



NOTICE INVITING TENDER

(Open Tender Enquiry)

INDIAN INSTITUTE OF MANAGEMENT, RAIPUR

(Tender no: IIMR/Tender /2025-26/05 Dated: 28/07/2025)

Online bids are invited under two bid systems for Empaneling Service Provider for Providing of Technology & Marketing Service for IIM Raipur Executive MBA (eMBA) and Executive MBA in Human Resource Management (eMBA-HRM) Programmes conducted through Direct to Device Mode (D2D Mode) at Indian Institute of Management Raipur (hereinafter to be referred as "IIMR").

Name of service: Empanelment of Service Providers for Providing of Technology & Marketing Service for IIM Raipur Executive MBA (eMBA) and Executive MBA in Human Resource Management (eMBA-HRM) Programmes conducted through Direct to Device Mode (D2D Mode) at Indian Institute of Management Raipur & other related services at Indian Institute of Management Raipur.

Bid Downloading Schedule: Tender documents can be downloaded from IIMR website www.iimraipur.ac.in and CPPP site <https://eprocure.gov.in/eprocure/app> as per the schedule given in CRITICAL DATE SHEET as under: -

CRITICAL DATE SHEET

Published Date	30.07.2025 at 05:00 pm
Bid Document Download / Sale Start Date	30.07.2025 at 05.05 pm
Contact person for technical queries related to scope of work/ queries related to D2D programmes of IIM Raipur	Executive MBA office- 9406004604 Email id: epgp@iimraipur.ac.in
Contact person for eligibility criteria and other terms and conditions	Stores and Purchase office- Shri Ashwani Bhardwaj- 0771-2474-705
Bid Submission Start Date	30.07.2025 from 05:05 pm
Bid Submission End Date	20.08.2025 till 05:05 pm
Pre-Qualification Bid Opening Date	21.08.2025 after 05:05 pm
Price bid opening date	To be declared later through CPP portal



2. Bid Submission:

Bids shall be submitted online only at CPPP website:

<https://eprocure.gov.in/eprocure/app>. Tenderer/Bidder are advised to follow the instructions "Instructions to Bidder for Online Bid Submission" provided in Annexure A for online submission of bids.

Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.

Tenderer who has downloaded the tender from the IIMR website www.iimraipur.ac.in and Central Public Procurement Portal (CPPP) website <https://eprocure.gov.in/eprocure/app> shall not alter/modify the tender form including downloaded price bid template in any manner. In case if the same is found to be altered/modified in any manner, tender will be completely rejected and EMD would be forfeited and tenderer is liable to be 'blacklisted' from doing business with IIMR.

Intending tenderers are **advised to visit again** IIMR website www.iimraipur.ac.in and **CPPP website** <https://eprocure.gov.in/eprocure/app> **regularly till closing date of submission** of tender for any corrigendum / addendum/ amendment.

The bidder must prepare and upload **Annexure-B** in his company letter head as tender acceptance & price bid undertaking.

3. Tender Fee:

Rs 1,500 + 18% GST 270= Rs. 1770.

The application fee (processing charge) required to be deposited in the following account of the Institute: -

Name of the beneficiary – Indian Institute of Management Raipur
Savings bank a/c No –1292104000001052
Bank – IDBI Bank Limited, IIM Raipur Branch, Atal Nagar, Raipur.
IFS Code – IBKL0001292

Bidders must Pay the Tender Fee on or before the tender submission date and time. If the tender is cancelled or recalled on any ground, the Tender document fees (Tender Fees) will not be refunded to the bidders.

Bidders are advised to provide bank transaction details for the tender fee which has to be sent with the following details: -

- a. Date of remittance
- b. Total amount remitted
- c. UTR Number
- d. GST Registration number

The above details must be sent to the following email ids within 48 hrs. from the time of remittance. akhandelwal@iimraipur.ac.in and abhardwaj@iimraipur.ac.in However, MSME/NSIC registered units are exempted from the payment towards cost of tender fees on e-submitting relevant documents. The due certificate is to be attached.

Chairman Procurement Committee



4. Submission of Tender:

The tender shall be submitted online as follows:

- a) STAGE-1: Technical Bid
- b) STAGE-2: Financial Bid

The offers submitted by Fax/email shall not be considered. No other correspondence will be entertained in this matter.



STAGE 1
Technical Bid
Eligibility Criteria

The following documents are to be furnished by the tenderer in technical bid. Only those bids who meet the below mentioned minimum criteria will be considered for Financial Bids.

Sr.	Description	Document to be uploaded
1	Bidder should be a Proprietary / Partnership firm / Company. Joint ventures companies are not allowed.	Necessary documentary evidence
2	The bidder should be in the business of providing Synchronous technological service providers in academic institutions such as IIMs, IITs, IISERs, NITs, ISB, MDI, XLRI for a minimum period of three (03) years as on June 30, 2025. The bidder have to equipped to provide D2D facilities. The right to accept similar works of the vendor will rest with IIMR.	Necessary documentary evidence in this effect must be uploaded in technical bid part 1. For example, the registration certificate company in corporation AMC certificate etc.
3	The bidder should have satisfactory completion of contracts / assignments in the previous 3 years in the field of providing Synchronous technological service provider to IIMs, IITs, IISERs, NITs, ISB, MDI, XLRI with at least; One client for a value more than INR 50 lakhs (agency revenue share) in financial year (ended March'2025 or March'2024) or Two clients for a value more than INR 25 lakhs (agency revenue share) in financial year (end March'2025 or March'2024)	Work Order and Client Certificate (Both)
4	The bidder must have work force/professionals (required nos. and having skill of educational marketing and synchronous programmes technical competence) in their roll.	In this regard the bidder must submit organization chart of the team they propose to depute for this assignment, along with their brief profiles, and experience.
5	The bidders should not be blacklisted by any department of the Government of India in the past. There should not be any criminal case registered against the bidding firm or its owner/partners anywhere in India. An undertaking to this is to be submitted with the tender document as an enclosure.	A self-declared certificate to be uploaded
6	The bidder must have minimum employee strength of 10 people (on payroll)	Attached profile of employees (i.e. qualification, experience, date of joining in your orgainsiation etc.)



7	Scanned copy of 1. PAN 2. GSTIN (GST Registration) 3. Scanned copy of online payment receipt for Tender fee or MSME/NSIC/Exemption certificate
8	Signed and Scanned Copy of Tender Acceptance Letter & Price Bid Undertaking (Annexure-I)
9	Each page of the Tender document must be signed and has to be uploaded on CPP portal.



STAGE-2

Financial Bid

Financial bid for only technically qualified bidders shall be opened online through CPP Portal at later date by the DSC openers. Technically qualified bidders shall be intimated by web notification or auto generated email through e-procurement. The date and time of opening the financial bid shall be communicated to the eligible bidders through web-notification at e-procurement website

<https://eprocure.gov.in/eprocure/app>

1. The bidders have to e-submit the financial bid only as per the price schedule format/template available on CPP portal. Any other format for e-submission of financial bid shall be out rightly rejected without any further reference to the bidders.
2. In case if the financial bid is found to be altered/modified in any manner, tender will be completely rejected, and bidder is liable to be blacklisted from doing business with IIMR.
3. Do not quote price in the Technical Bid i.e. in Stage-1 or elsewhere it would lead to bid getting disqualified without any further reference to the bidders.
4. The prices must include all the applicable taxes and duties, fees and any other charges except GST. GST component if applicable to be shown separately and will be paid extra, if applicable.
5. IIMR reserves the right to negotiate the quoted price with the successful bidder.
6. In BOQ there are two sheets, please fill-up both the sheets.

Special Note: Empaneled vendor is expected to associate with IIMR for long duration/ degree/diploma/Master programs (eMBA programmes) etc.



General Terms & Conditions

1. Bid Validity:

E-submitted bid by the bidder shall remain valid for a period of **SIX MONTHS** from the date of opening of financial bid. The bidder shall be blacklisted from IIMR if a bidder withdraws his bid during the period of bid validity as specified in the bid form.

2. Payment Terms:

All fees, including programme fee, study material fee, boarding and lodging charges etc. shall be paid by the participants directly to the institute. The shareable revenue shall be released based on the invoice raised by the service provider as described in Programme Description Sheet (PDS) agreed by both the parties. (Non-shareable items like boarding and lodging charges, etc shall be out of Shareable revenue with bidders.)

Payment should be released within 30 days of submission of invoice by IIMR, provided the same is complete and duly authenticated by the specified Officer(s) of IIMR. Payment including GST shall be released by E-payment/NEFT/RTGS.

3. Rejection of Tender (s):

IIMR reserves the right to reject any or all the bids either in part or full relating to the work under this Tender Document without any reason whatsoever. IIMR reserves the right to accept or reject any or all tenders received by it without assigning any reason what-so-ever. IIMR may also withdraw or cancel the tender either in part or in full to its sole discretion. IIMR also does not bind itself to accept the lowest bid.

4. Contact the person for any clarification:

For General queries:	Stores and Purchase Office Phone no. 0771-2474-705 Email: cao@iimraipur.ac.in
For Technical queries, Scope of work etc:	e MBA office Phone no. 9406004604 Email: chairman_eec@iimraipur.ac.in office

5. Performance Security Deposit:

Successful bidder must submit 'Performance security deposit (PSD)' of Rs. 5,00,000 (Rupees Five Lakhs only) in the form of Bank Guarantee within two weeks from the date of award of contract in the form of bank guarantee from a scheduled commercial bank in favor of "Indian Institute of Management Raipur". Validity of PSD must be up to contract duration plus two months & need to be extended for any extension in contract period (if any). If any amount remains liable to be recovered by IIMR from the bidder or in the event of termination of contract by IIMR on account of breach of any terms and conditions of the contract by the bidder, the bank guarantee shall be invoked by IIMR. PSD needs to be renewed for the period for any contract period extension if any. PSD will be revoked on completion of scope of work to the satisfaction of IIMR official. INTEREST WILL NOT BE APPLICABLE ON PSD AMOUNT.



6. Error in Tender submission:

IIMR does not take any responsibility for the tender being wrongly submitted in the e-procurement portal and malfunction of the system at bidder's end or not received in the portal by the stipulated date and time.

7. Authorization:

Bidder signing the tender form or any other documents forming part of the contract on behalf of the Bidder shall be deemed to warrant that he has authority to bind the Bidder. Later, if it comes to light that the person signed had no authority to do so, IIMR may without prejudice to any other civil & criminal remedies cancel the tender and hold the Bidder liable for all costs, charges and damages.

8. Conditional Bids:

Conditional bids or Bids based on the process / basic schemes other than mentioned and / or not conforming to the technical specifications / requirements of the Bidding documents will not be considered.

9. Insurance:

The successful bidder has to obtain adequate insurance cover for its personnel deputed at the site, the Equipment installed at the site and third-party liability. IIMR will not have any liability towards any of such personnel or equipment.

10. Contract Period:

The initial empanelment will be for a period of two years, and on satisfactory completion, the empanelment will further be extended for a period of a further two years, and on satisfactory completion of the work, it will further be extended to another two years. Hence, on satisfactory and successful execution of work, will totally be empaneled for a period of six years. The terms & conditions will remain the same as per original contract.

11. Escalation / De-Escalation of Revenue sharing percentage:

The finalized revenue sharing percentage may be reviewed once in three years during the contract period and in mutual consent will be decided on escalation or de-escalation of decided revenue sharing percentage.

12. Liquidated damage:

The studios and communication facilities need to be installed at IIMR premises and commissioned within 30 days of award of the contract or allocation of Studio Space. Any delay will invite penalty charges.

Liquidated Damages for Installation, Commissioning Delay: If the Bidder fails to complete the installation and commissioning of studio, and/ or studio or other equipment's wherever it is required, within 30 days, IIMR shall impose Liquidated Damages, a sum of Rs 1 lakh (Rupees one lakh) for each calendar week of delay or part thereof.

Any penalty applicable shall become due in next invoice and same shall be debited from the immediate due invoice or if the amount is more than invoice amount then also may be recovered from the PSD.



13. Compliance of statutory obligations:

The bidder will be required to comply with all statutory obligations from time to time applicable to this contract. In the event of violation of any contractual or statutory obligations by the bidder, the bidder shall be fully and solely responsible for the same. Further, in the event of any action, claim, damages, suit initiated against IIMR by any individual, agency or government authority due to acts of the bidder, the bidder shall be liable to make good / compensate such claims or damages to the IIMR. As a result of the acts of the bidder, if IIMR is required to pay any damages to any individual, agency or government authority, the bidder would be required to reimburse to IIMR such amount along with other expenses incurred by IIMR or IIMR reserves the right to recover such amount from the payment(s) due to the bidder while settling its bills.

14. Assignment and sub-contracting:

The successful bidder shall not assign, sub-contract or sub-let the whole or any part of the contract in any manner. In case of unavoidable circumstances, the successful bidder shall be able to do it with prior approval of IIMR. However, the work shall be sublet only to the party approved by IIMR.

15. Taxes, Labour laws and Other regulations

The Bidder should quote firm prices/ rates inclusive of all Taxes like Duties, Levies, Personal Tax, Corporate Tax, worker welfare cess, Labour welfare Cess etc. and all other expenditure required to be incurred by him/her for providing required work etc. during the contract period as indicated under his contract and after wards no variation on any account unless otherwise specifically mentioned will be allowed. (The contractor will indemnify IIMR against all statutory liabilities present and future, arising out this contract.) Only GST as applicable shall be paid extra over and above the quoted rates.

16. Inspection and testing by IIMR:

IIMR reserves the right to visit the classroom/studio/infrastructure facilities of the successful empaneled bidder for inspection and verification of stated details / facilities before, and/or commencement of the contract with IIMR. IIMR reserves the right to authorize the classrooms/facility appointed for the programmes.

17. Award of similar types of work/services at the same rates:

Upon mutual consent, IIMR may award a similar type of work / services / programme for which the rates shall be valid during the contract period.

18. Quantum of work:

This contract is basically a delivery of programme on revenue sharing contract. The quantities given in the "SCHEDULE OF QUANTITIES" (Stage-2, Financial Bid) are approximate only and may vary in actual course of execution. The BIDDER is therefore advised to quote very carefully. No claim for compensation from the bidder shall be entertained due to any variation in quantities (irrespective of the quantum of variation) OR deletion of any item. The rates fixed for the contract shall remain the same throughout the contract period. Actual executed quantities shall be paid for Programme will be assigned to the selected bidder empaneled for the work described in this tender based on their performance and customer satisfaction/feedback. However, it should be noted that the assignment of programme would purely on the discretion of IIMR.



19. Interpretation:

In case of any ambiguity in interpretation, the Price bid will supersede the technical bid and Technical Bid will supersede the PQ Bid. IIMR decision on interpretation of the entire contract terms and conditions will be final and binding to all.

Notwithstanding the sub-divisions of the documents into these separate sections, every part of each shall be deemed to be supplementary to and complimentary of every part and shall be read with and into the contract.

20. Safety and Security:

The bidder shall abide by the safety code provisions, EHS provisions as per safety code framed from time to time by the government/statutory authorities.

21. Exit Clause:

This is a service contract, and the bidder has to complete the services as stipulated in FINANCIAL BID. However, if conditions are beyond control of the bidder and upon recommendation of the Officer in charge, the contract can be terminated after giving two months' notice period. The decision of Director IIMR would be final and binding to all.

22. Contract Agreement:

IF REQUIRED BY IIMR, the successful Bidder has to execute a contract Agreement with IIMR on the non-judicial stamp paper of Rs. 100/- (Rupees One hundred only). The cost of stamp paper shall be borne by successful Bidder. IIMR reserves the right to amend the terms & conditions of contract after Mutual discussions and shall only be in writing.

23. Vacation of the premises:

The Contractor shall give vacant possession of the facilities/premises made available to the Contractor by IIMR and return all furniture, fixture, equipment and other items made available by IIMR in good condition after the contractual period is over or if the contract is earlier terminated. Handing over of the vacant possession of the premises and equipment etc. shall be effected within 15 days of the completion of the period of contract or termination of the contract. If the Contractor fails to do so, the Owner shall be free to take possession of the premises by opening lock(s), if necessary, and make out an inventory of all furniture material and equipment and shall be free to deduct from the Contractor's bill(s) or security deposit, any item found to be missing at the replacement cost of the material/equipment, furniture etc. given to the Contractor by IIMR.

24. Indemnity:

The bidder shall indemnify and keep indemnified the Institute against all losses and claims for injuries and or damages to any person or property. The bidder shall abide by and observe all statutory laws and regulations as applicable in matters of Labour Law, Factory Act, Explosive Act, Workmen Compensation Act, Royalty, Excise Duty, Octroy, Works Contract etc. and shall keep the Institute indemnified against all penalties and liabilities of every kind for breach of any such statute ordinance or law/regulations or by laws. The bidder shall not employ child labour.



25. Compliance with IIMR rules and regulations:

The bidder 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.

26. Termination of the Empanelment:

26.1 Termination due to contractor's Default

If the Contractor is in default under any of the provisions of this Contract, including but not limited to:

- (a) failure to proceed with all or any part of the Contract or Contract Work with due diligence
- (b) Any serious issue related to safety / critical complain from the participants
- (c) Any issue including Technological failure, execution of marketing as per approved marketing plan, etc.
- (d) failure to execute all or any part of the Contract or to perform any other obligations in accordance with the Contract.
- (e) refusal or neglect to make good of defective service or after being instructed to do so by IIMR.
- (f) going into liquidation (other than a voluntary liquidation for the purpose of reconstruction) or having a receiver appointed for all or part of its undertaking.
- (g) delay in executing the Contract/ Empanelment
- (h) abandoning the Contract / Empanelment
- (i) assigning or subletting any part of the Contract Scope of Service without the prior written approval of IIMR.
- (j) failure to comply with any Applicable Law.

then, and in any such event and without prejudice to any other rights or remedies that IIMR may have, IIMR may issue contractor written notice describing the default. If contractor does not commence remedy of the default within (10) Ten days after receipt of the notice, IIMR may terminate all or any part of the Contract Service / Empanelment under this Contract and may then complete or have others complete all such terminated Work at the consultant's sole risk and cost.

In case of such termination, Contractor shall not be entitled to receive further payment, until the terminated Service is completed and accepted by IIMR. If the costs incurred by IIMR, including costs incurred in performing additional services to complete the Contract Scope of service and IIMR overheads in this regard, exceed the unpaid balance of the Contract Price, the Contractor shall reimburse IIMR such excess within (10) ten days after receipt of an invoice thereof.



The rights and remedies provided in this Article are in addition to the rights and remedies provided to IIMR by law, equity, or under any other Article in this Contract. Such termination will not relieve the Contractor of its responsibility to its labourers, suppliers or any other creditors, including IIMR.

In the event of a termination under Article 27.01, Owner may use all or part of Contractor's drawings, documents, and facilities at Site, in the performance of the Contract Scope of Work, without payment to Contractor otherwise than by the extent such use of Contractor's items causes a reduction of cost of completing the Contract Scope of Work. If Contractor's compensation is on a cost reimbursable basis for such equipment and/or facilities, Contractor will be reimbursed for use of such equipment/facilities at the lowest applicable rate provided for herein or at prevailing market rates if no rate is specified, and the cost of Contractor's Goods used.

26.2 Termination for Convenience

IIMR may, at its opinion, terminate for convenience the Empanelment, at any time by written notice to Contractor. Such notice shall specify the extent to which the performance of Service is terminated and the effective date of such termination. Upon receipt of such notice, the contractor shall:

- (a) Immediately discontinue the Contract Scope of Service on the effective date or date of receipt of notice from IIMR, whichever is the latest and to the extent specified in the notice and place no further orders or sub-Contracts for services, other than as may be required for completion of such portion of the Contract Scope of Service that is not terminated.
- (b) Promptly obtain cancellation upon terms satisfactory to IIMR of all purchase orders, sub-Contracts, rentals, or any other agreements existing for the performance of the terminated Service or assign those agreements to IIMR as instructed;
- (c) Assist IIMR in the maintenance, protection, and disposition of Service in progress, plant, tools, equipment, property, and Goods acquired by Contractor or furnished by Contractor under this Contract; and
- (d) Complete performance of the Contract Scope of Service that is not terminated.
- (e) Upon any such termination for convenience, IIMR shall have no liability towards contractor for any damages, including loss of anticipated profits. As its sole right and remedy, contractor shall be paid for
- (f) The Service, which has been satisfactorily performed till date of such termination. contractor shall have the responsibility to submit the Scope of service that had carried out prior to the termination date with sufficient documentation within 7 days from date of the receipt of the termination notice. and
- (g) All amounts due and not previously paid to contractor for Contract Scope of Service completed in accordance with the Contract prior to such notice of termination, and for Services thereafter completed as specified in such notice.



The termination of the Contract/Empanelment shall not relieve the contractor of any continuing rights, obligations and liabilities under the Contract.

27. Dispute Resolution:

If any dispute, difference, controversies or claims of any kind whatsoever shall arise between IIMR and the successful bidder, they shall seek to resolve any such dispute or difference by amicable mutual consultation and deliberation in good faith within 21 days from the date of intimation of such dispute, difference, controversies, or claims by referring it to the Director of IIMR and the successful bidder.

If IIMR and successful bidder fail to resolve such dispute or difference, controversy, or claim by mutual consultation, then either Party may give the other, a formal notice in writing that the dispute, difference, controversy or claim exist specifying its nature, the point(s) in issue and its intention to refer such disputes, differences, controversies, or claims to arbitration under the Arbitration and Conciliation Act, 1996. The sole arbitrator shall be appointed by Director IIMR having requisite technical expertise to adjudicate such nature of disputes. The decision of sole arbitrator shall be binding on both the parties.

Arbitration shall be held in Raipur; India and the arbitration proceedings shall be conducted in the English language. The arbitrator will be requested to give their award in 60 days' time. The award shall be a reasoned award and the same shall be final and binding on the Parties. The award shall be entered in the courts at Ahmedabad and such courts may order enforcement of the award against the Parties and their respective successors and permitted assignees. The costs and expenses of the arbitration shall be borne equally by both the parties. The courts in Raipur shall have the exclusive jurisdiction.

28. Force Majeure:

If the whole of any part of the performance by the Parties of any part of their respective obligations hereunder is prevented or delayed by causes, circumstances or events beyond the control of the Parties including delays due to floods, fires, accidents, earthquakes, riots, explosions, wars, hostilities, acts of government, custom barriers, or other causes of like character beyond the control of the Parties, then to the extent the Parties shall be prevented or delayed from performing all or any part of its obligations hereunder by reason thereof despite due diligence and reasonable efforts to do so notwithstanding such causes, circumstances or events, the Parties shall be excused from performance hereunder for so long as such causes, circumstances or events shall continue to prevent or delay such performance. However, there will not be any additional cost implications towards IIMR for such delay in performance, and the successful empaneled bidder agrees to complete scope of service & meet his obligations under contract for the cost agreed in LOI/ service order.



Scope of Work

The objective of this tender is to empanel competent agencies for providing service as explained in detailed scope of work mentioned below: The Scope of work and services enumerated below are indicative and may not be exhaustive.

(The Scope of work mentioned below need to read in correlation with related BOQ Items)

The parties are expected to undertake the following:

1. Providing of Technology Platform and Marketing: D2D Mode:

- a) Providing uninterrupted real time ready to use primary communication network between studio's (faculty side) and direct to devices (Student side) across cities in India. This synchronous / asynchronous network connectivity will be used to share multimedia educational content in the form of audio, video, text, data in synchronous / asynchronous and between multiple studios (faculty side) and direct to devices (Student side).
- b) Installation, maintenance, and operation of the studio facilities (faculty side) at IIMR campus.
- c) Provide the necessary technology/software interface that allows sharing of content as required. Other add-on services complimenting
- d) supplementing education delivery over the technology platform, student & programme management may also be appreciated.
- e) The Interested parties will undertake all necessary marketing activities to acquire the targeted participants for each programme unless participants for any specific programs are sourced directly by IIMR.
- f) Regular Upgradation of technology to ensure state of the art technology is made available for connectivity, studio (Faculty end), direct to device (Student end).
- g) IIMR would like to engage the services of an appropriate service providers, to provide IIMR blended learning Programmes to be delivered to participants using multimedia based online education using contemporary technology.
- h) IIMR expects the service provider to provide technology support, participant enrolment, development of marketing materials, aid in internet-based delivery, and participant management services including enrolment, attendance management services to all the participants enrolled.
- i) The bidder has to submit the Marketing and Promotional plan for each programme well in advance for IIMR approval. Bidder has to do the marketing as per approved Marketing plan.



- j) The Service Provider will provide marketing and promotional services in respect of the awarded programme(s).
- k) The cost of all marketing, promotional and coordination activities, including advertisements, shall be borne by the Service Provider. All such marketing, and promotional materials used by the Service Provider needs to be approved by designated and authorised person from IIMR
- l) The Service Provider would be using its technology platform to support IIMR in promoting Executive MBA (eMBA) and Executive MBA in Human Resource Management (eMBA-HRM) programmes through various websites either owned by the service provider or on websites that have partnership with the service provider or through other social media platform
- m) The micro-site of the bidder can exclusively facilitate enrolment of participants to IIMR for the awarded online programme. Be linked to the main website of IIMR, i.e. www.iimraipur.ac.in direct all the participants to apply through IIMR payment gateway for payment of programme fees.
- n) The Service Provider shall provide access to technology platform for participants via a dedicated user id and password. The technology platform shall have features which would include but not limited to managing multimedia contents, multimedia content delivery via technology and internet, and online participants support.
- o) To carry out an appropriate marketing activity, it is expected that bidder should have expertise in conceptualizing, designing, and creating digital marketing strategies and campaigns on various platforms like (LinkedIn, Facebook, Twitter, YouTube, Instagram etc.).
- p) The organization should have a dedicated team headed by an Account Executive, a fully charted out operational plan for the campaign ensuring maximum reach out to the target group, support for design of marketing strategies besides, an updated current database for mailing and call contact.
- q) The Service Provider is expected to have direct relationships with various sources, over the course of its development, which may be harnessed for the marketing of various IIMR blended learning programmes.
- r) The organization should also provide the key metrics like number of hits, number of impressions, No. of posts, no. of inbound links, no. of shares, no. of comments, percentage conversion etc. on an on-going basis, for the validation of the campaign plan. The service provider shall provide weekly performance report reports to IIMR.
- s) During marketing IIMR D2D programmes, requests/enquiries are likely from its clients and potential clients for customized / regular programmes. All such queries/request would have to be diligently passed on in quick time to nominated Executive of IIMR
- t) On receipt of the work order, the bidder will start planning for finalising the Programme Description Sheet [PDS] in coordination with the concerned Programme Chair. The Programme Description Sheet [PDS] shall become part of contract document.
- u) Service Provider should be able to set-up a studio in the campus, in such scenario IIMR will provide only space and the service provider must install all needed



equipment's and transmitting facilities after discussion and mutual agreement. IIMR will not absorb any cost on such set-up.

- v) The Service Provider shall submit a separate Programme Description sheet [PDS] and agreed upon in writing prior to the Programme launch. PDS shall include all details of the programme covering Programme Name, duration, Brief contents, minimum number of participants, certification, student facilities, selection process, fee structures, timings, penalties for deficiencies in service etc.
- w) At the beginning of each programme Bidder has to comply the minimum number of participants for each programme as agreed in Programme
- x) Description Sheet [PDS], failure to which shall attract penalty as specify in PDS.
- y) In case of registrations of participants below the numbers (applicants who meet the criteria for selection as decided by IIMR) as indicated in the Programme Description Sheet, IIMR reserves the right to cancel, postpone the programme, or take any other suitable action.
- z) Live 2 Way highly Interactive Audio and Video along with Capability to share multiple Devices such as Laptop, Tab, Digital Whiteboard.
- aa) Near life like immersive experience of both faculty and participants, Teaching and learning experience should be as high as normal environment. Natural intuitive hands-free technology for faculty and participants.
- bb) Faculty should not be bound to Studio in the Institute. Service Provider should have the ability to let faculty teach classes from a classroom location nationally when he is travelling.
- cc) Dynamic multiple layout options to enable faculty and participants to experience Classroom modes such as Lecture Mode, Discussion Mode, Q & A Mode

2. Providing Marketing Support (Optional)

- a) The Interested service provider will undertake all necessary marketing activities to acquire the targeted participants for each programme unless participants for any specific programmes are sourced directly by IIMR.
- b) The service provider will provide marketing and promotional services in respect of the awarded programme(s).
- c) The cost of all marketing, promotional and coordination activities, including advertisements, shall be borne by the Service Provider. All such marketing, and promotional materials used by the Service Provider needs to be approved by designated and authorized person from IIMR
- d) The service provider has to submit the Marketing and Promotional plan for each programme well in advance for IIMR approval. Bidder has to do the marketing as per approved Marketing plan.
- e) The Service Provider would be using its technology platform to support IIMR in promoting Executive MBA (eMBA) and Executive MBA in Human Resource Management (eMBA-HRM) programmes through various websites either owned by



the service provider or on websites that have partnership with the service provider or through other social media platform

- f) The micro-site of the bidder can exclusively facilitate enrolment of participants to IIMR for the awarded online programme. Be linked to the main website of IIMR, i.e.” www.iimraipur.ac.in” will direct all the participants to apply through IIMR payment gateway for payment of programme fees.
- g) To carry out an appropriate marketing activity, it is expected that bidder should have expertise in conceptualizing, designing, and creating digital marketing strategies and campaigns on various platforms like (LinkedIn, Facebook, Twitter, YouTube, Instagram etc.).
- h) The organization should have a dedicated team headed by an Account Executive, a fully charted out operational plan for the campaign ensuring maximum reach out to the target group, support for design of marketing strategies besides, an updated current database for mailing and call contact.
- i) The Service Provider is expected to have direct relationships with various sources, over the course of its development, which may be harnessed for the marketing of various IIMR blended learning programmes.
- j) The organization should also provide the key metrics like number of hits, number of impressions, No. of posts, no. of inbound links, no. of shares, no. of comments, percentage conversion etc. on an on-going basis, for the validation of the campaign plan. The service provider shall provide weekly performance report reports to IIMR.
- k) During marketing IIMR Executive MBA (eMBA) and Executive MBA in Human Resource Management (eMBA-HRM) programmes, requests/enquiries are likely from its clients and potential clients for customized / regular programmes. All such queries/request would have to be diligently passed on in quick time to nominated Executive of IIMR
- l) The services would include submitting and executing marketing plans, reaching out and contacting relevant officials including L&D Heads and others top level officials responsible for training decisions.
- m) The activities expected to be performed cover the various stages of end-to-end marketing including but not limited to:
- n) **Electronic data mailing**
 - i. Based on the discussion with IIMR team member's, the bidder is expected to communicate through e-mailers.
- o) **Demand generation and follow- up**
 - i. The bidder is expected to facilitate the minimum number enrolment of various programmes.
- p) **Produce Creatives and Display advertisements for Social Media**
 - i. To provide end-to-end Go to market strategy for acquiring participants for EEP, IIMR Executive Education Programmes.
- q) **Digital and Social Media Marketing**



- i. The bidder, after taking approval of IIMR must formulate a result-oriented comprehensive social media promotion strategy on the social media websites.

- r) **Webinars Developing and Hosting Micro-Website for Lead Generation**
 - i. The bidder is responsible to conduct a webinar as and when the faculty chair/s of the programme request. The micro-website of the programme related information is for the lead generation.

- s) **Weekly MIS and Lead Dashboard**
 - i. The bidder must submit the weekly MIS report to EEP, IIMR and leads dashboard. Brochures sent to corporates can be verified anytime and list of same can be asked for the verification

- t) **Digital Media Campaign, Planning Preparing and releasing**
 - i. The bidder, after taking approval create a campaign for the programme. Planning and preparing the database as well as releasing the ads and execute the campaign.
 - ii. To provide end-to-end go to market strategy for acquiring participants for, IIMR's Executive MBA (eMBA) and Executive MBA in Human Resource Management (eMBA-HRM) programmes. To initiate first round of communications through emailers to the selected Target Group for every programme, followed by an outbound Lead / Demand Generation and qualification process which will generate a funnel of interested cases.
 - iii. The digital marketing campaign must flow from a promotional strategy for each programme and outline the high-level approach for the campaign. The strategy must cover the following:
 - 1. The target audience for the programme (given)
 - 2. Key benefits / takeaways from the programme (given)
 - 3. How the proposed campaign proposes to reach out to the given target – describe in terms of the target fields available with each medium.
 - 4. Why the suggested campaign is the best fit for reaching out to the target audience?
 - 5. The campaign creatives must emphasize the key benefits from the programme
 - iv. The vendor must be adept in using the following digital marketing channels for marketing
 - 1. LinkedIn – banner advertisements and sponsored updates
 - 2. Google AdWords
 - 3. Google display network
 - 4. Remarketing
 - 5. The vendor must use cookies to profile the visitors to our website and must apply “look-alikes” to extend reach.
 - 6. Online news magazines and newspapers
 - 7. Development of banner creatives
 - 8. Development of creatives for the LinkedIn brand pages of Executive Education
 - 9. Development of email creatives
 - 10. Email campaign through third-party data bases.
 - 11. Lead capture mechanism.



General Scope of Work:

1. The selected bidder needs to submit a quarterly report on the performance of the facilities provided by the selected bidder. IIMR on its own can also conduct an independent assessment of the facilities provided by the bidder.
2. Number of Online Programs offered by IIMR is generally not less than 03 per year, the award of such programmes to the empanelled bidder will be decided by IIMR
3. The service provider shall enable programme delivery to participants in a Synchronous, asynchronous or through Video-Conferencing mode, which must be categorically mentioned in the technical bid.
4. The relationship of the bidder with IIMR would be a Service Provider to IIMR, and shall not amount to a Franchisor-Franchisee relationship or a partnership.
5. The use of IIMR brand and logo name by the Service Provider shall be strictly as per norms / specifications and guidelines defined by IIMR.
6. The service provider at its own discretion although not mandatory can create a Micro-site with their own domain name.
7. IIMR will collect programme fees from the offered participants, and to make the payment to Service Provider for the agreed revenue share receipt of invoice from the bidder as per Payment Term.
8. All processes involved in the Executive MBA (eMBA) and Executive MBA in Human Resource Management (eMBA-HRM) programme such as selection of participants, enrolments, evaluation, teaching, assessment, certification etc. of the participants shall be carried out as per IIMR's policies and guidelines.
9. IIMR will decide about the course fee and develop and issue all the course material to the participants either through service provider or direct to the participants.
10. IIMR shall issue appropriate certificate as required to participants on closure of the awarded Executive MBA (eMBA) and Executive MBA in Human Resource Management (eMBA-HRM) programme of IIMR as per policy.
11. The term of empanelment shall be initially for a period of one year effective from the date of issuing empanelment letter and subsequently can be renewed for two years subject to satisfactory performance and review of the Service Provider and further be renewed for two year's subject to satisfactory performance and review as mutually decided.
12. On empanelling the bidder, for allotment of each programme an appropriate work order will be issued to the bidder for confirming the award of one Executive MBA (eMBA) and Executive MBA in Human Resource Management (eMBA-HRM) programme.
13. Any deviation from the scope & terms of original Tender are not permitted except if specifically agreed in writing.
14. The bidders should not assign this contract in full or any part thereof to any third party.



15. **Penalty clause:** In the event of non-performance of any of the duties / obligations or breach of any of the conditions arising out of the understanding, the bidder shall be liable for a penalty as mentioned hereunder:
- a) In case of failure of terminal (voice/video failure) at the participant end, a fine of INR 2500/- per instance will be levied. The Institute will base the claims on formal communication from the participants by email, with the Bidder having an opportunity to explain.
 - b) The bidder will make its best effort to maintain a high level of service, and shall take note of all advice / suggestions presented to them to improve the quality of the experience, and shall provide detailed explanation of why such suggestions are not implementable in case they decide to not implement certain suggestions.
 - c) If bidder does promotional and marketing activities of any programme without institute's approval, it will be considered unauthorized and INR 1,00,000/- will be levied per instance.



BID EVALUATION SYSTEM:

Stage-1: Those who qualify in Stage-1 system will be eligible for opening of Stage-2

Stage-2: Opening of the Stage-2 i.e financial bid

Recommended Rate:

Lowest percentage [%] share of revenue to bidder quoted among the technically qualified bidders will be declared as recommended percentage of share.

Empanelment of agencies:

The Recommended Percentage Share shall be offered to all qualifying bidders. The bidder accepting the recommended rate shall be empaneled as the service providers.

At the sole discretion of IIMR, the distribution of the work / programme shall also be based on relevant expertise of the bidder and subsequent performance of the bidder.

The decision of Director, IIMR will be final and binding to all for interpretation of any ambiguity.



Agency Details

(To be fill-up by the tenderer and uploaded in the Technical bid Stage-1)

I. Details of Tenderer		
Sr.	Particulars	Details
1.	Name of Tendering Agency	
2.	Name of the Proprietor/ Director/ Partner	
3.	Full Address of registered office with pin code	
4.	Mobile number of three top officials with name and designation	
5.	E-mail ID of the three top officials with name	
6.	Website of the agency, if any	
7.	Name and designation of authorized person with mobile number (authorization letter to be enclosed)	
II. Registration and Other Statutory document details:		
1.	Name of the agency (Individual/ Pvt. Ltd./ Ltd Company etc.) and Month & Year of the Establishment (attach self-attested copy)	
2.	Permanent Account Number	
3.	GST Registration Number	
4.	PF Registration No. (If applicable)	
5.	ESI Registration No. (if applicable)	



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-tender 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 ID/ 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 tenders published on the site and download the required tender documents/schedules for the tenders he/she is interested.
7. After downloading / getting the tender 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 tender 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 tender which he/she is interested in by using the search option & then moves it to the 'my tenders' folder.
11. From my tender folder, he selects the tender 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 tender 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 tender 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 tenders should be less than 2 MB. If any document is more than 2MB, 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 tender 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 Tender Fee/EMD as specified in the tender. The original should be posted/couriered/given in person to the Tender Inviting Authority, within the bid submission due date & time for the tender or as indicated in the tender. 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 Tender Fee/EMD as applicable and enter details of the instruments.
19. The details of the DD/ 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 tender 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 tender.
23. The bidders are requested to submit the bids through online e-tendering system to the Tender 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 tender 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 tender site, will be valid for all actions of requesting, bid submission, bid opening etc., in the e-tender system. The bidders should follow this time during bid submission.
26. All the data being entered by the bidders would be encrypted using PK! encryption techniques to ensure the secrecy of the data. The data entered will not be 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 tender documents become readable only after the tender 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 corner 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 tender document. Parallely for any further queries, the bidders are asked to contact over phone: 180030702232 or send a mail over to cppp-nic@nic.in.



Annexure-I
TENDER ACCEPTANCE LETTER

(To be given on Company Letter Head)

To,
Director
IIM Raipur

Date :

Sub: Acceptance of Terms and Conditions of Tender & Price bid undertaking.

Tender Reference No: _____

Dear Sir,

We have downloaded / obtained the tender document(s) for the above mentioned 'Tender/Work' from the web site(s) namely: <https://eprocure.gov.in/eprocure/app>

Name of Tender: _____
as per your advertisement, given in the above-mentioned website(s).

We hereby certify that:

1. We have read the entire terms and conditions of the tender documents (including all documents like annexure(s), schedule(s), etc.), which form part of the contract agreement and I / we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by IIMr too have also been taken into consideration in its totality / entirety, while submitting this acceptance letter.
3. We have not tampered/modified the downloaded price bid template from CPP portal in any manner.
4. We offer to work at the rates as indicated in the Price Bid, inclusive of all applicable taxes except GST component and GST if applicable will be paid extra as mentioned in separate column of Price bid format.
5. We do hereby declare that our Firm has not been blacklisted/debarred by any Govt. Department/Public sector undertaking and there has been no litigation with any Government department on account of these services.

We certify that all information furnished by the our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then IIMA shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit absolutely.

Yours Faithfully,
(Signature of the Bidder, with Official Seal)



Financial bid part

[Validate](#)
[Print](#)
[Help](#)

Item Rate BoQ

Tender Inviting Authority: <INDIAN INSTITUTE OF MANAGEMENT RAIPUR>

Name of Work: <Empanelment of Service Providers for Providing Technology & Marketing Service for IIMR e-Learning Programmes conducted through D2D Learning Mode & other related services at Indian Institute of Management Raipur.>

Contract No: <IIMR/Tender/2025-26/05>

Name of the Bidder/ Bidding Firm / Company :	
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PRICE SCHEDULE

(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 #	NUMBER #	TEXT #	NUMBER #	NUMBER	NUMBER #
Sl. No.	Item Description	Quantity	Units	Revenue % with IIMR	Revenue % with Service Provider	Total revenue share (Not more than 100%)
1	2	4	5	13	14	54
1	Providing of Technology Platform and Marketing: [D2D Mode] Revenue sharing Model : share shall be calculated on the basis of total course fees payable by each participants. Synchronous / asynchronous programme delivery through classroom mode offered through technology, marketing and infrastructure facilities (Optional charges like temporary accommodation, access to archives, campus boarding & lodging etc. are excluded, which will be charged to the participants on standard published rate basis)	1	Per programme			0.00