

EXPRESSION OF INTEREST (EOI)

Selection of agency for display advertisement on the peripheral wall of Overhead Water Tanks within Salt Lake Township under Bidhannagar Municipal Corporation.



BIDHANNAGAR MUNICIPAL CORPORATION

**Poura Bhawan, FD – 415A, Sector III,
Salt Lake City, Kolkata – 700 106, West Bengal**

EOI No.380/PWD(BMC)

Dated: 31/07/2026 (2nd Call of 300)

(Tender ID: 2026_MAD_1036154_1)

BIDHANNAGAR MUNICIPAL CORPORATION

Poura Bhawan, FD-415A, Sector-III
Salt Lake City, Kolkata - 700 106

NOTICE INVITING EXPRESSION OF INTEREST (EOI)

(Tender ID: 2026_MAD_1036154_1)

EOI No.380/PWD(BMC)

Dated: 31/07/2026 (2nd Call of 300)

The Joint Municipal Commissioner on and for behalf of Bidhannagar Municipal Corporation invites e-bid Tender/bids from reliable and resourceful Companies/Firms/Contractors having experience and acumen in similar nature of works as noted below.

Intending bidder may download the EOI documents from the website <https://wbenders.gov.in> directly with the help of Digital Signature Certificate. Necessary EMD may be remitted through e-Tender portal only by Net Banking/NEFT/RTGS. The receipt of EMD paid should be included with Eligibility document.

Bids are to be submitted duly digitally signed in the website <https://wbenders.gov.in>.

1. EOI documents may be downloaded from website and submission of bid will be done as per Time Schedule stated in Section – B of this EOI Document.
2. The Financial Bid of the prospective Bidder will be considered only if the Technical Bid of the bidder is found qualified by the Tender Inviting Authority. The decision of the Tender Inviting Authority / Tender Committee will be final and absolute in this respect. The list of Qualified Bidders will be displayed in the website.

1. Name of Works:

Selection of agency for display advertisement on the peripheral wall of Overhead Water Tanks within Salt Lake Township under Bidhannagar Municipal Corporation.

2. Project Overview:

Presently Bidhannagar Municipal Corporation has 15 (fifteen) nos. of Overhead Water Tanks within Salt Lake Township to supply purified water to the households and for other establishments. Bidhannagar Municipal Corporation has planned for displaying advertisement on the peripheral wall of all the Overhead Water Tanks which will be a revenue earning process of this corporation.

Accordingly, authority envisages to implement the project – “Selection of agency for display advertisement on the peripheral wall of Overhead Water Tanks within Salt Lake Township under Bidhannagar Municipal Corporation” for enhancing the scope of advertisement related activities along with generation of source of revenue of BMC. In this regard, BMC invites bids from the interested and eligible Agencies for the said work.

Bidhannagar Municipal Corporation (BMC) invites the eligible parties (hereafter referred as “Bidder”) for the work. Bidders are advised to study this EOI document carefully before submitting their proposals in response to this EOI. Submission of proposal in response to this EOI shall be deemed to have been done after careful study and examination of this document with full understanding of its terms, conditions and implications.

Failure to furnish all information required as mentioned in the RFP documents or submission of a proposal not substantially responsive to the RFP documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

3. Letter of Invitation

BIDHANNAGAR MUNICIPAL CORPORATION

Poura Bhawan, FD – 415A, Sector III,
Salt Lake City, Kolkata – 700 106, West Bengal

Expression of Interest (EOI)

Bidhannagar Municipal Corporation (BMC) invites sealed EOI from eligible interested candidates for undertaking **“Selection of agency for display advertisement on the peripheral wall of Overhead Water Tanks within Salt Lake Township under Bidhannagar Municipal Corporation”**.

The EOI Document containing the details of qualification criteria, submission requirement, brief objective & scope of work and evaluation criteria etc. can be downloaded from the website www.bmcwb.gov.in and e-Tender site of Government of West Bengal

Further details, if any, may be obtained from the office of the Joint Municipal Commissioner, Bidhannagar Municipal Corporation, 4th Floor, Poura Bhawan, FD – 415A, Sector III, Salt Lake City, Kolkata – 700 106 during working hours.

Last date for submission of EOI is on 15/08/2026 up to 15.00 Hrs. **through e-tender portal**.

Agencies meeting the qualification criteria may be invited for presentation / proposal before the selection committee of BMC.

Joint Municipal Commissioner

Bidhannagar Municipal Corporation
Poura Bhawan, FD – 415A, Sector III,
Salt Lake City, Kolkata, West Bengal.

Note: BMC or any of its designates reserves the right to cancel this request for EOI and/or invite afresh with or without amendments, without liability or any obligation for such request for EOI and without assigning any reason. Information provided at this stage is indicative and BMC reserves the right to amend/add further details in the EOI.

4. Scope of work & Terms & Conditions:

- i) Display advertisement on the peripheral wall of Overhead Water Tanks within Salt Lake Township under Bidhannagar Municipal Corporation.
- ii) Number of water tanks: 15 (fifteen).
- iii) Approximate area of painting on the peripheral wall of the overhead water tank is 260 sq.m. for each tank.
- iv) Advertisement to be done only by good quality weather coat painting.
- v) Maintenance of entire outer surface of the tanks from top to bottom shall be done by the agency during contract period.
- vi) Space should be left for marking of name of the corporation, tank number, capacity & year of establishment etc.
- vii) No additional structural burden will be allowed for the said display on the peripheral wall of the overhead water tank.
- viii) Agency will be selected initially for **one year** by inviting Expression of Interest (EOI) through e-Tendering process for outsourcing the work. Initial contract period of 1 (one) year may be extended on successful performance and over mutually agreed terms & conditions.
- ix) Highest bidder will get offer from BMC with the other terms & conditions of the tender.
- x) After Selection of successful bidder, the Agency shall deposit 1 (one) year amount of contract value to the BMC within 15 (fifteen) days of issuance of the acceptance letter.

- xi) BMC & Agency will sign the Contract after the work order issued to the Agency after receiving the full payment as mentioned above.
- xii) The Agency should have its own office in Kolkata and registration under GST regime of West Bengal.
- xiii) The Agency should have minimum 3 years of experience in High Rise Branding Painting. Successful performance and completion certificate supplemented with work order issued by the Government / Semi-Government / Government Undertaking or any other competent authority shall have to be furnished in support of credibility in terms with eligibility criteria.
- xiv) Proper stencils of proper brand painting shall be used so that there are no complicity against the respective brand guidelines.
- xv) Necessary sample stencils must be submitted before this authority for approval.
- xvi) The Agency should submit a Bank Solvency Certificate from their Banker for an amount of not less than Rs.25 lakh (Rupees Twenty Five Lakh).
- xvii) Consortium/ Joint Venture are not allowed.
- xviii) The performance of the entrusted Agency will be reviewed after completion of each year and Bidhannagar Municipal Corporation has the right to rescind the contract in case of breach of terms and conditions of the contract on the part of the entrusted Agency.
- xix) Successful Agency will provide surveillance for 24x7 hours.
- xx) Successful Agency will manage all sorts of legal Aspects related to the said matter.
- xxi) All the cost & responsibility would be Borne by the Agency.
- xxii) The Bidder should not have been blacklisted / debarred by Central Government / Any State Government in India / PSU in last 5 years.
- xxiii) The bidder shall submit the Power of Authorisation for signing the bid in Rs.20.00 (Rupees Twenty Only) Non-Judicial Stamp Paper.
- xxiv) Bidder should submit **Earnest Money** Deposit (EMD) of Rs.25,000/- (Rupees Twenty Five Thousand only) using online payment system of e-Tender site.
- xxv) Particulars of ownership/partnership or Board of Directors pertaining to the Organization / Company / Firm.
- xxvi) Other legal documents: a) Trade License; b) GST Certificate; c) Income Tax Return (Latest 3 years); d) PAN Card, Aadhaar Card; e) Other documents, if any, as required.
- xxvii) Affidavit & other statutory forms have to be submitted in prescribed format.

Note:-

**In absence of any of the above, the bid may be treated as non-responsive and summarily rejected.
Similar nature of works completed successfully will be treated as credential.**

5. Location of Work:

15 (fifteen) nos. of Overhead Water Tanks within Salt Lake Township area of Bidhannagar Municipal Corporation.

6. Estimated amount put to tender/bid:

Highest bidder will get offer from BMC for 1 (one) year with the other terms & conditions of the tender.

7. Bid Evaluation:

No exemption of EMD will be allowed. Technical proposal will be evaluated first. If there is any deficiency in the statutory documents the tender/bid may be summarily rejected. Only bidders meeting the minimum eligibility criteria will be considered for technical evaluation of their bids. Afterwards Financial Bid of the qualified bidders will be opened. Financial Evaluation will be made on Highest Rate Basis (H1).

While evaluation, the committee may summon the tender/bidders and seek clarification / information or additional documents or original hard copy of any of the documents already submitted and if these are not produced within the stipulated time frame, their proposals shall be liable for rejection.

All documents in original to be produced in due course of time as & when asked by the Tender / bid Inviting Authority.

8. Earnest Money:

Rs.25,000/- (Rupees Twenty Five Thousand only) using online payment system of e-Tender site.

9. Date and Time Schedule:

Sl. No.	Particulars	Date and Time
a)	Date of uploading of EOI and Tender/bid Documents online (Publishing Date)	04/08/2026 after 18.00 Hrs.
b)	Documents download start date	04/08/2026 after 18.00 Hrs.
c)	Bid submission start date (online)	04/08/2026 after 18.30 Hrs.
d)	Bid Submission closing (online)	15/08/2026 up to 15.00 Hrs.
e)	Bid opening date for Technical Proposals (online)	17/08/2026 after 15.30 Hrs.
f)	Date of uploading list for Technically Qualified Tender/ bidders (online)	Notified later.

10. Time of contract:

1 year from the date of signing the Agreement subject to successful performance and over mutually agreed terms & conditions.

11. Site inspection & general information:

Intending Bidders are required to inspect the site of the Project with particular reference to location and infrastructure facilities.

They are to make a careful study with regard to availability of materials and their sources and all relevant factors as might affect their rates and prices.

12. Tender/bid documents:

A full set of Tender/bid documents consists of 2 Parts. These are;

- I) **Part I** containing all documents in relation to the name of the firm applied for and credentials possessed by them along with EMD and all relevant documents as depicted.
- II) **Part II** containing following documents; Bid Schedule (.xls sheet)

13. Validity of Bid:

A Bid submitted shall remain valid for a period of 180 calendar days from the date of publication of Bids. Any extension of this validity period if required will be subject to concurrence of the Bidders.

14. Withdrawal of Bid:

A Bid once submitted shall not be withdrawn within the validity period. If any bidder/bidders withdraw his/their Bid(s) within the validity period then Earnest Money as deposited by him/them will be forfeited.

15. Acceptance of Bid:

Joint Municipal Commissioner, Bidhannagar Municipal Corporation will accept the Bid on recommendation of the Tender Committee of BMC. He does not bind himself to accept otherwise the Highest Bid and reserves to himself the right to reject any or all of the Bids received without assigning any reason thereof.

16. Intimation:

The successful Bidder will be notified in writing of the acceptance of his Bid. The Bidder then becomes the "Contractor" and he shall forthwith take steps to execute.

Formal Contract Agreement in appropriate Municipal Form shall be executed with the Joint Municipal Commissioner, Bidhannagar Municipal Corporation and Successful Bidder shall fulfil all his obligations as required by the Contract.

17. Escalation of Cost:

There will be no escalation in cost for materials or labour and the contract price mentioned in the contract stands valid till completion of the contract.

18. Name & address of Engineer-In-Charge (EIC) of the Work:

Joint Municipal Commissioner, Bidhannagar Municipal Corporation.

19. Execution of Work:

The Contractor is liable to execute the whole work as per direction and instruction of the Joint Municipal Commissioner, Bidhannagar Municipal Corporation, who is the Engineer-in-charge of the work.

20. Payment:

Payment will be made by the Contractor/Agency to the appropriate Authority of Bidhannagar Municipal Corporation as per terms & conditions of the Contract.

21. Influence:

Any attempt to exercise undue influence in the matter of acceptance of Bid is strictly prohibited and any Bidder who resorts to this will render his Bid liable to rejection.

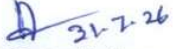
- 22.** The bidder shall provide a single-point-of-contact for support including but not limited to problem tracking, problem source identification, problem impact (severity) determination, bypass and recovery support, problem resolution, and management reporting.
- 23.** The Proposal should be accompanied by a letter of authorization in the name of the signatory of the Proposal.
- 24.** In case office faces sudden closure owing to reason beyond the scope and control of the Joint Municipal Commissioner, BMC any of last date/dates as schedule may be extended up-to/to next and following working day without issuing further and separate notice the Joint Municipal Commissioner, BMC feels it to be necessary and exigent.
- 25.** Imposition of any duty/tax/rule etc. owing to change /application in legislations/enactment shall be considered as a part of the contract and to be adhered to by the Bidder/Contractor strictly.
- 26.** Bid Acceptance Authority is the Joint Municipal Commissioner, Bidhannagar Municipal Corporation on recommendation of the Tender Committee of BMC.
- 27.** In case of any dispute arising from any clauses of similar nature between bid documents and Municipal tender/bid form, the decision of Joint Municipal Commissioner, Bidhannagar Municipal Corporation, will be final and binding.
- 28.** All taxes i.e. GST, PT, IT, and Labour welfare Cess etc. all applicable as per government rule.
- 29.** No conditional/ incomplete Bid shall be entertained.
- 30.** In the event of e-Filing intending bidder may download the tender/bid document from the website www.wbtenders.gov.in directly by the help of Digital Signature Certificate.
- 31.** Technical Bid & Financial Bid both will be submitted concurrently duly digitally signed in the Website www.wbtenders.gov.in. Tender/Bid document may be downloaded from website & submission of Technical Bid /Financial Bid as per Tender/Bid Schedule.
- 32.** The Bidder, at the Bidder's own responsibility and risk is encouraged to visit and examine the site of works and its Surroundings and obtain all information that may be necessary for preparing the Bid and entering into a contract for the work as mentioned in the Notice inviting Quotation, the cost of visiting the site shall be at the Bidder's own expense. Traffic management and execution shall be the responsibility of the Agency at his/her/their risk and cost.
- 33.** The intending Bidders shall clearly understand that whatever may be the outcome of the present invitation of Bids, no cost of Bidding shall be reimbursable by the ULB. The Joint Municipal Commissioner, Bidhannagar Municipal Corporation reserves the right to accept or reject any or all the offered bid/bids without assigning any reason whatsoever and is not liable for any cost that might have incurred by any Bidder at any stage of Bidding.
- 34.** Prospective applicants are advised to note carefully the minimum qualification criteria as mentioned in 'Instructions to Bidders' before bidding.
- 35.** During scrutiny, if it is come to the notice to tender/bid inviting authority that the credential or any other papers found incorrect/manufactured/fabricated, that tender/bidder will not be allowed to participate in the tender/bid and that application will be out rightly rejected without any prejudice.
- 36.** Before issuance of the work order, the tender/bid inviting authority shall verify the credential & other documents with the originals of the highest bidder. All such documents shall have to be furnished by the highest bidder within 3 (three) days from the date of opening of financial bid at chamber of the undersigned of this office. After verification, if it is found that such documents submitted by the highest bidder is either manufactured or false, in that case, L.O.A./work order will not be issued in favour of the bidder under any circumstances.

37. If any discrepancy arises between two similar clauses on different notifications, the clause as stated in later notification will supersede former one in following sequence:
- WB Form no. 2911
 - EOI
 - Special terms & Condition
 - Technical bid
 - Financial bid
38. Contractor shall have to comply with the provisions of (a) the contract labour (Regulation Abolition) Act. 1970(b) Apprentice Act. 1961 and (c) minimum wages Act. 1948 of the notification thereof or any other laws relating thereto and the rules made and order issued there under from time to time.
39. Where an individual person holds a digital certificate in his own name duly issued to him against the company or the firm of which he happens to be a director or partner, such individual person shall, while uploading any tender/bid for and on behalf of such company or firm, invariably upload a copy of registered power of attorney showing clear authorization in his favour, by the rest of the directors of such company or the partners of such firm, to upload such tender/bid. The power of attorney shall have to be registered in accordance with the provisions of the Registration Act, 1908.


Joint Municipal Commissioner
Bidhannagar Municipal Corporation

Copy forwarded for necessary information to:-

1. Chief Engineer, Bidhannagar Municipal Corporation.
2. Chief Auditor, Bidhannagar Municipal Corporation.
3. Finance Officer, Bidhannagar Municipal Corporation.
4. Executive Engineer, Building Plan, Bidhannagar Municipal Corporation.
5. Law Officer, Bidhannagar Municipal Corporation.
6. Shri Somavo Gupta, Assistant Engineer, Hoarding Section, Bidhannagar Municipal Corporation.
7. P.A. to Commissioner & Administrator, Bidhannagar Municipal Corporation.
8. Office Notice Board.
9. Official Website.
10. Publication to newspapers.
11. Office Copy.


Joint Municipal Commissioner
Bidhannagar Municipal Corporation