



*Office of the Chief Executive Officer
Shri Mata Vaishno Devi Shrine Board, Katra.*

Expression of Interest

Shri Mata Vaishno Devi Shrine Board intends to engage the services of reputed registered firms for installation of PVC Flex/Metal Message Boards enroute the Holy Shrine. The field of activity shall include putting of message sign Boards i.e. Front lit/Back lit/Unlit and Hanging on poles, Shelter Sheds & Installations along with maintenance of the same for one year. The activity would have huge marketing potential as firms shall be allowed to put their name, logo on the approved design and format of the Message Boards.

Expression of interest is, therefore, invited from registered firms for installation of such sign Boards for passing Yatra related information initially for a period of one year. The intending firms are supposed to visit the track of the Holy Shrine, make detailed assessment of the factors which can influence such operations, the methods to be incorporated and detail the same in their offer.

The offer accompanied with a demand draft for Rs. 500/- favouring Chief Accounts Officer, Shri Mata Vaishno Devi Shrine Board, Katra should reach the office of the Chief Executive Officer, Shri Mata Vaishno Devi Shrine Board, Katra along with completed details by 21/05/2008. For further clarification if any, firms may contact Asstt. Chief Executive Officer (BR) at Phone No. +91-1991-232818 on any working day between 10 AM to 5 PM.

No.: CO/Adm/588/486

Dt.: 28-04-2008

Addl. Chief Executive Officer

GENERAL TERMS AND CONDITIONS

1. The Licensee paying the License fee and performing the covenants herein contained and on his part to be performed shall and may peacefully enjoy the space with use of the ways, paths and passages as aforesaid during the said terms without any lawful interruption from or by the Authority or any person claiming under the Authority.
2. Any notice required to be served on the licensee under these Terms and Conditions shall be deemed to have been served if delivered at or sent by registered post to his last address or to his authorized representative or agent.
3. Subject as herein before otherwise provided, all notices to be given on behalf of the Shrine Board and all other actions to be taken on behalf of the Shrine Board may be given or taken on behalf of the Shrine Board by the Addl. Chief Executive Officer or by any other officer for the time being authorized.
4. The licensee shall have to deposit a security amount @Rs. 1000/- per site in the form of Bank CDR pledged to Chief Account Officer, Shri Mata Vaishno Devi Shrine Board.
5.
 - a) The Licensee shall not, unless with the written consent of the Shri Mata Vaishno Devi Shrine Board, create a sub-contract of any description with regard to this license or any part thereof, nor shall be without such written consent as aforesaid, assign or transfer his license or any part thereof.
 - b) The Licensee shall use the space only for the purpose indicated in the terms and conditions and for no other purpose whatsoever.
6. (a) The Licensee shall indemnify the Shrine Board from/against any claims made or damages suffered by the Shrine Board by reason of any default on the part of the Licensee in the due observance and performance of the provisions of any law which may be related to the purpose of the terms and conditions and to the area in which premises are located.

- (b) Shri Mata Vaishno Devi Shrine Board Authority shall not be responsible in any way for loss or damage by any means causes to the Licensee's stock or property.
7. The Licensee shall at his own cost maintain the allotted space in a proper state of design and abide by such directions as may be given by Shri Mata Vaishno Devi Shrine Board and such other departments as may be entrusted by the rules and regulation.
 8. The Licensee, his agents and servants shall not litter the area, water sources, and drainage facilities in the vicinity of their work so as to create a nuisance or unsanitary situation prejudicial to public health and view.
 9. The Licensee shall not hold or permit to be held any public or private gathering or Sale gimmick in the licensed premises.
 10. Shri Mata Vaishno Devi Shrine Board does not recognize any Association of the Traders and in case any negotiation/bargaining necessary with regard to the clarification of the Terms and Conditions of the License or modification thereof such negotiations should be sought by the Licensee alone and no collective representation/bargaining will be entertained.
 11. The license herewith granted shall not be construed in any way as giving or creating any other right or interest in the said space/building (s)/land/garden/tank/premises to or in favour of the licensee but shall be construed to be only as a license in terms and conditions herein contained.
 12. All disputes and differences between the parties hereto pertaining to the licensed sites and other things that are subject matter/part of the Terms and conditions and all matters connected therewith shall be referred to the arbitration of a person to be nominated/appointed by the Chief Executive Officer of Shri Mata Vaishno Devi Shrine Board whose decisions shall be final and binding upon the parties. Any of the parties may apply to the Chief Executive Officer for the appointment of the arbitrator in the event of any dispute/difference. On receipt of such request, it shall be lawful for the Chief Executive Officer to appoint an arbitrator to adjudicate upon the disputes/difference. The arbitrator so appointed shall enter upon the reference and decide the disputes in accordance with J&K Arbitration Conciliation Act 1997. Place of Arbitration shall be at Katra.
 13. All questions relating to Arbitration shall be determined in accordance with provisions of J&K Arbitration and Conciliation Act 1997 and courts in Katra/Reasi alone shall have the jurisdiction to deal with such questions irrespective of place of Arbitration.

Special Guidelines of the Contract

1. Number of advertisement sites in the building as well as outside the building shall be as per the Annexure and tentative plan.
2. List of advertisement sites shall be provided by Shrine Board and material for advertisement shall be fabricated by the licensee at his own cost. The material used by the party should be such that it enhances the aesthetic look of the area. Further the broad finish of the boards shall be uniform.
3. Supply, installation and maintenance of all Message Boards shall be the responsibility of the licensee at its own cost.
4. Objectionable material display shall not be permitted. Shri Mata Vaishno Devi Shrine Board also reserves the right not to allow advertisements of certain commodities.
5. Necessary installation permits will be issued by the Shrine Board Subject to police verifications.
6. The licensee is liable to pay electricity and other outgoing charges directly to the related Govt. agencies.
7. Shri Mata Vaishno Devi Shrine Board reserve the right to marginally decrease or modify the plan of sites or location of sites proposed and accepted as and when considered essential. Any financial implication shall be resolved on pro-rata basis of quoted rates.
8. Shri Mata Vaishno Devi Shrine Board shall have full discretion to direct the shifting of the location of the Advertisement/Hoarding to another location on the Track as may be applicable during the period of the license to meet its requirements and the Licensee shall in such an event, shift the said Advertisement/hoarding within one month from the date of notice failing which Shri Mata Vaishno Devi Shrine Board shall have the right to get it shifted at the cost and risk of the Licensee.
9. All the above guidelines will form part of the agreement.

Break up of the area for Advertisement rights contract on the track of Holy Shrine from Darshani Deodi, Banganga onwards.

S.No.	Particulars	Overall Size	Space Available for advertiser's Name & Logo	No. of sites (Approx.)	Location
1	Back lit Signages	3'x4'	2 Sft.	100	Major installations on the Track
2	Signages	3'x4'	2 Sft.	1200	Poles on the Track
3	Hanging Signages	10'x3'	5 Sft.	200	Shelter Sheds on the track

N.B. for 3'x4' message boards, one message board after every 10 boards containing Shrine Board's messages shall be permitted to carry the advertiser's message 100% subject to the Board's clearance.

Asstt. Chief Executive Officer (BR)