

## REVISED NORMS OF OUTDOOR PUBLICITY

1. DAVP looks after Outdoor Publicity for Ministries/Departments and Organizations of the Government of India, including their attached offices, autonomous organizations and PSUs, on various outdoor media, i.e. hoardings, wall paintings, banners, cinema slide, kiosks, bus back panels etc. Hence, the outdoor display work of these offices/organizations has to be routed through DAVP.

2. DAVP executes Outdoor Publicity through Outdoor Advertising Agencies located in different parts of the country. These agencies are divided into two categories:-

Category I : General outdoor media viz. Hoardings, Wall Paintings, Banners/Flex/Vinyl and miscellaneous Outdoor Media like Glow Sign/Neon Sign/PVC Plastic Gift items etc.

Category II : Agencies with sole concessionaire by civic/local authorities

1. Computerized Animation Display Systems
2. Kiosks
3. Bus panels
4. Bus Queue Shelters/Bus Stand Hoardings
5. Train/Coach panels/Rly Stn. Hoarding/Station Outdoor Media
6. Bus/rail tickets
7. Decorative railings
8. Metro Rail Panel/Display Board/Pillar Kiosks
9. Public Utilities/Dhallows
10. Unipoles/Subways side wall panels
11. Electric/LPG etc Bills
12. Auto Rickshaw/Sineages/Gantry/Mobile Van panels
13. Any other Sole concessionaire/Outdoor Media formats

### 3. CATEGORY-1: THE AGENCIES EMPANELLED WITH DAVP

General outdoor media comes under this category viz.

Hoardings,

Wall Paintings,

Banners/Flex/Vinyl and

miscellaneous Outdoor Media like Glow Sign/Neon Sign/PVC Plastic Gift items etc.

#### FIXATION OF RATES THROUGH TENDER

(A) To obtain rates for the media under category I, two tier tender will be floated

(i) Pre qualification notification as per laid down criteria. Cost of Pre qualification document shall be Rs.1000/- (non refundable) in the form of DD. Successful bidder shall be empanelled.

(ii) Tender shall be invited from eligible empanelment agencies.

(iii) The lowest rate (L1) based on the bid will then be offered to all the other bidders for equitable distribution of jobs, in case the latter agree to work on L1 and the volume of work is more than L1 alone can supply.

(B) Criteria for pre qualification

The minimum criteria stipulated for pre qualification of an Outdoor Advertising Agency are as under :

- (i) It should have a minimum billing of - a) Rs. 50 lakh per annum for 'A' class cities & throughout State, b) Rs. 30 lakh per annum for 'B' class cities, c) Rs. 20 lakh per annum for 'C' class cities and rural areas.
  - (ii) It should have been functioning for at least five years in the particular outdoor media.
  - (iii) It should either have its own workshop or should have arrangements with other workshop for getting the Hoardings and Banners work done.
  - iv)
    - a) In case of hoardings, the agency should have authorized access to at least 50 sites in 'A' class cities, 30 sites in 'B' class cities, 20 sites in 'C' class cities and should have the capacity to display at least 100 hoardings throughout the state or state capital at a time.
    - b) In the case of wall paintings, the agency should have the capacity to display 1000 wall paintings (i.e.2,00,000 sft) at least in a state within the specified time limit, throughout the country or any state/states
    - c) The agencies should furnish documentary evidence of fulfillment of above criteria in the shape of Purchase orders, Tax receipts of Civic Authority, Photographs etc.
  - v) **The application should be submitted in prescribed format for General Outdoor Media (Category I) and each outdoor media format by each agency with the required fee as mentioned at 3(A)(i).** The application should contain details of the agency's Permanent Account Number (PAN), Service Tax Receipts, Bank Statements and Income Tax return in the name of the company, CA certified balance sheet and media /item wise billing for the preceding five years. Where an agency is a Private Limited Company, the registered Article of Memorandum of Association and if a partnership firm, the registered partnership deed should be provided along with any other documents considered necessary.
  - vi) The agency should furnish an undertaking that the details submitted by it in the application form are true and correct.
  - vii) A security deposit of Rs. 25,000/- must be submitted by the eligible agency, which will be returned, once it ceases to be on DAVP panel. The agency will also submit a bond of agreement on stamp paper.
  - viii) The agency should not have been disqualified by DAVP or been a defaulter of DAVP in five years preceding the date of application.
- (c) **Tenure of Rates:**  
The approved rates shall be valid for a period of two years and are extendable for a period of one year or till next rate fixation, whichever is earlier. However sole right media owners may apply any time within the three year period.
- (D) **INSPECTION COMMITTEE:** The competent authority of DAVP shall constitute an inspection committee to inspect the premises of the agency and make such enquiries as considered necessary to assess the suitability of the firm to undertake the assigned work.

**(E) DEBARING OF AGENCIES:**

- 1) In case there is a failure or delay on the part of the agency to implement the job to DAVP's specifications, the agency is liable to be penalized on the basis of the recommendation of the Liquidated Damages Committee (LDC). The decision of DAVP will be final and binding on this subject.

2) If in the opinion of the LDC, an empanelled Agency has failed in completing the job assigned to it by DAVP, such an agency may be debarred/blacklisted for up to three years. The decision of DAVP will be final and binding on all.

3) Similarly, in case an agency indulged in unethical practice or anti national activities or convicted by Court of Law for such activities, such Agency shall also be debarred/blacklisted for a period up to three years.

#### **(F) REVIEW OF EMPANELLED AGENCIES**

The status of empanelled agencies will be review every five year on the basis of criteria of empanelment. All the empanelled agencies are required to submit their details for renewal of empanelment accordingly, along with relevant documents. The agency may be inspected, if so required. If for any reason there is change of ownership of empanelled agency, the said agency should seek afresh empanelment with the DAVP after following the prescribed process de novo.

#### **4) CATEGORY II : AGENCIES WITH SOLE CONCESSIONAIRE AWARDED BY CIVIC/LOCAL AUTHORITIES**

The advertisement rights under this category is relation to a specific media in a specified city/placed/area. The agency awarded the contract under this Category, enjoys the sole right to advertise in the given media in the embarked city/place/area i.e. other competing agencies are not awarded contract for the same media in the same city/place/area. The following media are open to beneficiary agencies:-

Media owned by sole right concessionaire should have valid sole rights from the concerned civic authorities. The sole right holding agencies should furnish documentary evidences, agreements etc. indicating validity.

1. Computerized Animation Display Systems
2. Kiosks
3. Bus panels
4. Bus Queue Shelters/Bus Stand Hoardings
5. Train/Coach panels/Rly Stn. Hoarding/Station Outdoor Media
6. Bus/rail tickets
7. Decorative railings
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13. Any other Sole concessionaire/Outdoor Media formats

DAVP shall prepare rate for all over India sole right media on the basis of formula derived from economic indices and all relevant factors by the Rate settlement Committee constituted by competent authority in a interval of every three months or as & when required. It is not binding on the part of DAVP to consider every outdoor media.

5) All activates shall be subject to Laws of the Land and all liabilities arising out of any violation shall be borne by the agency and its successors. All disputes are subject to Delhi Jurisdiction only.

6) Notwithstanding any of the provisions mentioned above for empanelment / Rate Fixation, the decision of DAVP will be final and binding on all parties.