

MUNICIPAL CORPORATION SHIMLA

Request for Proposal (RFP) for Advertisement and Maintenance of Rain Shelters in Exchange for Advertisement Rights

- **Date of Issue: 01.04.2025**
- **Introduction**

The Municipal Corporation of Shimla invites proposals from qualified vendors or agencies for the maintenance and advertisement rights of rain shelters across the city. This initiative aims to enhance functionality, aesthetics, and revenue generation through effective utilization of these public spaces.

- **Scope of Work**

The selected vendor will be responsible for:

Technical Components:

1. Sanitation & Hygiene: Maintain clean and hygienic conditions at each rain shelter.
2. Conduct regular cleaning and waste disposal to prevent littering.
3. Aesthetic & Functional Design: Implement decorative elements reflecting Shimla's heritage. Ensure weather-resistant materials for long-term durability. Provide ergonomic seating arrangements for public convenience.
4. Lighting & Safety Features: Install energy-efficient lighting to improve visibility at night.
5. Advertisement Display Setup: Design visually balanced advertisement panels (fixed/static or digital). Maintain regulated brightness levels to prevent visual pollution. Follow size and placement guidelines per MC Shimla's advertising regulations.
6. Ornamental Planting & Beautification: Introduce ornamental plants around shelters to promote a green environment. Conduct regular watering and maintenance of plants.

Financial Components:

1. Advertisement Rights & Revenue Model: The vendor will receive exclusive advertisement rights for their firm in the allotted rain shelters.
2. All advertisement content must be approved by MC Shimla to align with public interest.
3. Base Pricing of 8x5 sq.ft hoarding with ₹30 per sq. ft at 75 rain shelters sites.

4. EMD requirement: EMD of ₹2,00,000/- (Demand Draft payable to Commissioner/Joint Commissioner, MC Shimla).
5. The highest tenderer will have to deposit 25% of the total tender amount within one week of acceptance of the tender and the remaining 75% amount in the form of 10 post dated cheques per month in the estate branch before taking possession, otherwise the highest tender will be cancelled along with forfeiture of the security amount. The tenderer will have to pay additional 18% GST on the highest tender amount as per the instructions of the Central/State Government. If the government makes any amendment in this, then GST will have to be paid accordingly.
6. Contract Duration & Renewal: The contract will be initially for 1 year, extendable up to 3 years on year to year based on performance and mutual agreement.
7. Proposal Submission Requirements

➤ **Qualification:**

1. Company Profile with having Registration number, and GST/PAN
2. Agency or Company should not be blacklisted from any Govt. Institution.
3. Turnover should be minimum 1 Cr. in a year
4. Minimum experience must be for 3 years (Experience in maintenance, advertisement, and urban beautification).
5. ITR should be present for minimum 3 years.
6. Detailed execution plan covering sanitation, decoration, lighting, advertisement placement with the area specified.

➤ **Timeline:** Expected timeline will be given for one month for project setup.

➤ **Financial Proposal:** Bidder's financial offer per square feet.

➤ **Evaluation Criteria**

1. Technical Proposal presentation: Qualified technical presentation shall be permitted for Financial evaluation.

2. Financial Proposal Competitive pricing offer Price per square feet

➤ **Qualifying Criteria :** Applicant will be selected for evaluation after fulfilling the qualification criteria. Thereafter the qualifying applicants will be evaluated technically and these agencies qualifying technically shall be evaluated financially and highest bidder among the selected from the financial bid will be awarded the contract.

➤ **Bid Submission Details**

- Pre- bid meeting: 25.04.2025 at 11:00 A.M
- Last Date of Submission: 01.05.2025 (up to 3:00 PM)
- Bid Opening Date: 01.05.2025 (after 3:30 PM)

Financial documents be submitted in separate envelope at the time of submission of bids.

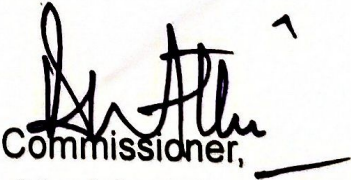
➤ **Legal & Compliance Requirements**

1. Insurance Coverage: The agency must maintain insurance for each site. Further any loss a damaged caused by those advertisement either to the premises or to any public shall be bore by the agency and MC Shimla shall not have any liability for it.
2. Security Deposit Forfeiture: If the highest bidder exits early, the security deposit will be forfeited.
3. Municipal Regulations: The agency must comply with MC Shimla's advertisement guidelines. The agency shall be sole responsible for the contents of the advertisement causing any kind displeasure to the public at large result in initiating damages.
4. Dispute Resolution: In the event of any disputes or disagreements arising from or relating to this RFP or the resulting contract, the parties shall first endeavour to resolve such disputes through amicable negotiations and consultations within 30 days of the occurrence of the dispute. If the parties fail to reach an amicable resolution within the stipulated timeframe, the dispute shall be finally and conclusively settled in accordance with the remedies available in law.

For further inquiries, contact:

Joint Commissioner, MC Shimla

Annexure A: List of Rain Shelters with Locations


Commissioner,
Municipal Corporation Shimla