



**भारतीय प्रबंध संस्थान रायपुर**  
**Indian Institute of Management Raipur**

IIMR/Tender/2023-24/21 dt.28.02.2024

भारतीय प्रबंधन संस्थान रायपुर 'संस्थान के ब्रांड बिल्डिंग व्यापक आउटरीच' के लिए पात्र और प्रतिष्ठित 'पीआर मीडिया एजेंसियों' से बोलियां आमंत्रित करता है।

The Indian Institute of Management Raipur invites bids from eligible and reputed 'P.R. Media Agencies' for the brand-building broader outreach of the Institute.

(सी.पी.पी.पी (<https://eprocure.gov.in/cppp/>) के माध्यम से ऑनलाइन निविदा  
Online tendering through CPPP (<https://eprocure.gov.in/cppp/>)

**भारतीय प्रबंधन संस्थान रायपुर**  
अटलनगर, पीओ - कुरु (अभनपुर),  
रायपुर – 493 661, छत्तीसगढ़  
वेबसाइट: <http://www.iimraipur.ac.in/>

**Indian Institute of Management Raipur**

Atal Nagar, P. O. - Kurru (Abhanpur),  
Raipur – 493 661, Chhattisgarh  
Website: <http://www.iimraipur.ac.in/>

निविदा आमंत्रित सूचना  
**NOTICE INVITING RFP**

भारतीय प्रबंधन संस्थान रायपुर 'संस्थान के ब्रांड बिल्डिंग व्यापक आउटरीच' के लिए पात्र और प्रतिष्ठित 'पीआर मीडिया एजेंसियों' से बोलियां आमंत्रित करता है।

The Indian Institute of Management Raipur invites bids from eligible and reputed 'P.R. Media Agencies' for the brand building broader outreach of the Institute.

The schedule and other details of the RFP are as under:

RFP Name	Hiring of P.R. Media agency for the brand building broader outreach of the Institute
RFP No.	IIMR/Tender/2023-24/21 dt.28.02.2024
Estimated cost of service (Annually)	Approx. Rs.53,10,000.00
Mode of Selection	As per tender terms and conditions
Publish Date	28.02.2024
Bid Opening Date	<b>21.03.2024 @ 03:30 PM</b>
Bid Submission Start Date	<b>28.02.2024 @ 03:35 PM</b>
Bid Submission End Date	<b>20.03.2024 @ 03:35 PM</b>
Online presentation through Zoom	Will be intimated separately through email to the technical qualified bidders; two days before from date of presentation
Tender Fee	Rs. 1180 (Rs. 1000 + 18 % GST) (Rupees One Thousand One Hundred Eighty Only) in the form of D.D. Demand Draft in favor of "IIM Raipur" payable at Raipur from any Scheduled Commercial Bank except Co-operative & Gramin bank. Tender Fee should reach physically through speed post/registered post/courier in an envelope & superscribed with subject, "RFP Number" addressed to The CAO, IIM Raipur, Atal Nagar, Kurru, Abhanpur, Raipur, Chhattisgarh, INDIA 493661; on or before the Bid Submission End Date i.e 20.03.2024 till 03:35 pm. Exemption of tender fees may be allowed for NSIC/MSME Vendor (Certificate for same/ similar category must be uploaded online for exemption).
EMD (Earnest Money Deposit)	Rs.1,60,000.00 (Rupees One Lakh Sixty Thousand Only) EMD in the form of D.D. only in favor of IIM Raipur, payable at Raipur (in original) in the Office of the CAO on or before the last date and time of bid submission; failing which the RFP shall be summarily rejected (No other document has to be submitted separately). Exemption of EMD may be allowed for NSIC/MSME Vendor (Certificate for same/ similar category must be uploaded online for exemption).

Location of the service	IIM Raipur, Atal Nagar, P. O. – Kurru (Abhanpur), Raipur – 493 661, Chhattisgarh
Contact person for general queries related to RFP / Tender	Sr Store and Purchase Officer 0771-2474-705
Contact number for any type of technical query related to job description/ scope of work and presentation schedule etc.	<b>Dr. Mrunal Chavda</b> +91-771-2474-644 / 0771-2474-761 Chairperson, Media and Public Relations, IIM Raipur

This RFP document containing eligibility criteria, scope of work, terms and conditions, specifications and other documents can be seen/downloaded at/from the Central Public Procurement (CPP) Portal <https://eprocure.gov.in> or Indian Institute of Management Raipur website: [www.iimraipur.ac.in](http://www.iimraipur.ac.in).

This RFP is required to be uploaded on the website <https://eprocure.gov.in> and nowhere else, as it will be opened online at this site only.

The agency shall sign and stamp each page of this RFP document as taken of having read, understood and comply with RFP, the terms and conditions contained herein.

**Manual bid/RFP shall not be accepted under any circumstances. Incomplete bid/documents shall be rejected without giving any reason.**

## **1. INTRODUCTION**

The Indian Institute of Management (IIM) has been set up by the Government of India, Ministry of Human Resource Development (now known as the Ministry of Education) in 2010 at Raipur, the capital of Chhattisgarh. IIM Raipur operates from its new campus located at Atal Nagar, P. O. – Kurru (Abhanpur), Raipur (C.G.) 493661.

## **2. SCOPE OF WORK**

The scope of work for P.R. & Social Media Management at IIM Raipur includes, but is not limited to, the following activities:

### **2.1 Public Relations**

#### **1. Monthly PR Planning:**

- Develop a comprehensive monthly rolling plan for P.R. activities in consultation with IIM Raipur.

- Submit the monthly P.R. plan to IIM Raipur in the last week of the preceding month.

#### **2. Media Monitoring and Reporting:**

- Monitor print, electronic, and online coverage daily.

- Provide a detailed report summarising media coverage regularly.

#### **3. Positive Profiling:**

- Identify and explore opportunities to positively profile IIM Raipur's leadership, faculty, staff, students, alumni, partners, donors, and Board of Governors in mainstream media.

- Regularly feature activities/projects in print, electronic, and online platforms.

#### **4. Press Conferences and Event Coverage:**

- Organize press conferences as needed and coordinate media coverage for IIM Raipur's events.

- Draft and disseminate approved information through press releases.

#### **5. Media Interviews and Articles:**

- Organize interviews with IIM Raipur's top management in key newspapers, magazines, T.V. news channels, and news websites.

- Facilitate publishing of authored/syndicated articles in mainstream newspapers, magazines, periodicals, and news websites.

#### **6. Media Assistance for Events:**

- Provide PR-related assistance for media/industry events in which IIM Raipur participates independently.

- Facilitate media coverage for major events.

#### **7. Crisis Management:**

- Be prepared to manage crises, misinformation, miscommunication, and negative publicity in consultation with IIM Raipur.

- Ensure a proactive approach to maintain a positive image for the Institute.

#### **8. Faculty Engagement:**

- Place faculty-authored articles and thought leadership pieces in print and online media.

- Ensure faculty's research publications are media-friendly and published in leading national/international newspapers and business magazines.

This scope of work is designed to enhance the image of IIM Raipur, ensure positive media coverage, and effectively manage both proactive and reactive communication strategies across various platforms. The agency is expected to actively contribute to the overall public relations and media goals of IIM Raipur, ensuring a consistent and positive brand image.

### **3. Minimum Deliverables against ‘Monthly’ Fees:**

#### 3.1 Public Relations

<b>Sr. No.</b>	<b>Deliverables</b>	<b>Frequency</b>	<b>Executed Output</b>
1	Communication Strategy and First Quarter Plan, responsibilities, and measures of success to be submitted within the first 30 days (from the date of signing of the agreement)	Strategy – 1 Q-Plans - 4	Strategy and Quarterly Rollout Plan
2	Identification of 6 to 8 USPs for communication pillars (story buckets)	Within the first 30 days. Continuous process thereafter	Key Messaging
3	Press releases (with suitable pictures/animations or infographics where required) in Hindi and English will be sent to targeted/leading media in print, electronic, and digital media for all events, important announcements, various activities/initiatives, etc.	At Least 3 in a month	At least 3 National* and 5 Regional** News Dailies / Platforms
4	Pitch for interviews with senior journalists/editors/influencers with senior BoG/Director/Faculty, etc. Key messages, FAQs, list of anticipated questions and answers, sound-bites and quotes to be prepared for these interviews, if needed. (Expenses on Logistic arrangements- travel expenses etc., of journalists/editors/influencers etc. to be borne by IIM Raipur)	At Least 2 such interviews in a month	With National and Repute Media Platforms
5	Authored Articles / Opinion Articles written by BOG/Director/Faculties or subject matter experts	At Least 3 in a month	With National Repute Media Platforms
6	Facilitate T.V./Radio/YouTube Engagement with Key Speakers of the institution.	At least 2 in a month	With Regional / National Media Platforms
7	Media FAM Tours: Plan, Arrange and execute the national media visits to the IIM Raipur campus	At least 2 in a Quarter	With Regional / National Media

\* National media refers to communication outlets, such as newspapers and publications, that possess extensive readership and influence across an entire country. These media sources, exemplified by prominent publications such as, but not limited to, "The Times of India," "Hindustan Times," "The Indian Express," "Business Standard," and "The Hindu," have a broad reach and impact, disseminating information and news to audiences on a national scale.

\*\* Local or regional media pertains to communication channels that predominantly cover news, events, and issues within a specific geographic area or region. Examples of local media include publications such as but not limited to "Dainik Bhaskar (Central India)," "Hitavada," "The Telegraph (Eastern India)," and "Central Chronicle."

### **3.2 Manpower Deployment to IIM Raipur:**

- a) The agency that has obtained the work order/contract is to provide one permanent resource person to IIM Raipur, who should be capable of working in tandem with the dynamic requirement of the institution for one year from the date of issuing the work order. They are responsible for the support of all P.R. media activities.
- b) The resource person is the sole liability of the agency, and any issues regarding the same are the sole responsibility of the agency only.
- c) The Agency shall provide the backup resource in case the resource person assigned to IIM Raipur is not available.
- e) The agency takes care of all the financial compensation of the resource person assigned to IIM Raipur.
- f) The resource person should have educational qualifications as a postgraduate degree in Public Relations or Journalism or Mass Communication with a minimum of 2 years of relevant work experience. The agency should submit proof of the same at the time of deployment at IIM Raipur.

## **PART A- (Technical Bid)**

### **Bidders' Eligibility Criteria**

#### **ELIGIBILITY CRITERIA**

##### **1. ELIGIBILITY Criteria are classified as a) Pre-qualification criteria and b) Presentation.**

###### **1.1.**

a) The Bidder should give an Authorization letter/certificate for acceptance of all terms and conditions of RFP documents. A duly completed certificate to this effect with fee details is to be submitted as per **Annexure II**.

b) The firm 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 **Annexure-III**.

c) The Firm should be registered under Partnership firm/Proprietary firm/ Public or Private Limited Company, and a valid registration certificate of the same should be enclosed as documentary proof as per **Annexure-IV**.

d) The agency must have a registered /branch/ Local office all over India (Delhi, Mumbai, Kolkata, Hyderabad, Bangalore, Bhubaneswar/ Raipur). Proof should be submitted as per **Annexure-IV**.

e) The Agency Should attach a list of work orders/documentary evidence where a similar type of work has been executed during the last seven years as of 31st Dec 2023, as detailed below:

(i) Three similar works of 40% of the estimated cost, i.e., Rs. 21,20,000/- OR

(ii) Two similar works of 60% of the estimated cost, i.e., Rs. 31,80,000/- OR

(iii) One similar work of 80% of the estimated cost, i.e., Rs. 42,40,000/-

Note- Please fill out the details related to work experience in **Annexure-V**.

f) 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).

g) The agency must comply with the statutory requirement, such as registration with PAN and GST etc. and submit proof thereof.

h) The average annual turnover should be at least Rs. 5 Crore (Rupees Five Crore) during the last three financial years, i.e., 2020-21, 2021-22, and 2022-23 in P.R. services. In case the Agency provides non-PR services, the fee from P.R. services is to be considered only. Relevant certificates from auditors are required as per **Annexure-VI**.

j) The agency **MUST** have worked with national Institutions (IIMs/ IITs/ISERs /NISERs/ NITs/ NIDs/ NIFTs/ IIFTs and/or top fifteen B-Schools in India) in a similar line of business during the last **SEVEN** years with satisfactory performance. Please fill out the details related to work experience in **Annexure-VII**.

## 1.2 Presentation

Firms meeting the pre-qualification criteria are required to present their work to the Technical Evaluation Committee, either in person at the Institute or through an online presentation, as established by the competent authority. This presentation should encompass.

- (a) Strategies for enhancing the visibility and branding of IIM Raipur, and,
- (b) The agency's profile.

The Technical Evaluation Committee is to assess the proposal based on the technical qualification criteria listed below.

Sl. No.	Criteria	Evaluation (Satisfactory/Unsatisfactory)
1	IIM Raipur's specific overall branding strategy	
2	IIM Raipur-specific research coverage and branding strategy	
3	IIM Raipur-specific degree program coverage and branding strategy	
4	IIM Raipur-specific executive program and MDP coverage and branding strategy	
5	Insights and Knowledge about the Education Industry	
6	Response to Scope (overall P.R. Approach)	

**Note: Only those bidders who will cross the threshold level, i.e., satisfactory in each points above in presentation, shall be considered for the financial bid evaluation.**



Year 1			Year 2		
Q1			Q1		
<i>Deliverables</i>	<i>Frequency/Month</i>	<i>Expected Output</i>	<i>Deliverables</i>	<i>Frequency</i>	<i>Expected Output</i>
Communication Strategy and Q1 Plan	1	Communication Strategy and Q1 Plan	Media FAM Tours	2 in Quarter	2 (National and Regional)
Strategy (Q1)	1	Strategy for Q1	Identification of USPs	Continuous	Key Messages
Strategy and Quarterly Rollout Plan	1	Roll out Plan for Q1	Press Releases	8	3 (National); 5 (Regional)
Press Releases	8	3 (National); 5 (Regional)			
Pitch for Interviews	2	2			
Authored Articles	3	3	Pitch for Interviews	2	2
Facilitate TV/Radio/YouTube Engagement	2	2 (National and Regional)	Authored Articles	3	3
Media FAM Tours	2 in Quarter	2 (National and Regional)	Facilitate TV/Radio/YouTube Engagement	2	2 (National and Regional)
Identification of USPs	Continuous	Key Messages			
Q2			Q2		
<i>Deliverables</i>	<i>Frequency</i>	<i>Expected Output</i>	<i>Deliverables</i>	<i>Frequency</i>	<i>Expected Output</i>
Identification of USPs	Continuous	Key Messages	Identification of USPs	Continuous	Key Messages
Press Releases	8	3 (National); 5 (Regional)	Press Releases	8	3 (National); 5 (Regional)
Pitch for Interviews	2	2	Pitch for Interviews	2	2
Authored Articles	3	3	Authored Articles	3	3
Facilitate TV/Radio/YouTube Engagement	2	2 (National and Regional)	Facilitate TV/Radio/YouTube Engagement	2	2 (National and Regional)
Q3			Q3		
<i>Deliverables</i>	<i>Frequency</i>	<i>Expected Output</i>	<i>Deliverables</i>	<i>Frequency</i>	<i>Expected Output</i>
Identification of USPs	Continuous	Key Messages	Identification of USPs	Continuous	Key Messages

Press Releases	8	3 (National); 5 (Regional)	Press Releases	8	3 (National); 5 (Regional)
Pitch for Interviews	2	2	Pitch for Interviews	2	2
Authored Articles	3	3	Authored Articles	3	3
Facilitate TV/Radio/YouTube Engagement	2	2 (National and Regional)	Facilitate TV/Radio/YouTube Engagement	2	2 (National and Regional)
<b>Q4</b>			<b>Q4</b>		
<b><i>Deliverables</i></b>	<b><i>Frequency</i></b>	<b><i>Expected Output</i></b>	<b><i>Deliverables</i></b>	<b><i>Frequency</i></b>	<b><i>Expected Output</i></b>
Communication Strategy and Q2 Plan	1	Communication Strategy and Q2 Plan	Identification of USPs	Continuous	Key Messages
Strategy (Q2)	1	Strategy for Q2	Press Releases	8	3 (National); 5 (Regional)
Strategy and Quarterly Rollout Plan	1	Roll out Plan for Q2	Pitch for Interviews	2	2
Identification of USPs	Continuous	Key Messages	Authored Articles	3	3
Press Releases	8	3 (National); 5 (Regional)	Facilitate TV/Radio/YouTube Engagement	2	2 (National and Regional)
Pitch for Interviews	2	2			
Authored Articles	3	3			
Facilitate TV/Radio/YouTube Engagement	2	2 (National and Regional)			

The payment will be made after the internal quality check is performed against the following KPIs and rating range.

**Performance Assessment of the Agency and Payment Benchmark**

KPI	Standard	Quantification	Payment Rating Range
Media Coverage and Reach	Secure a minimum of 20 media placements per quarter	25 placements = Excellent, 20-24 = Satisfactory, Below 20 = Needs Improvement	80-100% for Excellent, 50-79% for Satisfactory, Below 50% for Needs Improvement
Message Alignment	Achieve a message alignment rate of 90% or higher	90-100% = Excellent, 80-89% = Satisfactory, Below 80% = Needs Improvement	80-100% for Excellent, 50-79% for Satisfactory, Below 50% for Needs Improvement
Crisis Management	Respond to crises within 2 hours with accurate info	Within 2 hours = Excellent, 2-4 hours = Satisfactory, Beyond 4 hours = Needs Improvement	80-100% for Excellent, 50-79% for Satisfactory, Below 50% for Needs Improvement
Event Impact	Increase event attendance by 20% YoY	20% or higher = Excellent, 10-19% = Satisfactory, Below 10% = Needs Improvement	80-100% for Excellent, 50-79% for Satisfactory, Below 50% for Needs Improvement
Media Monitoring	Conduct daily monitoring with a 95% accuracy rate	95-100% = Excellent, 90-94% = Satisfactory, Below 90% = Needs Improvement	80-100% for Excellent, 50-79% for Satisfactory, Below 50% for Needs Improvement
Brand Perception	Achieve a positive sentiment rate of 85% or higher	85-100% = Excellent, 75-84% = Satisfactory, Below 75% = Needs Improvement	80-100% for Excellent, 50-79% for Satisfactory, Below 50% for Needs Improvement
Budget Adherence	Adhere to allocated budget with a deviation of $\pm 5\%$	Within $\pm 5\%$ = Excellent, 6-10% = Satisfactory, Beyond 10% = Needs Improvement	80-100% for Excellent, 50-79% for Satisfactory, Below 50% for Needs Improvement
Reporting Transparency	Provide comprehensive reports monthly	Comprehensive and Clear = Excellent, Somewhat Clear = Satisfactory, Not Clear = Needs Improvement	80-100% for Excellent, 50-79% for Satisfactory, Below 50% for Needs Improvement
Satisfaction	Achieve a satisfaction rate of 90% or higher	90-100% = Excellent, 80-89% = Satisfactory, Below 80% = Needs Improvement	80-100% for Excellent, 50-79% for Satisfactory, Below 50% for Needs Improvement

The institute shall maintain the quality control for the agency using the following mechanism.

### **Internal Quality Control Mechanism for the Agency**

Role	Responsibility	Role in Quality Control	Involvement
Media and PR Office	- Implementing and overseeing PR strategies in line with the institute's goals.	- Managing daily operations, ensuring adherence to set standards and procedures.	- Regular reporting to the Director, Dean (External Relations), and Chairperson (Media and PR) through Public Relations Officer (PRO). Approval process facilitation.
Director	- Overseeing Media and PR activities.	- Approving major PR campaigns based on alignment with the institute's objectives.	- Periodic review meetings with the Media and PR team.
Dean (External Relations)	- Ensuring external relations align with the institute's values and objectives.	- Reviewing and approving proposals for external engagements.	- Regular meetings with the Media and PR Officer to discuss strategies.
Chairperson (Media and PR)	- Directly managing and overseeing the Media and PR department's operations through PRO.	- Providing strategic direction, setting KPIs.	- Regular meetings with the Media and PR Officer to assess ongoing campaigns.
Quality Control Procedures	- Campaign Approval Process: All major PR campaigns require approval from the Director and Dean (External). The Chairperson (Media and PR) ensures campaigns align with brand guidelines through PRO.	- Performance Metrics and Reporting: Regular reporting to stakeholders. KPIs set by the Director for PR initiative evaluation.	- Feedback and Improvement: Quarterly reviews. Continuous feedback loops. Crisis management protocols in place. Budget adherence.
Communication Channels	- Regular Meetings: Monthly meetings with key stakeholders. Ad-hoc meetings as needed.	- Transparent Reporting: Open channels for immediate issue reporting. Comprehensive monthly and quarterly reports submitted.	- Training: Regular training and simulations.

The Media and PR Office shall be the primary overseer and ensurer of the Quality Control Mechanism. The Director, Dean (External Relations), and Chairperson (Media and PR) serve as approving authorities, ensuring alignment with the institute's objectives.

## **CONDITIONS FOR DISQUALIFICATION**

Even though the agency may satisfy the above requirements, the same would be liable to disqualification if it has:

- a) Made misleading or false representations or deliberately suppressed the information in the forms, statements and enclosures submitted for the prequalification.
- b) Any applicant who is barred or blacklisted by any Central/State Government in India or PSU's, Autonomous Bodies or a multi-lateral funding agency in India or by any agency abroad cannot participate.
- c) Persons who are individually or institutionally involved with the preparation/ selection/ screening process of the EOI/ short-listing and the evaluation process are not eligible to participate either as an applicant or as a proxy.
- d) Canvassing in any form is to lead to summary rejection of the application.
- e) Applicant should not be under liquidation, court receivership or similar proceedings and should not be or have been subject to any disciplinary action by any professional body or Hon'ble Court in India or abroad. Suppression of such information may result in disqualification of the applicant.

**Annexure-I: BIDDER's PROFILE**  
(On Company/ Firm's Letterhead)

<b>Profile</b>		
Registered Name (A copy of firm registration certificate must be attached to the technical bid)		
Date of Incorporation / Establishment		
Permanent Account Number (PAN) (A copy must be attached to the technical bid)		
GST Registration Number (A copy must be attached to the technical bid)		
Registered Address (A copy must be attached to the technical bid)		
Postal address for communication		
Authorized Signatory Details	Name	
	Designation	
	Email	
	Phone	
	Other detail	

**Authorized Signatory**

Name:

Designation:

Date:

Place:

**Annexure-II**

(Duly sealed and signed certificate on Company/ Firm's Letterhead)

To,  
Director  
Indian Institute of Management Raipur

Subject: DETAILS OF RFP FEES & EMD DEPOSITED, WITH A SELF-DECLARATION FOR ACCEPTING ALL RFP TERMS AND CONDITIONS

Dear Sir,

I/we hereby submit our RFP for 'PR and Media Management Agency at IIM Raipur' along with other required documents.

I/we are enclosing herewith the following towards RFP Fee and Earnest Money Deposit.

<b>Particular</b>	<b>Amount</b>	<b>DD No &amp; Date</b>	<b>Bank Name</b>	<b>Remarks</b>
RFP fee (Including GST)	1180.00			
EMD	1,60,000.00			
Exemption in RFP fee and EMD are allowed for MSME vendor (Original service provider)	RFP Fee and EMD will be exempted for the MSME Agency/Vendor. Exemption in fees will be allowed only for that MSME / NSIC vendor which will come under a similar category of services (P.R. Media agency or similar). Only a certificate will be considered for the exemption in RFP fee & EMD in which the name of the service /activities or definition of activity/ service is to be co-related with Public Relation Media. Exemption will not be allowed for other category MSME/NSIC vendors or traders. This exemption shall be only VALID provided other norms and criteria are met specifically, serving IIMs/B-Schools in the same role with at least THREE Years.			

I/We have gone through all the terms and conditions of the RFP document. also I/We have gone through the corrigendum/ addendum issued (if any) till the Bid Submission close time and date for this RFP.

I/We agree to accept all the terms and conditions of the RFP document and assure you that I/We will comply with the above-referred RFP document, including instructions, terms and conditions, and technical specifications stated therein.

**Authorized Signatory**

Name:

Designation:

Date:

Place:

**Annexure-III**

**SELF-DECLARATION CERTIFICATE FOR THE CLEAN TRACK RECORD**

(Duly sealed and signed certificate on Company/ Firm's Letterhead)

I hereby certify that the above firm/ company is neither blacklisted by any Central/State Government/Public Undertaking/Institute or any organisations nor is any criminal case registered/pending against the firm/company or its owner/ partner(s)/ director(s) anywhere in India as on date of submission of this self-declaration.

I also certify that the above information is true and correct in all respects. In any case, at a later date it is found that any details provided above are incorrect, any contract given to the above firm/company may be summarily terminated, and the firm will be debarred/blacklisted as decided by the competent authority of IIM RAIPUR; also the EMD/ Performance Security Deposit (if any) shall be forfeited.

In addition to the above, IIM RAIPUR will not be responsible for paying the bills for any Partial/ Full supply of the items/ services.

**Authorized Signatory**

Name:

Designation:

Date:

Place:



**Annexure-IV**

**NUMBER OF YEARS FROM ESTABLISHMENT**

The bidder/ firm should have been incorporated/ established for at least SEVEN years or more and should currently be in the same business.

<b>Name of firm</b>	<b>Date of Establishment/ Incorporation</b>	<b>Number of Years as on 31.12.2023</b>	<b>Registered/ branch/Local office</b>	<b>Remarks for (Evidence for establishment and registered / branch / local office)</b>

**Currently, the firm is in the same business (Yes/No):** \_\_\_\_\_

**Authorized Signatory**

Name:

Designation:

Date:

Place:

**Annexure-V**

**WORK EXPERIENCE**

The bidder should have a minimum of 7 years of experience in a similar line of business as per eligibility criteria.

<b>Sn no</b>	<b>Name of the Client</b>	<b>Order No./agreement date</b>	<b>AMOUNT (Yearly)</b>	<b>Remarks</b>
				Copy of the work orders and the work execution/completion certificate from the client end pertaining to the mentioned works are to be submitted

**Authorized Signatory**

Name:

Designation:

Date:

Place:

**Annexure-VI**

**AVERAGE ANNUAL TURNOVER**

The bidders average annual turnover during the last three consecutive financial years i.e. 2020-21, 2021-22 and 2022-23 should not be less than Rs. 05 Crores (Rupees five crores only) from P.R. media agency Services only.

<b>Financial Year</b>	<b>CA Certificate with UDIN (Yes/No)</b>	<b>Annual Turnover (Figure in Rs.)</b>	<b>Remarks</b>
2020-21			Certificate issued by a Practitioner Chartered Accountant with UDIN should be submitted with this Annexure
2021-22			
2022-23			
<b>AVERAGE ANNUAL TURNOVER:</b>			

**Authorized Signatory**

Name:

Designation:

Date:

Place:

**Annexure-VII**

**WORK EXPERIENCE**

The bidder should have worked at least one national institution such as IIMs/ IITs/ISERs /NISERs/ NITs/ NIDs/ NIFTs/ IIFTs and/or top fifteen B-Schools in India for similar line of business in last 7 years as per eligibility criteria.

<b>Sn no</b>	<b>Name of the Client</b>	<b>Order No./agreement date</b>	<b>AMOUNT</b>	<b>Remarks</b>
				Copy of the work orders and the work execution / completion certificate from the client end pertaining to the mentioned works are to be submitted

**Authorized Signatory**

Name:

Designation:

Date:

Place:

## 2. PAYMENT TERMS

- a) No advance payment shall be made in any case.
- b) Payment to the agency shall be made on a **Monthly basis** after satisfactory completion of Minimum Deliverables as specified in 3.1 and 3.2 against monthly fees.
- c) In case of non-achieved and/or delayed deliverables, a penalty amount of INR 5% of the total value shall be imposed.
- d) The institute has the right to terminate the entire contract if deliverables are not satisfactory after two warnings.
- e) The service provider shall raise invoices after the completion of every phase.
- f) TDS and any other Government levies applicable on bills as per Government instructions/ notifications issued from time to time shall be applicable and deducted from service provider bills (TDS declaration letter will be required to be submitted by the successful agency).

## **General Terms and Conditions of Contract**

1. ***Preparation and submission of RFP:*** The RFP should be submitted in two parts, i.e., the technical bid and the financial bid. For submission of bids, all interested bidders have to register online on e-wizard portal. After registration, bidders shall submit their Technical Bid and Financial Bid documents online on <http://eprocure.gov.in/eprocure/app> duly signed and sealed on each page of RFP. For details, kindly see Annexure-ix of this RFP: Instructions for Online Bid Submission.
2. ***Period of Contract:*** The contract period will initially be for one year. The contract may be extended subject to satisfactory performance at the sole discretion of IIMR on an annual basis for a further period of up to three years (one year ext. + one year ext. + one year ext.). In case performance of the agency in respect of one or more parts of the contract is found to be unsatisfactory as per operational parameters set-out in the contract or is not in conformity with the terms & conditions of the RFP. The contract may be terminated by IIMR either in part or in full even before the scheduled time by giving advance notice of one month to this effect. In the event of premature termination of contract for reasons mentioned herein above, the security deposit shall be absolutely forfeited.
3. ***Exit Clause:*** Notwithstanding anything contained in any other clause of this RFP, the contract can be terminated by IIMR by giving two-month notice without giving any reason and by the agency by giving three-month notice.
4. ***Contract Agreement:*** The successful bidder shall be bound to execute an agreement on non-judicial stamp paper of 100/- (Rupees One Hundred only). IIMR reserves the right to amend the terms & conditions of contract by mutual discussions and such amendments shall be in writing. The amended terms and conditions will form part of the agreement.
5. ***Tender Fee:*** The agency shall deposit Non-refundable RFP fee of Rs.1180/- with GST (Rupees One Thousand Seven Hundred Seventy Only) through Demand Draft drawn in favour of “Indian Institute of Management Raipur” payable at Raipur.
6. ***Earnest Money Deposit (EMD):*** The agency shall deposit Earnest Money of Rs.1,60,000 /- through Demand Draft drawn in favour of “Indian Institute of Management Raipur” payable at Raipur. The Earnest Money Deposit will be refunded to the agency whose offers have not been accepted. Earnest Money Deposit of the agency whose offer is accepted will be kept until such time that the security deposit is received.

7. **Security Guarantee:** The successful agency will have to deposit a security deposit in form of D.D. which will be valid for 60 days beyond the expiry period of contract.
8. In the event of bidder backing out before actual award or execution of agreement, IIMR will have right to forfeit the EMD. In case the successful agency declines the offer of contract, for whatsoever reason(s) his EMD will be forfeited.
9. **L.D. Clause:** The delivery period for the supplies/services to be completed within 20 days from the date of issue of work order by IIM Raipur. In case agency fails to supply /service within the accepted period than the contract price shall stand reduced by 0.5 % per day and resulting amount will be treated as value of contract. Once the cumulative damages (L.D.) reaches 10 % of the contract value, the Institute reserve the right to cancel the entire work order without assigning any reason thereto and debar the contractor / service provider to participate in future RFP enquires.
10. The IIMR will not provide any residential space for accommodation to the agency. The agency has to make its own arrangement for the residential accommodation to the deployed staff.
11. The IIMR is not bound to award contract at the lowest price received in the RFP and reserves the right to decide on fair and reasonable price of the services tendered for any counter offer the same to the bidders. All other terms and conditions of the RFP shall remain operative even if a counter-offer rate is offered to the bidders. IIMR reserves the right to negotiate with first lowest bidder to arrive at the fair and reasonable price. In case of first lowest is more than one, then it would be at the discretion of the IIMR.
12. **Sub-Contracting:** The contractor shall not assign, sub-contract or sub-let the whole or any part of the contract in any manner. In case of an unavoidable circumstance, the contractor shall be able to do it with the approval of the Institute. However, the job shall be sublet only to the party approved by the Institute.
13. The agency will deploy an In-charge at IIMR campus from its side who will be the overall coordinator and he will be responsible to deliver the condition of the contract. It is expected that the person so deployed will have an experience to handle such contracts of 05 years including 03 years independent charge in same role.
14. The agency and his employees shall comply with all norms stipulated by the IIMR such as Gate Passes, Checking, Maintenance of Cleanliness, Discipline & Decency at and around the work site, Safety Precautions and Safety Regulations.
15. **Misconduct:** The conduct/characters/antecedents and proper bonafide of the workers shall be the sole responsibility of the agency. However, the agency should provide the necessary details of all its employees to the IIMR. All the employees should be police verified.

16. The persons employed by the agency will be the employees of the agency and the IIMR shall have nothing to do with their employment or non-employment. Under no circumstances any liability in respect of matters connected with their employment shall be held against the IIMR and the personnel employed by the agency shall have no right whatsoever to claim employment or other rights from the IIMR.
17. **There should be no court case filed against the proprietor /firm / partner or the company (agency) in the court within the last five years; also there should be no case pending with the police/ court against the proprietor/ firm/ partner or the company (agency); and the proprietor/ firm/ partner or the company (agency) has not been blacklisted from any organization. An undertaking to this effect on firm letterhead should be attached.**
18. None of the employees of the agency shall enter into any kind of private work within the campus of IIMR. Non-compliance with this provision will be deemed to be violative of the contract inviting penal action/cancellation of contract.
19. All employees of the agency functioning in the girl hostel are to be female employees only.
20. The staff employed by the agency will not join any union of the IIMR nor shall they make any claim on service or other matter. They shall also not form any union associated with the IIMR and shall have absolutely no claim to subscribe or for election in any of the unions of the IIMR.
21. The agency shall ensure that the personnel deployed by it are disciplined and do not participate in any activity prejudicial to the interest of the IIMR / Govt. of India / any State or any Union Territory.
22. The staff employed by the agency shall not below the age of 18 years. They shall be medically fit and kept neat and clean. The agency shall not employ young children as prohibited under the law/rules/regulations. A record of this will be maintained by the agency.
23. The agency shall maintain record of major/minor incidents on daily basis and report the same to the IIMR Administration in this regard. The agency will also enquire about any incidents, like theft, indiscipline, disobedience or any unauthorized activities/criminal activities happening in the campus. The agency shall also be responsible to lodge complaints with police authorities in such instances and take follow-up action for recovery of lost material/equipment.
24. The agency will have to register all his employees who will be working in the hostel premises along with a copy of their photographs, residential details for clearance by the IIMR Security along with police verification certificate.
25. The agency shall take at his own cost, if required, necessary insurance cover in respect of staff and other personnel to be employed or engaged by him in connection with the



afore mentioned services to IIMR and shall indemnify IIMR against all acts of omissions, fault, breaches and or any claim or demand, loss injury and expenses to which IIMR may party or involved as a result of the agency failure to comply and of the obligation under the relevant act law which the agency is to follow.

26. **Interpretation:** All the terms and conditions of contract shall be read in conjunction with all other documents forming part of this contract. Notwithstanding the subdivisions of the documents into these separate sections, every part of which shall be deemed to be supplementary to and complementary of every part and shall be read with and into the contract.
27. In addition to the prescribed manpower, whenever required, agency has to provide additional manpower and/or equipment at the rates quoted in the RFP.
28. **Validity:** The quoted rates must be valid for a period for 180 days from the date of closing of the RFP. The overall offer for the assignment and bidder(s) quoted price shall remain unchanged during the period of validity. If the bidder quoted the validity shorter than the required period, the same will be treated as unresponsive and it may be rejected.
29. In case the agency withdraws, modifies or change his offer during the validity period, bid is liable to be rejected and the earnest money deposit shall be forfeited without assigning any reason thereof. The agency should also be ready to extend the validity, if required, without changing any terms, conditions etc. of their original RFP.
30. In exceptional circumstances, the IIMR may request the bidders's consent for an extension of the period of bid validity. A bidder shall however be at liberty to refuse the request without risking forfeiture of his earnest money. A bidder agreeing to extend the validity of bid will not be allowed to modify his bid.
31. Anyone or more of the following actions / commissions / omissions are liable to cause summary rejection of RFP:
  - Any BID/EMD received late without conclusive proof that it was delivered before the specified closing time.
  - Any conditional bid or bid offering rebate.
  - Any bid in which rates have not been quoted in accordance with specified formats / details as specified in the Bid Documents.
  - Any effort by a bidder to influence the IIMR in the bid evaluation, bid comparison or contract award decision.
32. **Authority of person signing document:** A person signing the RFP form or any documents forming part of the contract on behalf of another shall be deemed to warrant, that he has authority to bind such other and if, on enquiry, it appears that the person so signing had no authority to do so, the IIMR may without prejudice to other civil and criminal remedies cancel the contract and hold the signatory liable for all cost and damages.

33. **Access to SITE:** The agency shall allow unhindered access to the IIMR and/or any other party or person, engaged by the IIMR to work at the same site and/or to check/regulate/watch/guard/measure/inspect, solely or jointly with the agency.
34. **Safety and Security:** The agency shall abide by the provisions of the safety code framed from time to time by the government.
35. **Work at Risk and Cost:** IIMR reserves the right to get the whole or part of the work executed by some other agency at the risk and cost of the agency if it is found that the quality and/or the progress in respect of whole or part of the work is not satisfactory.
36. **Payment of Bills:** The payment for services under this agreement shall be made on monthly basis on satisfactory completion of job contract services, through NEFT/RTGS/IMPS (online transfer). The final payment shall, however, be made only after adjusting all the dues/claims of the IIMR. Income Tax (TDS) as applicable at current prevailing rate will be deducted at source. Please note that salary including P.F., ESI and other allowances to workers will be made by the Contractor through RTGS/NEFT mode only.
37. **FORCE MAJURE:** If at any time, during the continuance of this contract, the performance in whole or in part by either party, of any obligation under this contract, shall be prevented or delayed by reason of any floods, explosions, epidemics, quarantine restriction or act of God (hereinafter referred to as events), provided notice of happenings of any such eventuality is given by either party to the other within 7 days from the date of occurrence thereof, neither party shall be due to reason of such event be entitled to terminate this contract nor shall either party have any such claim for damages against the other in respect of such non-performance or delay in performance. The operation of contract shall be resumed as soon as practicable after such event may come to an end or cease to exist and the decision of the IIMR as to whether the operation have been so resumed or not shall be final and conclusive, provided further that if the performance in whole or in part of any obligation under his contract is prevented or delayed by reason of any such event for a period exceeding 90 days, either party may at his option terminate the contract.
38. **Feedback:** IIMR may ask the agency to submit monthly feedback collected from the users. On the basis of feedback, IIMR may at its own discretion impose financial penalty depending on gravity of the issue and in case of similar repetition IIMR can cancel the contract unilaterally without notice and bank guarantee will be forfeited.
39. IIMR reserves the right to reject the RFP in whole, or in part, without assigning any reasons thereof.
40. All exhibits/certificates/statements/supporting documents should be serially page numbered starting with page number 62 onwards.

41. IIMR reserves the right to withdraw/relax/modify any of the terms and conditions mentioned in the RFP document if it is felt necessary in the benefit of the IIMR.
42. The decision of the Director of IIMR will be final in all respect and will be acceptable to all the RFPers.
43. **Jurisdiction:** All matters and disputes arising out of this agreement will be subject to the jurisdiction of the courts located at Raipur only.

Chief Administrative officer

## Annexure-IX

### INSTRUCTIONS OF ONLINE BID SUBMISSION

Instructions to the Bidders to submit the bids online through the Central Public Procurement Portal for e Procurement at <http://eprocure.gov.in/eprocure/app>.

1. Possession of valid Digital Signature Certificate (DSC) and enrollment/registration of the contractors/bidders on the e-Procurement/e-RFP portal is a prerequisite for e-tendering.
2. Bidder should do the enrollment in the e-Procurement site using the "Online Bidder Enrollment" option available on the home page. Portal enrollment is generally free of charge. During enrollment/registration, the bidders should provide the correct/true information including valid email id. All the correspondence shall be made directly with the contractor/bidders through email id provided.
3. Bidder need to login to the site through their user I.D./ password chosen during enrollment/registration.
4. Then the Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by SIFY/TCS/nCode/eMudra or any Certifying Authority recognized by CCA India on eToken/SmartCard, should be registered.
5. The DSC that is registered only should be used by the bidder and should ensure safety of the same.
6. Contractor/Bidder may go through the RFPs published on the site and download the required RFP documents/schedules for the RFPs he/she is interested.
7. After downloading / getting the RFP document/schedules, the Bidder should go through them carefully and then submit the documents as asked, otherwise bid will be rejected.
8. If there are any clarifications, this may be obtained online through the RFP site, or through the contact details. Bidder should take into account the corrigendum published before submitting the bids online.
9. Bidder then logs in to the site through the secured log in by giving the user id/ password chosen during enrolment/registration and then by giving the password of e-Token/Smartcard to access DSC.
10. Bidder selects the RFP which he/she is interested in by using the search option & then moves it to the 'my RFPs' folder.

11. From my RFP folder, he selects the RFP to view all the details indicated.
12. It is construed that the bidder has read all the terms and conditions before submitting their offer. Bidder should go through the RFP schedules carefully and upload the documents as asked; otherwise, the bid will be rejected.
13. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the RFP documents/schedule and generally, they can be in PDF/xls/rar/jpg/dwf formats. If there is more than one document, they can be clubbed together and can be provided in the requested format. Bidders Bid documents may be scanned with 100 dpi with black and white option. It is advisable that each document to be uploaded through online for the RFPs should be less than 2 M.B. If any document is more than 2 M.B., it can be reduced through rar and the same can be uploaded, if permitted. However, if the file size is less than 1 MB the transaction uploading time will be very fast.
14. If there are any clarifications, this may be obtained through the site. Bidder should take into account the corrigendum published from time to time before submitting the online bids.
15. The Bidders can update well in advance, the documents such as certificates, annual report details etc., under My Space option and these can be selected as per RFP requirements and then send along with bid documents during bid submission. This will facilitate the bid submission process faster by reducing upload time of bids.
16. Bidder should submit the RFP Fee/EMD as specified in the RFP. The original should be posted/couriered/given in person to the RFP Inviting Authority, within the bid submission due date & time for the RFP or as indicated in the RFP. Scanned copy of the instrument should be uploaded as part of the offer.
17. While submitting the bids online, the bidder reads the terms & conditions and accepts the same to proceed further to submit the bid packets.
18. The bidder has to select the payment option as offline to pay the RFP Fee/EMD as applicable and enter details of the instruments.
19. The details of the D.D./ any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise submitted bid will not be acceptable or liable for rejection.
20. The bidder has to digitally sign and upload the required bid documents one by one as indicated. Bidders to note that the very act of using DSC for downloading the bids and uploading their offers shall be deemed to be a confirmation that they have read all sections and pages of the bid

document including General conditions of contract without any exception and have understood the entire document and are clear about the requirements of the RFP requirements.

21. The bidder has to upload the relevant files required as indicated in the cover content. In case of any irrelevant files, the bid will be rejected.
22. If the price bid format is provided in a spread sheet file like BoQ\_xxxx.xls, the rates offered should be entered in the allotted space only and uploaded after filling the relevant columns. The Price-bid BOQ template must not be modified/replaced by the bidder; else the bid submitted is liable to be rejected for this RFP.
23. The bidders are requested to submit the bids through online e-tendering system to the RFP Inviting Authority (TIA) well before the bid submission end date & time (as per Server System Clock). The TIA will not be held responsible for any sort of delay or the difficulties faced during the submission of bid online by the bidders at the eleventh hour.
24. After the bid submission (i.e. after Clicking "Freeze Bid Submission" in the portal), the acknowledgement number, given by the system should be printed by the bidder and kept as a record of evidence for online submission of bid for the particular RFP and will also act as an entry pass to participate in the bid opening date.
25. The time settings fixed in the server side & displayed at the top of the RFP site, will be valid for all actions of requesting, bid submission, bid opening etc., in the e-RFP system. The bidders should follow this time during bid submission.
26. All the data being entered by the bidders would be encrypted using P.K.! encryption techniques to ensure the secrecy of the data. The data entered will not viewable by unauthorized persons during bid submission & not be viewable by any one until the time of bid opening.
27. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid openers' public keys. Overall, the uploaded RFP documents become readable only after the RFP opening by the authorized bid openers.
28. The confidentiality of the bids is maintained since the secured Socket Layer 128 bit encryption technology is used. Data storage encryption of sensitive fields is done.
29. The bidder should logout of the tendering system using the normal logout option available at the top right hand comer and not by selecting the (X) exit option in the browser.
30. For any queries regarding e-tendering process, the bidders are requested to contact as provided in the RFP document. Parallely for any further queries, the bidders are asked to contact over phone: 0120-4001 002 or send a mail over to [cphp-nic@nic.in](mailto:cphp-nic@nic.in).

## PART-B (FIANCIAL BID EVALUATION)

Validate

Print

Help

[Item Wise BoQ](#)

Tender Inviting Authority: Indian Institute of Management Raipur

Name of Work: Hiring of P.R. Media agency for the brand building broader outreach of the Institute

Contract No: 0771-2474705

Name of the Bidder/ Bidding Firm / Company :							
<b>PRICE SCHEDULE</b>							
(This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevant columns, else the bidder is liable to be rejected for this tender. Bidders are allowed to enter the Bidder Name and Values only)							
NUMBER #	TEXT #	TEXT #	NUMBER #	TEXT #	NUMBER #	NUMBER #	TEXT #
Sl. No.	Item Description	Item Code / Make	Quantity	Units	BASIC RATE WITH GST In Figures To be entered by the Bidder in Rs. P	TOTAL AMOUNT With Taxes in Rs. P	TOTAL AMOUNT In Words
1	2	3	4	5	7	15	17
1	<b>Total fees</b>						
1.01	Total annual fees inclusive of all for the brand building broader outreach of the Institute (as per scope of work and terms and conditions of tender document)	Fees	12.000	monthly		0.00	INR Zero Only
<b>Total in Figures</b>						<b>0.00</b>	INR Zero Only
<b>Quoted Rate in Words</b>						<b>INR Zero Only</b>	