

# Notice inviting Expression of Interest

*Selection of Project Management Consultants for the project-*

## **“Monetization of Digital Advertisement and Display Boards and Hoardings”**

Gandhinagar Municipal Corporation (GMC) desires to utilize the potential of Gandhinagar city for an extensive network of digital hoardings that can not only facilitate effective broadcasting of public information for various national and international events hosted by the city, but also utilize it for general advertisement market demand in the city so that GMC can thereby make the city visually attractive on financially sustainable basis. For this, GMC invites bids from eligible agencies to assist GMC as Project Management Consultants for the project- **“Monetization of Digital Advertisement and Display Boards and Hoardings”** (hereafter referred to as the “Project”) in the city.

### **1. Scope of Work of the consultants**

- 1.1. Prepare an **Advertisement and Revenue generation strategy** that can be initiated quickly upon entering the contract for existing digital infrastructure and that shall cover the future ones also. It shall include defining of basic principles for smooth, time-bound and transparent of allocation of advertisement space including aspects such as and not limited to content review, time-slots, rates, etc.
- 1.2. Undertake activities related to **sales** of applications received with appropriate staffing and **marketing** of GMC’s digital space.
- 1.3. Identify **locations for future digital hoardings**, their technical specifications and their **implementation** strategy
- 1.4. **Prepare and the process EOI/RFP** for acquisition and installation with integration to GMC’s existing digital infrastructure and in a manner that the **selection of the vendor** is done by the consultants within 2(two) months of contract agreement.
- 1.5. **Installation of digital hoardings and boards** as procured from the vendor selected in 1.4 above.
- 1.6. Develop a **Web portal** hosted on GMC’s official webpage so as to allow applications to be submitted and processed easily and without unnecessary human interface. And so that entire process is faceless, cashless, paperless and fully digitized.
- 1.7. Prompt **redressal** of any issues related to disruptions in functioning of the digital hoardings or the web portal.

### **2. Project duration and responsibilities of the agency**

The agency shall be engaged for a period of 5(five) years from the date of signing of the contract and the agency shall have an opportunity to extend it further for 2 (two) years based on mutual consent. During this period the agency shall undertake all the aforementioned activities through its own staff and resources.

### **3. Eligibility**

#	Pre-Qualification Criteria	Proof Document Required
1	The bidder shall be a firm/ company/ partnership/ proprietorship firm registered under the Indian Companies Act, 1956/ the partnership Act, 1932 and who have their registered offices in India.	Copy of Certificate of incorporation/ Registration and Partnership Deed.

#	Pre-Qualification Criteria	Proof Document Required
	The bidder may also be an academic institution or its associate entity.	Statement on the letterhead of the academic institution.
2	The bidder should be experienced and reputed in the business of electronic and outdoor advertising as part of its regular operations for at least 3 years since the bid submission date.	Work orders with completion certificates where applicable
3	The Bidder should have an average annual turnover of Rupees of minimum of 50 lakh in the last Financial Years (FY 2020-21, 2021-22 & 2022-23) from only advertising services rendered in India	Copy of the Audited Balance sheet and Profit and Loss statement CA certificate certifying the turnover
4	The bidder must have prior work experience in undertaking electronic and/or outdoor advertising and should have generated an annual revenue of minimum 1 Cr. from such advertisement in any one of the past years up to 5years from the bid submission date.	Self-Declaration on company's letterhead along with proof of such implementation and copy of work completion certificate or partial work done certificate
5	Bidder should be registered for Goods and Service Tax (not applicable in case of educational institution)	GST registration number
6	Bidder should not have been blacklisted by any Central government or any State government organization or any department in India at the time of submission of the bid	Declaration letter by bidder as per format given in the RFP document
7	The bidder should have a Permanent Office in Ahmedabad/Gandhinagar or Should setup in 45 days from the award of Work Order.	Copies of any two of the followings: Property Tax / Electricity / Telephone Bill / VAT/ CST Registration /Lease agreement. Or Undertaking to open Office in Ahmedabad/Gandhinagar

#### 4. Selection process

The bidders will submit their bids in a sealed envelope with two different sealed envelopes containing (A) Technical proposal and (B) Financial Proposal

**Technical proposal** shall contain documents indicating the following aspects, written in succinct manner. The bidders shall also make a presentation for which each bidder will be given a maximum time of 13minutes to present their case. The presentation shall be projected in either Gujarati or English and can be delivered in either language so as to convey effectively; and date for which shall be intimated to each bidders on the contacts provided in their bids.

#	Particulars covered	Maximum Score
1	Brief of past similar projects accomplished or currently engaged in, and their performance statics	10
2	Strategy for sales and monetization of existing and future assets for GMC for attracting advertisement requests	30
3	Staff allocation to undertake various activities if selected by GMC, showing their competence, experience in the field, their tenure type in the bidding agency and their availability for the duration of the project.	30

Bidders scoring at least 30marks shall be qualified and only their financial bids shall be opened.

GMC wishes to adopt a performance-based approach in making payment for the services of the agency, for which it shall pay the agency percentage of revenue generated by the agency. Considering this, the **financial proposal** is to contain a statement indicating the bidder's quote in terms of percentage. The quote shall include all applicable taxes.

Bidder with the lowest quote shall be selected as the agency. The selected agency shall make the agreement with GMC within 7 working days from the date of receiving the Letter of Intent, failing which GMC shall seek to the next lowest bidder.

1. In case of same quotation, the technical proposal of the bidder shall be reviewed and GMC shall have the discretion to choose its desired agency.
2. GMC reserves the right to accept or reject any proposal, and to annul the bidding process and reject all bids, without thereby incurring any liability to the affected bidder or bidders or any obligation to inform the affected bidder or bidders of the grounds for GMC's action.
3. The bidder will, by taking participation in the bidding process and submitting the bid documents, be deemed to have thoroughly read, studied and understood the bid documents including scope of work, the terms and conditions, instructions, etc. referred there in and the same are acceptable to the bidder.
4. The responses prepared by the bidder and all correspondence and documents relating to the bids exchanged by the bidder and GMC, shall be written in English language. Any printed literature furnished by the bidder in another language shall be accompanied by an English translation, in which case, for purposes of interpretation of the bid, the English translation shall govern.

#### **5. Additional general terms of the contract**

1. The agency shall ensure adequately skilled staff employed for the project during the entire duration. In case of change to the staff, equally or better qualified personnel shall be provided without any gap.
2. **Consortium:** Bids shall be allowed for consortium, not exceeding two members both of which shall fulfill all the eligibility requirements except for points (3) and (4) which can be fulfilled on combined basis.
  - a. The consortium will have to nominate a Lead Member authorized to sign the Proposal on behalf of the Consortium and do all deeds and acts on behalf of the Consortium. The nomination should be supported by a Power of Attorney in favor of the Lead Member.
  - b. An entity cannot be a member of more than one bidding Consortium. An individual firm applying as a single Bidder cannot at the same time be member of any other Consortium bidding under this RFP
  - c. The Bidder bidding as Consortium shall provide a Joint Bidding Agreement between the consortium members. Such Agreement shall specify followings.
    - i. Clearly outline the proposed roles and responsibilities, if any, of each member;
    - ii. Include a statement to the effect that all members of the Consortium shall be liable jointly and severally for all obligations/ Scope of Work in relation to the Project.

- iii. No change in composition of the Consortium shall be permitted during the Bidding Process and during the Contract Period in case the Project is awarded to the Consortium.
3. Any **modification or variation** of the terms and conditions of this Contract, including any modification or variation of the scope of the Services, may only be made by written agreement between the Parties.
4. **Default:** the agency shall be considered to have defaulted in the following cases, for which GMC shall be free to blacklist the agency, confiscate the EMD or any such measure deemed appropriate.
  - a. Any information or document or warranties given by the Agency under the contract is found to be false or misleading and/or has a material effect on Authority's right, obligations or interests.
  - b. A resolution is passed by the shareholders of the Agency Company for the voluntary winding up of the Agency Company.
  - c. The Agency suspends or abandons the work allotted without the prior consent of Authority, unless as a result of Force Majeure Event
  - d. The agency is found to have sublet the work to another agency without the consent of GMC.
5. **Penalty:** the agency can be penalized in case of any material or revenue loss to GMC due to its failure to perform any responsibility of the contract. The penalty shall be levied up to 50% of the value of revenue which would otherwise have been generated if not for the failure. The decision of the Municipal Commissioner shall be final in such case.
6. **Jurisdiction and settlement of disputes:** in such case where issues are not resolved amicably, the jurisdiction of arbitration shall be Gandhinagar and the Arbitration and Conciliation Act, 1996 shall be applicable.
7. All documents, presentation, web portal and other material prepared by the agency under this project shall be the property of GMC and the agency shall be bound to acknowledge the same.