

UNIVERSITY OF KERALA

CONDITIONS STIPULATED BY THE UNIVERSITY FOR LEASING OUT ADVERTISEMENT HOARDINGS

1. Separate quotations in respect of each hoarding have to be submitted in sealed covers. The envelopes containing the quotations should be superscripted ' Quotation for right to advertise on the hoarding at the Students Centre/Bakery Junction' (as the case may be).
2. The following are the details of the square area of the boards of the hoardings:

<u>Location of the hoarding</u>	<u>Sq. area of the board</u>
(i) Student's Centre	74.67 m
(ii) Women's Hostel Compound Bakery Junction	51.84 m

3. The quotationer should quote the amount of lease rental he bids for the entire area of the board that he desires to take on lease for a period of six months.
4. An amount of Rs.5000/- in the form of Demand Draft in favour of the Finance Officer, University of Kerala, towards E.M.D. will have to be submitted along with the quotation in sealed cover, for each hoarding.
5. Quotations (sealed) along with the E.M.D. will be accepted in this Office from 3.00 p.m. to 3.30 p.m. on 11-04-2011 and the quotations received will be opened at 3.45 p.m. the same day. The University reserves the right to extend the time fixed for acceptance of the quotations and also to change the time fixed for opening the sealed quotations if so warranted by exigencies. The decision taken by the University shall be final in the matter.
6. No quotation will be accepted without the prescribed E.M.D. amount. After opening the quotations the lease will be confirmed to the highest bidder. The University however will have the right to reject the quotation of the highest bidder for valid reasons and the University's decision in the matter shall be final. The E.M.D. amount of all bidders except that of the confirmed quotation will be returned. In the case of the bidder whose quotation has been confirmed, the E.M.D. will be retained by the University and on subsequent execution of the agreement (mentioned in Para (7) below) will be converted into security deposit refundable only on expiry of the period of contract after effecting necessary deductions towards liabilities or damages if any.
7. A bipartite agreement incorporating the terms and conditions stipulated in this notice shall be executed with the University by the successful quotationer within seven days from the date of opening of the quotations, failing which his quotation will be rejected and the E.M.D. forfeited to the University fund. The period of six months of the contract during which the licensee will have exclusive right to put up advertisements on the

hoarding (subject to the conditions stipulated in this notice) will commence on the date on which the agreement is executed.

8. At the time of signing the agreement the licensee should pay fifty percent of the total lease amount for six months quoted and agreed to. The balance of the lease amount should be paid before the expiry of 30 days from the date of commencement of the agreement.

9. Any kind of tax due to the Corporation of Thiruvananthapuram or any other statutory body on account of displaying the advertisements on the hoarding has to be paid by the licensee, who should produce documentary evidence (such as cash receipt etc.) for having remitted such taxes before execution of the agreement.

10. Failure on the part of the licensee to comply with the stipulations in Para (8) and (9) above will result in forfeiture of his E.M.D.

11. The licensee will be permitted to display advertisement only on the board of the hoarding. No alternation or extension of the super-structure of the hoarding will be allowed. The advertisement should either be printed or pasted on the board, and drilling of holes on the board or taking recourse to any other method for fixing the advertisement which causes any damage to the board or any other part of the hoarding will not be allowed.

12. No matters relating to tobacco or liquor shall be advertised on the board. The advertisements should not contain any obscene matters or display any erotic images or postures.

13. The licensee should take care that either he or his agents/employees do not resort to any action which may cause any damage to the properties of the University and the licensee shall be responsible to reimburse/compensate to the University for any such damages in the manner which the University deems fit.

14. The licensee/or his representatives/ employees will be allowed to enter the premises where the hoarding is erected for the work relating to displaying/changing the advertisements at reasonable hours during the pendency of the agreement mentioned in Para (7) above.

15. Violation of any of the clauses given in the agreement (mentioned in Para 7) will result in the termination of the contract and also in forfeiture of the Security Deposit.

**Sd/-
REGISTRAR.**

University Buildings,
Thiruvananthapuram.
10-04-2012