



# ଚୌଦ୍ୱାରପୌରପରିଷଦ କାର୍ଯ୍ୟାଳୟ, ଚୌଦ୍ୱାର

OFFICE OF THE MUNICIPAL COUNCIL, CHOUDWAR

Govt. of Odisha (H&UD Deptt) KATAKA (ODISHA) Phone No-

0671-2394272(O)mail:choudwarmunicipality@gmail.com

choudwar.municipality@odisha.gov.in



Letter No. Dev-2482

Date 19/08/2026

## Quotation Call Notice

Online bids are invited by the Executive Officer, Choudwar Municipality, from eligible and experienced Agencies /firms/advertising agencies for allotment of advertisement rights on LED Screens/Digital Display Boards at various locations within the jurisdiction of Choudwar Municipality, on payment of annual license fee, for a period of three (03) years, subject to the terms and conditions contained herein. and other necessary documents can be seen in our Official website i.e. [www.choudwarmunicipality.in](http://www.choudwarmunicipality.in)

1. Name of the Work: Allotment of advertisement rights on LED Screens/Digital Display Boards at various locations within the jurisdiction of Choudwar Municipality
2. Date and Time of Bidding : 22.08.2026 at 11.00 AM
3. Last date and time for receipt : 04.09.2026 up to 5.00 PM
4. Bids received shall be opened on : 07.09.2026 at 11.00 AM
5. Name of the Officer Inviting Bid: Executive Officer Choudwar Municipality

Executive Officer  
Choudwar Municipality

Memo No. Dev-2483 Dt. 19-08-2026

Copy Submitted to the Director, Information and Public Relation Department, Govt. of Odisha Bhubaneswar Kind information and requested to publish the above advertisement in Two Odia Daily Newspaper with minimum space for one day on or before 21.08.2026 and submit the in duplicate with one newspaper.

Executive Officer  
Choudwar Municipality

Memo No. Dev-2484 Dt. 19-08-2026

Copy to Office Notice Board and Official Website for Publication.

Executive Officer  
Choudwar Municipality



Tender Call Notice No: Dev-2482

Date- 19-08-2026

## BID DOCUMENT



**Choudwar  
Municipality  
District-Kataka,  
Odisha**

## DETAILED TENDER CALL NOTICE

Online bids are invited by the Executive Officer, Choudwar Municipality, from eligible and experienced Agencies /firms/advertising agencies for allotment of advertisement rights on LED Screens/Digital Display Boards at various locations within the jurisdiction of Choudwar Municipality, on payment of annual license fee, for a period of three (03) years, subject to the terms and conditions contained herein.

The successful bidder shall be granted the right to utilise the available commercial advertisement time on the specified LED Screens/Digital Display Boards during the license period, subject to the overriding rights of Choudwar Municipality /Government for dissemination of Government information and public-interest content and subject to applicable Acts, Rules, Government instructions, policies and municipal regulations.

### **1. SCOPE OF LICENSE**

1.1 The tender is for grant of commercial advertisement rights over the specified LED Screens/Digital Display Boards owned/controlled by Choudwar Municipality.

1.2 Ownership of the LED Screens, structures, electrical installations and other municipal assets shall at all times remain vested with Choudwar Municipality.

1.3 Nothing contained in the tender or agreement shall be construed as transfer, lease or creation of any proprietary interest over the LED Screens, land, structure or other municipal property in favour of the licensee.

1.4 The successful bidder shall be entitled only to utilize the advertisement time/space made available under the terms of the license.

### **2. PERIOD OF LICENSE**

2.1 The initial license period shall be three (03) years from the date specified in the agreement/order of commencement.

2.2 Extension, if any, may be considered by the competent authority subject to satisfactory performance of the licensee, regular payment of all municipal dues, compliance with the agreement, mutually acceptable/revised license fee and applicable Government/Municipal instructions prevailing at the relevant time.

2.3 Extension shall not be claimed as a matter of right by the licensee.

### **3. RESERVE/MINIMUM ANNUAL LICENSE FEE**

3.1 Choudwar Municipality shall prescribe a Reserve/Minimum Annual License Fee for grant of the advertisement rights.

3.2 The bidder shall quote the annual license fee payable to Choudwar Municipality for exercise of such advertisement rights.

3.3 No bid below the prescribed Reserve/Minimum Annual License Fee shall be considered.

3.4 The quoted license fee shall be exclusive/inclusive of applicable taxes as specifically indicated in the Financial Bid/BOQ.

3.5 Statutory taxes, duties and liabilities arising out of the commercial advertisement business of the licensee shall be borne by the licensee as applicable.

#### **4. SELECTION OF SUCCESSFUL BIDDER**

4.1 The bids shall be examined with reference to the prescribed eligibility criteria and documents.

4.2 Among the eligible bidders, the bidder quoting the Highest Annual License Fee (H-1) shall ordinarily be considered for grant of the advertisement rights.

4.3 In the event of identical highest financial offers by two or more eligible bidders, the Municipality shall be decided by drawing of lottery.

#### **5. ELIGIBILITY OF BIDDER**

The bidder shall: (a) be a legally constituted proprietorship/partnership firm/company/agency or other eligible legal entity; (b) possess valid PAN and GST registration, wherever applicable; (c) possess requisite experience/capability

in advertising, digital media, outdoor advertising, LED display operation, media management or similar activities, as prescribed; (d) submit documentary evidence in support of eligibility; (e) not have been blacklisted/debarred by any Department of Government of Odisha, Government of India, PSU, ULB or other Government organization as on the date of bid submission; and (f) submit an undertaking/affidavit regarding correctness and authenticity of information and documents furnished.

The Municipality may prescribe reasonable minimum experience/turnover requirements having regard to the estimated value and nature of the license.

#### **6. BID SECURITY / EMD**

6.1 The bidder shall furnish Bid Security/EMD of Rs.5000/- along with paper cost of Rs.2000/-(Non-refundable) in the prescribed manner.

6.2 Bid Security/EMD of unsuccessful bidders shall be released/refunded in accordance with applicable rules and tender conditions.

6.3 Bid Security/EMD of the successful bidder may be forfeited, inter alia, if the bidder withdraws or modifies the bid

6.2 Bid Security/EMD of unsuccessful bidders shall be released/refunded in accordance with applicable rules and tender conditions.

6.3 Bid Security/EMD of the successful bidder may be forfeited, inter alia, if the bidder withdraws or modifies the bid

during validity; refuses to accept the Letter of Acceptance; fails to deposit required license fee/security; fails to execute the agreement within the stipulated period; or submits false, fabricated or materially misleading information/documents.

## **7. PAYMENT OF LICENSE FEE**

7.1 The successful bidder shall pay the annual license fee in advance or in such instalments as specifically prescribed in the agreement.

7.2 The due date and manner of payment shall be strictly adhered to.

7.3 Delay in payment shall attract interest/penalty at the rate prescribed in the agreement.

7.4 Persistent default/non-payment may result in suspension of advertisement rights, termination of license and recovery of outstanding dues in accordance with law.

7.5 The licensee shall not withhold the license fee merely on account of commercial performance, availability of advertisers, market conditions or failure to achieve anticipated advertisement revenue.

## **8. ELECTRICITY**

8.1 Electricity required for normal operation of the LED Screens/Digital Display Boards covered under this tender shall be provided by Choudwar Municipality.

8.2 Electricity charges for normal operation of the screens shall be borne by Choudwar Municipality.

8.3 No separate electricity charge for normal authorised operation shall ordinarily be recoverable from the successful licensee.

8.4 The agency shall not make any unauthorised connection, alteration, extension or modification to the electrical system.

## **09. MAJOR MAINTENANCE**

9.1 All major repairs and maintenance of the LED Screens/Digital Display Boards and associated fixed infrastructure arising out of normal wear and tear, technical failure or equipment malfunction shall be undertaken by Choudwar Municipality at its own cost.

9.2 Major maintenance shall ordinarily include repair/replacement, as required, of LED modules/panels; power supply units; controllers/processors; major electrical/electronic components; structural/supporting components; and other principal hardware forming an integral part of the LED display system.

9.3 The agency shall immediately report any major breakdown or defect to the Municipality.

## **10. MINOR/ROUTINE MAINTENANCE**

10.1 Routine/minor maintenance necessary for day-to-day operation and upkeep shall be undertaken by the successful agency/licensee at its own cost.

10.2 Minor maintenance shall include routine cleaning, minor adjustment, routine operational upkeep, minor connectivity/cabling issues attributable to operation by the agency and similar minor requirements not involving major repair /replacement of principal equipment.

## **11. DAMAGE ATTRIBUTABLE TO LICENSEE**

Any damage caused to the LED Screen, electrical installation, supporting structure or other municipal property due to

negligence, mishandling, unauthorized modification, improper operation or any act/omission attributable to the licensee, its employees, agents or representatives shall be rectified at the cost and responsibility of the licensee. The agency shall not undertake any structural, electrical, electronic or hardware modification without prior written permission of the Executive Officer.

## **12. GOVERNMENT/ULB CONTENT - OVERRIDING PRIORITY**

12.1 Choudwar Municipality shall retain absolute and overriding priority for display of Government and Municipal content on all LED Screens covered under this license.

12.2 The licensee shall mandatorily display, whenever provided/directed by Choudwar Municipality, content relating to programmes, schemes and initiatives of the Government of Odisha programmes /schemes of Government of India wherever directed, programmes and activities of Choudwar Municipality, public-service advertisements; public awareness campaigns, Government functions, events and observances; disaster management and emergency information; health, sanitation, road safety and civic awareness; election-related/public information issued by competent authority; and any other information, video, message, live feed or public-interest content directed by the Municipality or competent Government authority.

12.3 Government of Odisha programmes, Government videos, public-interest messages and content supplied or directed to be displayed by Choudwar Municipality shall not be stopped, interrupted, blocked, shortened, substituted, overwritten or discontinued by the licensee for the purpose of displaying commercial advertisements.

12.4 Whenever any Government/Municipal programme, video, message, emergency communication or public-interest content is required to be displayed, such content shall take precedence over commercial advertisements for the period directed by the Municipality.

12.5 In case of emergency, disaster, important Government announcement or other exigency, Choudwar Municipality may require the licensee to immediately suspend commercial advertisements and display the content directed by the Municipality.

12.6 The licensee shall have no claim for compensation, rebate or damages merely on account of reasonable utilisation of display time by Choudwar Municipality/Government in accordance with this clause.

12.7 Repeated refusal, interruption or deliberate failure to display Government/Municipal content as directed shall constitute a material breach of the license and may invite penalty, suspension or termination after following the procedure prescribed in the agreement.

### **13. CONTROL OVER ADVERTISEMENT CONTENT**

13.1 All commercial advertisements shall comply with applicable Acts, Rules, Government policies/instructions and Municipality requirements.

13.2 The licensee shall ensure that no advertisement is displayed which is prohibited by law; obscene, indecent, defamatory or inflammatory; promotes any prohibited commodity/service; creates communal, religious or social disharmony; impersonates or resembles official Government/traffic signage; interferes with road safety or visibility; contains misleading or unlawful claims; or is otherwise directed to be removed by a competent statutory authority.

13.3 Advertisement content shall remain the responsibility of the licensee, and the Municipality shall not be liable for any copyright, trademark, intellectual-property or other third-party claim arising from content procured/displayed by the licensee.

13.4 Choudwar Municipality may direct removal/discontinuance of any advertisement considered contrary to law, public interest or conditions of the license, and the licensee shall comply forthwith.

### **14. PUBLIC AND TRAFFIC SAFETY**

The operation of LED Screens shall be subject to applicable Government guidelines relating to advertisement/ hoardings, traffic safety and public safety. Brightness, illumination, animation, flashing content or other display characteristics shall not be operated in a manner likely to distract drivers, obscure traffic signals/signage or otherwise create a public-safety hazard.

Any direction issued by the Municipality, Police, Transport Authority, road-owning authority or other competent statutory authority concerning safety shall be complied with by the licensee.

### **15. NO SUB-LETTING OF LICENSE**

The successful bidder shall not transfer, assign, sublet or otherwise part with the license itself in favour of any third party without prior written permission of Choudwar

Municipality. However, this shall not prevent the licensee from procuring advertisements from individual clients/advertisers in the ordinary course of its advertising business.

## **16. RECORDS AND INFORMATION**

The licensee shall maintain appropriate records relating to advertisements displayed and shall furnish such information regarding utilisation of the screens as may reasonably be required by Choudwar Municipality for administrative/ regulatory purposes.

## **17. INSPECTION**

The Executive Officer or any officer authorised by Choudwar Municipality shall have the right to inspect the LED Screens, associated installations and operation thereof at any reasonable time. The licensee shall extend necessary cooperation during such inspection.

## **18. BREAKDOWN AND DOWNTIME**

18.1 Any breakdown requiring major maintenance shall immediately be reported to Choudwar Municipality.

18.2 The Municipality shall arrange necessary major repair/restoration.

18.3 No liability for major repair shall ordinarily devolve upon the licensee unless the breakdown/damage is attributable to the licensee.

18.4 Where the screen remains non-functional for a substantial continuous period solely due to major technical failure attributable to municipal equipment, any claim for proportionate treatment of license fee, if permissible, shall be considered strictly in accordance with conditions specifically provided in the agreement and shall not arise automatically.

## **19. FORCE MAJEURE**

Neither party shall be held liable for failure to perform an obligation to the extent such failure results from events beyond reasonable control, including natural calamity, cyclone, flood, fire, war, civil disturbance or orders of a competent Government/statutory authority, subject to conditions specified in the agreement. Commercial loss, lack of advertisers or reduction in advertisement revenue shall not constitute force majeure.

## **20. PENALTY AND BREACH OF CONDITIONS**

Violation of license conditions may attract written warning; monetary penalty as prescribed; temporary suspension of commercial advertisement rights; recovery of loss/damage from Security Deposit; termination of license; and/or other action permissible under applicable law.

The nature of default, applicable penalty and procedure shall be specified in the agreement.

## **21. TERMINATION**

Choudwar Municipality may terminate the license for material breach, including persistent default in payment of license fee; unauthorised transfer/subletting; deliberate display of prohibited/unlawful content; repeated failure to display Government/Municipality content as directed tampering with municipal equipment material misrepresentation in the bid abandonment of the license or any other substantial breach of the agreement. Except where immediate action is required under law or in public interest, reasonable opportunity shall be afforded to the licensee in accordance with the agreement before termination.

## **22. EXPIRY/TERMINATION OF LICENSE**

On expiry or termination of the license, the agency shall immediately cease exercise of commercial advertisement rights and hand over access/control as directed by Choudwar Municipality.

The licensee shall have no right, title or interest over the LED Screens or associated municipal infrastructure after expiry/ termination.

## **23. INDEMNITY**

The licensee shall indemnify Choudwar Municipality against claims, losses, liabilities or proceedings arising from unlawful advertisement content; infringement of intellectual-property rights; acts or omissions of the licensee or its personnel unauthorised use of the screens; or breach of statutory obligations attributable to the licensee.

## **24. BID VALIDITY**

The bid shall remain valid for 90 days from the date of opening of the financial bid or such other period as specified in the tender.

The bidder shall not withdraw or materially alter the bid during the validity period except as permitted under the tender Conditions.

## **25. DOCUMENTS TO BE SUBMITTED**

The bidder shall upload/submit, as applicable: Tender Paper Fee proof; Bid Security/ EMD/PAN/GST Registration Certificate /Incorporation document; Experience certificates/work orders where prescribed; Turnover/financial documents where prescribed; Authorization /Power of Attorney of authorised signatory where applicable, Non-blacklisting declaration/affidavit; Declaration regarding correctness of documents; signed tender/DTCN as token of acceptance; and such other documents as prescribed in the tender schedule. Submission of false/fabricated documents shall render the bid liable to rejection and may entail forfeiture/action as permissible under applicable rules.

## **26. CORRIGENDUM / ADDENDUM**

Any clarification, modification, corrigendum or addendum relating to this tender shall be published through the prescribed e-Procurement portal/official channel. Bidders shall be responsible for keeping themselves informed of such corrigenda/addenda before submission of the bid.

## **27. ACCEPTANCE OR REJECTION OF BID**

The competent authority of Choudwar Municipality reserves the right to accept or reject any or all bids, annul the bidding process or issue a fresh tender, subject to applicable rules and without thereby creating any claim for award of license in favour of any bidder.

Mere participation in the tender or emergence as H-1 shall not by itself create an indefeasible right to award of the license until acceptance by the competent authority and execution of the prescribed agreement.

## **28. DISPUTE AND JURISDICTION**

Any dispute arising out of the tender/license shall initially be referred to the competent authority of Choudwar Municipality for resolution in accordance with the agreement and applicable law.

Subject to applicable statutory provisions, courts having territorial jurisdiction over Choudwar, Kataka shall have jurisdiction in respect of disputes arising out of the license.

## **29. BASIS OF FINANCIAL QUOTATION**

The annual license fee quoted by the bidder shall be deemed to have been quoted with full knowledge that: (a) electricity charges for normal operation of the LED Screens shall be borne by Choudwar Municipality; (b) major maintenance and major repairs arising from normal wear and tear/technical failure shall be undertaken by Choudwar Municipality (c) routine/minor maintenance shall be undertaken by the successful agency/licensee at its own cost; and (d) Government of Odisha /Choudwar Municipality programmes, videos, messages and public-interest content shall have overriding priority over commercial advertisements.

## **TENDER SCHEDULE**

**Name of Tender:-Allotment of Advertisement Rights on LED Screens/Digital Display Boards under Choudwar Municipality area.**

**Tender Inviting Authority:-Executive Officer, Choudwar Municipality**

**License Period: - 03 Years**

**Reserve/Minimum Annual License Fee- Rs.25,000/- per unit for 13 Units**

**Tender Paper Fee-Rs. 2000/-(Non-refundable)**

Bid Security/EMD-Rs. 5000/-

Bid Validity- 90 days

Bid Submission Start Date- 21.08.2026 from 11.00 AM

Last Date & Time for Submission-03.09.2026 upto 5.00 PM

Bid Opening- 05.09.2026 at 11.00 AM

Selection Criterion: -

Highest Annual License Fee (H-1) amongst eligible/responsive bidders

Description

Reserve/Minimum Annual License Fee. Rs...../each

Total License Fee for 13 Units. Rs...../per Annum

(Rupees ..... ) only

The amount quoted shall not be less than the Reserve/Minimum Annual License Fee.  
I/We have carefully examined and understood the tender conditions and agree to abide by the same.

Signature of Authorised Bidder-

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

Agency/Firm: \_\_\_\_\_

Date: \_\_\_\_\_

  
Executive Officer  
Choudwar Municipality