

ADDITIONAL TERMS AND CONDITIONS

The proposed private partner shall:

1. The SITC of unipole hoardings at the given location along with the operation and maintenance of said unipole.
2. The agency will obtain the right to display the advertisement on LED Unipole Street Hoardings after the fulfillment of all clauses laid down in the tender.
3. The agency shall make necessary arrangement to get permissions for Digital Outdoor Advertising and electricity connection from respective Authorities/service providers towards display and illumination of the LED Monopole Street Hoardings and shall bear the necessary charges towards consumption of electricity.
4. The agency will abide by the Advertisement Policy of Prasar Bharati as may be amended from time to time and any such administrative order, circular, notification, G.O. etc. which will come time to time.
5. The agency shall possess adequate financial resources, technical man power, experience in outdoor media projects and vendor network for fabrication and maintenance.
6. The agency shall ensure proper electrical and mechanical maintenance of the LED Monopole Street Hoardings and ensure trouble free display at all times, during the tenure of the agreement.
7. Deviation of advertisement area without prior permission of Prasar Bharati will lead to cancellation of the contract with forfeiture of EMD and Security Deposit
8. PRASAR BHARATI shall not be responsible for damage or theft of the frames, structures, flexes, electrical fittings or any other material fixed at the site by the advertiser or for any temporary obstruction caused to the advertisement including pasting of posters etc. by any person/political party. It shall be primary responsibility of the agency to safeguard and protect their site.
9. The tenure of contract is 05 (five) years from the date of issuance of the work order may be extended for another 5 years and after completion of the contract period, the right of LED Monopole Street Hoardings to be transferred to the PRASAR BHARATI.
10. The bidder/partner shall comply with:
 - Municipal advertisement bylaws,
 - Traffic police/NHAI norms,
 - Structural safety certification,
 - Environmental and electrical safety standards.
11. In the event of any conflict or inconsistency between the Terms and Conditions and the ATC, the values in the ATC shall override the printed Terms and conditions.