

AGRICULTURAL MARKETING DEPARTMENT

GOVERNMENT OF ANDHRAPRADESH



REQUEST FOR PROPOSAL
FOR EMPANELMENT OF VENDORS FOR
INSTALLATION AND OPERATION OF LED DISPLAY BOARDS AT
RYTHU BAZARS AND MARKET YARDS IN THE STATE OF ANDHRA
PRADESH
(2018-19)

OFFICE OF THE COMMISSIONER AND DIRECTOR OF AGRICULTURAL MARKETING
GOVERNMENT OF ANDHRA PRADESH
GUNTUR-522004

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1 PREFACE

1.1 SCHEDULE

Sl. No	Description	Date	Time
1	Commencement of issue of RFP document through Agricultural Marketing Department website (www.market.ap.nic.in)	2-6-2018	4 PM
2	Last date for downloading document through Agricultural Marketing Department website (www.market.ap.nic.in)	15-6-2018	5PM
3	Pre bid meeting	11-6-2018	11 AM
4	Last date and time for submission of physical copy of tender document to documents to Agricultural Marketing Department office Guntur	15-6-2018	3 PM
5	Opening of Technical bid documents	15-6-2018	4 PM
6	Opening of Financial bid	18-6-2018	11 AM
7	Announcement of qualified Tenderer	TO BE INFORMED LATER	

2 BACKGROUND OF PROPOSAL

2.1 GENERAL INFORMATION

Department of Agricultural Marketing, Andhra Pradesh was established in 1962, bifurcating from the Agriculture Department to enforce the provisions of the Agricultural Produce Markets Act and other schemes of the Department. The responsibilities of Department includes market regulation, market facilitation, market promotion, and market information and farmer welfare.

The Department regulates AMCs and Rythu Bazars under it wherein various agriculture and horticulture commodities are traded across the state.

In order to provide a better market place for farmers and to ensure affordable prices to the end consumers, the Rythu Bazars were established in the year 1999. The concept of Rythu Bazar was developed to facilitate direct marketing between consumers and farmers avoiding the long chain of middle men. There are currently 96 Rythu Bazars functioning in the State of Andhra Pradesh and thousands of farmers and consumers visit these markets on daily basis.

2.2 OBJECTIVES OF THE PROPOSAL

The objective behind the issuance of the RFP is to enable the department in empanelment of reputed vendors to install LED display boards at selected Rythu Bazars and Agricultural Market Yards for display of market prices and information dissemination regarding government programs.

These display boards can be as well used by the vendors for advertising and promotion for Private players as per his agreements.

The empanelment of vendors will be for a period of three year from the date of commencement of the Contract, extendable for a further period of two more years based on mutually agreed terms and conditions.

3 SCOPE OF WORK

3.1 INSTALLATION & OPERATION OF LED DISPLAY BOARDS

3.1.1 Vendor Role:

The empanelled vendor is required to install, maintain and operate the display boards at the allotted Rythu Bazars and Agricultural Market Yards, in accordance with the orders issued by the Director under the Rules. The roles and responsibilities of vendor includes,

- a) Installation of LED display boards of 8' x 6' size, in accordance to the minimum specification provided under **Annexure 7**, at the allotted Rythu Bazars and agricultural market yards. This include wiring, cabling and other safety and backup equipment for the proper operation of the display.
- b) Arrange for the necessary software and provide the screen space of minimum 2' x 6' (25% of size) for display of Market Prices.
- c) Reserve a time slot of minimum 90 minutes during the morning hours (Between 7 am to 10 am) and 90 minutes during the evening hours (between 4 pm to 7 pm), for broadcasting information on Government programs, during the working hours of Rythu Bazars and agricultural market yards.
- d) Submit the details on monthly basis for actual number of hours utilized for the Government programs/ ads
- e) Ensuring the maintenance of asset to keep it in running condition, including arrangement for electricity and power backup for continuous operating of display
- f) Securing advertisement contracts from private players to generate revenue for himself
- g) **Vendor is required to install a software in order to track the number of advertisement and also the duration of the advertisements screened**
- h) The vendor should maintain separate head in books of account to record the revenue generated from operations in the rythu bazars and market yards and made it available to the department as and when asked for. Rythu Bazars and Agricultural Market Yards
- i) Such other activities as may be required from time to time as agreed to by the parties

3.1.2 Role of Agricultural Marketing Department:

The Agriculture Marketing Department shall facilitate the following,

- a) Providing space and permission to the vendor for installation of display boards in allotted Rythu Bazars and Agricultural Market Yards
- b) Providing access to existing electricity connection on pay and use basis, as per availability in Rythu Bazars and Agricultural Market Yards
- c) Provide the data input for market prices to be displayed on the board
- d) Providing the videos/ digital banners for ads and programs to be run on behalf

of Government of AP

- e) Allowing the vendor to run advertisements for private players to increase economic viability for himself

3.2 MARKETS WHERE DISPLAY BOARDS HAVE TO BE INSTALLED:

3.2.1 The selected vendors will have to install the display boards at the rythu bazaars and agricultural market yards in the clusters allotted to them based on the maximum revenue sharing bids in Percentage

3.2.2 The list of these target markets and estimated footfalls are provided in **Annexure-6** of this document. The list of clusters is provided in **annexure 5**.

3.3 NUMBER OF DISPLAY BOARDS TO BE INSTALLED:

3.3.1 The vendor needs to install and operate at least one display board in the allotted Rythu Bazar and market yard at a prominently visible location decided by the department.

3.3.2 The department may choose for the installation of more than one display board in the Rythu Bazar/ Market Yard based on the size and footfall.

3.3.3 In case the vendor wants to install multiple display boards in the same market, he must seek a written permission from the Department for the same.

3.3.4 The Agricultural Marketing Department can consider the request based on following parameters,

- The location of display should not hamper the commutation and transportation for farmers and consumers.
- There should not be any demolition of existing infrastructure.
- For each screen, the display size and time slot should be provided to the Department as per the RFP.
- The specification for display size and other parameters should be as per RFP.

4 QUALIFICATION CRITERION FOR TENDERERS

4.1 TENDERERS CAN BE A SINGLE ENTITY OR CONSORTIUM:

4.1.1 The Tenderer can be a single entity or a consortium between the Tenderer, however the department shall deal with only the principle bidder.

4.2 TENDERERS NOT TO BE INELIGIBLE:

4.2.1 Tenderers shall not be under a declaration of ineligibility for any reason whatsoever as issued by Government of India or any state government or any public sector undertaking of the Government of India or any state government.

4.2.2 Tenderer shall affirm its eligibility to participate in the tender. The affirmation shall be as per **Annexure-1** and shall be duly signed by the person authorized as per **Annexure-4**.

4.3 QUALIFICATION CRITERIA FOR TENDERERS:

4.3.1 The qualification criteria for Tenderers are given below.

- (a) The Tenderer can be a firm duly registered as proprietorship or partnership or private company registered under the Companies Act, 1956.
- (b) The Tenderer shall have at least three years' experience in providing outdoor advertising and display services.
- (c) The firm should have installed and should be running a minimum of **10** LED display boards for the purpose of advertising.
- (d) The average turnover of the Tenderer in the last three financial years namely 2017-18, 2016-17 and 2015-16 shall not be less than 3 crores in the three years combined.

Tenderers shall fill in particulars about fulfilling the qualification criteria in formats in **Annexure 3**, which shall be submitted as detailed in this tender document.

5 TENDER DOCUMENTS

5.1 CONTENTS OF THE TENDER DOCUMENT:

5.1.1 This tender document includes, background to the invitation, instruction to Tenderers along with Annexures.

5.2 CLARIFICATION REGARDING TENDER DOCUMENTS:

5.2.1 Tenderers requiring any clarification regarding tender document may notify With Marketing Department in writing through e-mail at the e-mail address indicated in this document before the pre-bid meeting. The Marketing Department will respond to all such clarification requests through email to all Tenderers.

5.3 AMENDMENTS TO TENDER DOCUMENTS:

5.3.1 At any time prior to the deadline for submission of tenders, the Agricultural Marketing Department may, for any reason, whether at its own initiative or in response to a clarification requested by a Tenderer or as a result of the outcome of the pre bid meeting, modify this tender document through an amendment/corrigendum.

5.3.2 All amendments to the tender document shall be uploaded to website and shall be binding on the Tenderers.

5.4 PRE BID MEETING OF TENDERERS:

5.4.1 A pre-bid meeting of Tenderers would be held at the notified venue, date and time as displayed on website of the Marketing Department.

5.4.2 Tenderers may seek clarifications on the tender documents and other relevant matters. They may also suggest amendments to the tender documents. However, the Marketing Department would have absolute discretion on accepting or rejecting the suggestions made.

6 SUBMISSION OF PROPOSAL

6.1 LANGUAGE OF THE TENDER:

- 6.1.1 The tender prepared and submitted by the Tenderer shall be in English.
- 6.1.2 Any correspondence relating to the tender between the Tenderer and With Marketing Department shall be in English language.
- 6.1.3 Supporting documents and printed literature furnished by the Tenderer may be in another language provided that they are accompanied by a certified translation of the relevant passages in English language in which case, for the purposes of interpretation of the tender, the translation shall govern. However, documents in Telugu need not be translated.

6.2 BID DOCUMENTS:

- 6.2.1 The bid shall comprise of Part-A Technical Bid (including Annexure 1 to 4) and Part-B Financial B (Annexure 5) and all its supporting documents and attachments.
- 6.2.2 The bids complete in all respect including all attachments, and supporting documents as prescribed in this RFP Document shall be submitted in hard copy to the office of Commissioner of Agricultural Marketing.
- 6.2.3 The bid documents must be submitted in the letter head of the vendor
- 6.2.4 Both Financial and Technical Bid should be submitted in two separate sealed envelopes, together kept in one large envelop.
- 6.2.5 Without prejudice to the generality of the above, the following shall form a part of the Technical Bid to be submitted by the Tenderer.
- EMD Rs 2 Lakhs in form of DD / BC drawn in favour of commissioner and director of agriculture Marketing Government of AP Guntur
 - Letter of affirmation in a format as in Annexure-1;
 - General information of the Tenderer in a format as in Annexure-2;
 - Particulars about fulfilling the qualification criteria, along with necessary enclosures, in a format as in Annexure-3;
 - Power of Attorney as per format in Annexure-4; and
 - Any other document that the Tenderer desires to submit.

6.3 PRICE BID:

- 6.3.1 As per the format provided by the Department the Tenderer should quote his maximum offer for Revenue sharing in percentage
- 6.3.2 The offer for revenue sharing to be quoted individually for the 3 clusters, in a format as in Annexure-5.
- 6.3.3 The tenderer may note that the allotment of individual cluster will be based on the highest quote for sharing of revenue in percentage. The tenderer may choose to bid for one or more clusters based on his capacity.
- 6.3.4 The payable amount based on quoted % will be calculated on the total revenue generated from operations in the allotted rythu bazars and market

yards.

6.3.5 The pricing for the advertisements from private parties shall be under the supervision of a district committee which shall ensure that the prices are as per the prevailing market rates in the respective areas.

6.3.6 The sharing of revenue in percentage will be fixed for three years and not linked to the number of display boards

6.4 PERIOD OF VALIDITY OF TENDERS

6.4.1 Unless declared to the contrary, tender shall remain valid for a period of 60 days after the last date for submission of tender. Any tender valid for a shorter period shall be treated as non-responsive and rejected.

6.4.2 Under exceptional circumstances, The Marketing Department may solicit the consent of the Tenderer for an extension of the period of validity. The request and the responses thereto shall be made in writing.-.

6.4.3 Tenderer may, by a communication through writing or email accept the request for extension of period of validity. In such a case, the earnest money deposit provided shall also be suitably extended.

6.4.4 Tenderer accepting the request for extension of period of validity would not be permitted to modify its tender.

6.4.5 Tenderer may decline to extend the validity of the tender and in such case; its tender would not be considered for acceptance.

6.4.6 The earnest money deposit furnished as by the tenderer declining to extend the validity of the tender would not be liable for forfeiture.

6.5 EARNEST MONEY DEPOSIT:

6.5.1 The Tenderer shall furnish, as part of the RFP, a sum of Rs.2,00,000 (Rupees two lakhs only) as earnest money deposit through in the form of DD/Banker Cheque drawn in favour of "**Commissioner and Director of Agrl., Marketing, Government of Andhra Pradesh, Guntur**" payable at Guntur

6.5.2 The earnest money deposit of unsuccessful Tenderers will be returned as soon as possible but not later than 30 days after the Selected Tenderer has signed the Contract.

6.5.3 The Earnest Money Deposit of the Selected Tenderer will be discharged upon the final empanelment and after the selected tenderer furnishing the performance guarantee as per this tender and signing the Contract.

6.5.4 The earnest money deposit may be forfeited, if the Tenderer Withdraws its tender before 60 days after opening the price bid;

(or)

Does not accept the correction of errors proposed during preliminary examination of Price Bids.

6.6 SIGNING OF THE TENDER:

- 6.6.1 Tenders received without the signature of the person authorised to sign the tender shall be rejected.
- 6.6.2 All pages of the tender shall be initialled by the person or persons signing the tender and the seal of the Tenderer affixed thereon before submission.

6.7 DEADLINE FOR SUBMISSION OF TENDERS

- 6.7.1 Tenders shall be submitted on or before the time and date specified in this document. In the event that the specified date for the submission of tenders is declared as a public holiday, tenders will be received up to the appointed time on the next working day.
- 6.7.2 The Marketing Department may, at its discretion, extend the deadline for submission of tenders by amending the tender document, in which case all rights and obligations of This Office and Tenderers before the extension of the deadline will remain the same in the extended period.
- 6.7.3 The bid documents must be submitted at the office of Commissioner of Agricultural Marketing, Guntur on or before **date__15th June 2018__ at 03.00 PM** either personally or through courier or by post and the receipt of the same within the stipulated time shall be the responsibility of bidder.
- 6.7.4 The department shall not take any responsibility for any delay or non-receipt. If any of the documents furnished by the bidder is found to be false/fabricated/bogus, the bidder is liable for forfeiture of the EMD, cancellation of work and criminal prosecution and black listing.
- 6.7.5 The bidder is requested to get a confirmed acknowledgement from the Tender Inviting Authority as a proof of Hardcopies submission to avoid any discrepancy. The bidder has to attach the required documents after uploading the same as required by Tender Inviting Authority in its tender conditions.

6.8 WITHDRAWAL OF TENDERS

- 6.8.1 No tender shall be withdrawn in the interval between the deadline for submission of tenders and the expiration of the period of validity of the tender specified by the Tenderer in its tender. Withdrawal of a tender during this interval shall result in the forfeiture of the earnest money deposit of the Tenderer.

6.9 RIGHT TO ACCEPT ANY TENDER OR TO REJECT ANY OR ALL TENDERS

- 6.9.1 The Marketing Department reserve the right to accept or reject any tender or tenders or to annul the tendering process at any stage.

7 EVALUATION PROCEDURE

7.1 OPENING OF TENDERS BY THE MARKETING DEPARTMENT

- 7.1.1 In the event that the date specified for opening of tenders is declared a public holiday, tenders shall be opened at the appointed time and location on the next working day.
- 7.1.2 Representatives of shortlisted vendors may be present at the time of opening of tenders. They shall sign a register evidencing their attendance.

7.2 SUBSTANTIALLY RESPONSIVE TENDERS

- 7.2.1 A tender shall be deemed to be substantially responsive if the Technical and Financial Bid has been submitted as per the clauses of EOI.
- 7.2.2 The Marketing Department shall have absolute discretion to either consider any tender that is not substantially responsive or reject the same.

7.3 SEEKING CLARIFICATION ON RECEIVED BIDS

- 7.3.1 The Agricultural Marketing Department may, at its discretion, seek any clarification from the tenderers with regard to their bids submitted. The request for clarification and the response shall be in writing.

7.4 EVALUATION OF ELIGIBILITY

- 7.4.1 The technical bid is liable for rejection, at the discretion of the Marketing Department, if-
- (a) The earnest money deposit has not been submitted or if submitted is inadequate or if the demand draft is prima facie defective; or
 - (b) Any of the documents as required in RFP have not been submitted or if submitted is defective for any reason whatsoever; or
 - (c) The period of validity of the proposal is not as specified in this tender document; or
 - (d) The Tenderer does not satisfy any of the qualification conditions prescribed in this tender; or
 - (e) The Marketing Department is of opinion that the Technical Bid is not capable of consideration for any other reason whatsoever.

7.5 SCORING CRITERIA FOR TECHNICAL AND FINANCIAL BID

- 7.5.1 The tender will be evaluated on the basis of technical and financial parameters. All bids satisfying the technical criteria will be selected for financial evaluation.
- 7.5.2 Tender will be finalized on the basis of satisfying required qualification in the technical bid and highest revenue share in percentage offered for the cluster (H1) in the financial bid.
- 7.5.3 The department might choose, not to empanel any vendor for one or more Clusters in case a competitive bid is not received.

8 AWARDING OF THE CONTRACT

8.1 NOTIFICATION OF AWARD

8.1.1 Prior to the expiration of the period of validity of tenders, The Agricultural Marketing Department will notify the Highest Tenderer in writing by letter or by e- mail to be confirmed in writing, that it's tender has been accepted.

8.2 PERFORMANCE GUARANTEE

- 8.2.1 The Selected Tenderer shall furnish performance guarantee for a **sum of Rs. _____500000/-_____ (Rupees Five lakhs only)** for each allotted cluster, in the form of a bank guarantee from any scheduled commercial bank, valid up to three months beyond the period of contract.
- 8.2.2 The format of the bank guarantee shall be as approved by the Marketing Department.
- 8.2.3 Any request for extension of time for providing the performance guarantee would not be entertained.
- 8.2.4 Failure of the Selected Tenderer to furnish performance guarantee to the satisfaction of the Marketing Department shall constitute sufficient grounds for the annulment of the award and forfeiture of the earnest money deposit.
- 8.2.5 In the event of annulment of the award, the Marketing Department may
- (a) Notify the next highest Tenderer that it has been allotted these clusters; **(or)**
 - (b) Invite new tenders.

8.3 SIGNING OF THE CONTRACT

- 8.3.1 The Selected Tenderer shall sign the Contract with the Marketing Department, within 7 days of award of tender as per the time stipulated in the Letter of award/intent.
- 8.3.2 Failure of the Selected Tenderer to sign the Contract within the stipulated time shall constitute sufficient grounds for the annulment of the award and forfeiture of the earnest money deposit.
- 8.3.3 In the event of annulment of the award, the Marketing Department may
- (a) Notify the next highest Tenderer that it has been allotted these clusters; **(or)**
 - (b) Invite new tenders.

9 MISCELLANEOUS

9.1 COMMENCEMENT OF SERVICES

- 9.1.1 The Service Provider shall commence installation work from such date as may be mentioned in the Contract.
- 9.1.2 The work shall commence within 7 days after the contract is signed and installation of display board should be finished and trial run to be conducted within one month from the date of signing the contract.

9.2 CONTACTING THE MARKETING DEPARTMENT

- 9.2.1 Save for exceptional the circumstances as determined by the department, no Tenderer shall contact the Marketing Department on any matter relating to its tender, from the last date for receipt of completed tender forms till the notification of the award.
- 9.2.2 Any effort by a Tenderer to influence the Marketing Department in its decisions on tender evaluation, tender comparison or notification of the award may result in rejection of the tender of such Tenderer.

9.3 CORRUPT OR FRAUDULENT PRACTICES

- 9.3.1 The Marketing Department requires that Tenderers observe the highest standard of ethics at the time of bidding and while providing services to the Marketing Department. In pursuance of this policy, for the purposes of this clause,
- i. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of an official in the procurement process or in contract execution; and
 - ii. "Fraudulent practice" means a misrepresentation of facts in order to influence the procurement process or the execution of a contract to the detriment of Marketing Department, and includes collusive practice among Tenderers (prior to or after tender submission) designed to establish tender prices at artificial non-competitive levels and to deprive the Marketing Department of the benefits of free and open competition.
- 9.3.2 The Marketing Department may reject the tender of the Lowest Tenderer/any other Tender, if it determines that the Tenderer has engaged in corrupt or fraudulent practices in competing for the contract in question.
- 9.3.3 The Marketing Department may withdraw the notification of award if it determines that the Selected Tenderer has engaged in corrupt or fraudulent practices in competing for the contract in question.
- 9.3.4 The Marketing Department may declare a Tenderer ineligible, either indefinitely or for a stated period of time, to be awarded a contract, if at any time it determines that the Tenderer has engaged in corrupt or fraudulent practices in competing for the contract in question.

9.4 DISPUTE RESOLUTION AND LITIGATIONS

- 9.4.1 Any dispute regarding installation and operation of LED display boards shall be resolved in accordance with the guidelines for dispute resolution by the Disputes Committee for Online Markets issued by the Director, Agricultural Marketing Department, Government of Andhra Pradesh vide Order No. Proce..No. MR/47/2016, dated 10-2017 (see website: **www.tender.apecurement.gov.in**).
- 9.4.2 Subject to the aforesaid, the Courts in Hyderabad or adjured city alone shall have jurisdiction in respect of any matter arising from or related to this tender or the Contract.

9.5 CONTRACT FORMAT

- 9.5.1 The format of contract to be executed pursuant to the relevant clauses by the Selected Tenderer.

9.6 BILLING PROCEDURE

- 9.6.1 On entering into the contract the selected tenderer shall commence the work within one week
- 9.6.2 The contractor should deposit the payable amount for the month, before 5th day of the consecutive month.

9.7 GENERAL

- 9.7.1 Intending bidders may visit markets and ascertain the facilities existing and other details before offering the bid.
- 9.7.2 The tender document will form part of the contract to be entered with the selected tenderer.

ANNEXURE-1

Letter of Affirmation

(To be given in the letterhead of the Tenderer)

To

O/o. Commissioner and Director of Agrl. Marketing,
Old Mirchi Market Yard,
Chuttugunta,
Guntur-522004.

Sir,

It is hereby affirmed that we, M/s. _____
(Name of the Tenderer to be filled in) have not been declared ineligible by Government of India or any state government or any public sector undertaking of the Government of India or any state government and are not ineligible to participate in the tender for supply of equipment & services invited by you vide Tender No. _____ dated _____.

Yours sincerely,

Authorised signatory

ANNEXURE-2

Format for furnishing general information about the Tenderer

(To be given in the letterhead of the Tenderer)

To

The Commissioner and Director of Agrl. Marketing,
Old Mirchi Market Yard,
Chuttugunta,
Guntur-522004.

Sir,

We are herewith furnishing the following general information.

- 1 Name of the Tenderer

- 2 Address for correspondence

- 3 Name, address, telephone number and email of the contact person to whom all correspondence in respect of this tender should be sent

Certified that, the above information furnished is true and correct to the best of our knowledge and belief.

Place:

Date:

Authorised signatory

ANNEXURE-3

Format for furnishing information on satisfying qualification criteria along with supporting documents

To
The Commissioner and Director of Agrl. Marketing,
Old Mirchi Market Yard,
Chuttugunta,
Guntur-522004.

Sir,

We are herewith furnishing details on satisfying eligibility criteria along with supporting documents.

1	Name, address, telephone number and email of the contact person to whom all correspondence in respect of this tender should be sent	The Commissioner and Director of Agrl. Marketing, Old Mirchi Market Yard, Chuttugunta, Guntur-522004. Email: comm_mktg@yahoo.com
S. No.	Qualification Criteria	Supporting document required
1	The Tenderer shall be a firm duly registered as proprietorship/ partnership/ company registered under the Companies Act	Enclose a self-attested copy of the Certificate of Incorporation and Partnership deed as applicable.
		Enclosed / Not enclosed
2	The Tenderer shall have at least three years' experience in providing outdoor advertising and display services.	The Tenderer shall describe its business activity and resource details. (100 words) Provide past work details.
		Enclosed / Not enclosed
3	The firm should have installed and should be running a minimum of 10 LED display boards for the purpose of advertising.	Provide a list of minimum 10 locations along with photographs.
		Enclosed / Not enclosed
3	The average turnover should be minimum Rs. 5 crore during last three financial years, namely 2015-16, 2016-17 and 2017-18.	Enclose copies of Audited balance sheet and P&L account for the financial years 2015-16, 2016-17 and 2017-18.
		Enclosed / Not enclosed

Certified that, the above information furnished is true and correct to the best of our knowledge and belief.

Place:

Date:

Authorised signatory

ANNEXURE-4

Power of Attorney for signing of Tender

(To be executed on a stamp paper of appropriate denomination)

Know all men by these presents, We, _____
(name of the company and address of the registered office) do hereby irrevocably constitute, nominate, appoint and authorise Mr./ Ms (Name), son/daughter/wife of _____ and presently residing at _____ who is presently employed with us and holding the position of _____ as our true and lawful attorney (hereinafter referred to as the "Attorney") to do in our name and on our behalf, all such acts, deeds and things as are necessary or required in connection with or incidental to submission of our tender for providing e-transport permit Services for the Regulated Markets in Andhra Pradesh, including but not limited to signing and submission of all applications, tenders and other documents and writings, participate in Tenderers' and other conferences and providing information / responses to the Company, representing us in all matters before the Company, signing and execution of all contracts including the agreement and undertakings consequent to acceptance of our tender, and generally dealing with the Company in all matters in connection with or relating to or arising out of our tender for providing the said services and/or upon award thereof to us and/or till the entering into of the agreement with the Company.

AND we hereby agree to ratify and confirm and do hereby ratify and confirm all acts, deeds and things lawfully done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us.

IN WITNESS WHEREOF WE _____ THE ABOVE NAMED PRINCIPAL HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS _____ DAY OF 2018.

For _____

(Signature)

(Name, Title and Address)

Witnesses:

(Signature)

(Name, Title and Address)

Accepted [Authorised]

(Signature)

(Name, Title and Address of the
Attorney)

Notes: *The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.*

Also, wherever required, the Tenderer should submit for verification the extract of the charter documents and documents such as a resolution/power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Tenderer.

ANNEXURE-5

Format for Financial Bid

To

The Commissioner and Director of Agrl. Marketing,
Old Mirchi Markexc vz, mzc xvzxt Yard,
Chuttugunta,
Guntur-522004.

Sir,

We are herewith furnishing our financial offer for the sharing of revenue in percentage for using space at Rythu Bazar and agricultural market yards for installation and operation of LED display boards.

S. No	Cluster	Name of Districts	No. of Rythu Bazar & Market Yards	Offer for sharing revenue (In %)
1	2	3	4	
A	Cluster I	Srikakulam	Rythu Bazars 31 Market Yards 1 Total 32	
		Vizianagaram		
		Vishakapatnam		
		East Godavari		
B	Cluster II	West Godavari	Rythu Bazars 31 Market Yards 5 Total 36	
		Krishna		
		Guntur		
		Prakasam		
		Nellore		
C	Cluster III	Kurnool	Rythu Bazars 8 Market Yards 12 Total 20	
		Kadappa		
		Chittoor		
		Anantpur		

- We understand, the share in % is calculated on the total revenue and not on the net profit or anything else.
- We acknowledge that the share in revenue quoted above will be paid on a monthly basis, before 5th day of the consecutive month.
- We acknowledge that in case of electricity provided by Agricultural Marketing Department, electricity usage charges on actual utilization basis will be payable in addition.

Place:

Date:

Authorised signatory

ANNEXURE-6

List of Rythu Bazars and estimated daily footfall

S.No	Name of the District	Name of Rythu Bazar	No. of Stalls	No. of Stalls Occupied	No. of Stalls Vacant	No. of Stalls allotted to Farmers	No. of Stalls allotted to DWACRA	No. Stalls allotted to SGS	No. Stalls allotted to Societies / Others	No. of Stalls allotted to PHC	No. of Registered Farmers	No. of Farmers Visited Daily	No. of Consumers Visited Per day
1	2	3	4	5	6	7	8	9	10	11	12	13	14
1	SRIKAKULAM	Illisipuram Jn	96	96	--	85	--	5	2	-	114	85	2500
2	VIZIANAGARAM	R&B RBZ	80	80	-	68	2	2	8	0	106	95	4000
3		Ring Road RBZ	56	56	-	36	9	3	8	0	48	43	3000
4		M.R.H. RBZ	62	35	27	30	1	3	0	1	30	22	1000
5		S. Kota RBZ	22	22	-	22	0	0	0	0	58	50	3000
6		SEETHAMMADHARA	159	159	-	106	8	0	41	4	310	165	6300
7	Visakhapatnam	M.V.P. COLONY	178	178	-	116	8	2	47	5	358	146	4500
8		NARASIMHANAGAR	152	152	-	115	7	1	28	1	205	130	5500
9		PEDA WALT AIR	71	71	-	49	4	0	16	2	84	61	1600
10		GOPALAPATNAM	178	178	-	138	9	1	24	6	208	130	4700
11		MARRIPALEM	90	90	-	70	6	0	13	1	93	62	1600
12		GAJUWAKA	43	43	-	32	1	0	7	3	115	25	1200
13		PEDHA GANTYADA	35	35	-	32	1	0	1	1	32	12	700
14		STEEL PLANT	70	70	-	59	3	0	7	1	62	49	1600
15		KANCHARAPALEM	114	114	-	84	5	0	20	5	196	120	4400
16		PENDURTHI	90	90	-	69	3	0	16	2	153	95	5000
17		MADHURUWADA	84	84	-	68	1	0	14	1	102	60	2000
18		MULAGADA	24	24	-	21	3	0	0	0	11	11	600
19		EAST GODAVARI	RTC Complex (Kakinada)	101	101	-	82	3	0	15	1	150	116

S.No	Name of the District	Name of Rythu Bazar	No. of Stalls	No. of Stalls Occupied	No. of Stalls Vacant	No. of Stalls allotted to Farmers	No. of Stalls allotted to DWACRA	No. Stalls allotted to SGS	No. Stalls allotted to Societies / Others	No. of Stalls allotted to PHC	No. of Registered Farmers	No. of Farmers Visited Daily	No. of Consumers Visited Per day
20		Gandhi Nagar	65	65	-	44	4	0	15	2	48	44	4000
21		Nataraj Center	46	45	-	31	10	0	1	0	40	30	8000
22		Ganesh Chowk	40	40	-	28	6	0	4	2	42	28	7000
23		V.L.Puram (SBI Colony)	22	22	-	16	4	0	1	1	40	37	3800
24		Arts College	38	38	-	28	7	0	3	0	54	28	5000
25		Quary Center	55	55	-	36	10	0	7	2	45	36	9000
26		Sambhunaer	34	34	-	23	7	0	3	1	30	23	5500
27		AlcotGrrden	16	9	7	6	3	0	0	0	15	6	1100
28		Ravulapalem	43	43	-	29	10	0	2	2	33	30	6000
29		Kothapeta	20	20	-	15	5	0	0	0	35	13	1300
30		Mandapeta	30	30	-	23	5	0	0	1	23	23	2600
31	Peddapuram	31	10	21	7	5	0	0	1	7	7	600	
32	West Godavari	Bhimavaram	61	30	31	50	0	0	1	0	70	30	2500
33		Eluru-1	60	60	-	47	7	0	6	0	90	90	5500
34		Eluru-II	75	55	20	38	0	0	17	0	45	30	1600
35		Narsapuram	27	23	4	20	1	0	2	0	20	19	2500
36	Krishna	Swaraj Maidan	325	325	-	227	57	57	38	3	320	230	12500
37		Kedareswarapet	116	116	-	67	31	7	10	1	140	105	7200
38		Patamata	90	90	-	39	22	15	10	1	125	123	10000
39		Ajith Singh Nagar	39	38	1	22	10	0	6	0	22	22	3500
40		Bhavanipuram	106	78	28	60	12	0	5	0	64	55	4000
41		Nuzvid	46	40	6	27	10	0	3	0	30	25	1500
42		Nandigama	86	86	-	70	15	0	1	0	70	65	2500

S.No	Name of the District	Name of Rythu Bazar	No. of Stalls	No. of Stalls Occupied	No. of Stalls Vacant	No. of Stalls allotted to Farmers	No. of Stalls allotted to DWACRA	No. Stalls allotted to SGS	No. Stalls allotted to Societies / Others	No. of Stalls allotted to PHC	No. of Registered Farmers	No. of Farmers Visited Daily	No. of Consumers Visited Per day
43		Kanchikacherla	39	39	-	29	9	0	1	0	45	32	3000
44		Gudivada	68	58	10	58	0	0	0	0	0	130	10000
45		Jaggaiahpet	168	166	2	157	7	0	0	0	165	160	4500
46		Vuyyuru	42	42	-	28	7	0	7	0	65	55	1500
47		Mylavaram	46	46	-	28	7	0	5	0	30	28	2300
48		Ibrahimpatnam	42	26	16	16	5	0	1	0	22	20	800
49		Kankipadu	32	32	-	20	7	0	5	0	32	30	2100
50		Machilipatnam	106	106	-	82	16	0	8	0	104	90	3500
51		Pamaruru	37	27	10	30	6	0	1	0	30	20	800
52		Kaikaluru	48	40	8	32	8	0	0	0	35	20	1000
53		Tiruvuru	44	32	12	25	6	0	2	0	28	23	1000
54		Kuchipudi	32	26	6	20	6	0	0	0	40	20	800
55		Payakapuram	54	54	-	36	13	0	5	0	36	36	2500
56		Guntur	RTC Bus Stand,	125	125	-	30	8	0	97	0	30	30
57	Chuttugunta,		36	36	-	21	9	0	5	1	54	21	1500
58	G.I. Park		32	32	-	16	8	0	7	1	43	19	2500
59	GDCC Bank		13	13	-	18	2	0	2	0	21	10	1200
60	Chilakaluripet		45	24	21	15	9	0	0	0	60	18	1500
61	Prakasam	K.P. Busstand	100	57	43	36	11	0	0	0	132	42	1550
62		Saibaba Temple	34	24	10	19	5	0	0	1	78	20	1300
63		Kandukur	58	58	-	57	1	0	0	0	170	75	2500
64		Kavali	79	79	-	65	0	6	7	1	121	95	3200
65	Chittoor	Tirupati	50	50	-	28	5	5	4	1	323	150	3000
66		Chittoor	80	60	20	70	5	2	4	0	165	60	1000

S.No	Name of the District	Name of Rythu Bazar	No. of Stalls	No. of Stalls Occupied	No. of Stalls Vacant	No. of Stalls allotted to Farmers	No. of Stalls allotted to DWACRA	No. Stalls allotted to SGS	No. Stalls allotted to Societies / Others	No. of Stalls allotted to PHC	No. of Registered Farmers	No. of Farmers Visited Daily	No. of Consumers Visited Per day
67	Kadapa	Bijavemula Veera Reddy	114	114	-	76	0	22	15	1	520	80	5000
68	Anantapur	NTR Rythu Bazar	31	17	14	12	5	5	13	--	105	11	220
69	Kurnool	C-Camp	247	247	-	247	-	39	-	3	6200	300	8000
70		Kothapeta	57	49	8	50	-	5	-	-	350	50	3500
71		A A Nagar	78	38	40	12	-	10	-	-	50	18	1500
72		Adoni	46	41	5	36	-	4	-	-	160	15	800
Grand Total			5264	4839	424	3646	480	195	597	60	13139	4294	249970

List of Agriculture Market Yards for installation of Display Boards

S. No	Market Yard	District
1	Hindupur	Anantpur
2	Anantpur	Anantpur
3	Kalyandurg	Anantpur
4	Kuppam	Chittoor
5	Madanapalli	Chittoor
6	Palamaner	Chittoor
7	Punganuru	Chittoor
8	Ravulapalem	East Godavari
9	Guntur	Guntur
10	Duggirala	Guntur

S. No	Market Yard	District
11	Kadapa	Kadapa
12	Yammiganur	Kurnool
13	Adoni	Kurnool
14	Kurnool	Kurnool
15	Podalakur	Nellore
16	Dendaluru	West Godavari

ANNEXURE-7

Specification for the LED display boards

Function specification of LED display boards

- Used for outdoor displaying text, images, graphics and videos
- Eye-catching looks, trouble free functioning and less maintenance
- Water proof full colour LED display system with IP 66/65 protection

Technical Specifications

Total Display Size	8' x 6' (excluding the dimensions of the frame)
Usage type	Outdoor
Module Size	192×192 mm
Cabinet size	960 x 960 mm
Physical resolution per cabinet	96 x 96 dots
Material	Coated steel cabinet/ Aluminium
Cabinet thickness	165 mm
Cabinet weight	Around 60kg
Type	Full colour LED display
Colour display	Manual adjust
Resolution	16(H)×16(V)
Pixel Pitch (physical)	6mm
Pixel Density	27,777 dots/m ²
Brightness	>6,000 NITS
Software support	Window series system (Compatible to display videos, pictures and PPTs)
Drive mode	DVI Card + full colour control card
Inbuilt memory	4GB and above
Viewing distance	8 – 80 m
Angle of view	[H] 160° [V]: 140°
Refresh frequency	≥1,000 Hz
Frame Frequency	60 Hz
Operating temperature	-5 ~ +50
Relative humidity	10 to 95 %
Waterproof	IP65/IP66
Working voltage	AC 220V/50Hz or AC 110V/60Hz
Ave. power consumption	≤650 W/m ²
Max. power consumption	≤1,600 W/m ²
MTBF	≥10,000 hours
Using lifespan	≥100,000 hours
Dead point ratio	≤3/100,000

Audio	Min. 50 watt. To be used only for announcements and government programs as per the instructions of Department
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S. No.	Usage	Descriptions
1.	Display of Market Prices	<ul style="list-style-type: none"> Price display boards placed at strategic locations in the market to give information to farmers and consumers about the market yard prices of commodities Input provided by the Department
2.	Display of government schemes	<ul style="list-style-type: none"> Latest schemes / policies etc. announced by government displayed Input provided by the Department
3.	Live videos	<ul style="list-style-type: none"> Interviews of customers and farmers displayed on screen Input provided by the Department
4.	Farmer stories	<ul style="list-style-type: none"> Videos of farmers' fields, showing how they cultivate the fruits and vegetables, tracing the products to their source. Input provided by the Department
5.	Advertising commercials	<ul style="list-style-type: none"> Displaying advertisement from private players to generate revenue for the vendor To be arranged by the vendor