OFFICE OF THE DIVISIONAL MANAGER, CTU & DIRECTOR TRANSPORT UNION TERRITORY, CHANDIGARH

(Plot No. 701, Industrial Area, Phase – I, Chandigarh)

Advertisement inviting Expression of Interest Online (EOI) for engagement of an Advertising Agency

Chandigarh Transport Undertaking (CTU) intends to engage an advertising agency for providing consultancy services to suggest best possible potential for utilizing advertising spaces available on buses, ISBTs, Workshops, Tickets etc. through various modes of advertisement in an aesthetic manner. The interested firms/agencies shall have to make a presentation to CTU on conceptual understanding for drafting advertisement policy. The pre-bid meeting will take place on 04/06/19 at 11:00 A.M. in the office of Director Transport, UT, Chandigarh. Only those agencies which have minimum average turnover of Rs. 5 lacs during the last three financial years from the core advertisement business only and handled at least two similar assignments including consultancy and transaction advisory, are invited to apply online along with supporting documents. The last date of uploading of EOI online and submission of EMD in physical/original is 18.06.2019 by 02:00 P.M. The technical bid will be opened on 18.06.2019 at 03:30 P.M. The terms and conditions of this assignment can be downloaded from the website of this undertaking i.e. chdctu.gov.in.

The Director Transport, U.T., Chandigarh shall have every right to (a) cancel/withdraw/amend this advertisement or extend the due date at his sole discretion or (b) accept or reject any tender/EOI without assigning any reason.

Divisional Manager CTU &
Director Transport,
U.T., Chandigarh.

Advertisement regarding inviting of Expression of Interest for engagement of an Advertising Agency to provide consultancy services

1. **Scope of Work:**

Chandigarh Transport Undertaking is engaged in intra-city and intercity operation of the buses and now intends to engage an advertising agency to provide consultancy services:

i) To suggest best possible potential for utilizing advertising spaces available on buses, (inside / outside), ISBT's (2), Workshops (4), Tickets etc;

ii) To propose sizes of the advertisement, modes of advertising such as billboards, digital display, audio/video, pasting of superior vinyl sheets with very high standard of printing of colours etc. as per advertisement control order.

iii) To suggest quality of advertisements /Information Boards in an aesthetic manner so that the advertisements add to the beauty/get up of the advertising spaces.

iv) To draft Request for Proposal for selecting the interested agencies for utilizing the commercial potential of the advertising space and to do the transaction advisory for selection of Advertising agency.

2. Eligibility Criteria:

i) The bidders/agencies should have minimum average annual financial turnover of *Rs 25 lacs (Rupees Twenty Five Lacs)* during the last three years ending 31st March of the previous financial year (i.e. 2016-17, 2017-18 and 2018-19).

ii) During last 5 years, the agency should have handled at least two similar assignments (including consultancy and transaction advisory).

3. Procedure for Technical Evaluation: The bidders shall have to submit a concept paper on the scope of work along with details of key personnel in the technical bid (refer to clause 4.3(i)) and make presentation before the senior officers of the Department.

4. Guidelines for Submission of Technical and Financial Bid:

4.1. The bid must be accompanied by earnest money of *Rs.25,000/- (Rupees Twenty Five Thousand Only)* in the shape of Bank Draft/Pay Order of any Scheduled Bank drawn in favour of DIRECTOR TRANSPORT, UT, CHANDIGARH, to be valid for 90 days. The amount of earnest money shall not be accepted through cheque. EMD will be returned to the unsuccessful, bidders after the final selection. The amount of earnest money, if any, lying with the CTU or any other pending amount will not be adjusted against the present bid. Bid without earnest money shall not be entertained.

4.2. Bid(s) should be uploaded online upto the date and time as indicated in the Bid Notice.

4.3(i). The bid will be in two parts i.e. Technical Bid (Part 'A') and Financial Bid (Part 'B'). The bidders submitting Technical Bid should give maximum information regarding themselves and Technical capabilities as they deem fit. The Technical

Bid should inter-alia contain the following along with the information as asked for against clause 3 above:-

a) The details of experience of the Bidder/Agency.
b) The copies of income-tax returns of last three years with TAN/PAN number along with Balance Sheets and Profit and Loss Accounts of the firm/company for the preceding years. A Self Attested copy be attached of Service Tax Registration Certificate.
c) The Bidder will submit a certificate to the effect that the information submitted by him/her is correct. Anyone found guilty of furnishing false information shall be disqualified directly.
d) The bidder or his/her duly authorized representative may be required to make presentation before the Senior Officers of the Department at his/her own cost.
e) The Bidder shall submit an affidavit that they have not been at any time individually or collectively blacklisted or banned or delisted for any government or Quasi Government of Agencies or PSUs.

The clarification if any, wherever necessary will be obtained from the concerned bidder. The information as required in Part 'A' & supporting documents have to be submitted on e-bid in the form of scanned copies. After necessary appraisal of the bidder's experience and technical expertise, technical short-listing will be done.

4.3 (ii) Financial Bid (Part 'B') for online bidding will contain only the Financial Bid (rates) as per the BOQ available at e-tender site. After assessing the technical details, CTU will short list the parties fulfilling the technical criteria laid down for the purpose. The Financial Bid of only those technically short listed parties will be downloaded on suitable date after intimating such short listed parties. The decision of short listing of Technical Bids for the purpose of opening of Financial Bids by the Director Transport will be final and binding. The date of opening of Financial Bids will be intimated lateron.

4.4. The validity of bid shall be for 90 days from the last date of submission of bid.

5. Schedule of Payment: The payment shall be made only after satisfactory completion of the assignment.

6. Miscellaneous

1. The successful bidder shall be required to deposit performance guarantee equal to 10% of the contract value by way of either fixed deposit receipt or unconditional bank guarantee drawn on any commercial/scheduled bank and pledged in favour of Director Transport, UT, Chandigarh and to be valid for 45 days beyond the validity of the contract. Only after receipt of security deposit, EMD will be refunded. Failure to deposit performance guarantee will lead to forfeiture of the EMD apart from punitive action as the Director Transport may deem appropriate.

2. The CTU shall not be in any manner concerned with the internal affairs of the bidders i.e. dispute and dissolution, etc. or affairs concerning any other (third) party that the supplier may be having.

3. The agency will be required to submit the design within two months of the issuance of LOA / LOI.

4. Failure to discharge the contractual obligations by the bidder will lead to cancellation of the contract, debarring of the firm for future biding in the CTU upto 3 (three) years and the security deposited shall be forfeited in whole.

5. Bidder shall not be allowed to be represented by a lawyer.

6. The aforementioned terms & conditions shall be binding and operative between the bidder and the CTU. The undersigned reserves the right to accept or reject any or all the bids without assigning any reason whatsoever.

7. Any dispute is subject to the jurisdiction of Chandigarh only. In the event of dispute, the same shall be referred for arbitration to the Director Transport, UT, or any person appointed by him/her. The award of the Arbitrator shall be final and binding on both the parties.

8. The undersigned reserves the right to accept or reject any or all the bids without assigning any reason whatsoever.

Divisional Manager CTU &
Director Transport,
U.T., Chandigarh.

PROCEDURE FOR e-biding

1. The Bids shall be received electronically only through the website http://etenders.chd.nic.in
2. Bid Document can be downloaded from the website of Chandigarh Administration http://etenders.chd.nic.in
3. The Bidders shall have to submit their Bids (Technical Bid & Financial Bid) online in Electronic Format with Digital Signatures. For participation in the e-biding process, the Bidders need to register themselves on http://etenders.chd.nic.in. On registration they will be provided with a User ID and a system generated password enabling them to submit their Bids online using Digital Signature Certificate (DSC).
4. The Bids shall be uploaded in Electronic Format on the website http://etenders.chd.nic.in. Scanned copies of Bid Fee, Earnest Money Deposit, Document and Eligibility Documents shall also be uploaded along with Technical Bid within prescribed time limit.
5. Bid Fee, if any and EMD in original as uploaded by the Bidder shall be placed in the manner as described in the Bid Document and shall be submitted in person by the specified date and time in _____. The Agency who fails to submit the EMD as mentioned above, in physical form on or before the prescribed date will be declared as ineligible and the Bid submitted by them shall be declared as invalid.
6. The Agency has to produce the original documents as and when asked for by ___. The failure of the Agency to furnish the said original documents will entail summarily rejection of its bid.
7. Instructions to Bidders regarding e-tendering process:
    a. Bids without digital signatures will not be accepted by the Electronic Biding system. No Bid will be accepted in physical form and in case it has been submitted in the physical form it shall be rejected summarily.
    b. Bids will be opened online as per time schedule mentioned above.
    c. Before submission of online Bids, Bidders must ensure that scanned copies of all the necessary documents have been uploaded with the Bid.
    d. It will be mandatory for all the Bidders to upload all the documents mentioned under 'Bid Details' template.
    e. CTU will not be responsible for any delay in online submission of the Bids due to any reason whatsoever.
    f. The details of EMD specified in the Bid documents should be the same as submitted online (scanned copies) otherwise bid will be rejected summarily.
8. For any technical issue related to Electronic Biding Portal, Bidders may contract the General Manager, CCBSS/ Deputy Controller (F&A), CTU, Chandigarh or at ctu-chd@nic.in/cbsschandigarh@gmail.com Phone No.0172-2970357(Extn.104).