

**North 24 Parganas Zilla Parishad**  
**Rishi Bankim Sarani, Barasat, Kolkata- 700124.**

☎ (033) 25846 212/213/356/357/363

Memo NO.:-

*3/N2P(eng)/18-19*

Date:-

*16/01/19*

Expression of Interest - Advertisement & Publicity Agency

NOTICE INVITING QUOTATION NO:-

The Additional Executive Officer, North 24 Parganas Zilla Parishad, invites offline quotation for the work detailed in the table below

(Submission of the Bid through offline)

Sl. No.	Name of the Work	Earnest Money	Period of completion	Name of the concerned Sub-Division
1	Hoarding(Per Sq. Ft.) - Rate for North 24 Parganas Zilla Parishad Land	2% (Two Percent of the total quoted amount by the agency)	One (1) Year	Barasat
2	Kiosk (Per Sq. Ft.) - Rate for North 24 Parganas Zilla Parishad Land	2% (Two Percent of the total quoted amount by the agency)	One (1) Year	Barasat
3	Glowsign Board (Per Sq. Ft.) - Rate for North 24 Parganas Zilla Parishad Land	2% (Two Percent of the total quoted amount by the agency)	One (1) Year	Barasat
4	Neon Board (Per Sq. Ft.) - Rate for North 24 Parganas Zilla Parishad Land	2% (Two Percent of the total quoted amount by the agency)	One (1) Year	Barasat
5	Monopole (Per Sq. Ft.) - Rate for North 24 Parganas Zilla Parishad Land	2% (Two Percent of the total quoted amount by the agency)	One (1) Year	Barasat
6	Advt. By Audio System (4 speakers/Month)- Rate for North 24 Parganas Zilla Parishad Land	2% (Two Percent of the total quoted amount by the agency)	One (1) Year	Barasat
7	Indicator Board (Per Sq. Ft.)- Rate for North 24 Parganas Zilla Parishad Land	2% (Two Percent of the total quoted amount by the agency)	One (1) Year	Barasat
8	Poster - upto 6 Sq. Ft.- Rate for North 24 Parganas Zilla Parishad Land ( Min. 3000 Nos. / Month )	2% (Two Percent of the total quoted amount by the agency)	One (1) Year	Barasat
9	Poster - Above 6 Sq. Ft.- Rate for North 24 Parganas Zilla Parishad Land ( Min. 3000 Nos. / Month )	2% (Two Percent of the total quoted amount by the agency)	One (1) Year	Barasat
10	Video Display (Per TV Screen/ Per Spot)	2% (Two Percent of the total quoted amount by the agency)	One (1) Year	Barasat

**Eligibility of Contarctor:-**

**1 Credential :-** The applicant, in the same name and style, as prime contractor should have successfully completed at least one contract of same type of work at least one-third value of the proposed contract within the last **3(three) years**. (i) Credential of same name and style for Advertisement & Publicity work.

**2** The bidder may participate in any one or more than one works.

**3** Tender document may be download from website & submission of Technical Bid/Financial Bid as per Quotation time schedule stated in. The documents submitted by the bidders should be properly indexed & self attested with seal.

**Eligibility criteria for participation in Tender:**

Intending tenderers are required to submit the copies of valid partnership deed (in case of partnership firm), valid West Bengal Sales Tax / GST Registration Certificate, Service Charge Certificate and also payment Challan, Current P. Tax deposit challan / Professional Tax from the respective Municipality

**4** Panchayet etc. along with required credential with **2% of EMD** of concerned work must be submitted. Earnest Money and Cost of Tender Document both will be deposited through- **Saving Account No. 32246674972 (IFS Code SBIN0000024) of North 24 Parganas Zilla Parishad** maintained for this purpose with the State Bank of India, Barasat through **NEFT / RTGS**. Xerox copy of receipt of RTGS / NEFT should be submitted along with Technical Bid. **Without requisite Earnest Money Technical Bid will be rejected.**

**5 Unbalanced Bid:** The bid in which the offered rate is 10% below SOR extra 5% security deposit above normal 10% Security Deposit will be deducted from bill of contractor i.e. to say that 15% Security Deposit will be retained in case of imbalance bid (Ref: As per decision of Athra Sthayee Samity on 19/02/15).

**6 Forfeiture of Earnest Money:** Apart from Disqualification and Rejection of tender the Earnest Money deposited by the bidder will be forfeited if they submit false/fake/forged documents in respect of Credential and Turnover.

**The L1 bidder shall submit the hard copy i.e. original draft to the quotation inviting authority along with his acceptance letter of the LOI or letter related to verification of original documents which will be viewed on results section of concerned portal. Failure to submit the hard copy of EMD with the acceptance letter or any other letter as stated above within the time period prescribed for the purpose, may be construed as an attempt to disturb the tender process and dealt with accordingly legally including black listing of the bidder (vide memo no. 1592-F(Y) dated 20th March 2014 of Finance Department).**

In case of Registered Unemployed Engineers' Co-operative Societies, Registered Labour Co-operative Societies and Bonafied outsider, documents of required credentials, audited balance sheet showing accounts upto date and necessary registration papers in support of their registration, By law, valid GST/Sales tax Registration Certificate, P.Tax deposit challan/Professional Tax Clearance Certificate, PAN Card, Upto date acknowledgement of Income tax statement, eligible list of Registered Unemployed Engineers' Co-operative Societies/Registered Labour Co-Operative Societies issued by the concerned Assistant Registrar of Co operative Societies showing the name of their Society etc. along with 2% of EMD of concerned work are needs to be submitted in PDF format under Non-statutory cover or in respective steps of the E-Tendering System. Also in case of Regd. Unemployed Engineers' Co-Operative Societies, the documents in support of the society consists of at least 10 (ten) members of which at least 60% hold Degree or Diploma in any branch in Engineering and at least one member of the Society holds plumbing license (in case of S & P works only) are also to be submitted in the same cover. Payment Certificates in lieu of credentials will not be accepted. [Non Statutory Documents] .A prospective bidder shall be allowed to participate in the particular Job either in the capacity of individual or as a partner of a firm. If found to have applied severally in a single job, all his applications will be rejected for that job, without assigning any reason thereof. The partnership firm shall furnish the registered partnership deed and the company shall furnish the Article of Association and Memorandum. [Non Statutory Documents].

Bids shall remain valid for a period not less than **180 days (One Hundred Eighty)** from the last date of submission of Financial Bid / Sealed Bid. If the bidder withdraws the bid during the period of bid validity the earnest money as deposited will be forfeited forthwith without assigning any reason thereof.

**9 IMPORTANT INFORMATION :-**

Sl. No.	Particulars	Date & Time
(i)	Date of Publishing of N.I.Q Documents (Offline) (Publishing date)	16/01/2019 , 11:00 A.M
(ii)	Documents download start date (Offline)	16/01/2019, 11:00 P.M
(iii)	Documents download end date (Offline)	24/01/2019, 2:00 P.M
(iv)	Bid submission start date (Offline)	16/01/2019, 11:00 P.M
(v)	Bid Submission closing (Offline)	24/01/2019, 2:00 P.M
(vi)	Date & Place for Opening of Technical Bid (Offline)	28/01/2019 after 03:00 P.M at the office of Distric Engineer, North 24 Parganas Zilla Parishad
(vii)	Prebid Meeting	18/01/2019, 12:00 Noon
(viii)	Date & Place for Opening of Financial Bid (Offline)	31/01/2019 (Tentative) 03:00 PM CHAMBER OF THE DISTRICT ENGINEER, ,North 24 Parganas Zilla Parishad
(ix)	Date of submission of original copies of related papers:- [ To be submitted by LI ]	To be informed later after opening of Financial Bid

**10 Location of Critical Event :-**

**Bid Opening :-**

**CHAMBER OF THE DISTRICT ENGINEER, North 24 Parganas Zilla Parishad, Barasat** may call open bid/sealed bid after opening of the said bid to obtain the suitable rate further, if it is required. No Objection in this respect will be entertained if raised by any bidder present or absent during opening of quotation.

The L1 Bidder shall submit the hard copy of the documents to the tender inviting authority with his acceptance letter of the LOI. Failure to submit the hard copy with the acceptance letter within the time period prescribed for the purpose may be construed as an attempt to disturb the tendering process and dealt with accordingly legally including blacklisting of the bidder as per order no 1592-F(Y) dated 20.03.2014 of Principal Secretary to the Government of West Bengal.

The intending Bidders shall clearly understand that whatever may be the out come of the present invitation of Bids, no cost of Bidding shall be reimbursed by the Department. **The ADDITIONAL EXECUTIVE OFFICER, NORTH 24 PARGANAS ZILLA PARISHAD** , reserves the right to reject Bid documents and to accept or reject any offer without assigning any reason whatsoever and is not liable for any cost that might have incurred by any Bidder at the stage of Bidding.

In case of requirement of tender inviting Authority at any stage of tender process or execution of work, necessary registered irrevocable power of attorney is to be produced without any question.

All intending bidders are requested to be present in the chamber of the **DISTRICT ENGINEER, NORTH 24 PARGANAS ZILLA PARISHAD**, during opening of the Quotation to observe the tender opening procedure.

No **CONDITIONAL / INCOMPLETE QUOTATION** will be accepted under any circumstances. Original documents in support of own possession arrange through lease hold agreement of the aforesaid machineries is to be furnished. Where there is a discrepancy between the unit rate & the line item total resulting from multiplying the unit rate by the quantity, the unit rate quoted shall govern.

Prevailing safety norms has to be followed so that LTI (Loss of time due to injury) is zero. In the event of acceptance of lowest tendered rate no multiple lowest rate will be considered by the Department.

**The ADDITIONAL EXECUTIVE OFFICER, NORTH 24 PARGANAS ZILLA PARISHAD** , Reserves the right to cancel the N.I.Q, due to unavoidable Circumstances and no claim in this respect vwill be entertained.

During scrutiny, if it is come to the notice to tender inviting authority that the credential or any other papers found incorrect/manufactured/fabricated, that tenderer will not be allowed to participate in the tender and that application will be out rightly rejected without any prejudice with forfeiture of earnest money forthwith.

Before issuance of the work order, the tender inviting authority will verify the credential & other documents of the lowest tenderer. After verification, if it is found that such documents submitted by the lowest tenderer is either manufactured or false in that case, work order will not be issued in favour of the tenderer under any circumstances.

All Agencies are requested to submit the following documents in support of their Credential (Non-statutory Documents)

- (i) Completion certificate showing date of completion.
- 0 i) Conditional tender will not be accepted in any case.
- ii) The accepting authority reserves the right to accept or reject the tender without assigning any reasons what so over.
- iii) The applicant/Bidder must inspect the site of work and get acquainted with site conditions, facilities available and problems to be faced during work and take into account all such factors before quoting rate.
- 1 Advertisement & Publicity Agency should have valid contractor's trade license of Corporation or Municipality or Panchayat.
- i) If any contractor fails to start the work within 15 (Fifteen) days from issuing date of work order/ Formal Tender the Work Order will be treated as cancelled and relevant classes of the contract shall deemed to have executed by the tendering authority. No litigation to this effect shall be entertained by the tender inviting authority, this is incorporated to deliver time bound Public Works.
- 2 ii) No mobilization /secured advance will be allowed.
- iii) Agencies shall have, to arrange land in consultation with District Authority for erection of Plant & Machineries, storing of materials, labour shed, laboratory etc. at their own cost and responsibility.
- 3 Bids shall remain valid for a period not less than 180 (One hundred Eighty) days after the dead line date for Financial Bid submission.
- 4 Tender inviting authority reserves this right to issue corrigendum towards the estimated amount and eligibility of contractors in case of any revision.

#### INSTRUCTION TO BIDDERS

#### 5 SECTION - A

##### **Submission of Quotations :-**

General process of submission - Quotations are to be submitted through offline in two separate envelopes, one in Technical Proposal & the other is Financial Proposal before the prescribed date & time.

##### **Technical proposal :-**

The Technical proposal should contain scanned copies of the follow further **two covers (folders)**.

##### **A-1. Statutory Cover Containing :-**

- i) Prequalification Application .

##### **A-2. Non statutory Cover Containing:-**

(i) **The following documents are to be produced at the time of submission of tenders :-**

1. Valid West Bengal Sales Tax / GST Registration No. ....
2. Completion certificate along with certificate of payment received for works of similar type and of values as mentioned above individually for the above tenders from an officer not below the rank of Executive Engineer/DDO of the concerned Department.
3. Professional Tax clearance certificate.
4. Service Tax Certificate along with a copy of up to date Challan.
5. Annual Profit & Loss Account & Balance Sheet audited by chartered accountant for last 3 (three) financial years.
6. Credential (30% of the total quoted amount) and Turnover of any single year within last five years (100% of the total quoted amount) as per Basic Qualification Criteria mentioned above.
7. Uptodate GST Clearance.
8. PAN Card No.(Uptodate Income Tax Clearance)
9. Trade Licence

##### **A. Tender screening committee (TSC) :-**

##### **Details :-**

- ) Screening committee is constituted under the **ADDITIONAL EXECUTIVE OFFICER, NORTH 24 PARGANAS ZILLA PARISHAD** . It will function as screening committee for determination of technical qualification of contractors.
- ) Opening of Technical proposal:-Technical proposals will be opened by the **DISTRICT ENGINEER, NORTH 24 PARGANAS ZILLA PARISHAD**.
- ) Intending quotationers may remain present if they so desire.
- ) Cover (folder) statutory documents should be opened first & if found in order, then cover (Folder) for non -statutory documents will be opened If there is any deficiency in the statutory documents the tender will summarily be rejected.
- ) Decrypted (transformed in to readable formats) documents of the non-statutory cover will be submitted by the bidder & handed over to the tender evaluation committee.
- ) Summary list of technically qualified tenderers.
- ) Pursuant to scrutiny & decision of the screening committee. The summary list of eligible tenderer & the serial number of work for which their proposal will be considered will be published in the Notice Board.
- ) While evaluation, the committee may summon up the tenders & seek clarification / information or additional documents or original hard copy of any of the documents already submitted & if these are not produced within the stipulated time frame, their proposals will be liable to rejection.

##### **B. Financial proposal :-**

The financial proposal should contain the following documents in one cover (folder) i.e. Bill of quantities (BOQ) the contractor is to quote the rate (item wise rate) offline in the space marked for quoting rate in the BOQ.

##### **Penalty for suppression / distortion of facts:-**

Submission of false document by tenderer is strictly prohibited & if found, action may be referred to the appropriate authority for prosecution as per relevant IT Act with forfeiture of earnest money forthwith.

##### **Special Terms and Conditions that the Agency so deployed have to be abide by :-**

No objection Certificate for each and every Advertisement on Neon Board / Glow Sign Board / Hoarding from North 24 Parganas Zilla Parishad is a must requirement. Cost of infrastructure to be born by the Agency charges , if applicable by another local body to be born by the Agency separately.

**(ii) Advertisements having the following themes / messages will not be allowed :-**

- a. Nudity
- b. Defamatory towards any caste, colour, creed, religion, nation, community, race or institution.
- c. Advertisements of drugs, alcohol, cigarette, or tobacco items.
- d. Advertisements propagating exploitation of women or child.
- e. Advertisements depicting cruelty to animals.
- f. Advertisements casting aspersion on any brand or person or trade.
- g. Advertisements glorifying violence.
- h. Advertisements of Weapons and related items ( such as firearms, firearm parts and magazines, ammunition etc. )
- i. Advertisements which may be defamatory, trade libelous, unlawfully threatening or unlawfull of Weapons and related items ( such as firearms, firearm parts and magazines, ammunition etc. )  
Advertisements which may be obscence or contain pornography or contain an " **indecent representation of women**" within the meaning of the Indecent Representation of Women (Prohibition) Act, 1986.defamatory, trade libelous, unlawfully threatening or unlawfull of Weapons and related items ( such as firearms, firearm parts and magazines, ammunition etc. )
- j. Advertisement linked directly or indirectly to or include description of items, good or services that are prohibited under any applicable law for the time being in force.
- k.

**29 The structure used for display of advertisements should not :-**

- (i) Obstruct the clear vision of any traffic signal.
- (ii) Block the passage, entrance or cause inconvenience of access to any building (both entry & exit).
- (iii) Block the passage of light or circulation of air / ventilation to any building.
- (iv) Block any door , window, verandah or any such opening in any building.
- (v) Block, conceal or inconvenience the public view of the architectural features of any building.
- (vi) Block, conceal or inconvenience the public view of the front of any shop or establishment in a direct or indirect manner so that the business behind is affected.
- (vii) Materially obstruct / cover the vision of the river, greenery, landscaping or large size trees in the adjoining areas. The word " materially" is important and each case will have to be examined on its own merits. The Local Governing Authority's decision would be final in this respect.
- (viii) Damage, cut or otherwise harm any tree.
- (ix) The exposed part of the structure visible from the road from any angle should be aestically covered.
- (x) Block any space on any street / lane / by-lane / pavement in any manner that disturbs the movement of the traffic or pedestrians.

**30 Display of advertisement at traffic junctions in case of Roads :-**

- (i) No illumination sign in red, orange or green colours shall be erected or maintained within a horizontal distance of any illuminated traffic sign.
- (ii) All advertising signs illuminated shall be so displayed that it does not interfere with any sign or signal or control booth / equipment.  
Signs using " **flickering lights**" in any form shall not be allowed at traffic junctions or at any place where it interferes with the effectiveness of a traffic control device.
- (iii) The term " flickering lights " does not cover normal illumination of hoardings or use of neon signs but, refers to fast changing colour lights or a series of bulbs that switch on and off.  
Sgns using " flickering lights " in any form shall not be allowed at traffic junctions or at any place where it interferes with the effectiveness of a traffic control device. The term " flickering lights" does not cover normal illumination of hoardings or use of neon signs but, refers to fast changing colour lights or a series of bulbs that switch on and off.
- (iv)

**31 Structural design / erection of the hoarding :-**

- (i) The hoarding irrespective of the size should be erected on steel frames / stable frames.
- (ii) Single Pole Hoardings would be preferred.
- (iii) The design / erection of the hoarding shall be aesthetically designed and strictly as per the structural plan approved by the Engineer-in-Charge, North 24 Parganas Zilla Parishad.
- (iv) For structurally unstable hoardings, the agency shall be advised to seek the views of Engineer-in-Charge, North 24 Parganas Zilla Parishad.
- (v) As far as possible, uniformity of size of the hoarding and alignment thereof in a particular locality / road shall be maintained.

**32 Height restrictions on hoardings:-**

- (i) When erected on ground, the ground clearance should be at least 11 feet and not greater than 60 feet. The top of the hoarding shall not be greater than 70 feet from the ground surface.
- (ii) When erected on a building, the ground clearance should be at least 11 feet. The top of the hoarding shall not be more than 41 feet from the terrace level.

**33 Minimum distance between two hoardings / Neon Board / Glowsign Board :-**

- (i) The minimum distance between two hoardings / Neon Boards on the same side of the road / alignment shall be maintained in such a way that the newly proposed hoarding / Neon Board / Glow Sign Board will not obstruct the view of any other.

**34 Identification Number :-**

- (i) An identification number for each and every hoarding / Neon Board / Glowsign Board would be issued by the North 24 Parganas Zilla Parishad and register in this regard will be maintained by North 24 Parganas Zilla Parishad as well as the Agency. The same identification number so issued should be displayed on bottom right hand corner of each and every hoarding / Neon Board / Glow Sign Board.

**35 Illumination :-**

- (i) The level of luminance should not exceed the permissible limit.
- (ii) The illuminated hoardings / Neon Boards / Glowsign Boards should preferably be solar powered.

**36 Power Consumption :-**

- (i) Cost of Power Consumption for display of Advertisement on hoarding / Neon Board / Glowsign Board or for any other purpose will be borne by the Agency.

**37 Display of Advertisement at Bus Stop should be visually neat and tidy streetscape and should not obstruct pedestrian movement.**

**38 REJECTION OF BID :-**

- The Employer (tender accepting authority) reserves the right to accept or reject any Bid and to cancel the Bidding process and reject all bids at any time prior to award of Contract without incurring any liability to the affected Bidder or Bidders. There will be no obligation from the part of employer/Tender accepting authority to inform the affected Bidder or Bidders the reasons for such action.
- (i) of Contract without incurring any liability to the affected Bidder or Bidders. There will be no obligation from the part of employer/Tender accepting authority to inform the affected Bidder or Bidders the reasons for such action.
  - (ii) The Bidder whose Bid has been accepted will be notified by the Tender Inviting / Accepting Authority through Letter of Acceptance, the Letter of Acceptance will constitute the formation of the Contract.
  - (iii) Royalty as per Govt, rules will be deducted upon failure of production of such documents that it has already been said.



*Additional Executive Officer,  
North 24 Parganas Zilla Parishad*



Memo No.:- 458 / 1 / (21) / NZP(Eng.)

Date:-

16/1/19

Copy forwarded for information with a request to please display the notice in the Office board for wide circulation to the:

1. Shri P. Roy, Special Secretary, to the Govt. of West Bengal, Panchayat & Rural Development Department, Joint Administrative Building ( 9th floor ) Floor, Salt Lake City, Sector-III, H.C.-7, Kolkata-700 106.

2. Chairman District Council, North 24 Parganas Zilla Parishad.

3. Karmadhakshya, Purta - O - Paribahan Sthayee Samity, North 24 Parganas Zilla Parishad.

4. Executive Engineer (P&RD)/WBSRDA (Bst & Bht Divn.), North 24 Parganas Zilla Parishad.

5. District Engineer, North 24 Parganas Zilla Parishad.

6. Deputy Director of Horticulture, Barasat, North 24 Parganas

7. Finance Controller, North 24 Parganas Zilla Parishad.

8. Secretary, North 24 Parganas Zilla Parishad.

9. The Executive Engineer, P.W.D./Assistant Engineer, CMDA, Sub-division -XII, P.W.D./Executive Engineer, Highway Division P.W.(R)D./Executive Engineer, I

& W / Ways Deptt./Assistant Engineer, I & W/Ways Deptt. .... Sub-Division.- with request to display in notice board for wide publication.

10. District Information Analyst, North 24 Parganas Zilla Parishad – He is directed to take necessary steps for publication of the notice.

11. Assistant Labour commissioner, Govt. of West Bengal, K.S.Roy Road Kolkata-700001.

12. Sri Uma Sankar Rana, Assistant Engineer, North 24 Parganas Zilla Parishad.

13. Sri Barun Mukherjee, Assistant Engineer, North 24 Parganas Zilla Parishad – He is requested to take necessary steps for evaluation of bids under supervision of District Engineer

14. Sri B. B. Show, Sub-Assistant Engineer (Electrical) – He is requested to take necessary steps for evaluation of bids under supervision of District Engineer.

15. Sri Dipankar Chatterjee, Dealing Assistant- he is directed to take necessary steps for up-keeping the file and take necessary initiative for opening of technical bid and financial bid in consultation with District Engineer, North 24 Parganas Zilla Parishad.

He is also requested to maintain the tender register in appropriate form & take steps for publication of the abridged notice in News Paper & maintain Guard File in consultation with District Engineer/ Executive Engineer, North 24 Parganas Zilla Parishad .

16. C.A to District Magistrate, North 24 Parganas and Executive Officer, North 24 Parganas Zilla Parishad.


17. P.A. to the Sabhadhipati, North 24 Parganas Zilla Parishad for kind information to the Sabhadhipati.

18. R. Khatun, Computer Operator (Contractual), North 24 Parganas Zilla Parishad – she is requested to prepare soft copy for uploading the Notice in Website.

19. D. Mallik, Computer Operator (Engaged by Agency) – to update progress report.

20. Office Notice Board.

21. Guard File.

  
Addl. Executive Officer,  
North 24 Parganas Zilla Parishad

