

बिड दस्तावेज़ / Bid Document

बिड विवरण/Bid Details	
बिड बंद होने की तारीख/समय /Bid End Date/Time	22-07-2026 21:00:00
बिड खुलने की तारीख/समय /Bid Opening Date/Time	22-07-2026 21:30:00
बिड पेशकश वैधता (बंद होने की तारीख से)/Bid Offer Validity (From End Date)	180 (Days)
मंत्रालय/राज्य का नाम/Ministry/State Name	Ministry Of Information And Broadcasting
विभाग का नाम/Department Name	Ministry Of Information And Broadcasting
संगठन का नाम/Organisation Name	Prasar Bharati Broadcasting Corporation Of India
कार्यालय का नाम/Office Name	Srinagar
शिकायत निवारण के संपर्क विवरण/ Contact details of Grievance redressal	HOD Email id :gurbindersingh@prasarbharati.gov.in Buyer Email id: jaisiramverma@prasarbharati.gov.in
कुल मात्रा/Total Quantity	1
वस्तु श्रेणी /Item Category	Expression of Interest (EOI) for Unipole Installations under Public-Private Partnership (PPP) Model
GeMARPTS में खोजी गई स्ट्रिंग्स / Searched Strings used in GeMARPTS	Expression of Interest (EOI) for Unipole Installations under Public-Private Partnership (PPP) Model for Advertisement
GeMARPTS में खोजा गया परिणाम / Searched Result generated in GeMARPTS	Category not available on GeM for the text string uploaded by the buyer
अधिसूचना के लिए चयनित प्रासंगिक श्रेणियाँ / Relevant Categories selected for notification	Advertising_Tech(Ad_Tech) Ver 2.0
बिडर का न्यूनतम औसत वार्षिक टर्नओवर (3 वर्षों का) /Minimum Average Annual Turnover of the bidder (For 3 Years)	25 Lakh (s)
मूल उपकरण निर्माता का औसत टर्नओवर (गत 3 वर्षों का)/OEM Average Turnover (Last 3 Years)	25 Lakh (s)
उन्हीं/समान सेवा के लिए अपेक्षित विगत अनुभव के वर्ष/Years of Past Experience Required for same/similar service	3 Year (s)
टर्नओवर के लिए एमएसई को छूट प्राप्त है / MSE Relaxation for Turnover	Yes Partial Turn over value - 13 (in lakhs)
टर्नओवर के लिए स्टार्टअप को छूट प्राप्त है / Startup Relaxation for Turnover	Yes Partial Turn over value - 13 (in lakhs)

बिड विवरण/Bid Details	
विक्रेता से मांगे गए दस्तावेज़/Document required from seller	Experience Criteria,Past Performance,Bidder Turnover,Certificate (Requested in ATC),OEM Annual Turnover,Additional Doc 1 (Requested in ATC) *In case any bidder is seeking exemption from Experience / Turnover Criteria, the supporting documents to prove his eligibility for exemption must be uploaded for evaluation by the buyer
क्या आप निविदाकारों द्वारा अपलोड किए गए दस्तावेज़ों को निविदा में भाग लेने वाले सभी निविदाकारों को दिखाना चाहते हैं? संदर्भ मेनू है/Do you want to show documents uploaded by bidders to all bidders participated in bid?	Yes (Documents submitted as part of a clarification or representation during the tender/bid process will also be displayed to other participated bidders after log in)
बिड लगाने की समय सीमा स्वतः नहीं बढ़ाने के लिए आवश्यक बिड की संख्या। / Minimum number of bids required to disable automatic bid extension	3
दिनों की संख्या, जिनके लिए बिड लगाने की समय-सीमा बढ़ाई जाएगी। / Number of days for which Bid would be auto-extended	3
ऑटो एक्सटेंशन अधिकतम कितनी बार किया जाना है। / Number of Auto Extension count	3
विगत प्रदर्शन /Past Performance	80 %
बिड से रिवर्स नीलामी सक्रिय किया/Bid to RA enabled	No
क्रेता के लिए उपलब्ध आईटीसी/ITC available to buyer	Yes
बिड का प्रकार/Type of Bid	Two Packet Bid
तकनीकी मूल्यांकन के दौरान तकनीकी स्पष्टीकरण हेतु अनुमत समय /Time allowed for Technical Clarifications during technical evaluation	3 Days
निरीक्षण आवश्यक (सूचीबद्ध निरीक्षण प्राधिकरण /जेम के साथ पूर्व पंजीकृत एजेंसियों द्वारा)/Inspection Required (By Empanelled Inspection Authority / Agencies pre-registered with GeM)	No
मूल्यांकन पद्धति/Evaluation Method	Total value wise evaluation
मध्यस्थता खंड/Arbitration Clause	No
सुलह खंड/Mediation Clause	No

ईएमडी विवरण/EMD Detail

आवश्यकता/Required	No
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ईपीबीजी विवरण /ePBG Detail

आवश्यकता/Required	No
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बोली विभाजन लागू नहीं किया गया/ Bid splitting not applied.

एमआईआई खरीद वरीयता / MII Purchase Preference

एमआईआई खरीद वरीयता / MII Purchase Preference	Yes
मेक इन इंडिया विक्रेताओं को खरीद में प्राथमिकता, यदि उनका मूल्य $L1+X\%$ तक की सीमा में है / Purchase Preference to MII sellers available upto price within $L1+X\%$	20
मेक इन इंडिया खरीद में प्राथमिकता के लिए बिड की मात्रा का अधिकतम प्रतिशत / Maximum Percentage of Bid quantity for MII purchase preference	50
सार्वजनिक खरीद (मेक-इन-इंडिया को प्राथमिकता) आदेश 2017 के अनुसार केवल क्लास 1/क्लास 2 के स्थानीय आपूर्तिकर्ताओं को ही भागीदारी की अनुमति है दिनांक 16.09.2020 (समय-समय पर संशोधित एवं लागू) / Allow participation only from Class 1/Class 2 local suppliers as per the Public procurement(Preference to Make-in-india) order 2017 date 16.09.2020(as amended and applicable time to time)	Yes, in compliance with the MII ORDER : DPIIT Order(as amended and applicable time to time)

एमएसई खरीद वरीयता/MSE Purchase Preference

एमएसई खरीद वरीयता/MSE Purchase Preference	Yes
सूक्ष्म और लघु उद्यम मूल उपकरण निर्माताओं/सेवा प्रदाता को खरीद में प्राथमिकता, यदि उनका मूल्य $L1+X\%$ / Purchase Preference to MSE OEMs/ Service Provider available upto price within $L1+X\%$	15
सूक्ष्म और लघु उद्यम मूल उपकरण निर्माता/सेवा प्रदाता को खरीद में प्राथमिकता के लिए बिड की मात्रा का अधिकतम प्रतिशत / Percentage of Bid quantity/amount for MSE OEMs/ Service Provider Purchase preference	25

1. If the bidder is a Micro or Small Enterprise (MSE) as per latest orders issued by Ministry of MSME, the bidder shall be relaxed from the eligibility criteria of "Bidder Turnover" as defined above subject to meeting of quality and technical specifications. If the bidder itself is MSE OEM of the offered products, it would be relaxed from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. The bidder seeking Relaxation from Turnover, shall upload the supporting documents to prove his eligibility for Relaxation.
2. If the bidder is a DPIIT registered Startup, the bidder shall be relaxed from the the eligibility criteria of "Bidder Turnover" as defined above subject to their meeting of quality and technical specifications. If the bidder is DPIIT Registered OEM of the offered products, it would be relaxed from the "OEM Average Turnover" criteria also subject to meeting of quality and technical specifications. The bidder seeking Relaxation from Turnover shall upload the supporting documents to prove his eligibility for Relaxation.

3. The minimum average annual financial turnover of the bidder during the last three years, ending on 31st March of the previous financial year, should be as indicated above in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the bidder is less than 3-year-old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.

4. Experience Criteria: In respect of the filter applied for experience criteria, the Bidder or its OEM of the product offered in the bid {themselves or through reseller(s)} should have regularly, manufactured and supplied same or similar Category Products to any Central / State Govt Organization / PSU for number of Financial years as indicated above in the bid document before the bid opening date. Copies of relevant contracts and delivery acceptance certificates like CRAC to be submitted along with bid in support of having supplied some quantity during each of the Financial year. In case of bunch bids, the category of primary product having highest value should meet this criterion.

5. OEM Turn Over Criteria: The minimum average annual financial turnover of the OEM of the offered product during the last three years, ending on 31st March of the previous financial year, should be as indicated in the bid document. Documentary evidence in the form of certified Audited Balance Sheets of relevant periods or a certificate from the Chartered Accountant / Cost Accountant indicating the turnover details for the relevant period shall be uploaded with the bid. In case the date of constitution / incorporation of the OEM is less than 3 year old, the average turnover in respect of the completed financial years after the date of constitution shall be taken into account for this criteria.

6. Preference to Make In India products (For bids < 200 Crore): Preference shall be given to Class 1 local supplier as defined in public procurement (Preference to Make in India), Order 2017 as amended from time to time and its subsequent Orders/Notifications issued by concerned Nodal Ministry for specific Goods/Products. The minimum local content to qualify as a Class 1 local supplier is denoted in the bid document. If the bidder wants to avail the Purchase preference, the bidder must upload a certificate from the OEM regarding the percentage of the local content and the details of locations at which the local value addition is made along with their bid, failing which no purchase preference shall be granted. In case the bid value is more than Rs 10 Crore, the declaration relating to percentage of local content shall be certified by the statutory auditor or cost auditor, if the OEM is a company and by a practicing cost accountant or a chartered accountant for OEMs other than companies as per the Public Procurement (preference to Make-in -India) order 2017 dated 04.06.2020. Only Class-I and Class-II Local suppliers as per MII order dated 4.6.2020 will be eligible to bid. Non - Local suppliers as per MII order dated 04.06.2020 are not eligible to participate. However, eligible micro and small enterprises will be allowed to participate .The buyers are advised to refer the OM No.F.1/4/2021-PPD dated 18.05.2023.

[OM No.1 4 2021 PPD dated 18.05.2023](#) for compliance of Concurrent application of Public Procurement Policy for Micro and Small Enterprises Order, 2012 and Public Procurement (Preference to Make in India) Order, 2017 and its subsequent Orders/Notifications issued by concerned Ministry .Benefits of MSE will be allowed only if seller/service provider is validated on-line in GeM profile as well as validated and approved by Buyer after evaluation of documents submitted.

7. Purchase preference to Micro and Small Enterprises (MSEs): Purchase preference will be given to MSEs having valid Udyam Certificate and whose credentials are validated online through Udyam Registration portal as defined in Public Procurement Policy for Micro and Small Enterprises (MSEs) Order, 2012 dated 23.03.2012 issued by Ministry of Micro, Small and Medium Enterprises and its subsequent Orders/Notifications issued by concerned Ministry. If the bidder wants to avail themselves of the Purchase preference, the bidder must be the manufacturer / OEM of the offered product on GeM. In respect of bid for Services, the bidder must be the Service provider of the offered Service. Traders are excluded from the purview of Public Procurement Policy for Micro and Small Enterprises and hence resellers offering products manufactured by some other OEM are not eligible for any purchase preference. Relevant documentary evidence in this regard shall be uploaded along with the bid in respect of the offered product or service, and Buyer will decide eligibility for purchase preference based on documentary evidence submitted in case of product bids, whereas in case of services the eligibility is automatically validated. If L-1 is not an MSE and MSE Seller (s) has / have quoted price within L-1+ 15% (Selected by Buyer) of margin of purchase preference /price band defined in relevant policy, such MSE Seller shall be given opportunity to match L-1 price and contract will be awarded for 25% (selected by Buyer) percentage of total quantity. The buyers are advised to refer the [OM No.1 4 2021 PPD dated 18.05.2023](#) for compliance of Concurrent application of Public Procurement Policy for Micro and Small Enterprises Order, 2012 and Public Procurement (Preference to Make in India) Order, 2017. Benefits of MSE will be allowed only if seller is validated on-line in GeM profile as well as validated and approved by Buyer after evaluation of documents submitted.

8. Past Performance: The Bidder or its OEM {themselves or through re-seller(s)} should have supplied same or similar Category Products for 80% of bid quantity, in at least one of the last three Financial years before the bid opening date to any Central / State Govt Organization / PSU. Copies of relevant contracts (proving supply of cumulative order quantity in any one financial year) to be submitted along with bid in support of quantity supplied in the relevant Financial year. In case of bunch bids, the category related to primary product having highest bid value should meet this criterion.

If the buyer has mentioned MSE purchase preference in ATC then service provider is required to upload necessary documents for MSE purchase preference for verification by the buyer during evaluation.

Expression Of Interest (EOI) For Unipole Installations Under Public-Private Partnership (PPP) Model (1 Unit)

(क्रमशः श्रेणी 1 और श्रेणी 2 के स्थानीय आपूर्तिकर्ता के रूप में अर्हता प्राप्त करने के लिए आवश्यक/Minimum 50% and 20% Local Content required for qualifying as Class 1 and Class 2 Local Supplier respectively)

तकनीकी विशिष्टियाँ /Technical Specifications

क्रेता विशिष्टि दस्तावेज़ /Buyer Specification Document	Download
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उपरोक्त मद के लिए इंस्टॉलेशन कमीशनिंग एंड टेस्टिंग (आईसीटी) का विवरण / Installation Commissioning and Testing (ICT) details for the above item:

% of Product Cost Payable on Product Delivery	90%
Min Cost Allocation for ICT as a % of product cost	10%
Number of days allowed for ICT after site readiness communication to seller	90 Days
ITC Available On GST	100%
ITC Available On GST Cess	100%

इनपुट कर क्रेडिट(आईटीसी) तथा रिवर्स प्रभार (आरसीएम)/Input Tax Credit(ITC) and Reverse Charge(RCM) Details

जीएसटी पर इनपुट कर क्रेडिट /ITC on GST	जीएसटी उपकर कर क्रेडिट /ITC on GST Cess
100%	100%

प्रेषिती/रिपोर्टिंग अधिकारी तथा मात्रा/Consignees/Reporting Officer and Quantity

क्र.सं./S.N o.	प्रेषिती/रिपोर्टिंग अधिकारी /Consignee Reporting/Officer	पता/Address	मात्रा /Quantity	डिलीवरी के दिन/Delivery Days
1	Jaisi Ram Verma	190001, Radio Kashmir Srinagar, Near TRC Ground, Srinagar PIN 190001	1	180

क्रेता द्वारा जोड़ी गई बिड की विशेष शर्तें/Buyer Added Bid Specific Terms and Conditions

1. Generic

OPTION CLAUSE: The Purchaser reserves the right to increase or decrease the quantity to be ordered up to 25 percent of bid quantity at the time of placement of contract. The purchaser also reserves the right to increase the ordered quantity up to 25% of the contracted quantity during the currency of the contract at the contracted rates. The delivery period of quantity shall commence from the last date of original delivery order and in cases where option clause is exercised during the extended delivery period the additional time shall commence from the last date of extended delivery period. The additional delivery time shall be $(\text{Increased quantity} \div \text{Original quantity}) \times \text{Original delivery period (in days)}$, subject to minimum of 30 days. If the original delivery period is less than 30 days, the additional time equals the original delivery period. The Purchaser may extend this calculated delivery duration up to the original delivery period while exercising the option clause. Bidders must comply with these terms.

2. Buyer Added Bid Specific ATC

Buyer uploaded ATC document [Click here to view the file.](#)

3. Buyer Added Bid Specific ATC

Buyer Added text based ATC clauses

EOI Concept: Unipole on PPP Model for Akashvani Srinagar

An **EOI (Expression of Interest)** for unipole installations under a **PPP (Public-Private Partnership)** model with **Akashvani** is typically a proposal where a private company has to:

- Install and operate **unipole outdoor advertising structures** on Akashvani Land or premises,
- Invest for fabrication, erection, maintenance, and marketing,
- Share revenue and 33% of time across all time band with the Akashvani under a PPP arrangement.

1. Introduction

Prasar Bharati express interest in developing and operating unipole advertisement structures at identified sites belonging to Akashvani under a Public-Private Partnership (PPP) model.

2. Objective

The objective of this proposal is:

- To utilize available Akashvani land assets.
- To develop high-quality unipole advertising.
- To improve aesthetic and professional outdoor media facilities.

3. Scope of Work

The proposed private partner shall:

1. Conduct site survey and feasibility assessment,
2. Design, fabricate, and install unipole structures,
3. Obtain approvals from local authorities/municipal bodies,
4. Manage advertising operations,

5. Ensure structural safety and maintenance,
6. Share agreed revenue on yearly basis and 33% airtime in all time band with DD.

Detailed Scope of Work

1. The SITC of unipole hoardings at the given location along with the operation and maintenance of said unipole
2. The agency will obtain the right to display the advertisement on LED Unipole Street Hoardings after the fulfillment of all clauses laid down in the tender.
3. The agency shall make necessary arrangement to get permissions for Digital Outdoor Advertising and electricity connection from respective Authorities/service providers towards display and illumination of the LED Monopole Street Hoardings and shall bear the necessary charges towards consumption of electricity.
4. The agency will abide by the Advertisement Policy of Prasar Bharati as may be amended from time to time and any such administrative order, circular, notification, G.O. etc. which will come time to time.
5. The agency shall ensure proper electrical and mechanical maintenance of the LED Monopole Street Hoardings and ensure trouble free display at all times, during the tenure of the agreement.
6. Deviation of advertisement area without prior permission of Prasar Bharati will lead to cancellation of the contract with forfeiture of EMD and Security Deposit
7. PRASAR BHARATI shall not be responsible for damage or theft of the frames, structures, flexes, electrical fittings or any other material fixed at the site by the advertiser or for any temporary obstruction caused to the advertisement including pasting of posters etc. by any person/political party. It shall be primary responsibility of the allottee to safeguard and protect their site.
8. The tenure of contract is 05 (five) years from the date of issuance of the work order may be extended for another 5 years and after completion of the contract period, the right of LED Monopole Street Hoardings to be transferred to the PRASAR BHARATI.

4. Proposed PPP Model

- Private party bears 100% investment cost,
- Revenue generated from advertisements shall be shared in agreed ratio or in lump-sum on yearly basis along with 33 % of time in all time band for PB own advertisement.

5. Proposed Locations

Indicative locations may include:

- **Akashvani Srinagar**

6. Technical Specifications

Technical Specification

The technical parameter may change depending on location. The agency may provide the technical specifications, if any change

Technical parameters	Parameter
LED Make	M8 Outdoor SMD 2727 Series (GKGD)/Unilumin/Qiangly
Pixel pitch (mm)	8
Pixel density (dots/ m ²)	15625
Pixel Composition	1R1G1B
LED package	SMD2727
Module Pixel Density	40*20
Module size (mm)	320*160
Module Weight(g)	524.8±2
Viewing Distance (m)	≥8m
Refresh rate (Hz)	1920
Module Max. current(A)	6.6
Module Max. Power(W)	33
Viewing Angle (degree)	H≥120°V≥120°
Max. Power(W/ m ²)	645
Avg. Power (W/ m ²)	322.5
Brightness (cd/ m ²)	≥4500
Scan Mode	1/5 scan, constant current
Working voltage (V)	5
Service Life (h)	≥100000

Parameter of Outdoor P8 LED Specifications

	LED Full Color Display	DH80/GKGD/Unilumin/Qiangly
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Module Parameter	LED Type	SMD1R1G1B
	Pixel Pitch (mm)	8.0
	Module Resolution (W×H)	40×20
	Module Dimension (mm)	320 (W)×160 (H)
	Module Flatness (mm)	≤0.15
	Servicing	Rear
	Back shell	Plastic
	Recommended Cabinet Size	960×960mm, Metal Folding (can be customized according to module size)
Optical Parameter	Single-dot Brightness Calibration	Available
	Single-dot Color Calibration	Available
	Brightness (nits)	≥5500
	Colour Temperature (K)	3200—9300 Adjustable
	Viewing Angle (Horizontal/Vertical)	140°
	Brightness/Colour Uniformity	≥97%
	Contrast Ratio	5000:1
Electrical Parameter	Max Power Consumption(W/□)	≤810
	Average Power Consumption(W/□)	≤270
	Input Power Voltage	AC100-240V, 50/60 (Hz)
Processing Parameter	Drive Mode	Constant Current Drive
	Frame Rate (Hz)	30-120
	Refresh Rate (Hz)	1920-3840
	Colour Depth (bits)	14-16
	Life span, typ. (Hrs)	1,00,000
	Operating Temp (°C)	-10—45

Operational Parameter	Storage Temp (°C)	-20—60
	Operating Humidity (RH)	10-90%
	Storage Humidity (RH)	10-90%

7. Financial Capability

The company possesses:

- Adequate financial resources,
- Technical manpower,
- Experience in outdoor media projects,
- Vendor network for fabrication and maintenance.

8. Compliance & Approvals

The bidder/partner shall comply with:

- Municipal advertisement bylaws,
- Traffic police/NHAI norms,
- Structural safety certification,
- Environmental and electrical safety standards.

9. Documents to be Attached

- Company profile,
- GST registration,
- PAN card,
- Experience certificates,
- Audited financial statements,
- Previous project photographs,
- Authorization letter/board resolution.
- Estimated cost of Unipole

NOTE : This department reserve the right to cancel this bid without assigning any reason.

अस्वीकरण/Disclaimer

The Additional Terms and Conditions (ATC) have been incorporated by the Buyer after approval of their Competent Authority. The Buyer, is solely responsible for the impact of these clauses on the bidding process, its outcome, and consequences thereof including any restriction arising in the bidding process due to these ATCs and including the modification of technical specifications and / or terms and conditions governing the bid. All representations / grievances pertaining to the ATC clauses shall be raised with the buyer organization directly and not with GeM. If any of the clause(s) is/are incorporated by the Buyer regarding the following, the bid & resultant contract shall be treated as null & void. Further, GeM reserves the right, at its sole discretion, to cancel the bid forthwith, without issuance of any prior notice or intimation :-

1. Publishing Custom / BOQ bids for items for which regular GeM categories are available (unless such Custom / BOQ item is bunched with the major regular product Category Item).
2. Mandating procurement of / from specific Brand / Make / Model / Manufacturer / Dealer except in case of Single Bid / Proprietary Article Certificate (PAC) Buying.
3. Inclusion of disqualification criteria related to suspension of seller / service provider, where such suspension period has already expired.
4. Mandating submission of documents in physical form as a pre-requisite to qualify bidders.
5. Publishing bids on GeM for procurement of works.
6. Procurement of Goods by creating a Service bid on GeM & vice-versa.
7. Seeking sample with bid or approval of samples during bid evaluation process. However, trial / sample, as the case may be, shall be permitted in cases where trial / sample are allowed as per approved and published procurement policy of the Buyers' controlling Ministry / Department / State / Public Sector Enterprises Headquarters. If there is any violation of trial / sample clause with regard to approved policy of the Buyers' Ministry / Department / State / Public Sector Enterprises Headquarters, then this is to be determined and redressed by the concerned Buyer Organisation only.
8. Seeking experience from specific organization / department / institute only or from foreign / export experience.
9. Creating bid for items from incorrect categories.
10. Reference of conditions published on any external site or reference to external documents/clauses.
11. Asking for any Tender fee / Bid Participation fee, as the case may be.
12. Buyer added ATC Clauses which are in contravention of clauses defined in bid detail section, including specifications, EMD Detail, ePBG Detail and MII and MSE Purchase Preference sections of the bid, unless otherwise allowed by the applicable GeM GTC.
13. Any ATC clause in contravention with GeM GTC Clause 4 (xiii) (h) will be invalid. In case of multiple L1 bidders against a service bid, the buyer shall place the Contract by selection of a bidder amongst the L-1 bidders through a Random Algorithm executed by GeM system.
14. In a category based bid, adding additional items, through buyer added, additional scope of work/ additional terms and conditions/or any other document. If buyer needs more items along with the main item, the same must be added through bunching category based items or by bunching custom catalogues or bunching a BoQ with the main category based item, the same must not be done through ATC or Scope of Work.

Further, if any seller has any objection/grievance against these additional clauses or otherwise on any aspect of this bid, they can raise their representation against the same by using the Representation window provided in the bid details field in Seller dashboard after logging in as a seller. Buyer is duty bound to reply to all such representations and would not be allowed to open bids if he fails to reply to such representations.

All GeM Sellers/Service Providers shall ensure full compliance with all applicable labour laws, including the provisions, rules, schemes and guidelines under the four Labour Codes i.e. the Code on Wages, 2019; the Industrial Relations Code, 2020; the Occupational Safety, Health and Working Conditions Code, 2020; and the Code on Social Security, 2020 as and when notified and brought into force by the Government of India.

For all provisions of the Labour Codes that are pending operationalisation through rules, schemes or notifications, the corresponding provisions of the pre-existing labour enactments (such as The Minimum Wages Act, 1948, The Payment of Wages Act, 1936, The Payment of Bonus Act, 1965, The Equal Remuneration Act, 1976, The Payment of Gratuity Act, 1972, etc. and relevant State Rules) shall continue to remain applicable.

The Seller/ Service Providers shall, therefore, be responsible for ensuring compliance under:

- **All notified and enforceable provisions of the new Labour Codes as mentioned hereinabove; and**
- **All operative provisions of the erstwhile Labour Laws until their complete substitution.**

All obligations relating to wages, social security, safety, working conditions, industrial relations etc. and any other statutory requirements shall be strictly met by the Seller/ Service Provider. Any non-compliance shall constitute a breach of the contract and shall entitle the Buyer to take appropriate action in accordance with the contract and applicable law.

This Bid is governed by the General Terms and Conditions, conditions stipulated in Bid and Service Level Agreement specific to the Service, as the case may be, as provided in the Marketplace.

However, in case of Service, if any condition specified in General Terms and Conditions is contradicted by the conditions stipulated in Service Level Agreement specific to said Service, then it will over-ride the conditions in the General Terms and Conditions.

[यह बिड सामान्य शर्तों के अंतर्गत भी शासित है /This Bid is also governed by the General Terms and Conditions](#)

जेम की सामान्य शर्तों के खंड 26 के संदर्भ में भारत के साथ भूमि सीमा साझा करने वाले देश के बिडर से खरीद पर प्रतिबंध के संबंध में भारत के साथ भूमि सीमा साझा करने वाले देश का कोई भी बिडर इस निविदा में बिड देने के लिए तभी पात्र होगा जब वह बिड देने वाला सक्षम प्राधिकारी के पास पंजीकृत हो। बिड में भाग लेते समय बिडर को इसका अनुपालन करना होगा और कोई भी गलत घोषणा किए जाने व इसका अनुपालन न करने पर अनुबंध को तत्काल समाप्त करने और कानून के अनुसार आगे की कानूनी कार्रवाई का आधार होगा।/In terms of GeM GTC clause 26 regarding Restrictions on procurement from a bidder of a country which shares a land border with India, any bidder from a country which shares a land border with India will be eligible to bid in this tender only if the bidder is registered with the Competent Authority. While participating in bid, Bidder has to undertake compliance of this and any false declaration and non-compliance of this would be a ground for immediate termination of the contract and further legal action in accordance with the laws.

---धन्यवाद/Thank You---

EOI Concept: Unipole on PPP Model for Akashvani Srinagar

An **EOI (Expression of Interest)** for unipole installations under a **PPP (Public-Private Partnership)** model with All India Radio and Doordarshan is typically a proposal where a private company has to :

- Install and operate **unipole outdoor advertising structures** on AIR/DD land or premises,
- Invest for fabrication, erection, maintenance, and marketing,
- Share revenue and 33% of time across all time band with the AIR/DD under a PPP arrangement.

1. Introduction

Prasar Bharati express interest in developing and operating unipole advertisement structures at identified sites belonging to AIR/DD under a Public-Private Partnership (PPP) model.

2. Objective

The objective of this proposal is:

- To utilize available AIR/DD land assets.
- To develop high-quality unipole advertising.
- To improve aesthetic and professional outdoor media facilities.

3. Scope of Work

The proposed private partner shall:

1. Conduct site survey and feasibility assessment,
2. Design, fabricate, and install unipole structures,
3. Obtain approvals from local authorities/municipal bodies,
4. Manage advertising operations,
5. Ensure structural safety and maintenance,
6. Share agreed revenue on yearly basis and 33% airtime in all time band with AIR/DD.

Detailed Scope of Work

1. The SITC of unipole hoardings at the given location along with the operation and maintenance of said unipole
2. The agency will obtain the right to display the advertisement on LED Unipole Street Hoardings after the fulfillment of all clauses laid down in the tender.
3. The agency shall make necessary arrangement to get permissions for Digital Outdoor Advertising and electricity connection from respective Authorities/service providers towards display and illumination of the LED Monopole Street Hoardings and shall bear the necessary charges towards consumption of electricity.

4. The agency will abide by the Advertisement Policy of Prasar Bharati as may be amended from time to time and any such administrative order, circular, notification, G.O. etc. which will come time to time.
5. The agency shall ensure proper electrical and mechanical maintenance of the LED Monopole Street Hoardings and ensure trouble free display at all times, during the tenure of the agreement.
6. Deviation of advertisement area without prior permission of Prasar Bharati will lead to cancellation of the contract with forfeiture of EMD and Security Deposit
7. PRASAR BHARATI shall not be responsible for damage or theft of the frames, structures, flexes, electrical fittings or any other material fixed at the site by the advertiser or for any temporary obstruction caused to the advertisement including pasting of posters etc. by any person/political party. It shall be primary responsibility of the allottee to safeguard and protect their site.
8. The tenure of contract is 05 (five) years from the date of issuance of the work order may be extended for another 5 years and after completion of the contract period, the right of LED Monopole Street Hoardings to be transferred to the PRASAR BHARATI.

4. Proposed PPP Model

- Private party bears 100% investment cost,
- Revenue generated from advertisements shall be shared in agreed ratio or in lump-sum on yearly basis along with 33 % of time in all time band for PB own advertisement.

5. Proposed Locations

Indicative locations may include:

- **Akashvani Srinagar – Near TRC.**

6. Technical Specifications

Technical Specification

The technical parameter may change depending on location. The agency may provide the technical specifications, if any change

Technical parameters	Parameter
LED Make	M8 Outdoor SMD 2727 Series (GKGD)/Unilumin/Qiangly
Pixel pitch (mm)	8
Pixel density (dots/ m ²)	15625
Pixel Composition	1R1G1B
LED package	SMD2727

Module Pixel Density	40*20
Module size (mm)	320*160
Module Weight(g)	524.8±2
Viewing Distance (m)	≥8m
Refresh rate (Hz)	1920
Module Max. current(A)	6.6
Module Max. Power(W)	33
Viewing Angle (degree)	H≥120°V≥120°
Max. Power(W/ m ²)	645
Avg. Power (W/ m ²)	322.5
Brightness (cd/ m ²)	≥4500
Scan Mode	1/5 scan, constant current
Working voltage (V)	5
Service Life (h)	≥100000

Parameter of Outdoor P8 LED Specifications

Module Parameter	LED Full Color Display		DH80/GKGD/Unilumin/Qiangly		
	LED Type		SMD1R1G1B		
	Pixel Pitch (mm)		8.0		
	Module Resolution (W×H)		40×20		
	Module Dimension (mm)		320 (W)×160 (H)		
	Module Flatness (mm)		≤0.15		
	Servicing		Rear		
	Back shell		Plastic		
	Recommended Size	Cabinet	960×960mm,	Metal	Folding
			(can be customized according to module size)		
Optical Parameter	Single-dot Calibration	Brightness	Available		
	Single-dot Calibration	Color	Available		
	Brightness (nits)		≥5500		
	Colour Temperature (K)		3200—9300 Adjustable		
	Viewing (Horizontal/Vertical)	Angle	140°		
Brightness/Colour			≥97%		

Electrical Parameter	Uniformity	
	Contrast Ratio	5000:1
	Max Power	≤810
	Consumption(W/m ²)	
	Average Power	≤270
Processing Parameter	Consumption(W/m ²)	
	Input Power Voltage	AC100-240V, 50/60 (Hz)
	Drive Mode	Constant Current Drive
	Frame Rate (Hz)	30-120
	Refresh Rate (Hz)	1920-3840
Operational Parameter	Colour Depth (bits)	14-16
	Life span, typ. (Hrs)	1,00,000
	Operating Temp (°C)	-10—45
	Storage Temp (°C)	-20—60
	Operating Humidity (RH)	10-90%
	Storage Humidity (RH)	10-90%

7. Financial Capability

The company possesses:

- Adequate financial resources,
- Technical manpower,
- Experience in outdoor media projects,
- Vendor network for fabrication and maintenance.

8. Compliance & Approvals

The bidder/partner shall comply with:

- Municipal advertisement bylaws,
- Traffic police/NHAI norms,
- Structural safety certification,
- Environmental and electrical safety standards.

9. Documents to be Attached

- Company profile,
- GST registration,
- PAN card,
- Experience certificates,

- Audited financial statements,
- Previous project photographs,
- Authorization letter/board resolution.
- Estimated cost of Unipole