



# UNIVERSITY OF KERALA

Thiruvananthapuram, Kerala, India - 695034

(Established as University of Travancore by the Travancore University Act in 1937 and reconstituted as University of Kerala by the Kerala University Act of 1957 and presently governed by the Kerala University Act of 1974 passed by the Kerala State Legislative Assembly)

**No.Ad.BI(1).1855/1989**

## **NOTICE INVITING QUOTATIONS**

Quotations in sealed envelopes are invited from individuals / agencies for the right to display advertisements for a period of six months on the two hoardings owned by the University, one at PMG Junction in the compound of the Students' Centre (74.67sq.m) and the other at Bakery Junction in the compound of the University Hostel for Women (51.84sq.m). For each hoarding, separate quotations along with separate EMD of `10,000/- as Demand Draft in favour of the Finance Officer, University of Kerala will be received in the Office of the Registrar between 3:00pm and 3:30pm on 30-11-2012 and will be opened at 3:45pm on the same day. Acceptance of the quotations will be subject to the terms and conditions stipulated in the detailed notice exhibited in the notice board of this office and the University website. The decision of the Registrar will be final in this regard.

Thiruvananthapuram,  
08-11-2012.

Sd/-  
**REGISTRAR**

Copy to:

The PRO (for issuing press release and notifying in the University website)

# UNIVERSITY OF KERALA

No.Ad.BI(1).1855/1989

## Conditions Stipulated 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 PMG Junction / Bakery Junction”, as the case may be.

2. The following are the details of the square area of the boards of the hoardings:

	Location of the hoarding	Sq. area of the board
i	PMG Junction (Students’ Centre compound)	74.67sq.m.
ii	Bakery Junction (Women’s Hostel compound)	51.84sq.m.

3. The quotationer should quote the total 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. The EMD amount specified in the Quotation Notice, in the form of Demand Draft in favour of the Finance Officer, University of Kerala, will have to be submitted along with the quotation in sealed cover for each hoarding.

5. Quotations (sealed) along with the EMD will be received and opened in this office on the date and time specified in the Quotation Notice. 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 EMD 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 EMD 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 EMD 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 EMD forfeited to the University fund. The period of six months of the contract, during which the licensee will have exclusive right to display advertisements on the hoarding (subject to conditions stipulated in the agreement) 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 30days from the date of commencement of the agreement.

9. Any kind of tax, penalty or any amount due to the Corporation of Thiruvananthapuram or any statutory body on account of displaying the advertisements on the hoarding shall 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. The Licensee shall also pay any such amount incur during the license period which may be noticed during or after the license period.

10. Failure on the part of the licensee to comply with the stipulations in Para 8 & 9 above shall result in forfeiture of his EMD / Security Deposit.

11. The licensee shall be permitted to display advertisement only on the board of the hoarding. No alteration or extension of the superstructure of the hoarding shall be allowed. The advertisement shall either be painted 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 shall not be allowed.

12. No advertisement relating to tobacco or liquor shall be displayed on the hoarding. The advertisements displayed shall not contain any objectionable or obscene matters, or erotic images or postures, or anything disreputable to the University.

13. The licensee shall 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 shall 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. The University shall not be held responsible for any loss sustained by the licensee on account of any prohibitory order / regulation subsequently issued by a court of law or a statutory authority restraining display of the advertisements on the hoarding.

16. Violation of any of the clauses given in the agreement (mentioned in para 7) shall result in the termination of the contract and also in forfeiture of EMD / Security Deposit and the licensee shall be liable to pay the loss sustained by the University.

Thiruvananthapuram,  
08-11-2012.

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