1
Eligibility Criteria	:-	Annexure – 2

7. The interested Advertising Agency / Firm / Company (here in after mentioned as Interested Party) is expected to carry out its own survey of the PGSC premises.

8. The Interested Party may contact Dr. Munish Soin, Manager (Estate & Contract Services) Ph: 8146580387 or Sh. Sheeraj Batish, Deputy General Manager (Marketing & PR) Tel: 9988474433 for any additional information, clarification etc.

9. The Interested Party is also expected to consider various provisions made in

- a. Scope of Work as per **Annexure – 1**
- b. Eligibility Criteria as per **Annexure – 2**
- c. Proposed location drawings being offered for putting up Hoarding structures by advertisers as per **Appendix-1**
- d. Local Bye Laws and constraints with reference to accidents, social and religious aspects.
- e. Provisions in various Acts, Directives given by court in various cases, etc.

**10. Documents to be submitted along with the EOI:**

- a. Forwarding Letter mentioning the interest to take part in bidding process.
- b. Details of the Agency / Firm / Company–
  - Name of the Agency / Firm / Company/ Entity
  - Legal Status (Company- Public/ Private, Partnership, Sole Proprietorship, etc.);
  - Date of Establishment of the Entity in DDMMYY format;
  - Registered Address / Contact Address;
- c. Contact Details of Designated Representative:
  - Name
  - Designation
  - Address
  - Phone No./Fax
  - Email
- d. Credential/Experience:
  - i. Profile of the Company/Entity and its expertise in the field of advertising agency work / management of hoardings or other advertisement media;
  - ii. Evidence of relevant experience in the field of advertisement agency work / management of hoardings or other advertisement media.
  - iii. Copy of PAN and GST

- e. Expectations from PGSC.
  - f. Any comments / suggestions on the Scope of Work (**Annexure – 1**) and Eligibility Criteria (**Annexure – 2**)
  - g. Any other supporting document which may enhance clarity in respect of the proposals.
  - h. The interested parties are expected to take **photographs of the location** where it intends to provide advertising and demarcate size of advertisement boards etc at each site on the photographs. The interested parties are expected to provide such photograph along with their proposal of EOI.
  - i. List of possible locations identified / suggested by the interested parties along with minimum reserve price for bidding purpose shall be mentioned in **Annexure – 3**
  - j. **%age enhancement as quoted** on the contracted value at the time of extension of contract after completion of contract period, if any.
  - k. Interested parties will also provide **design, specifications (size & material etc) for structure of proposed Hoarding.**
  - l. Undertaking in the form of declaration as per **Annexure – 4**
11. The suggestions on EOI proposals received from all Interested Parties will be merged together & scrutinized by PGSC. The scrutiny will involve various parameters like suitability, feasibility, amount of revenue, etc. PGSC reserves the right to reject /modify /add locations suggested by Interested Parties without assigning any reasons.
12. PGSC reserves the right to select and finalize the location, sizes and reserve price of hoardings for open tender irrespective of inputs obtained from interested parties through their EOI. Interested parties in this EOI shall have no right to claim any preference in the bidding purpose. Under no circumstance EOI will confer any right/ interest or obligation on the part of PGSC to accept and / or consider to submitted information and/ or claim any right for considering in the Bid which shall be considered strictly in accordance with term and condition of the tender to be invited.
13. After finalization of specification and sites for hoardings, PGSC will invite separate tenders from agencies and all shortlisted/ interested Parties who have given their suggestions in EOI provided interested party qualifies technical requirements for bidding purpose. The tenders will have technical & financial criteria for bidders for Display of Hoardings / Boards etc at all locations found suitable after the scrutiny as mentioned above. Selection of agency / firm / company will

be made on the basis of evaluation of financial bids in the said tender only. The Interested Party will not have claims on the locations suggested by him at the time of EOI

14. The detailed terms & conditions shall be incorporated in the 'Tender Document'.
15. It is clarified that this is only Expression of Interest and final selection of agency / firm / company will be made on the basis of evaluation of technical & financial bids to be invited later. The Interested Party will not have claims on the locations suggested by it at the time of EOI.

### SCOPE OF WORK

- (i) The selected Bidder shall fabricate, erect and install Hoarding (Unipole) structure and have exclusive rights to *manage, operate, maintain, market* and *sell* advertising space on these Hoarding (Unipole) structures at PGSC premises subject to the terms and conditions specified in the tender document and as per applicable policy, statutes, codes, laws, etc, as applicable from time to time.
- (ii) The advertising rights for the selected Hoarding (Unipole)s shall vest with the successful bidder. Any person who wishes to advertise on these Hoarding (Unipole)s will deal directly with the selected bidder. PGSC shall have no responsibility for such dealing and there shall be no claim on PGSC for omission or commission etc of the successful bidder.
- (iii) **Contract / License Period** will be initially for **3 (three) years (extendable)** with **3 (Three) months grace period** for Fabrication, Erection and installation of Hoarding (Unipole) structures and other necessary works and approvals. Contract period will be further extendable for 3 years on the basis of performance of advertising agency with increase in License fee as quoted in the bid .
- (iv) Successful bidder shall be responsible for the following activities:-
  - a) Fabrication, Erection and Installation of of Hoardings (Unipole) Structures at Bidder's cost
  - b) The Hoarding (Unipole) structures will become the property of PGSC after the completion of contract period. Bidder will not claim any charges / cost for handing over the Hoarding (Unipole) structures to PGSC after completion of contract period.
  - c) Obtain all approvals, permits, etc. from all competent and required authorities, including government, statutory, local, civic authorities, etc. at its own cost for commercial use of advertisement space, if required. Comply with all statutory requirements in connection with contract/License Agreement.
  - d) Operate, manage and maintain the entire advertisement plans.
  - e) For Hoarding(s) with illumination or electronic display (without audio) the electricity charges will be borne by bidder. An electric sub meter will be installed and agency will pay the charges as per rates calculated on the basis of actual bill. .
  - f) Licensee shall use advertisement high quality media/fixtures conforming to international standards.
  - g) In order to promote energy conservation, LED or any other energy saving devices confirming to BEE standards should be preferred for advertisement sites.
  - h) The bidder shall execute the entire advertisement plans through own staff and operate and manage selling & marketing of the advertising space
  - i) Successful bidder shall ensure that entire advertisement space is fully engaged by proper advertisement media or any other proper creative to improve the ambience of the location/site. If commercial advertisement is not available for any Hoarding, the same



should be utilized to display a message as decided by PGSC. At no stage, any installed advertisement panels shall be left unattended/Barren.

- j) Bidder will be solely responsible for all dealing / transactions / payments with third party from whom they are taking the advertisements for the Hoarding structures.
- k) Maintain all the display in proper and neat and clean condition and in safe & sound manner for the full currency of the contract and repaint / replace damaged advertising material.
- l) Ensure regular and timely payments of all amounts due to PGSC and discharge all obligations/non payment penal charges as per contract/License Agreement.
- m) Payment will become due after completion of grace period. whether fully commercially utilized or not by Licensee
- n) Payments will be made quarterly in advance by 7<sup>th</sup> of first month of each quarter. If due payment is late then Interest Rate @ 2% per month will be levied.
- o) The statutory taxes/GST, local levies, dues, etc shall be extra as applicable on the payments to be made to PGSC.
- p) **EMD** (amounting to Rs. 50,000) deposited at the time of tender submission of successful bidder will be kept as the Security Deposit. No interest shall be payable on the EMD/Security deposit.
- q) Promote Pushpa Gujral Science City premises as reputed destination brand for advertising.

**ELIGIBILITY CRITERIA  
(For Interested Agencies participating in the Tender)**

- (i) Documentary proof viz. Audited balance sheet and profit and loss account may be attached for the last financial year 2018-19.
- (ii) The firm should have valid PAN and GST registration number.
- (iii) The bidder should not have been blacklisted or debarred from participating in tendering by the Central Government/State Government/other Govt. bodies or under a declaration of ineligibility for corrupt or fraudulent practices.  
(Undertaking to be given on company's letter head bearing company seal and duly signed by authorized representative)



**FORMAT OF DECLARATION**

I,.....

(Name of Contractor/ person,) Aged about .....years,

residing at.....

(Postal Address) do hereby declare that I am the proprietor/Partner/Representative of (Name of company/firm)

Registered at.....

1. I do hereby declare that, the documents/ information submitted by me for Expression of Interest (EOI) for hoarding advertisement rights on unipoles including fabrication and installation of structures are true and correct.
2. My firm / Agency is not black listed by any Govt/ Semi Govt. department.
3. I have no claim/ right on the proposed suggestion submitted under the EOI.

In case, the contents documents /information pertaining to the proposed EOI submitted by me are found to be incorrect or false, I shall be liable for action under the relevant provision of Indian Penal Code and other relevant laws.

Signature of Authorised  
Person / Contractor  
Applicant/Contractor Name  
Address.....

Place :-

Date :-

E-mail.....  
Mobile No.....  
Website.....

