

PGM(BW) BSNL Corporate Office  
Telegraph Office Building,  
Kashmere Gate, Delhi-110006,  
Phone- 011-23865254, 23865284(Fax)



भारत संचार निगम लिमिटेड  
(भारत सरकार का उपक्रम)  
**BHARAT SANCHAR NIGAM LIMITED**  
(A Govt. of India Enterprise)

No. 482-7/2011-BG

Dated: 11.03.2013

To,

All CGMs,  
BSNL Units

**Sub:- Regarding calling of EOI for hoardings space in BSNL premises in MP-regarding**

**Ref: 16 (65) EP/HOARDING/CE©: BSNL/BPL/1405 dated 16.01.2013**

Kindly find enclosed herewith the above cited letter on the subject wherein CGMT MP Circle has requested for permission for modifying the EOI document.

You are requested to offer comments on the modifications suggested by CGMT MP Circle including new suggestions, if any, within 15 days.

Enclosures: As above

  
11.03.2013  
(Mayank Mishra)  
AGM (BG)

31/1/13

Alkandh  
ACM (B)



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**BHARAT SANCHAR NIGAM LIMITED**  
( A Govt. of India Enterprise )

Office of the Chief Engineer© ,BSNL Civil M.P. (West) Zone, BSNL Staff Quarters Block-C, BDA  
Flats, Vidhya Nagar, Behind Petrol Pump, Hoshangabad Road, Bhopal-462 026 (MP)

Telephone No. (0) 0755-2452103 / (FAX) 2456196

No. 16(65)EP/HOARDING/CE(C):BSNL/BPL/ 1405 dated: 16/01/2013

To,

The P.G.M.(BW)  
BSNL BW Unit  
Old TE Building, Kashmere Gate,  
Delhi - 110 006

DCM (BWP)  
By No 926  
Dated 31/01/13

**Sub: Regarding calling of EOIs for hoardings in BSNL premises in MP.**

The document for inviting of expression of interest were issued by your office vide letter no. 482-07/2011-BG dated 13.03.2012 .

The instructions were issued to SSAs for formation of committee for identifying the list of places in various SSAs where hoardings can be allowed to be erected and leased out to private parties.

The instructions was for green field sites only. However, after discussion with CGM, MP Circle, Bhopal it was decided to explore the possibility of identifying sites in the existing buildings also. A letter to this effect was issued on 21.05.2012 wherein the guidelines for calling of EOI were endorsed and committees were constituted for giving their reports.

The work of calling of EOI was assigned to Civil Units (in place of SSA heads as per instructions).

Out of 34 SSAs in MP, 21 SSAs had given their report wherein about 500 sites were identified which were considered suitable for exploring for calling of EOI.

The Executive Engineers were given document for calling of EOI in these sites under various SSAs. It is to point out that there is no response to the call of EOI. In some cases there have been no response even in second and third calls of EOI.

The report from 13 SSAs is still awaited and the same is being pursued and likely to be received shortly.

✓ The matter was discussed with CGM and the fact of non receipt of any response in 16 SSAs was pointed out to him. On CGM's instructions a meeting was organized along with three major advertisers in Bhopal to evaluate the reasons for no response. During discussion the following three points have emerged because of which the advertisers are not showing any interest for quoting for EOI.

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- (i) The period of contract i.e. 3 years is not considered viable for incurring the capital cost on the construction of structure for hoarding. It was also pointed out that the contract period under BOT mode is normally 10 to 15 years as the material obtained after contract period will be disposed as scrap only.
  - (ii) The provision for obtaining permission from Local Municipal bodies by the vendors is not suitable for the advertisers as this is a very cumbersome, time consuming and difficult and this may cause losses to the vendors as they will not be in a position to erect the hoarding structures without permissions. However, the money towards taxes can be borne by the vendors.
  - (iii) It will be difficult to quote separately offers in different districts or smaller packages. It will be better if one single package is invited for the entire State as the advertisers has a choice to offer a combination of bouquets to their clients depending upon the type of hoardings the advertiser's clients needs to display.

It is requested that permission may please be accorded for modifying the EOI documents to include the following.

- (i) Please refer to SECTION-III of General Conditions of Contract – Item no. 18 – the time period for the lease period to the agency should be 5 years and further extendable for another 5 years mutually agreed terms and conditions in place of 3 years.
- (ii) Under clause 23 the obligation for obtaining permission from local authorities rest with the bidder and BSNL is oblige to assist them. This condition can be modified to read  
" BSNL will be obtaining permission for erection of hoardings from the local authorities. However, all payments including fee / charges for getting permission will be payable by the bidder. The bidder will also be responsible for payment of any taxes payable to the local authorities. "
- (iii) The invitation for EOI should be done at **one place** for the entire State i.e. at Bhopal for entire MP. This will facilitate the offer of packages by the successful bidder to various parties interested in advertising on these hoardings i.e. the prospective clients of the bidder will be perhaps more interested in hiring a hoarding having visibility in major cities clubbed with smaller areas, whereas in case of individual call of EOI for various SSAs, there may not be interest in advertising in smaller SSAs headed by TDEs.

The letter is issued with the approval of CGMT, MP Telecom. Circle,  
Bhopal

Early reply may kindly be given.

  
16/11/13  
**CHIEF ENGINEER (CIVIL)**  
**BSNL CIVIL MP WEST ZONE, BHOPAL**