



BIDHANNAGAR MUNICIPAL CORPORATION

Poura Bhawan, FD-415A, Sector-III
Salt Lake City, Kolkata - 700 106

NOTICE INVITING EXPRESSION OF INTEREST (EOI)

(Tender ID: 2025_MAD_870712_1)

EOI No.461/PWD(BMC)

Dated: 24/06/2025 (4th Call)

The Executive Engineer on and for behalf of Bidhannagar Municipal Corporation invites e-bid Tender/bids from reliable and resourceful Companies/Firms/Contractors having experience and acumen in similar nature of works as noted below.

Intending bidder may download the EOI documents from the website <https://wbenders.gov.in> directly with the help of Digital Signature Certificate. Necessary EMD may be remitted through e-Tender portal only by Net Banking/NEFT/RTGS. The receipt of EMD paid should be included with Eligibility document.

Bids are to be submitted duly digitally signed in the website <https://wbenders.gov.in>.

1. EOI documents may be downloaded from website and submission of bid will be done as per Time Schedule stated in Section – B of this EOI Document.
2. The Financial Bid of the prospective Bidder will be considered only if the Technical Bid of the bidder is found qualified by the Tender Inviting Authority. The decision of the Tender Inviting Authority / Tender Committee will be final and absolute in this respect. The list of Qualified Bidders will be displayed in the website.

1. Name of Works:

Selection of agency for Survey, Dismantling, Design, Category Selection, New Erection & Installation and Maintenance of different type of Hoardings/Advertisements (illuminative & non-illuminative) within Borough– I, under Bidhannagar Municipal Corporation area.

2. Project Overview:

Bidhannagar Municipal Corporation always looking for cleanliness and beautification of the city area and took various steps to implement different projects related to environment, beautification etc. During these days, due to its huge fund crunch, authority has decided to outsource for such kind of Hoardings and Display works which will also become a revenue income for this Corporation. Accordingly, authority envisages to implement the project – **“Selection of agency for Survey, Dismantling, Design, Category Selection, New Erection & Installation and Maintenance of different type of Hoardings/Advertisements (illuminative & non-illuminative) within Borough –I, under Bidhannagar Municipal Corporation area”** for enhancing the scope of advertisement related activities along with generation of source of revenue of BMC. In this regard, BMC invites bids from the interested and eligible Agencies for the said work providing a comprehensive solution towards Overall Development & Maintenance of the proposed scheme on Turn-key basis (end to end).

Bidhannagar Municipal Corporation (BMC) invites the eligible parties (hereafter referred as “Bidder”) for appointment of agency for Survey, Dismantling, Design, Category Selection, New Erection & Installation and Maintenance of different type of Hoardings/Advertisements (illuminative & non-illuminative) under Bidhannagar Municipal Corporation area to provide a comprehensive solution towards Development & Maintenance of the proposed scheme as specified in the Scope of Work of this Expression of Interest (EOI).

Bidders are advised to study this EOI document carefully before submitting their proposals in response to this EOI. Submission of proposal in response to this EOI shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

Failure to furnish all information required as mentioned in the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.



3. Project Vision & Mission

To keep the city, clean from unauthorized hoardings/advertisements; to enhance the scope of advertisements; to beautify the city through different type of modern advertisement; to control the visibility pollution etc. and last but not the least, this project is taken up for increase of revenue generation under BMC.

4. Letter of Invitation

BIDHANNAGAR MUNICIPAL CORPORATION

Poura Bhawan, FD – 415A, Sector III,
Salt Lake City, Kolkata – 700 106, West Bengal

Expression of Interest (EOI)

Bidhannagar Municipal Corporation (BMC) invites sealed EOI from eligible interested candidates for undertaking **“Selection of agency for Survey, Dismantling, Design, Category Selection, New Erection & Installation and Maintenance of different type of Hoardings/Advertisements (illuminative & non-illuminative) within Borough– I, under Bidhannagar Municipal Corporation area”**.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the website www.bmcwb.gov.in and e-Tender site of Government of West Bengal

Further details, if any, may be obtained from the office of the Executive Engineer, Hoarding, Bidhannagar Municipal Corporation, 4th Floor, Poura Bhawan, FD – 415A, Sector III, Salt Lake City, Kolkata – 700 106 during working hours.

Last date for submission of EOI is on 23/07/2025 up to 15.00 Hrs. **through e-tender portal**.

Agencies meeting the qualification criteria may be invited for presentation / proposal before the selection committee of BMC.

Executive Engineer,

Bidhannagar Municipal Corporation
Poura Bhawan, FD – 415A, Sector III,
Salt Lake City, Kolkata, West Bengal.

Note: BMC or any of its designates reserves the right to cancel this request for EOI and/or invite afresh with or without amendments, without liability or any obligation for such request for EOI and without assigning any reason. Information provided at this stage is indicative and BMC reserves the right to amend/add further details in the EOI.

5. Scope of work:

- a. Surveying of existing Hoardings.
- b. Dismantling of all Hoardings wherever necessary with an intimation to BMC Authority.
- c. New planning by City Architect maintaining all latest Guidelines of Govt. of West Bengal as applicable.
- d. Selections of zone/location with different categories like MS structure hoardings, light post kiosks, Unipolar Hoarding, Bye polar Hoarding, L.E.D. Display etc. maintaining Visual Pollution Free City directives.
- e. Obtaining approval of Planning from BMC Authority (Agency must have to submit schematic drawings for approval of BMC Authority).
- f. New Erection & Installation and Maintenance of different type of Hoardings/Advertisements (illuminative & non-illuminative) as per approved planning.

6. Terms & Conditions:

- Agency will be selected initially for **Five years** by inviting Expression of Interest (EOI) through e-Tendering process for outsourcing the work related with Hoardings/Advertisements. Initial contract period of 5 (five) years may be extended on successful performance and over naturally agreed terms & conditions.
- Highest bidder will get offer from BMC with the other terms & conditions of the tender.
- After Selection of successful bidder, the Agency shall deposit 20% amount of contract value to the BMC within 3 (three) months of issuance of the work order. Bank guarantee of validity period of six months issued by any scheduled bank of amount corresponding to 20% of the contract value shall be deposited by the issuance of work order. The same will be refunded on deposition of 20% amount of contract value to BMC. Rest Amount to be deposited in four installations for each consecutive four year of contract before commencement of each subsequent year.
- BMC & Agency will sign the Contract after the work order issued to the Agency after receiving the above said Bank Guarantee.
- The Agency must be eligible and competent to enter into contract under the Indian Contracts Act 1872 and should be ISO Certified.
- The Agency should have its own office in Kolkata and registration under GST regime of West Bengal.
- The Agency should have minimum 5 years of experience in Advertising Business.
- The Agency should have one Advertising Contract value of more than Rs.50.00 Lakh in a Single year OR at least 03 (Three) Advertising Contracts of average value of Rs.30.00 Lakh in year during last 5 (five) years in Metro Railway Nigam/ Indian Railway/ any Govt. Transport department/ Municipal Corporation/Any other Govt. Body etc.
- The Agency should have an annual Turn Over of Rs.2.00 Crore (Rupees Two Crore) in the last 03 (three) preceding financial years i.e. 2021-22, 2022-23 & 2023-2024 where the Agency have a profit making for each of the last 03(three) years (2021-22, 2022-23 & 2023-2024).
- The Agency should submit a Bank Solvency Certificate from their Banker for an amount of not less than Rs.50 Lakh (Rupees Fifty Lakh). The Bank Solvency Certificate should not have been issued prior to 03 (Three) month from the date of publication of the Tender.
- Consortium/ Joint Venture are not allowed.
- Sizes of each display will be according to available space and visibility and must be free from eye pollution and as per extant rules and policy of the Govt.
- Agency will reserve 10% of the total Display area for Bidhannagar Municipal Corporation and other Govt. Departments which will be decided mutually between the awarded Agency and Bidhannagar Municipal Corporation.
- Successful Agency will enter into an agreement with Bidhannagar Municipal Corporation for 05 (Five) years.
- The performance of the entrusted Agency will be reviewed after completion of each year and Bidhannagar Municipal Corporation has the right to rescind the contract in case of breach of terms and conditions of the contract on the part of the entrusted Agency.
- Successful Agency will submit a Detailed Plan for installation of Display Units prepared by a reputed City Architect mentioning the Location, Category & Type of Display within the Jurisdiction of Bidhannagar Municipal Corporation.
- Incubation period will be 03 (Three) months from the date of signing the Agreement. Said Agency will remove all illegal Advertising Media/ Displays within the said Incubation period with the administrative support of Bidhannagar Municipal Corporation and submitted planning for approval of the authority.
- For any kind of dispute or harassment by any person/entity Bidhannagar Municipal Corporation will provide administrative support & may request Police Authority to provide necessary support to the Successful Agency, if required.
- Successful Agency will provide surveillance for 24x7 hours.



- Successful Agency will manage all sorts of legal Aspects related to the said matter.
- Rate per Square Feet per month for displaying each Advertising Media shall be fixed by the Agency as per extant rules and regulations where Bidhannagar Municipal Corporation will not interfere.
- All the cost & responsibility would be Bourne by the Agency.

7. Location of Work:

Within the jurisdiction of Borough-I comprising Ward nos. 1, 2, 3, 4, 5, 6 & 7 of Bidhannagar Municipal Corporation.

8. Estimated amount put to tender/bid:

Highest bidder will get offer from BMC for 5 (five) years with the other terms & conditions of the tender.

9. Eligibility to participate in the Tender / bid:

Sl. #	Eligibility Criteria	Document Proof
1.	The Agency should have minimum 5 years of experience in Advertising Business.	Documents in support must be submitted.
2.	The Agency should have its own office in Kolkata and registration under GST regime of West Bengal.	Documents in support must be submitted.
3.	The Bidder should not have been blacklisted / debarred by Central Government / Any State Government in India / PSU in last 5 years.	Self-declaration by the authorized signatory of the Bidder, in the format given in the RFP.
4.	The Agency should have one Advertising Contract value of more than Rs.50.00 lakh in a Single year OR at least 03 (Three) Advertising Contracts of average value of Rs.30.00 Lakh in year during last 5 (five) years in Metro Railway Nigam/ Indian Railway/ any Govt. Transport department/ Municipal Corporation/ Any other Govt. Body etc.	Completion / performance Certificate to be uploaded.
5.	The Agency should have an annual Turn Over of Rs.2.00 Crore (Rupees Two Crore) in the last 03 (three) preceding financial years i.e. 2021-22, 2022-23 & 2023-2024 where the Agency have a profit making for each of the last 03 (three) years (2021-22, 2022-23 & 2023-2024).	Documents in support must be submitted.
6.	Existence in Kolkata: The bidder should have a center operational in Kolkata or shall furnish an undertaking to open an operation center within 1 month from award of the project.	Self-Declaration in company's Letterhead
7.	The bidder shall submit the Power of Authorisation for signing the bid in Rs.20.00 (Rupees Twenty Only) Non-Judicial Stamp Paper.	Scanned copy of Power of Attorney needs to be uploaded
8.	Bidder should submit Earnest Money Deposit (EMD) of Rs.4,00,000/- (Rupees Four Lakh only) using online payment system of e-Tender site.	Scanned copy to be uploaded
9.	The Agency should submit a Bank Solvency Certificate from their Banker for an amount of not less than Rs.50 Lakh (Rupees Fifty Lakh). The Bank Solvency Certificate should not have been issued prior to 03 (Three) month from the date of publication of the Tender.	Scanned copy of Solvency Certificate from any scheduled Bank.
10.	Particulars of ownership/partnership or Board of Directors pertaining to the Organization / Company / Firm.	Documents in support must be submitted.



Sl. #	Eligibility Criteria	Document Proof
11.	Other legal documents: <ul style="list-style-type: none">• Trade License• GST Certificate• Income Tax Return (Latest 3 years)• PAN Card, Aadhar Card• Other documents, if any, as required.	Scanned copy of the documents to be uploaded
12.	Affidavit & other statutory forms have to be submitted in prescribed format.	Scanned copy of the documents to be uploaded

In absence of any of the above, the bid may be treated as non-responsive and summarily rejected.

Note: -

Similar nature of works completed successfully will be treated as credential.

10. Bid Evaluation:

No exemption of EMD will be allowed. Technical proposal will be evaluated first. If there is any deficiency in the statutory documents the tender/bid will summarily be rejected. Only bidders meeting the minimum eligibility criteria will be considered for technical evaluation of their bids. Afterwards Financial Bid of the qualified bidders will be opened. Financial Evaluation will be made on Highest Rate Basis (H1).

While evaluation, the committee may summon the tender/bidders and seek clarification / information or additional documents or original hard copy of any of the documents already submitted and if these are not produced within the stipulated time frame, their proposals shall be liable for rejection.

All documents in original to be produced in due course of time as & when asked by the Tender / bid Inviting Authority.

11. Earnest Money:

Rs.4,00,000/- (Rupees Four Lakh only) using online payment system of e-Tender site.

12. Date and Time Schedule:

1.	EOI No. & Date	EOI No.461/PWD(BMC), Dated: 24/06/2025 (4th Call)
2.	Brief description of Job	Selection of agency for Survey, Dismantling, Design, Category Selection, New Erection & Installation and Maintenance of different type of Hoardings/Advertisements (illuminative & non-illuminative) under Bidhannagar Municipal Corporation area.
3.	Earnest Money Deposit	Rs.4,00,000/- (Rupees Four Lakh only) using online payment system of e-Tender site.
4.	Website for tender documents	https://wbttenders.gov.in
5.	Date of Downloading of EOI documents	26/06/2025 after 18.00 Hrs.
6.	Corrigendum, if any will be published (online)	Notified later on as per requirement.
7.	Bid Submission Start date & time	26/06/2025 after 18.30 Hrs.
8.	Pre-Bid Meeting Date & Time	08/07/2025 at 1.00 pm. at Bidhannagar Municipal Corporation 4 th Floor, Conference Room Poura Bhawan, FD – 415A, Sector III, Salt Lake City, Kolkata – 700 106, West Bengal.
9.	Last date & time of Bid Submission	23/07/2025 up to 15.00 Hrs.
10.	Date & time of Technical Bid Opening	25/07/2025 after 15.30 Hrs.



13. Time of completion:

5 years excluding Incubation period of 03 (Three) months from the date of signing the Agreement.

14. Site inspection & general information:

Intending Bidders are required to inspect the site of the Project with particular reference to location and infrastructure facilities.

They are to make a careful study with regard to availability of materials and their sources and all relevant factors as might affect their rates and prices.

15. Tender/bid documents:

A full set of Tender/bid documents consists of 2 Parts. These are;

- I) **Part I** containing all documents in relation to the name of the firm applied for and credentials possessed by them along with EMD and all relevant documents as depicted.
- II) **Part II** containing following documents; Bid Schedule (.xls sheet)

16. Validity of Bid:

A Bid submitted shall remain valid for a period of 180 calendar days from the date of publication of Bids. Any extension of this validity period if required will be subject to concurrence of the Bidders.

17. Withdrawal of Bid:

A Bid once submitted shall not be withdrawn within the validity period. If any bidder/bidders withdraw his/their Bid(s) within the validity period then Earnest Money as deposited by him/them will be forfeited.

18. Acceptance of Bid:

Executive Engineer, Bidhannagar Municipal Corporation will accept the Bid on recommendation of the Tender Committee of BMC. He does not bind himself to accept otherwise the Highest Bid and reserves to himself the right to reject any or all of the Bids received without assigning any reason thereof.

19. Intimation:

The successful Bidder will be notified in writing of the acceptance of his Bid. The Bidder then becomes the "Contractor" and he shall forthwith take steps to execute.

Formal Contract Agreement in appropriate Municipal Form shall be executed with the Executive Engineer, Bidhannagar Municipal Corporation and Successful Bidder shall fulfil all his obligations as required by the Contract.

20. Escalation of Cost:

There will be no escalation in cost for materials or labour and the contract price mentioned in the contract stands valid till completion of the contract.

21. Name & address of Engineer-In-Charge (EIC) of the Work:

Executive Engineer, Bidhannagar Municipal Corporation.

22. Execution of Work:

The Contractor is liable to execute the whole work as per direction and instruction of the Executive Engineer, Bidhannagar Municipal Corporation, who is the Engineer-in-charge of the work.

23. Payment:

Payment will be made by the Contractor/Agency to the appropriate Authority of Bidhannagar Municipal Corporation as per terms & conditions of the Contract.

24. Influence:

Any attempt to exercise undue influence in the matter of acceptance of Bid is strictly prohibited and any Bidder who resorts to this will render his Bid liable to rejection.



25. The bidder shall provide a single-point-of-contact for support including but not limited to problem tracking, problem source identification, problem impact (severity) determination, bypass and recovery support, problem resolution, and management reporting.
26. The Proposal should be accompanied by a letter of authorization in the name of the signatory of the Proposal.
27. In case office faces sudden closure owing to reason beyond the scope and control of the Executive Engineer, BMC any of last date/dates as schedule may be extended up-to/to next and following working day without issuing further and separate notice the Executive Engineer, BMC feels it to be necessary and exigent.
28. Imposition of any duty/tax/rule etc. owing to change /application in legislations/enactment shall be considered as a part of the contract and to be adhered to by the Bidder/Contractor strictly.
29. Bid Acceptance Authority is the Executive Engineer, Bidhannagar Municipal Corporation on recommendation of the Tender Committee of BMC.
30. In case of any dispute arising from any clauses of similar nature between bid documents and Municipal tender/bid form, the decision of Executive Engineer, Bidhannagar Municipal Corporation, will be final and binding.
31. All taxes i.e. GST, PT, IT, and Labour welfare Cess etc. all applicable as per government rules.
32. No conditional/ incomplete Bid shall be entertained.
33. In the event of e-Filing intending bidder may download the tender/bid document from the website www.wbtenders.gov.in directly by the help of Digital Signature Certificate.
34. Technical Bid & Financial Bid both will be submitted concurrently duly digitally signed in the Website www.wbtenders.gov.in. Tender/Bid document may be downloaded from website & submission of Technical Bid /Financial Bid as per Tender/Bid Schedule.
35. The Bidder, at the Bidder's own responsibility and risk is encouraged to visit and examine the site of works and its Surroundings and obtain all information that may be necessary for preparing the Bid and entering into a contract for the work as mentioned in the Notice inviting Quotation, the cost of visiting the site shall be at the Bidder's own expense. Traffic management and execution shall be the responsibility of the Agency at his/her/their risk and cost.
36. The intending Bidders shall clearly understand that whatever may be the outcome of the present invitation of Bids, no cost of Bidding shall be reimbursable by the ULB. The Executive Engineer, Bidhannagar Municipal Corporation reserves the right to accept or reject any or all the offered bid/bids without assigning any reason whatsoever and is not liable for any cost that might have incurred by any Bidder at any stage of Bidding.
37. Prospective applicants are advised to note carefully the minimum qualification criteria as mentioned in 'Instructions to Bidders' before bidding.
38. During scrutiny, if it is come to the notice to tender/bid inviting authority that the credential or any other papers found incorrect/manufactured/fabricated, that tender/bidder will not be allowed to participate in the tender/bid and that application will be out rightly rejected without any prejudice.
39. Before issuance of the work order, the tender/bid inviting authority shall verify the credential & other documents with the originals of the highest bidder. All such documents shall have to be furnished by the highest bidder within 3 (three) days from the date of opening of financial bid at chamber of the undersigned of this office. After verification, if it is found that such documents submitted by the highest bidder is either manufactured or false, in that case, L.O.A./work order will not be issued in favour of the bidder under any circumstances.



40. If any discrepancy arises between two similar clauses on different notifications, the clause as stated in later notification will supersede former one in following sequence:
- Municipal Form –WB Form no. 2911
 - EOI
 - Special terms & Condition
 - Technical bid
 - Financial bid
41. Contractor shall have to comply with the provisions of (a) the contract labour (Regulation Abolition) Act. 1970(b) Apprentice Act. 1961 and (c) minimum wages Act. 1948 of the notification thereof or any other laws relating thereto and the rules made and order issued there under from time to time.
42. Where an individual person holds a digital certificate in his own name duly issued to him against the company or the firm of which he happens to be a director or partner, such individual person shall, while uploading any tender/bid for and on behalf of such company or firm, invariably upload a copy of registered power of attorney showing clear authorization in his favour, by the rest of the directors of such company or the partners of such firm, to upload such tender/bid. The power of attorney shall have to be registered in accordance with the provisions of the Registration Act, 1908.

Executive Engineer
Bidhannagar Municipal Corporation

Copy forwarded for necessary information to:-

1. Joint Municipal Commissioner, Bidhannagar Municipal Corporation.
2. Chief Engineer, Bidhannagar Municipal Corporation
3. Chief Auditor, Bidhannagar Municipal Corporation.
4. Finance Officer, Bidhannagar Municipal Corporation.
5. Executive Engineer, Building Plan, Bidhannagar Municipal Corporation.
6. Law Officer, Bidhannagar Municipal Corporation.
7. P.A. to Hon'ble Mayor, Bidhannagar Municipal Corporation.
8. P.A. to Commissioner, Bidhannagar Municipal Corporation.
9. Office Notice Board.
10. Official Website.
11. Publication to newspapers.
12. Office Copy.

Executive Engineer
Bidhannagar Municipal Corporation