



Indian Institute of Management Kashipur

**NOTICE INVITING TENDER
FOR DISTRIBUTION AND PUBLICATION OF PRESS RELEASES IN NEWSPAPERS
INCLUDING ONLINE VERSION AND OTHER DIGITAL MEDIA SERVICES SUCH
AS AGGREGATORS NEWS WEBSITES AND NEWS PORTALS FOR IIM KASHIPUR**

Schedule of Events

Name of Work	DISTRIBUTION AND PUBLICATION OF PRESS RELEASES IN NEWSPAPERS INCLUDING ONLINE VERSION AND OTHER DIGITAL MEDIA SERVICES SUCH AS AGGREGATORS NEWS WEBSITES AND NEWS PORTALS FOR IIM KASHIPUR
Reference No.	IIMKASHIPUR/OTE/05/2019-20 DATED 23.08.2019
Tender Fee (Non-refundable)	₹ 1180/- (Rupees One Thousand One Hundred Eighty Only) to be paid by means of a separate Demand Draft of ₹ 1180/- drawn in favour of 'Indian Institute of Management Kashipur payable at Kashipur.
Earnest Money Deposit (EMD)	₹ 15,000/- (Rupees Fifteen Thousand Only) to be paid by means of a separate Demand Draft of ₹ 15000/- drawn in favour of 'Indian Institute of Management Kashipur payable at Kashipur.
Performance Security/Security Deposit	The successful bidder shall be liable to deposit a Performance security of ₹ 30,000/- (Rupees Thirty Thousand Only) to be paid after award of contract through Demand Draft drawn in favour of 'Indian Institute of Management Kashipur payable at Kashipur. The SD will be refunded on expiry of contract and no interest shall be paid on such deposit.
Tender value (Estimated volume of business per annum)	Appx ₹ 3,00,000/- (Rupees Three Lakhs Only)
Contract Period	Two years
Bid system	Two bid system. Technical Bid and Financial Bid to be submitted in sealed envelopes separately inside a sealed outer envelope addressed to specified address and super scribed as "Tender for Media Agency".
Issue of Tender	The tender document can be downloaded from the Institute website – www.iimkashipur.ac.in . The tender cost of ₹ 1180/- (non-refundable) is to be rendered through a demand draft as cited above. Please keep visiting our website for any corrigendum/amendments and submit the bid document accordingly.
Query (if any)	In case of any query, it may be clarified / asked till last date of submission of bids.
Submission / Receipt of Tender	Up to 1500 hrs on 13 Sep 2019 by Regd/Speed Post/Courier/By Hand to:- 'Store and Purchase Officer, Indian Institute of Management Kashipur, Kundeshwari, Distt: Udham Singh Nagar -244713'
Opening of Tender	13 Sep 2019 (1630 Hrs onwards). Any changes of the schedule will be notified on Institute's web site.
Contact Person (for any clarification)	Store and Purchase Officer, IIM Kashipur Phone: 09935099806, email: shivashish.tripathi@iimkashipur.ac.in
Proposed date to Commence the Operations	20 Sep 2019

Vendors to Sign/stamp on each page of this NIT and submit the same, duly completed in all respect before due date of submission as a token of acceptance to terms and conditions.

DISCLAIMER

1. The information contained in this tender document (the “Tender”) or subsequently provided to Bidder(s) whether verbally or in documentary or any other form by or on behalf of Indian Institute Management Kashipur, is under the terms and conditions set out in this Tender and such other terms and conditions subject to which such information is provided.
2. This Tender is neither an agreement nor an invitation by IIM Kashipur to the prospective Bidder(s) or any other person. The purpose of this Tender is to provide interested parties with information that may be useful to them in making their technical and financial offers pursuant to this Tender. Each Bidder should, therefore, conduct its own investigations and analysis and should check the accuracy, adequacy, correctness, reliability and completeness of the assumptions, assessments, statements and information contained in this Tender and obtain independent advice from appropriate sources.
3. IIM Kashipur makes no representation or warranty and shall have no liability to any person, including any Bidder under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this Tender or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of this Tender and any assessment, assumption, statement or information contained therein or deemed to form part of this Tender or arising in any way in the Tender process.
4. IIM Kashipur also accepts no liability of any nature whether resulting from negligence or otherwise howsoever caused arising from reliance of any Bidder upon the statements contained in this Tender. IIM Kashipur may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this Tender.
5. Any information / documents including information / documents pertaining to this Tender or subsequently provided to Bidder(s) and/or the Selected Bidder and information / documents relating to the Tender process; the disclosure of which is prejudicial and/or detrimental to, or endangers, the provision / implementation of Public Relations services to be provided to IIM Kashipur pursuant to this Tender is not subject to disclosure as public information/ documents.
6. The Bidder(s) shall bear all costs associated with or relating to the preparation and submission of its Bid including but not limited to preparation, copying, postage, delivery fees, expenses associated with any demonstrations or presentations which may be required by IIM Kashipur or any other costs incurred in connection with or relating to its Bid. All such costs and expenses will remain with the Bidder and IIM Kashipur shall not be liable in any manner whatsoever for the same or for any other costs or other expenses incurred by a Bidder in preparation or submission of the Bid, regardless of the conduct or outcome of the Tender process.

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Indian Institute of Management Kashipur

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AGGREGATORS NEWS WEBSITES AND NEWS PORTALS FOR IIM KASHIPUR**

1. Indian Institute of Management Kashipur invites sealed tenders from the reputed and bonafide agencies in respect of distribution and publication of press releases in newspapers, including online version, and other digital media services such as content aggregators, news websites and news portals. General terms and conditions and bidder's eligibility criteria are cited below:

OBJECTIVE OF REQUEST FOR PROPOSAL (RFP)

2. Indian Institute of Management Kashipur (hereinafter referred to as the "Institute" Selected Bidder") intends to select agency through an open competitive bidding process and invites proposals comprising Technical Proposal and Financial Proposals (the "Proposal"), under two bid system with separate Technical Proposal and Financial Proposal, for the selection of engaging the services of an experienced Media Agency selected pursuant to this Tender (hereinafter referred to as the "Selected Bidder") for distribution and publication of press releases in newspapers including online version and other digital media services such as aggregators news websites and news portals for IIM Kashipur.

3. The Bidder(s) are requested to submit their quotations as per the requirements given in the annexures, and terms and conditions of the Tender as cited herein. Institute will select an Agency from Bidder Applicants who will be submitting their proposals as prescribed in this "RFP"

GENERAL TERMS AND CONDITIONS

4. The successful bidder will be given a contract for a period of one year.

5. The rates offered by the successful bidder will remain unchanged during the period of the Work Order. However, the benefit of downward rates, if any, is to be given to the Institute.

6. The rate to be offered should be all inclusive of GST. No other charges would be considered.

7. The Institute reserves the right to give a special work order to any other agency for any particular press release or news distribution during the period of the Work Order.

8. The Work Order may be cancelled at any time before the expiry of its term due to non- satisfactory performance of the agency or if it is felt necessary by the authority for the interest of the Institute.

9. Time is the essence of the work order. It is to be ensured that the matter of the press release proposed by IIM Kashipur are to be published in the newspapers on the day as per the requirement of the Institute.

10. Payment Terms: No advance payment will be made. Payment will be made after completion of the satisfactory service and submission of invoice / bill along with the original pages of the publishing for which the bill is raised by the agency.

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- 11. Acceptance of Tender:** The institute reserves the right to reject any or the entire bids received without assigning any reason thereof.
- 12. Incomplete and Conditional Bids** will be summarily rejected without assigning any reasons thereof.
- 13. Period of Validity:** Bids shall remain valid for acceptance for a period of 90 days from the date of opening of the price bid.
14. In case of any dispute, the decision of the Institute authority shall be final and binding on the bidders.
15. The requirement indicated is only approximation for rough idea. No guarantee of business can be given based on the same. IIM Kashipur, reserves the right to cancel the tender or the contract/work order issued to the agency without assigning any reason.
16. All disputes will be Kashipur jurisdiction.

BIDDER'S ELIGIBILITY CRITERIA

17. The Bidder must have their operational setup for the same line of services (Media related) capable enough to cater the institute's requirements of publishing press releases. The bidder is required to have minimum 5 Years' experience in the same line of services. 5 years' experience in Media Management Agency business, such period to be counted backwards from 31 Jul 2019. Supporting documents are to be provided to establish its credentials. The bidder is to deposit the Tender Fee and EMD in separate DDs/Bankers' Cheque.

SELECTION PROCESS AND ASSIGNING OF WORK

18. **Mode of submission and evaluation process:** In two bid system (Technical and Financial Bid).
- (a) **Technical Bid;** The Technical bid and supportive documents will be considered for ascertaining the eligibility criteria and capability of the contractor. The prospective bidder shall furnish the following **documents along with their Technical bid:-**
- i Self-attested copy of Certificate of Incorporation (in case of company) / partnership deed (in case of firm), etc.
 - ii Self-Attested copy of Valid trade licence
 - iii Self-Attested copy of GST/Tax Registration Certificate
 - iv Self-Attested copy of the PAN Certificate
 - v Self-Attested copies experience certificates to establish demonstrated capabilities and higher number years of experience in the industry.
 - vi Earnest Money Deposit (EMD) of Rs. 15000/- in form of Demand Draft drawn in favour of 'Indian Institute of Management Kashipur' payable at Kashipur.
 - vii Tender fee of Rs. **1180/-** (non-refundable) in form of Demand Draft drawn in favour of 'Indian Institute of Management Kashipur' payable at Kashipur.
 - viii An undertaking to the effect that the proprietor/firm/agency has not been blacklisted by any of the Departments/Organizations of the Government of India/State Government/UTs/PSUs and no criminal case is pending against the

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said proprietor/ firm/agency. In absence of the same, this NIT document submitted duly signed by the bidder will be considered in lieu of such undertaking.

- ix Form of Declaration as placed herein as **Annexure-I**.
 - x Terms and conditions/NIT Document duly accepted/signed/stamped by the prospective bidder.
- (b) **Financial Bid:** The financial bid as per the format given in **Annexure –II** is to be submitted in a separate sealed envelope.
- (c) The Technical Bid (along with all supportive documents/DDs) envelope super scribed with ‘Technical Bid’ and Financial Bid super scribed with “Financial Bid’ should be submitted in a large sealed envelope duly super scribed with “**Tender for Media Agency**” to the specified address or to be dropped in tender box kept with Store and Purchase Department of the Institute before due date of submission. In the event of the specified date for the submission of tender offer being declared a holiday, the offer will be received on the appointed time on the next working day and such bids will be considered accordingly. The Tender will be received till due date of submission and will be opened as per schedule (changes if any shall be intimated on institute’s website) in presence of the bidders or their authorized representative, if any to witness the fair and transparent process of opening the sealed bids only. Changes, if any shall be intimated on institute website (www.iimkashipur.ac.in), keep visiting the website on regular basis to remain update on such changes. Bidder Applicant’s representatives must carry a letter of authority on the Bidder Applicant’s letter-head, from the authorized signatory of the Bidder Applicant firm authorizing them to attend, or any other valid document, authorizing them to attend the public opening of the proposals, failing which they will not be permitted to participate in the Proposal opening process.

SCOPE OF WORK

19. The news distribution should include print, electronic, regional media and online media including international media outreach. The focus must be to achieve a pan-India reach. In case of regional media news distribution, the agency must provide translation service from the agency’s end.
20. The agency must develop a media list covering all media – Print, Electronic, and Online – with journalists covering management education, start-ups, entrepreneurship, innovation, design thinking, public policy, sustainability, agriculture and gender. The media list must be updated and shared with the institute on an ongoing regular basis for all key metros and other cities.
21. The agency must monitor print, online and electronic media and send the Institute a monitoring report of all published news clips/press releases.
22. The agency must submit a dossier of coverage along with analysis of the coverage on a monthly basis.
23. The agency must be capable of publishing at least twenty press releases in national daily all edition newspapers to reach the milestone of satisfactory performance and claim the quoted price in full against this NIT.

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24. Arranging interviews and meeting of IIM Kashipur authorities/top officials with media persons from time to time.
25. Write and distribute press releases / backgrounders for media to suit various requirements and ensure publication of the same on regular basis.
26. Monitor the Indian print, electronic and social media, proactively.
27. Provide creative inputs for magazines / publications /coffee table books/achievement booklets.
28. Close liaison and interaction with: i. Print media, electronic media and others ii. Influencers and opinion makers.
29. Produce a comprehensive report at the end of six month giving a detailed analysis of the coverage on IIM Kashipur.
30. Identify, maintain and supply a list of media professionals relevant to the IIM Kashipur.
31. Continuously monitor the media for ensuring the presence of IIM Kashipur in management education industry stories- Media Scanning/ Feedback: Maintain-media watch/media intelligence for any development that may impact IIM Kashipur and provide reports of press clippings, TV, online news items, social media, etc.
32. To work in close coordination and liaison with IIM Kashipur for an effective Communication.
33. Dissemination of IIM Kashipur related information, including press communication, in digital space.

AGENCY REPORTING AND MONITORING / MEASURING OUTCOMES

34. The agency will work with the Institute's Media and Public Relations Committee on a day-to-day basis for press releases/news distribution.
35. The agency will submit a detailed analysis of the coverage garnered for the Institute in national media and other online media, and its impact on a monthly, quarterly and annual basis.
36. The requirement indicated is only approximation for rough idea. No guarantee of business can be given based on the same. IIM Kashipur, reserves the right to cancel the tender without assigning any reason.
37. All disputes will be subject to Kashipur jurisdiction.

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FORM OF DECLARATION

1. I _____ Son/Daughter of Shri _____, Proprietor/ Partner/CEO/MD/ Director/ Authorized Signatory of M/s. _____ am competent to sign this declaration and execute this tender document.

2. I have carefully read and understood all the terms and conditions of the tender and hereby convey my acceptance of the same.

3. The information/ documents furnished along with the above application are true and authentic to the best of my knowledge and belief.

4. I/ we/ am are well aware of the fact that furnishing of any false information/ fabricated document would lead to rejection of my tender at any stage besides liabilities towards prosecution under appropriate law.

5. Each page of the tender document and papers submitted by my Company is authenticated, sealed and signed, and I take full responsibility for the entire documents submitted.

6. I/ our firm / company am / is not currently debarred or blacklisted in Indian Institute of Management, Kashipur or in any national organization or educational institute/university for any supplies, products or services.

Date: _____

Place: _____

Signature of the Authorized Person

Full Name: _____

Company Seal:

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Annexure - II

FINANCIAL PROPOSAL

Sl No.	Description	Amount (Rs.)
1.	Fee/ Charges for Twenty ‘Press Releases’ successfully published in a year to meet the institute’s requirement and scope of work as per the NIT document. To be quoted including the applicable GST/Services Tax. Yearly-fixed non-escalatable during the entire period of contract.	
<p>NOTE: 1. A minimum of 20 press releases in a year are initially expected to be published through the bidder’s efforts. Payment will be made on successful completion of the work/services. A pro-rata deduction/addition will be made once the desired minimum number (20) target of publishing the Press Releases is not met/additionally met by the bidder i.e. (Amount divided by 20) x actual number of Press Releases successfully published by the bidder.</p> <p>2. In case IIM Kashipur proposes less than 20 Press Releases in a year to be published by the bidder, the payment will be made for total minimum 20 press releases irrespective of actual less number of publishing.</p>		
2.	APPLICABLE RATE OF GST (State the % Rate applicable with HSN code-Tax invoices to be issued by the selected bidder)	
TOTAL COST PER YEAR (including taxes)		
In words		
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.....		

Note:

- The financial evaluation shall be based on the above Financial Proposal, including Other Costs, if any. No escalation on any account will be payable on the above amounts.
- Financial Proposal is to be indicated in Indian Rupees. All payments shall be subject to applicable Indian laws TDS.
- Hourly / Daily / Monthly/Per Person rates should not be quoted. Applicant Bidder is required to quote total lump sump cost for the entire assignment as per the assignments under the Workslope and this tender.
- The selection of Selected Bidder would be based on the Bidders quoting the lowest total amount to be paid by IIM Kashipur towards the services rendered.
- The rates offered should be fixed for the entire Term of the Contract and net to IIM Kashipur. No other charges would be borne by IIM Kashipur. Submission of incorrect or incomplete information or with arithmetical errors in compilation of the data would be at the Bidder’s sole risk, and the decision of IIM Kashipur in such cases would be final and binding.

Certified that:

There are no hidden costs to IIM Kashipur over and above the Amount quoted above.
 We agree to hold the quoted offer firm till completion of the Contract.
 We have read, understood, and agree to comply with the terms & conditions of the Tender

Sign and stamp of bidder with name and designation

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