



Director, Department of Local Government, Punjab  
Plot No 3, Municipal Bhawan, Sector 35-A, Chandigarh-160036

Ph. No.:-0172-2619145

Email:- dirlocalgovtpunjab@gmail.com

No. CTP(LG)/2021/ 1907  
Dated 01/06/2021

To,

- 1) The Commissioner,  
Municipal Corporation,  
Amritsar, Jalandhar, Ludhiana, Patiala,  
Bathinda, Pathankot, Moga, Mohali,  
Phagwara, Hoshiarpur, Abohar,  
Batala and Kapurthala.
- 2) All Additional Deputy Commissioners (Urban Development)
- 3) All Executive Officers,  
Municipal Councils/Nagar Panchyats/ Improvement Trust.

**Subject:- Amendments in Outdoor Advertisement policy/documents.**

Department of Local Government vide memo no CTP(LG)-2018/953 dated 21.03.2018 notified Outdoor Advertisement Policy and Outdoor Advertisement Byelaws vide memo no CTP(LG)-2018/1309 dated 26.04.2018. Thereafter subsequent instructions were also issued by the Department regarding allotment of Advertisement Rights for outdoor media devices and Outdoor Advertisement tender documents.


A meeting was held under the Chairmanship of Hon'ble Minister, Department of Local Government, Punjab on 07-04-2021 in Municipal Bhawan, Chandigarh to deliberate upon the issues pointed out by the Commissioners of many ULBs regarding certain clauses in the Advertisement tender documents; due to which the tenders are not being successful. This meeting was attended by the Principal Secretary Local Government, Joint Director Local Government, Mayor Ludhiana, Jalandhar, Chairman Improvement Trust Ludhiana, Amritsar, Patiala, Jalandhar, Commissioners, Ludhiana, Amritsar, Jalandhar, Patiala, Bathinda and Regional Deputy Directors Ludhiana, Jalandhar, Patiala, Ferozpur.

After the detail deliberation the Government has decided to allow the following amendments in the instructions and conditions for the outdoor advertisement tender:-

Sr. No.	Provisions of instructions/ conditions for the outdoor advertisement tender (Along with Sr. no.)	Amendments
1	<b>Sr. no. 15 of General terms and conditions of instruction dated 18.03.2018 issued by Local Government :-</b> The successful bidder will submit a Bank Guarantee as per 2.8 in favour of Municipal Corporation, Ludhiana as security which shall remain valid till the enforcement of Agreement alongwith refundable security equal to 3 months of the bid amount, which shall be adjusted alongwith EMD at the end of the tenure. The successful bidder shall pay monthly advance to Municipal Corporation, Ludhiana the OMD charges before 10 <sup>th</sup> of every month.	EMD and Refundable Security should be immediately adjusted or returned on receipt of Bank Guarantee.
2	<b>clause 12.2 of the outdoor advertisement policy -2018 :-</b> Contracts of outdoor advertisement will be given for a maximum period of 5 years through e-tendering/e-auction/e-bidding. In case of DBOT tender, the period of allotment can	If Commissioner Municipal Corporation and Mayor consider that the time period of the tender should be 5 years

	<p>be upto 10 years.</p> <p><b><u>Instruction clause 1.1 dated 19.12.2018 issued by Local Government:-</u></b></p> <p>It is requested to float Allotment of outdoor Media Devices (OMD) is in lieu of OMD Display Charges for 7 years through progressive bidding. However, the period will be extended by 2 years subject to fulfillment of terms and conditions and no default by the successful bidder during the initial period of 7 years.</p>	<p>instead of 7 years then they can take decision at their level.</p>
3	<p><b><u>Instruction dated 18.03.2018 issued by Local Government:-</u></b></p> <p>It is requested to float auction notices for allotment of advertisement rights of OMDs in areas under your jurisdiction at the earliest. Since the allotment of advertisement rights of OMDs is to be done on "One partner and proposed) are offered for bidding and the advertisement rights of OMDs in all ULBs are allotments before 28.02.2019 positively.</p>	<p>One city maximum two tenders can be allowed. Commissioners, Municipal Corporations and Mayors to take a judicious decision while formulating the zones for tendering ensuring that there should not be any loss of revenue to the concerned Corporation.</p>
4	<p><b><u>Instruction dated 31.05.2015 issued by Local Government:-</u></b></p> <p>Different ULBs were divided in two different groups.</p>	<p>Clusters can be rearranged judiciously by the Additional Deputy Commissioners (Urban Development) at their level ensuring that tenders are successful and there should not be any loss of revenue to the concerned ULBs.</p>
5	<p><b><u>2.1 of the instruction dated 18.03.2018 issued by Local Government:-</u></b> Bidder (individuals, company, firm, entity) should have at least 10 Crore Turnover in any three years out of last 4 financial years (2014-15, 2015-16, 2016-17, 2017-18) or having Net-Worth of more than Rs. 5 Crore and having 3 year experience in the field of outdoor Advertising. The bidder will produce Certificate by Statuary Auditor for the same.</p>	<p>That perusal of the tender documents of the various departments that have fixed the annual turnover ranging from 30% to 50%; hence for the outdoor advertisement tender; the annual turnover of the bidder during the last 3 financial years has been fixed to be minimum of 40% of the annual minimum reserve price for which the bid is submitted.</p>
6	<p><b><u>2.1 of the instruction dated 18.03.2018 issued by Local Government :-</u></b> Bidder (individuals, company, firm, entity) should have at least 10 Cr. Turnover in any three years out of last 4 financial years (2014-15, 2015-16, 2016-17, 2017-18) or having Net-Worth of more than Rs. 5 Cr. and having 3 year experience in the field of outdoor Advertising. The bidder will produce Certificate by Statuary Auditor for the same.</p>	<p>The net worth of the bidder should be 15% of the annual minimum reserve price for which the bid is submitted.</p>

If any difficulty arises in implementation of these amendments or if any clarification or interpretation in this regard is required, Government shall be Competent Authority to issue such clarification or remove such difficulty by way of instructions.

  
**Director**