

West Bengal Pollution Control Board

(Department of Environment)

Govt. of West Bengal

**Tender Document for Installation of Full Color
LED Display Screens for displaying PCB Messages
along with Commercial Advertisements under
PPP mode**



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Tender
For Installation of Full Color LED
Display Screens for displaying
PCB Messages along with
Commercial Advertisements
under PPP mode.

Installation of Full Colour LED display screens at different locations in Kolkata for showing messages and information of public interest from Pollution Control Board, Government of West Bengal, along with commercial advertisements under PPP mode.

Last Date of Submission : February 6,2012(upto 4.00 p.m)

Pollution Control Board (PCB), Government of West Bengal desires to put up 10 (ten) numbers Full colour LED display screens at various locations within Kolkata to display Air and Water Quality Data, noise data, statistics, information and messages.

Sealed tenders are hereby invited from bonafied, resourceful, reliable financially sound and reputed advertising agencies having experience in implementing full colour LED screens within India. Interested agencies may submit their offer in writing in a sealed envelope within 06.02.2012. PCB reserves right to accept or reject any or all Tender as per their discretion without assigning any reasons whatsoever.

Scope of work :

1. Full colour LED screens to be installed at 10 different locations of Kolkata. The number may change marginally without prior notice.
2. The LED screens will display messages of PCB and commercial advertisements suitable for display in partnership with a Government organization.
3. Advertising agencies will procure, install and maintain such LED screens at their own cost and also pay for necessary regular expenses throughout the permission tenure.
4. Private advertising agencies will display PCB messages free of cost and will generate revenues to cover cost, expenses and margins from commercial advertising on the LED screens.

Documents to be submitted

1. A brief history regarding the activities of the advertising agency is to be submitted.
2. Advertising agencies should have experience in sourcing/importing/manufacturing, installations, running, maintenance of such LED screens for at least 12 months. Relevant documents and photographs need to be submitted along with Tender.
3. Copy of Trade license
4. Copy of Service Tax registration
5. Copy of VAT registration
6. Copy of Income tax return for last 2 years
7. Copy of audited accounts of last 2 years
8. Copy of PAN card

General terms and conditions :

1. All LED screens should be online for uploading/editing display content.
2. Provision for remote management system has to be ensured also at PCB office if required.
3. Size of full colour LED display screen should be 10ftx7.5 ft i.e.,75 square feet.
4. Details of time share between PCB message and commercial advertisements need to be submitted alongwith the offer
5. Companies with turnover below Rs.10,00,00,000(Ten crore Indian Rupee) in each of the last three financial years are barred from participating in this Tender.
6. The installation process needs to be completed within 6 months from receiving all necessary permissions, clearances from respective Government authority and signing of contract with PCB, or else the order may be cancelled.
7. PCB will obtain necessary permissions from government/municipal authority like KMC,PWD,KMDA, Bidhannagar Municipality, KIT etc to whom the land belongs wherein such installation of full colour LED screens mounted on unipole structure will be installed.
8. Initial agreement period of successful participation with PCB will be for 10 years.
9. Successful party has to pay necessary land utilization charges/license fees and tax on advertisement to the competent authority/municipal body as per prevailing rate.

10. The Private party shall have all liberty to use or permit any other advertising agency to use the display for commercial advertising as per agreed terms with PCB.
11. The private party can apply for necessary funding from government or private bank or financial institution for the said project.
12. The private party shall erect the structure, install the LED screen at its own cost and shall also maintain the screen in complete working condition throughout the period of the agreement.
13. PCB will facilitate the private party to obtain necessary electric connection, telephone/broadband internet connection at all locations as may be required at the time of installation of the LED screens.
14. All financial obligations, legal responsibilities and liabilities with respect to this Tender will be vested on the private party.
15. PCB will facilitate to obtain NOC, permission from all relevant government authorities for installation of the poles.
16. Agreement will be signed within 1 month from finalization of tender.
17. Locations as identified by PCB may be changed if required before installation of the LED screens and also during the tenure of the agreement. The new locations will be identified jointly by PCB and the private party keeping the mutual interest in mind.
18. Tenders should be submitted in sealed envelope marked “ Tender for Installation of Full Colour LED display at 10 locations within Kolkata “ and should be addressed to the Chairman, West Bengal Pollution Control Board, Paribesh Bhawan, 10A, Block LA, Sector III, Kolkata 700 098 and should be dropped in the specified box at Paribesh Bhawan.

Technical parameters of Full colour LED screens to be installed

Specification	
P12mm outdoor full color led screen	
Specification	Parameter
Pixel Pitch	12 mm
Pixel composing	2R1G1B or 1R1G1B
Density per sqm	6944 pixels
LED package	DIP 346
Wavelength(R)	625~630nm
Wavelength(G)	525~530nm
Wavelength (B)	470~475nm
Led Lamp type	Silan
Module size	192 mm*192mm
Display resolution/module	16 dots*16 dots
Weight per cabinet	33 kg/pcs
Cabinet material	Steel(1.5mm thickness)
Protection classification	IP65(Front),IP54(Rear)
Wave Angle(H)	110(H)°/40°
Display color	256256*256
Whiteness brightness	≥5000nits/sqm
Changing frame frequency	60 Hz
Refresh	400 Hz
Driving method	1/4 Constant Driving
Control way	Real Pixel
Max power/sqm	700 W/sqm
Average power/sqm	400 W/sqm
Signal and power connector	No connector (inside cable cabinet design)
Power supply	MW
Led fail rate (MTBF)	1%

Working voltage	AC220±10%50Hz or AC 110±10%60Hz
Short circuit protection	Yes
Working temperature	-20~50 centigrade
Working Humidity	10~90%
Out of control	1/10,000(scattered)
Lifetime	100,000 hours
Environment	Outdoor
Install mode	Wall mount,upright post
Install purpose	Fixed installation
Control mode	Synchronous
Display port	DVI
Display mode	1024*768/1024*1024

Annexure B

Tentative locations for installation of full colour LED display screens mounted on unipole structures :

1. Hazra facing Kalighat
2. Chowringhee near Exide house
3. Near BBD Bag bus stand facing Writers' Building
4. VIP Road near Lake Town
5. EM By Pass near Beliaghata junction
6. Park Street Mullick Bazar Junction
7. Alipore near Hotel Taj Bengal
8. CR Avenue near Girish Park
9. Sarat Bose Road, near Minto Park
10. Rashbehary Avenue near Triangular Park

Chairman
West Bengal Pollution Control Board

FORMAT FOR APPLICATION

1. Name of agency :
Address :
2. Name of contact person
Contact phone/mobile no.
3. Technical parameters to be provided
 - a. Display screen size -
 - b. Pixel density per sqm -
 - c. Lifetime in hrs. -
 - d. Time slot and proportion -
4. Proposed locations
5. Annual turn over
6. Credential
 - a. List of clients:
 - b. Whether any experience of handling PPP mode for advertisement digital
7. List of enclosures submitted.

Date :

**Signature of authorized
Signatory with seal**