

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

**Date of issue : 10.01.2025**

The Municipal Corporation of Shimla invites proposals from qualified vendors or agencies for the maintenance and advertisement rights of rain shelters within the city. This initiative aims to enhance the utility and aesthetic appeal of rain shelters by ensuring regular maintenance, sanitation, and decoration that reflects the heritage and cultural essence of Shimla.

**1.Scope of Work:**The selected vendor will be responsible for the following tasks at each rain shelter

a) Sanitation: Ensure cleanliness and regular upkeep, maintaining a hygienic environment at all times.

b) Decoration: Design décor that aligns with the city's heritage and culture. This includes culturally relevant motifs, colors, or any artistic representation that highlights Shimla's traditions.

c) Lighting: Install lighting that is gentle, energy-efficient, and complements the surroundings.

d) Advertisement Display: Include a screen display for advertisements that operates at a moderate brightness level, ensuring it does not disrupt the surrounding aesthetics or overwhelm passer-by.

e) Ornamental Planting and Maintenance: Plant and maintain suitable ornamental plants around the rain shelters, enhancing their appearance and creating a green, inviting space.

**2.Duration of Contract:**The contract will be applicable for one (1) year from the date of commencement. Renewal or extension of this contract may be considered based on performance and mutual agreement.

**3.Advertisement Rights :**The selected vendor will be granted exclusive advertisement rights for their firm within the rain shelters. All advertisements must be approved by the Municipal Corporation to ensure they are in line with public interest and local regulations.

**4.Proposal Requirements:** Interested vendors are required to submit the following in their proposals:

1) Company Profile: Brief introduction, including relevant experience in maintenance, advertisement, and urban beautification projects.

2) Technical Proposal: Detailed plan on how the vendor will meet the scope of work, including specific strategies for sanitation, decoration, lighting, advertisement display, and ornamental planting.

5. Base price: 8\*5 hoarding with Rs 50 per square feet in 75 sites. An Earnest Money Deposit (EMD) of Rs. 2,00,000/- in the form of DD payable to Commissioner/Joint Commissioner MC Shimla.

6. Timeline: Expected timeline for project setup, along with a schedule for regular maintenance and decoration updates.

7. Evaluation Criteria Proposals will be evaluated based on the following criteria:

- 1) Compliance with RFP requirements
- 2) Experience and expertise in similar projects
- 3) Quality and creativity of the proposed decoration and maintenance plan
- 4) Financial offer and cost-effectiveness

### **8. Bid submission Timeline**

Submission Details Proposals should be submitted to MC Shimla

- |                            |   |            |
|----------------------------|---|------------|
| 1) Pre- Bid Meeting        | : | 20.01.2025 |
| 2) Last Date of Submission | : | 24.01.2025 |
| 3) Bid Opening Date        | : | 31.01.2025 |

### **9. Terms and Conditions**

1. License Period: One year from the date of contract signing.

2. Revenue Share: A minimum percentage of revenue generated from hoardings will be shared with MC Shimla. The base price of Rs. 50 per square foot applies.

3. Renewal Options: Subject to satisfactory performance, licenses may be considered for renewal.

4. Insurance and Liabilities: The agency must maintain insurance coverage for each site and is liable for any damage or injury due to the hoardings.

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 postdated 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. If the highest tenderer leaves the allotted contract before the time period, the security amount deposited will be forfeited. In case of any dispute regarding the allotted properties, the

decision taken by the Commissioner Municipal Corporation Shimla will be binding on both the parties. In case of dispute, the court having jurisdiction will be Shimla.

7. Compliance with Municipal Guidelines: The agency must comply with all MC Shimla regulations and guidelines regarding advertisement hoardings.

8. In the event of any disputes or disagreements arising from or relating to this RFP or the resulting contract, the parties shall first endeavor 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 High Court.

For further inquiries, please contact Joint Commissioner MC SHIMLA

**Annexure A:** List of rain shelters along with location

Commissioner  
Municipal Corporation Shimla

LIST OF RAIN SHELTERS IN SHIMLA TOWN			
S. No.	Ward No.	Location	No
1	1	Rain Shelter at Longwood Chowk	1
2	1	Rain Shelter at Harvington Chowk	1
3	1	Rain Shelter near Govt. School Bharari	1
4	2	Rain Shelter at Lakkar Bazar Bus Stand	1
5	2	Rain Shelter at Badash Bus Stop, Ruldu Bhatta	1
6	2	Rain Shelter near Community Bhawan along side road leading to Kuftadhar	1
7	3	Rain Shelter on Kali Bari Fingask Road near May Field School	1
8	3	Rain Shelter near Tara Hall School Upper Kaithu	1
9	3	Rain Shelter below Tara Hall Gate Lower Kaithu	1
10	4	Rain Shelter near Neelu Sweat Shop	1
11	4	Rain Shelter near Police Line Old Abkari	1
12	4	Rain Shelter on Annanadale Chowk	1
13	4	Rain Shelter on Annandale Road at turning point to Gowahi	1
14	4	Rain Shelter at Glen in Annandale	1
15	4	Rain Shelter at Kennedy Chowk	1
16	5	Rain Shelter on Annandale road below Kumar House (Transferred to PWD)	1
17	5	Rain Shelter at Lower Summer Hill near HPSEB	1



18	5	Rain Shelter on Boileauganj Summer Hill (newly constructed)	1
19	5	Rain Shelter at Summer Hill Chowk near Post Office	1
20	5	Rain Shelter on road leading from Advance Study to Summer Hill near ITI	1
21	6	Rain Shelter on Totu Chowk	1
22	7	Rain Shelter at Divya Nagar in Ward No.7 Majyath	1
23	8	Rain Shelter on Boileauganj Chowk	1
24	8	Rain Shelter at Chakkar Chowk	1
25	9	Rain Shelter on road leading to Judicial Court Complex at Chakkar	1
26	9	Rain Shelter near Daragh Gate at Kachhighati	1
27	10	Rain Shelter on By-pass at Tuti kandi Chowk	1
28	10	Rain Shelter on Bye-pass Panjari	1
29	11	Rain Shelter on road leading from 103 Tunnel to Tuti Kandi Road	1
30	12	Rain Shelter at Phagli near Sri Ram Auto in Nabha Ward No.11	1
31	12	Rain Shelter on road leading to Down Dale from Phagli Club below Lal kothi	1
32	13	Rain Shelter in Ward No.13 Krishna Nagar	1
33	14	Rain Shelter near Railway Board Building between Cart road and A.G.	1
34	16	Rain Shelter at Lakker Bazar near Police Post	1
35	16	Rain Shelter near Holly Lodge at Jakhu	1
36	16	Rain Shelter near Oak Wood Jakhu	1

37	17	Rain Shelter near Fair View on Road leading from Raj Bhawan to St. Bede's	1
38	17	Rain Shelter near Oak Over C.M. Residence	1
39	17	Rain Shelter near Secretariat	1
40	18	Rain Shelter in ward No.18 Engine Ghar	1
41	19	Rain Shelter near Bothwell	1
42	19	Rain Shelter near Degree College	1
43	19	Rain Shelter at Sanjauli below Dispensary	1
44	20	Rain Shelter in ward No.20 Dhalli	1
45	21	Rain Shelter in ward No.21 Mashobra	1
46	22	Rain Shelter in ward No.22 Shanti Vihar	1
47	23	Rain Shelter in ward No.23 Bhatta Kufer	1
48	24	Rain Shelter in ward No.24 Sangti	1
49	25	Rain Shelter at Malyana Bus Stop	1
50	26	Rain Shelter at Mehli Chowk	1
51	26	Rain Shelter at Panthaghati Chowk	1
52	26	Rain Shelter at Sargheen Chowk Panthaghti	1
53	27	Rain Shelter at Jiwnoo Colony Kasumpti	1
54	27	Rain Shelter at Lower Parimahahal Chowk & Upper Parimahahal Chowk	2
55	27	Rain Shelter near Brahma Kumari Ashram	1



56	27	Rain Shelter at Rani Ground Kasumpti	1
57	28	Rain Shelter above M.C. Office at Chhotta Shimla	1
58	28	Rain Shelter in Strawberry Hill	1
59	28	Rain Shelter near Meat Shop Chhotta Shimla	1
60	29	Rain Shelter on Bye-pass road	1
61	29	Rain Shelter near A.K. Furniture	1
62	30	Rain Shelter near Pollution Control Board	1
63	30	Rain Shelter near Sector-6 Bus Stand Kangnadhhar	1
64	31	Rain Shelter in Sector-I Bus Stand Pateog	1
65	31	Rain Shelter in Sector-II Bus Stand Pateog	1
66	31	Rain Shelter at BCS Bus Stoppage in ward No.31, Pateog	1
67	32	Rain Shelter in Sector-III Bus Stand New Shimla	1
68	32	Rain Shelter in Sector-IV Bus Stand New Shimla	1
69	32	Rain Shelter in Sector-iv near DAV School New Shimla	1
70	33	Rain Shelter on Khalini Chowk	1
71	33	Rain Shelter on Lower Khalini Chowk	2
72	34	Rain Shelter near Nirankari Bhawan Bamloe	1
73	34	Rain Shelter near Cemetery Kanlog	1
		Total	75