



# Indian Institute of Management Kashipur

Kundeshwari, District – Udham Singh Nagar, Kashipur – 244713

(Web Site: [www.iimkashipur.ac.in](http://www.iimkashipur.ac.in))



## TENDER DOCUMENT

### FOR HIRING OF PR AGENCY AT IIM KASHIPUR

#### NOTICE INVITING TENDER (NIT) NO. IIMKASHPUR/PUR DEPTT /NIT/ 16 / 2021-22 DATED 13 SEP 2021

### SECTION – I

The Indian Institute of Management (IIM) Kashipur, having its office at Kundeshwari, District – Udham Singh Nagar, Kashipur, Uttarakhand – 244713, is an Institute of national importance under the aegis of the Ministry of Education, Government of India set up to provide management education of high quality and to promote allied areas of knowledge and inter-disciplinary studies.

The IIM Kashipur invites bids in two bid system from reputed, experienced and financially sound firms/companies.

#### Brief Tender Details:

| Tender Description                             | Tender Fees (Rs.) | EMD Value (Rs.) | Contract Period                           |
|--|-------------------|-----------------|---|
| Tender for Hiring of PR Agency at IIM Kashipur | 1,180/-           | 70,000/-        | Minimum 02 yrs from the date of contract. |

The tender document can be downloaded from Institute website: [www.iimkashipur.ac.in](http://www.iimkashipur.ac.in) and Central Public Procurement (CPP) portal <http://eprocure.gov.in/epublish/app> and bids are to be submitted (hard copy) at IIM Kashipur as prescribed in the tender document. Kindly adhere to the last date and time of submission of the tender.

#### Critical Dates of Tender:

| Sl. No | Particulars  | Date        | Time    |
|--------|--|-------------|---------|
| 1      | Date and Time of online Publication/Download of Tender | 13 Sep 2021 | 1700hrs |
| 2      | Bid Submission start date & time                       | 14 Sep 2021 | 1000hrs |
| 3      | Bid Submission close date & time                       | 21 Oct 2021 | 1100hrs |
| 5      | Opening of Technical Bid                               | 21 Oct 2021 | 1130hrs |

### INSTRUCTIONS TO BIDDERS

1. Bids in sealed cover are invited for hiring of PR Agency under two bid system (Technical Bid placed as Annexure-I and Financial Bid placed as Annexure-II) from reputed experienced and financially sound parties listed in this NIT. Please super scribe the outer cover of the sealed bid as “HIRING OF PR AGENCY FOR IIM KASHIPUR”, NIT/16 (dated 13 Sep 2021) to avoid the Bid being declared invalid. Bids not super scribed with the details mentioned above may be declared invalid.



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2. The Financial bids of only eligible and technically qualified bidders will be opened, after the same has been ascertained by evaluation of the Technical Bids by the Technical Evaluation Committee. Considering the urgency of the work, no requests for extending the deadline shall be considered.

3. The address, contact numbers, date of issue of quotations document, last date of submission of bids, date and time of opening of bids for sending Bids or seeking clarifications regarding this NIT are given below:–

|  |   |
|--|---|
| Bids/queries to be addressed to            | STORE AND PURCHASE OFFICER  |
| Postal address for sending the Bids        | STORE AND PURCHASE OFFICER<br>INDIAN INSTITUTE OF MANAGEMENT, KASHIPUR<br>KUNDESHWARI, KASHIPUR, DIST. UDHAM SINGH NAGAR,<br>UTTARAKHAND (INDIA) PIN – 244713<br>Website: <a href="http://www.iimkashipur.ac.in">www.iimkashipur.ac.in</a>  |
| Name/Designation of the contact personnel  | STORE AND PURCHASE OFFICER  |
| Telephone numbers of the contact personnel | 91-7088270882,7900444090 / 321  |
| e-mail ids of contact personnel            | <a href="mailto:purchase@iimkashipur.ac.in">purchase@iimkashipur.ac.in</a>  |
| Last date and time of submission of bid    | 21 Oct 2021 at 1100hrs hrs. Any changes of the schedule will be notified on the Institute's website.  |
| Date and time of opening of Technical Bid  | 21 Oct 2021 at 1130 hrs onwards. Any changes of the schedule will be notified on the Institute's website. If the date is holiday, the next working day will be the opening date of the tender. Financial Bids of only those firms will be opened, whose Technical Bids are found compliant/suitable after Technical evaluation is done by the duly constituted Committee. |

4. **Cost of Bid Document/Tender Fee:** Bidders can download bid / tender document from the website of IIM Kashipur and CPPP portal and submit the non-refundable processing fee of ₹ 1000/- +GST @18% = Rs. 1,180/- (Rupees One Thousand One Hundred and Eighty only) in the form of Demand Draft in favour of “Indian Institute of Management, Kashipur”.

5. **Issue of Tender:** The tender document can be downloaded from the Institute website - [www.iimkashipur.ac.in](http://www.iimkashipur.ac.in) or [eprocure.gov.in](http://eprocure.gov.in). The tender cost is Rs. 1,180/- (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.

6. **Tender Value/Estimated Volume of Business** The annual total estimated cost/bid value/tender value of the NIT is approximately Rs. 35,00,000/- (Rupees Thirty-Five Lakh approx.)

7. **Manner of depositing the Bids:** Sealed Bids should be either dropped in the Tender Box placed at Main Gate of IIM Kashipur or should be sent by registered post/courier at the address given above to reach by the due date and time. Late tenders will not be considered. No responsibility will be taken for postal/courier delay or non-delivery/non-receipt of Bid documents. Bids sent by FAX or e- mail will not be considered.

8. The NIT is to be signed on all the pages by the bidder. This NIT is being issued with no financial commitment. IIM Kashipur also reserves the right to withdraw the NIT, should it become necessary at any



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stage for withdrawing the NIT.

9. The Bidders may depute their representatives, duly authorized in writing, to attend the opening of Bids on the due date and time. This event will not be postponed due to non-presence of your representative.

10. **Forwarding of Bids** – Bids should be forwarded by Bidders in a sealed envelope by duly super scribed as stipulated above and this should contain two separate envelopes of Technical Bid and Financial Bid, duly marked with the content on each. The Technical Bid should contain copy of NIT document duly singed and stamped on each page along with Annexure-I and II of the NIT supported by demand drafts (Tender Fees and EMD) as specified above and all the documentary proofs to establish eligibility and their potential of professional readiness for the services. Financial Bid envelope should contain Annexure-III of the NIT, duly filled and signed.

11. **Clarification regarding contents of the NIT:** A prospective bidder who requires clarification regarding the contents of the bidding documents shall send their query/queries at [purchase@iimkashipur.ac.in](mailto:purchase@iimkashipur.ac.in) latest by **17 Oct 2021**, any queries received beyond the above mentioned timeline shall not be entertained. IIM Kashipur response to the queries shall be uploaded on the website.

12. **Modification and Withdrawal of Bids:** A bidder may modify or withdraw his bid after submission, provided that the written notice of modification or withdrawal is received by the IIM Kashipur prior to deadline prescribed for submission of bids. A withdrawal notice should on a signed confirmation copy to be sent by post or by email and such signed confirmation should reach the purchaser not later than the deadline for submission of bids. No bid shall be modified after the deadline for submission of bids. No bid may be withdrawn in the interval between the deadline for submission of bids and expiration of the period of bid validity specified. Withdrawal of a bid during this period will result in Bidder's forfeiture of bid security. Submission of bid means that bidder has read all the terms and conditions of this Tender Documents carefully and will comply with them unconditionally. Conditional bids shall not be accepted.

13. **Rejection of Bids:** Canvassing by the Bidder in any form, unsolicited letter and post-tender correction may invoke summary rejection with forfeiture of EMD.

14. **Validity of Bids:** The Bids should remain valid till **90 days** from the last date of submission of the Bids.

15. **Earnest Money Deposit (EMD):** Bidders are required to submit (EMD) of amount Rs. **70,000/- (Rupees Seventy Thousand only)** along with their bids. The EMD may be submitted in the form of an Account Payee Demand Draft from any of the public sector banks or a private sector bank authorized to conduct government business payable **in favour of "Indian Institute of Management, Kashipur"** payable at Kashipur. EMD is to remain valid for a period of forty-five days beyond the final bid validity period. EMD of the unsuccessful bidders will be returned to them at the earliest after expiry of the final bid validity and latest on or before the 30th day after the award of the contract. The EMD of the successful bidder would be returned, without any interest whatsoever, after the receipt of Security Deposit from them as called for in the contract. The EMD will be forfeited if the bidder withdraws, or amends impairs or derogates from the tender in any respect within the validity period of their tender.

a. **Security Deposit:** The Bidder will be required to furnish a Security Deposit by way of Demand Draft through a public sector bank or a private sector bank authorized to conduct government business for an amount equal to 3% of the final contract amount within 30 days of receipt of the confirmed order. EMD shall be release after receiving Security deposit from the successful bidder.

• The Security Deposit shall be released after the completion of the work pursuant to this Contract based on the "Completion Certificate" issued by IIM KASHIPUR stating that the Bidder has completed the



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work in all respects, satisfactorily. The Security Deposit, however, shall be released only after the expiry of the contract period, and after clearance of the final bill based on “**No Claim Certificate**” from the Bidder.

**16. Payment Terms** - Payments will be made through ECS/ NEFT on regular basis after submission of the ink- signed bills for the completed services. Taxes like GST etc. will be paid as per Govt. norms. No advance payment(s) will be made. On receipt of the Final payments, the Bidder shall furnish a “**No Claim Certificate**” to IIM Kashipur.

## SECTION – II

### Conditions of the Contract

#### **1. General Terms and Conditions:**

(a) The contract will be for two years starting from the date of awarding the contract. The contract shall be extendable annually on satisfactory performance and mutual consent of both the parties without increasing the annual charge/cost and with same terms and conditions of the contract. Proposed date of commencement of the Work/Contract: **01 Nov 2021.**

(b) The Contractor shall not appoint any sub-Contractor to carry out any obligations under the contract or sub- let the contract.

(c) Any one or more the following action/commission/omission are likely to cause summary rejection of tender:

(i) If the EMD and / or Tender fee is not found in order or receipts are not attached with the Technical Bid.

(ii) Any bid received late without conclusive proof that it was delivered before the specified closing time.

(iii) Any bid received unsealed or improperly sealed

(iv) Any conditional bid or bid offering rebate

(v) Any bid in which rates have not been quoted in accordance with specified formats/details as specified in the Bid Documents

(vi) Any effort by a bidder to influence the IIM Kashipur in the bid evaluation, bid evaluation, bid comparison or contract award decision.

(d) IIM Kashipur reserves the right to negotiate with first lowest bidder to arrive at the fair and reasonable price. The lowest bidder shall be decided by the lowest price quoted as per financial bid.

(e) The successful contractor should execute a Contract on non-judicial stamp Rs. 100/-, incorporating the various terms and conditions. In the event of bidder backing out before actual award of execution of Contract, such bidder will be liable to forfeit the EMD. The decision of the Hon'ble Director of IIM Kashipur will be final in all respect and will be acceptable to all the tenderers.

(f) The IIM Kashipur reserves the right to accept / reject / select more than one Contractor and to annul the bidding process of any or all bids at any time prior to award of contract without thereby incurring any liability to the affected bidders.

**2. Non-disclosure of Contract documents:** Except with the written consent of IIM Kashipur, other party shall not disclose or share any contract/ provision, specification, plan, design, pattern, sample or information about the institute thereof to any third party.



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3. **Termination of Contract:** IIM Kashipur shall have the right to terminate this Contract in part or in full in any of the following cases:-
- (i) The agreement may be terminated in whole or in part, by either party in the event of a material breach by a party that is not cured within thirty (30) days of notice from the non-breaching party.
  - (ii) This Agreement may be terminated in whole or in part, by a Party for convenience, on ninety (90) days prior written notice to the other Party.
  - (iii) In addition to the above, either Party may terminate this Agreement if the other Party (a) admits in writing its inability to pay its debts generally as they become due, or (b) makes an assignment for the benefit of its creditors, or (c) institutes or consents to the filing of a petition in bankruptcy, whether for reorganization or liquidation, under federal or similar applicable state laws, or (d) is adjudged bankrupt or insolvent by a court having jurisdiction, then in any of such events, the other Party may, by written notice, immediately terminate this Agreement, without further liability to the other Party, except to produce or pay all accrued payments.
4. **Amendments:** No provision of present Contract shall be changed or modified in any way (including this provision) either in whole or in part except by an instrument in writing made after the date of this Contract and signed on behalf of both the parties and which expressly states to amend the present Contract.
5. **Non-Solicitation:** During the term of the Agreement and for a period of one (1) year thereafter, neither Party shall (either directly or indirectly through a third party) employ, solicit to employ, cause to be solicited for the purpose of employment or offer employment to any employee/s or subcontractor/s of the other Party, or aid any third person to do so, without the specific written consent of the other Party. For the avoidance of doubt, this restriction applies only to those employees who relate to the services performed under this Agreement. The clause does not prevent hiring based on responses by employees to public advertisement on any media that are not specifically targeted at the other Party's employees.
6. **Notices:** All notices, requests, demands or communications required hereunder shall be in writing inclusive of electronic means as recognized by IT Act 2000 (including any statutory modifications thereof ) and shall be deemed to have been given or made (a) if by mail when deposited in the mail by certified mail, postage prepaid return receipt, requested at its address set forth on the signature pages hereto (b) if by telecopy when sent by used telecopy to the telecopy number set forth on the signature page hereto provided. Either Party may change its address or telecopy number for notice, by providing notice to the other Party of such change in the manner and within such time as provided herein.
7. **Penalty Clause:** For non-adherence of terms & condition specified in tender document a penalty of up to **Rs.5000/- per occasion** will be levied after the approval of Director, IIM Kashipur. The decision of the Director IIM Kashipur in all cases shall be final in binding.
8. **Intellectual Property Rights (IPR):-**
- The Bidder undertakes not to, in any manner, claim all or any part of the IPR or commercially exploit all or any of the proprietary rights generated and developed by IIM KASHIPUR as vested whether trademarked, copyrighted or not.
  - The Bidder acknowledges that all IPR relating to the entire content of the existing IIM



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KASHIPUR website, and all the output relating to the service belongs to and vests exclusively with IIM KASHIPUR and under no circumstances whatsoever the Bidder shall claim all or any rights proprietary or otherwise over all or any portion of the IPR belonging to IIM KASHIPUR.

**9. Work made for hire:** The Bidder expressly acknowledges that the material contributed by it hereunder, and its services hereunder, are being specially ordered and commissioned by IIM KASHIPUR for use in connection with the service. The work contributed by the Bidder hereunder shall be considered a "work made for hire" as defined by the copyright laws. IIM KASHIPUR shall be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of the Bidder's services hereunder in whatever stage of completion. If for any reason the results and proceeds of the Bidder's services hereunder are determined at any time not to be a "work made for hire", the Bidder hereby agrees to irrevocably transfer and assign to IIM KASHIPUR all right, title and interest therein, including all copyrights, as well as all renewals and extensions thereto.

**10. Data Security:** The Bidder shall use inputs provided by IIM KASHIPUR solely for performing its obligations under this Contract, and will not, at any time, transfer, save, download, print, disclose, or in any other way use the inputs other than as directly required for the provision of the services under this Contract or as directed by IIM KASHIPUR in writing.

**11. Force Majeure:** Neither Party shall be liable for damages for any delay or failure to perform its obligations hereunder, if such delay or failure is due to causes beyond its control or without its fault or negligence, including, without limitation, riots, wars, fires, epidemics, lack of human or material resources, quarantine restrictions, unusually severe weather, earthquakes, explosions, acts of god or state or any public enemy, or acts mandated by any applicable laws, regulation or order (whether valid or invalid) of any governmental body. If a force majeure event occurs the affected Party shall inform the other Party promptly and will use reasonable efforts to mitigate adverse effects and to resume performance as soon as practicable. Should the force majeure event extend beyond fifteen (15) days either Party shall have the right to terminate the Contract upon immediate written notice without any penalty or liability. However, the existing liabilities of the Parties and the IIM Kashipur's payment obligations for services successfully performed, provided the same is not affected by a force Majeure event, shall remain and not be affected by the force majeure event.

**12. Confidentiality:** Both the Parties hereby undertake that under no circumstances whatsoever they shall disclose any of the Terms of this Contract and all or any Confidential Information belonging to the other party like financial plans, business plans, and others, declared confidential to which they might have access during the association with one another in terms of this Contract, except to the extent that is already in public knowledge/ domain. The Confidential Information as hereinabove detailed shall not be disclosed during the subsistence of this Contract and thereafter for a period of five years from the date of termination of this Contract for whatever reason.

**13. Indemnification:** The Agency, irrevocably, and unconditionally here by indemnifies and undertakes to keep the Institute and /or its Directors, officers, employees, agents, and representatives, for all times from and against all charges, cost, losses, claims, demands, and liabilities, obligations, suits, judgments, penalties, proceedings, precautions, litigations, or actions, financial or otherwise, at law or equity, including the expenses of defending any claim of liability by any third party, and from and against all actual damages sustained, whatsoever, whether past, or current suffered or incurred by the Institute and/ or its Directors,



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officers, employees, agents, and representatives due to reasons of

- (a) Breach, misconduct, omissions, misrepresentation or
- (b) Negligence on the part of Agency and or its directors, employees, in the performance of the services including but not limited to any claim /third party claim arising out of improper or illegal use or adoption or invasion or infringement of the copyright or intellectual property right and violation of confidentiality obligations.
- (c) Act detrimental to the interest and reputation of the Institute.

**14. Arbitration:** In event of any dispute or difference arising out of or in connection with the Contract including the interpretation of its clauses or any other matter arising out of the Contract between the Parties, the same shall be resolved by mutual discussion and if any dispute or difference arising out of this Contract or interpretation of the Contract or any other matter related to it. If the contract still remains unresolved; it shall be then referred to the Sole Arbitrator who shall be appointed by the Director, IIM Kashipur alone. And the arbitral proceedings shall be conducted strictly in accordance with the Arbitration and Conciliation Act, 1996, as amended up-to-date (including the statutory modifications thereof). The place of conducting Arbitration / seat of Arbitration shall be Kashipur, Uttarakhand and the arbitral proceedings shall be conducted in English language only. The cost of arbitration shall be shared equally by both the parties and the decision/ interim orders passed by the Sole Arbitrator shall be final and binding on both the Parties.

## SECTION- III

### SCOPE OF WORK

These are the following broad scope of work; however, it may also include any other media related work as and when required by IIM Kashipur.

(a) **GENERAL SCOPE:** Indian Institute of Management Kashipur wishes to appoint a PR Agency to help it achieve visibility and brand awareness among its key audiences. IIM Kashipur's prime audiences are: Potential students and Faculty, Industry bodies, Alumni, Media, Academia, Government and other third parties; local authorities, Politicians (local and national), the wider business community. The Agency is expected to work with IIM Kashipur to devise a PR campaign for a **two-year period**, initially. The general scope of work is as follows:-

- ❖ Managing Institute's off campus outreach activities (seminars, conferences, workshops, exhibitions, city meets for admission process conducted by the Institute)
- ❖ Branding and outreach activity of Management Development Programs (Open MDP calendar promotion, creating mail serves, liaison with corporates (PSUs, Government bodies, NGOs, MNCs).
- ❖ Leverage opportunities to showcase IIM Kashipur – leadership, faculty, staff, students, alumni, partners, donors, Board of Governors, etc
- ❖ Development and maintenance of a database of external contacts for receipt of Communications and sharing of this database with IIM Kashipur's Media and Public Relations Office.
- ❖ Management of media and logistics required for media presence at IIM Kashipur-hosted events.
- ❖ Monthly strategic meeting with key decision makers at IIM Kashipur.
- ❖ Make research available to influencers so that they refer to the effort, while making their statements at various forums.
- ❖ Placement of faculty authored articles and thought leadership articles in print and on-line media.



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- ❖ Development of press kits for use by IIM Kashipur at education exhibitions and at its own events such as Convocation, Conferences, Seminars and Panel discussions, student-led events, and media management at such events.
- ❖ Development of an IIM Kashipur portfolio incorporating all press cuttings
- ❖ Systematic monitoring of the media to evaluate (qualitatively and quantitatively) the exposure generated through the PR campaign
- ❖ Social Media promotion for all institutional programs (Student led, Academic Programs, Admission, Placement, Alumni, International Relations, Online) and responses to negative opinions (in consultation with Director, Dean, Chair MPRC); Reputation Management and Crisis Communication
- ❖ Tracking of IIM Kashipur on social platforms and creation of campaigns for IIM Kashipur to maximize reach Target Audiences (TAs) on these platforms – in terms of Content Marketing opportunities
- ❖ Community outreach activity for all institute led internal and externally funded projects.
- ❖ Arranging guests (for convocation, off and on campus business networking events, various academic events in Kashipur and Dehradun campus, student led events) and managing hospitality and promotion.
- ❖ Details of any additional office/administration expenses and your likely scale and method of charging for these should also be included with the tender proposal.

## (b) DIGITAL MEDIA

### **Search Engine Optimization**

- ❖ Google SEO
- ❖ Google Mobile first Index
- ❖ Keywords research
- ❖ Google Adwords Account
- ❖ Google Analytics Account
- ❖ Technical Content writing for Institute website in consultation with Director, Dean, Chair MPRC, IT department.

### **Social Media Marketing**

- ❖ Domain Specific Targeting
- ❖ Hashtag research and adoption
- ❖ Unique campaign integrated with Social Media - YouTube, Facebook, Twitter, LinkedIn, Blogs, Opinion Polls, Instagram, and Pinterest etc. of IIM Kashipur to communicate with the target audience, providing them with engaging and enriching information.
- ❖ Google Business Page
- ❖ Infographics/Graphics Support for Social Media Contents, Web Contents (Website, Podcast, E-zines, Digital Documents)
- ❖ Maintaining (Content Development), promotion and SEO strategy for IIM Kashipur Blog. Dissemination of IIM Kashipur related information, including press communication, in digital media.
- ❖ 24x7 handling and tracking of social media accounts of IIM Kashipur on various platforms and maintaining a major presence in the social media.





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- ❖ Develop and implement effective Social Media strategy for each social media vehicles (Facebook, Instagram, Twitter, LinkedIn, YouTube, Pinterest, Blogs)

## (c) PRINT MEDIA

- ❖ Preparing and releasing regular press releases: Newspapers/Magazines on various activities and achievements of IIM Kashipur.
- ❖ Active Industry Stories: Newspapers/Education Supplements
- ❖ Proactive Stories -Industry Specific/ Generic Story/feature stories/ Editorials
- ❖ Company and Leadership profiling
- ❖ Events/ Press Conferences/Launches of IIM Kashipur should be covered in national and major vernacular news of different states.
- ❖ Arranging Interviews and meeting with top officials /Journalist /Leading Publications/ Press Conferences from time to time.
- ❖ Feature in Television & Radio
- ❖ Keynote Speakers opportunities for Director/Deans/Faculty in conferences/round tables, off campus business networking events, Trade Shows, Industry events and Expos etc.
- ❖ Panel Discussion opportunities for Director/ Deans/ Faculty/ Students in Television and Radio Programs (Feature stories, news discussions, Phone In programs, Radio discussions etc.)

## (d) NEWS DISTRIBUTION

- ❖ 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.
- ❖ 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 a regular basis for all key metros and other cities.
- ❖ The agency must monitor print, online and electronic media and send a monitoring report of all published news clips/press releases to the institute.
- ❖ The agency must be capable of publishing at least fifty press releases in national daily all edition newspapers to reach the milestone of satisfactory performance and claim the quoted price in full. The agency must be capable of publishing press releases in various vernacular news outlets.
- ❖ Arranging interviews and meeting of IIM Kashipur authorities/top officials with media persons from time to time.
- ❖ Write and distribute press releases / backgrounders for media to suit various requirements and ensure publication of the same on regular basis.
- ❖ Provide creative inputs for magazines / publications /coffee table books/achievement booklets.
- ❖ Close liaison and interaction with:
- ❖ Print media, electronic media and others



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- ❖ Influencers and opinion makers.
  - ❖ Identify, maintain and supply a list of media professionals relevant to IIM Kashipur.
  - ❖ To work in close coordination and liaison with IIM Kashipur for an effective Communication.
- (e) AGENCY REPORTING AND MONITORING/MEASURING OUTCOMES
- ❖ The agency will work with the Institute's Media and Public Relations Committee on a day-to-day basis for press releases/news distribution.
  - ❖ 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. 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.

Note:

(a) A 'payment by result' policy will apply to ensure a high quality of work delivered. The institute shall review the work of the PR agency firm after one year. If the work delivered is not satisfactory, the contract may be reviewed for extending to second year. The extending of the work for second year shall be recommended by competent authority after review.

(b) The Agency shall ensure that the Key personnel assigned for coordinating with IIM Kashipur are available for discussions, as and when required, and shall attend all review meetings, at the Institute No TA, DA shall be admissible for attending the meetings at IIM Kashipur. The Agency shall also ensure that no Key personnel are shifted out of the project without prior written concurrence of the Chair MPRC of IIM Kashipur. Such request shall only be entertained in case of severance of the Key personnel from the Agency. In any such event, the Agency shall give a prior written notice of at least 4 weeks along with the detailed credentials of the alternate resource identified as replacement. IIM Kashipur shall have a right to interview the replacement, if it so desires. All costs associated with such change shall be the sole responsibility of the Agency.

## SECTION – IV

### Evaluation Process and Criteria for Bidders

#### **1. Evaluation Process:**

(a) IIM Kashipur shall evaluate the responses to the NIT and all supporting documents/ documentary evidence for adherence to this NIT's requirements and capabilities to identify the proposal providing the best value. Inability to submit requisite supporting documents/ documentary evidence, may lead to rejection of the NIT Proposal.

(b) The IIM Kashipur may seek additional documents or clarifications as and when required from the bidders.

(c) IIM Kashipur will select/ shortlist bidders based on the submittals or, at its discretion, and may ask bidders to provide a demo prior to selection.



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(d) Each of the responses shall be evaluated to validate compliance of the applicant according to the Pre-Qualification Criteria with the supporting documents specified in this document.

(e) Bidders satisfying pre-qualification criteria shall only be eligible for Technical Evaluation. Only the Technically qualified bidders recommended by the Technical Evaluation committee as per the requisite technical qualification criteria will qualify for Financial Evaluation.

## 2. Pre-Qualification Criteria:

Following criteria prescribed as the 'Pre-Qualification' Criteria for bidder interested in undertaking the project shall be applicable. The bidder shall fulfil all the following pre- conditions and must also submit documentary evidence in support of fulfilment of these conditions while submitting the bid. Claims without documentary evidence will not be considered.

(a) The Bidder should give self-declaration certificate duly filled as per the Annexure-II.

(b) The agency must have registered branch/ Local office PAN India. The agency should have their branch/local offices (minimum two places) at these locations, Delhi- NCR, Mumbai, Kolkata, Pune, Lucknow, Hyderabad, Bangalore, Chandigarh, Chennai. Proof should be submitted.

(c) The Agency should have excelled in providing communication services in various areas including Corporate Reputation Management, Financial Communications, Issues and Crisis Communications, Media Relations & allied activities like Media Monitoring, Perception Research, etc.

(d) Agency Should attach list of work orders/documentary evidence where the similar type of work has been executed during previous Seven years from the date of publication of tender as detailed below:

- (i) Three similar work of 40% of the estimated cost i.e. Rs. 14,00,000/- OR
- (ii) Two similar work of 60% of the estimated cost i.e. Rs. 21,00,000/- OR
- (iii) One similar work of 80% of the estimated cost i.e. Rs. 28,00,000/-

(e) The average annual turnover should be at least of 40 lakhs (Rupees Forty Lakh) during last three financial year April 2017 - March 2020. Certificate from the Chartered Accountant OR Copies of audited balance sheet, profit & loss accounts for last three consecutive financial years (i.e. 2017-18, 2018-19 and 2019-20)

(f) The Net Worth of the agency should be positive during each of the previous three financial years (April 2017- March 2020). Certificate from the Chartered Accountant should be enclosed.

(g) The agency should have worked with at least one of the following institutes of national importance: IIT / IIM / IISc / NIT / IISER / NISER / NIFT / NID / IIIT.

(h) **Consultant's Profiles:** The Bidder should provide detailed qualifications and experiences of its named consultants and also of the consultants it proposes to put for IIM Kashipur project. The minimum requisite qualification is appended below:



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| Sl. No.   | Description  | Minimum Qualification   |
|---|--|---|
| 01  | Key Personnel/Professionals/technical persons to be deployed for project | Professionals/technical persons with qualifications or experience of Communications/Branding/Advertising or other relevant field<br>i) <b>Team leader</b> :- with minimum <b>15 years</b> of relevant experience<br>ii) <b>PR Consultant</b> :- with minimum <b>10 years</b> of relevant experience<br>iii) <b>Social Media Expert</b> :- with minimum <b>07 years</b> of relevant experience |
| (The details of the key personnel's along with their requisite qualifications and work experience is to be submitted along with the bid). |  |   |

(i) The Tender Fee is mandatory to be paid along with the bid. Tender Fee and EMD is not required to be submitted by those MSE Bidders who are registered as Micro and Small Enterprises (**MSEs**) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or are registered with the Central Purchase Organisation or the concerned Ministry or Department. Exemptions, if any must be supported with legitimate documents.

**Note:** It is mandatory for the firm to meet all the pre-qualification criteria as listed above. If any of the criteria is not met, then in that case the applicant firm shall be declared ineligible for further evaluation.

### 3. Technical Qualification Criteria :

The firms that qualify on the basis of pre-qualification criteria **shall make a presentation** of their work at the institute or through an on-line presentation to the Technical Evaluation Committee constituted by the competent authority.

The Presentation should include:

- (a) Plan for visibility and branding of IIM Kashipur
- (b) Profile of agency

The Technical Evaluation Committee shall evaluate the proposal on the basis of following technical qualification criteria.

| Sl. No. | Criteria   | Evaluation Satisfactory / Unsatisfactory |
|---------|--|--|
| 1       | IIM Kashipur specific overall branding strategy                        |  |
| 2       | IIM Kashipur specific research coverage and branding strategy          |  |
| 3       | IIM Kashipur specific degree program coverage and branding strategy    |  |
| 4       | IIM Kashipur specific executive program coverage and branding strategy |  |
| 5       | Insights and Knowledge about Education Industry                        |  |
| 6       | Response to Scope (overall PR Approach)                                |  |



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**Note:** It is mandatory for the firm to satisfy all the technical qualification criteria as listed above. If any of the criteria is not met, then in that case the applicant firm shall be declared ineligible for further evaluation.

#### **4. Financial Qualification Criteria**

- a. The Lowest Bid will be decided upon the lowest price quoted by the particular Bidder as per the Financial Bid on Annexure-III
- b. The bidder should preferably sign Annexure-III of the NIT on the letter head of the firm. All the rates quoted should be inclusive of all taxes.
- c. In the event that the first lowest is more than one, then the financial capability of the firm (average of the turnover for last three years) is to be considered for finalizing the L-1 vendor. Decision taken by the committee, in this regard, shall be binding to all the applicants contesting for successful bidder position.

Signature of the Bidder  
Name and Address of the bidder  
Rubber Stamp of Prop. Or Firm or Company



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## Annexure – I

(Refers to IIM Kashipur/NIT/16)

### Pre-Qualification Criteria

| Sl. No. | Technical Criteria   | Documentary Evidences certified to be attached with the Technical Bid   |
|---------|--|---|
| 1       | The Bidder should give self-declaration certificate for acceptance of all terms and conditions of tender documents. The Agency should be neither blacklisted by any government department nor there should be any criminal case registered/pending against the firm or its owner/partners anywhere in India. A duly completed certificate to this effect is to be submitted as per the Annexure-II.                                  | Self Declaration  |
| 2       | The agency must have registered /branch/ Local office at PAN India at minimum two locations Delhi- NCR, Mumbai, Kolkata, Pune, Lucknow, Hyderabad, Bangalore, Chandigarh, Chennai etc.) Proof should be submitted.   | Address Proof / Firm Registration Certificate   |
| 3       | The Agency should have excelled in providing communication services in various areas including Corporate Reputation Management, Financial Communications, Issues and Crisis Communications, Media Relations and allied activities like Media Monitoring, Perception Research, etc.   | Self Certificate should be submitted  |
| 4       | Agency Should attach list of work orders/documentary evidence where the similar type of work has been executed during previous Seven years from the date of publication of tender as detailed below:<br>Three similar work of 40% of the estimated cost i.e. Rs. 14,00,000/-<br>OR<br>Two similar work of 60% of the estimated cost i.e. Rs. 21,00,000/-<br>OR<br>One similar work of 80% of the estimated cost i.e. Rs. 28,00,000/- | Copy of work Orders/ agreements/award letter issued from the client   |
| 5       | The average annual turnover should be at least of 40 lakh (Rupees Fifty lakh) during last three financial year April 2017 - March 2020. Relevant certificate from CA's will be required.   | Certificate from the Chartered Accountant<br>OR<br>Audited Balance sheet of last three financial years with CA certified. |
| 6       | The Net Worth of the agency should be positive during each of the previous three financial years (April 2017- March 2020).   | Profit & Loss Statement report of last three financial years with CA Certified.   |
| 7       | The agency should have worked with at least one of the following institutes of national importance: IIT / IIM / IISc / NIT / IISER / NISER / NIFT / NID / IIFT.  | Copy of Work Completion report  |



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|   |  |  |
|---|--|--|
| 8 | Key Personnel/Professionals/technical persons to be deployed for project   | Professionals/technical persons with qualifications or experience of Communications/ Branding/Advertising or other relevant field<br>i) <b>Team leader</b> :- with minimum <b>15 years</b> of relevant experience<br>ii) <b>PR Consultant</b> :- with minimum <b>10 years</b> of relevant experience<br>iii) <b>Social Media Expert</b> :- with minimum <b>07 years</b> of relevant experience |
| 9 | The Tender Fee is mandatory to be paid along with the bid. Tender Fee and EMD is not required to be submitted by those MSE Bidders who are registered as Micro and Small Enterprises ( <b>MSEs</b> ) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or are registered with the Central Purchase Organisation or the concerned Ministry or Department. Exemptions, if any must be supported with legitimate documents. |  |

Date:

(Signature of the Bidder)

Name and Address of the Bidder

BIDDER'S SIGNATURE WITH SEAL



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## Annexure-II

(Refers to IIM Kashipur/NIT/16)

### UNDERTAKING

To,

The Indian Institute of Management,  
Kashipur

Name of the Bidder \_\_\_\_\_

Date: \_\_\_\_\_

Sir,

1. This is to certify that I/We before signing this bid have read and fully understood all the terms and conditions and instructions contained therein and undertake myself/ourselves abide by the said terms and conditions of the NIT.
2. This is to certify that my/our firm/ agency is neither blacklisted by any government department nor there is any criminal case registered/pending against the firm or its owner/partners anywhere in India.

(Signature of the Bidder)

Name and Address of the Bidder





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## ANNEXURE-III

(Refers to IIM Kashipur/NIT/16)

### FINANCIAL BID

Name of the Tenderers Firm: \_\_\_\_\_

| Sl. No. | Description of work   | Amount | Taxes (if any) | Total Amount (inclusive of all taxes) |
|---------|---|--------|----------------|---------------------------------------|
| 1.      | <b>Charges of PR Agency Work services for IIM Kashipur per annum (Yearly basis)</b> |        |                |                                       |

Amount in words (inclusive of all taxes) .....  
.....

Certified that:

- (a) There is no hidden charges/cost to IIM Kashipur and above amount quoted is final in all respect.
- (b) I/We agree that the quoted offer will be valid till completion of the Contract. No escalation will be charged if any by the IIM Kashipur above the quoted prices by our firm/agency.
- (c) I/We have read, understood and agree to comply with terms and references of the tender.

Date:

Signature of the Tenderer with Firm's Seal