

THE DURGAPUR PROJECTS LTD.



**NOTICE INVITING EXPRESSION OF INTEREST FOR
APPOINTMENT OF ADVERTISING AGENCY**

EOI: No. PUR/CORP/DPL/CSO/19/22-23/75

Date: 20/05/2022

The Durgapur Projects Limited invites Expression of Interest for engaging Advertising agency for Wall Advertisement and hording in DPL Township. Interested agencies may send their applications in the prescribed format along with annexure so as to reach this office latest by **03/06 /2022 within 11.00 am** to Sr. Manager (S&P)/Corporate, The Durgapur Projects Limited, Administrative Building (2nd Floor), P.O. Durgapur, Dist. Paschim Bardhaman, Pin - 713201. The offers will be opened on the same date at 12.00 Noon.

SELECTION AND APPOINTMENT OF Advertising Agency

1. Introduction:

1.1 The Durgapur Projects Limited (DPL) is a Public Sector Enterprise under Department of Power, Government of West Bengal with Headquarters in Durgapur-713201, Dist. Paschim Bardhaman, West Bengal.

2. Scope of Work: DPL will engage eligible Advertising agencies for advertising in its wall and providing Hording at different spots as identified by DPL.

- Spot surveyed is 64(Sixty four) available both at Dr.B.C.Roy Avenue ,NH-2 and Haneman Sarani.
- The available space in the wall is estimated to be 2.5 KM (2500 Mtr)
- Our plant boundary is located in between the NH2 and main approach road of Durgapur i,e Durgapur Railway and Bus Stand.
- Bushes and jungles out side the boundary wall will be cleared by the advertising agencies for their commercial gain.
- The selection of advertising agencies will be through competitive bidding.
- H1 bidder in totality will be selected for advertising. Though DPL reserves the right to split the order.

3. Eligibility Criteria: The interested agencies should have following criteria's

a) TECHNICAL:

The agencies should have the experience of executing similar nature of job. Experience of having successfully completed similar works/supply during last 7 years ending last day of month previous to the one in which applications are invited should be confirmed with documents.

Documentary evidence in support of work experience and fulfilling the requirement as spelt out in the Tender document must be submitted along with techno-commercial bid. These documents should be in the form of copies of Completion Certificates. However, the originals of these documents shall have to be produced by the bidder, as and when asked for. Definition of "similar work" should be clearly defined.

b) FINANCIAL:

a) Average Annual financial turnover during the last 3 years, ending 31st March of the previous financial year, should be at least Rs. 40,05,00.00

b) The Net worth of the bidders should be positive for each of the last 3 (three) preceding financial/ accounting years. In case this criteria is felt too restrictive, the 3 (three) year criteria may be relaxed up to 1 (one) year.

i. A certificate issued by a practicing Chartered/Cost Accountant (with membership number and firm registration number), certifying the annual turnover. or

ii. Audited Balance Sheet along with Profit & Loss Account.If the Bidder submit all such documents and found qualified to meet the requirement of Must Condition, the bidder will be considered eligible for opening of the Price Part.

Furnish following information:

i) PAN (Permanent Accountant Number issued by the Income Tax Dept.)

ii) Professional Tax Clearance Certificate if applicable

iii) GST Registration Certificate, if applicable.

iv) Valid Labour License, if applicable.

v) Provident Fund Registration Certificate, if applicable.

vi) Updated ESI Registration Certificate, if applicable. .

viii) Latest Banker's solvency Certificate (not older than 5 months from the date of tender notice) from any Nationalized / Schedule Bank.

ix) Any other document, if required (to be specified in the tender documents)

x) **EMD-the agency will deposit EMD of Rs. 27,000.00 in the form of DD/BG.**

The EMD should be submitted along with the tender in the form of Demand Draft or Certified Cheque payable at Durgapur or by Irrevocable Bank Guarantee in a prescribed format only and drawn in favour of M/s The Durgapur Projects Limited, Durgapur and no other form of payment will be accepted.

Tenders received without the prescribed earnest money deposit shall be rejected and the bidder should be considered as disqualified for subsequent parts of the tender.

Original EMD will be refunded to the successful bidder/bidders (for multiple successful bidders) after placement of order on the parties subject to receipt of Security Deposit by the successful bidders which shall be released after completion of the job.

Earnest money given by unsuccessful bidder will be refunded after award of the contract.

2.Party will submit their rate in price Part in the below mentioned table format.

S	Type of Advertisement	Measurement	Unit Rate to be quoted by the bidder (Basic Value)in Rs. Rate/annum	Total Basic Rate(Rs.) Rate/annum
l.				
N				
o				
.				

1	HOARDINGS-64(Unipoles)	L -12M W-08 M=96 Sq. Meter per Hoardings		
2	Wall Advertisement	2.5 KM(2500 Mtr)		

DPL reserves the right to select H1 bidder in totality or to split the order among the agencies. Though negotiation for rate may be done for matching individual H1 rate.

4. Payment terms- advertising agencies will deposit the money on yearly basis. The money will be deposited within 30 days from the placement of order.
GST and TCS will be paid extra, as applicable

5. TERMS AND CONDITIONS:

a) Liquidated Damage/Failure and Termination Clause

Payment to be deposited by the advertising agencies within 30 days after placement of order, with GST and TCS as applicable.

If the bidder fails to deposit the price within the stipulated time as per Payment Schedule (excluding due to Force Majeure Event) a late fee penalty @0.5% of the advertising 0.5% of the value of advertising in delay for each week of delay and part thereof subject to a maximum of 5% of the total value of the order”.

b) Cancellation of Order

DPL reserves the right to cancel the agreement in part or in full by giving two weeks’ notice thereof, if:

- i) The agency fails to comply with any of the terms of the order
- ii) The agency becomes bankrupt and goes in to liquidation
- iii) The agency r makes a general assignment for the benefit of the Creditors and Any receiver is appointed for the property owned by the agency.

c) Security Deposit

a) The agency will deposit a security deposit @ 3% of the advertising value.EMD and security deposit will be refunded after successful completion of the job. No interest will be paid for security deposit or EMD.

Original EMD is ideally refunded to the successful bidder/bidders (for multiple successful bidders) after placement of order on the parties subject to receipt of Security Deposit by the successful bidders which shall be released after expiry of the Guarantee period.

e) If EMD is submitted in the form of Bank Guarantee, fresh Bank Guarantee is to be submitted towards SD in the prescribed format to be attached with order, without extending the period for BG in respect of EMD. However, if the BG for EMD is to be treated as SD with extension of period, the text of the BG / EMD should be suitably worded so that the BG for SD becomes effective after awarding of contract.

f) BG format for security deposit and Performance Guarantee is to be prepared and vetted by the Legal Cell of DPL for overall use in the Company.

A. Controlling Officer:
GM (HR&A) or his authorized representative

B. Force Majeure:

The supplier / contractor shall not be held liable for delay or failure to supply the materials / equipment or work completion for reasons of force majeure such as act of God, act of war, act of public enemy, natural calamities, fires, floods, frost, strikes, lock-outs. Only these causes having duration of more than seven (7) days shall be considered for force majeure. The vendors shall within ten days from the beginning of such delay inform to DPL in writing the cause of delay. DPL shall verify the facts justified. No price variation shall be allowed during the period of force majeure and liquidated damages would not be levied for this period. At the option of DPL the order may be cancelled. Such cancellation would be without any liability whatsoever on the part of DPL. In the event of such cancellation suppliers shall refund any amount in advance paid to him by DPL and deliver back any materials issued to him by DPL and release facility if any, provided by DPL.

6. Submission of offer:

The offer should be submitted in three parts. First part should contain only Earnest Money .2nd part should contain technical criteria and statutory documents. Third part should contain Financial part. Both first part ,second and third part should be kept in one envelope. The first part shall contain all the relevant details in a sealed envelope strictly as per the terms & conditions laid down in this document.

The Financial part should be mentioned separately and placed in a separate sealed envelope. All envelopes must be sealed.

All three envelopes will be put in large sealed envelope.

The offer and other documents should be submitted in sealed envelope super scribing name of the firm, and EOI No. and date.

7. Contract Period- Initially the contract will be for 01 year. The contract may be increased to another year ,which is sole discretion of DPL authority.

8 General terms-

a) The name and address of the Agency must be indicated on the body of the envelope.

(b) Application may be submitted in person or through speed post by the firm to the Sr. Manager (S&P)/Corporate, Administrative Building (2nd Floor), Durgapur-713201 by / /2022 within 11.00 am DPL, however, does not take any responsibility for loss of application in transit.

Offer sent through Telex. Fax or E-mail will not be considered.

(c) Applications received after due date and closing time of submission of applications shall be ignored. Any application received late due to any reason whatsoever will not be accepted.

9.Pre Bid Discussion- There will be a pre bid discussion on 25/05/2022 ,time 11.30 a.m. at Conference room,Administrative building,DPL,Durgapur-01.

The resourceful bidders are requested to attend the discussion for further clarification and clearing any doubt .

6. Disclaimer: DPL reserves the right to accept or reject any or all responses and to request additional submissions or clarification from one or more Applicant(s) at any stage or to cancel the process entirely without assigning any reason.