

**EXPRESSION OF INTEREST (EOI) IS INVITED FROM
PUBLIC RELATIONS (PR) AGENCY FOR IIM SAMBALPUR**

Last Date for submission of EOI: 13 March 2023



**INDIAN INSTITUTE OF MANAGEMENT SAMBALPUR
भारतीय प्रबंध संस्थान संबलपुर**

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INDIAN INSTITUTE OF MANAGEMENT SAMBALPUR, ODISHA

EXPRESSION OF INTEREST (EOI) IS INVITED FOR THE SELECTION OF PUBLIC RELATIONS (PR) AGENCY FOR IIM SAMBALPUR

Indian Institute of Management, Sambalpur, Odisha invites Expression of Interest (hereinafter 'EOI') from the qualified and reputed Public Relations (PR) Agency for the brand building & wider outreach of the Institute.

1. INTRODUCTION

IIM Sambalpur is an institute of National Importance under MHRD as per IIM Act 2018 passed by parliament. IIM Sambalpur was established in 2015 by MHRD, Govt. of India and is currently operating at Jyoti Vihar, Burla-768019, Sambalpur, Odisha and the permanent campus is expected to be operational within few months.

2. SCOPE OF WORK

The broad scope of work for providing PR Media services and other terms & conditions for Manpower deployment is mentioned below:

2.1 Digital Media:

- a) **Social Media Optimization-** To effectively manage, develop and use the Social Media and SMO Marketing (Unique) Campaign integrated with Social Media- Facebook, Twitter, LinkedIn, Instagram etc. of IIM Sambalpur to communicate with the social media audience, providing them with satisfactory resolutions.
- b) **Social media- Creatives & Graphic Design-** Provide creative services to make the social media properties visually appealing. Conceptualization and/or creation of graphic design which includes two pronged activities:

(i) Using already existing creatives/ images/photographs

- Creating photographic imagery using photographs sourced from client
- Creating branded photographs of up-to-date events and information

Note- Videos to be provided by client and/or to be produced at extra cost billable as third-party cost

(ii) Creating new creatives/images

- Creating online graphics or illustrations that fit the brand guidelines
- Photo/image manipulation using pre-existing photo archives

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- Infographics generated from data/information shared by client

Note: Creative graphics to be generated only for social media purposes

c) Online tracking & monitoring

- Regular manual tracking of the official properties to monitor any negative comments or complaints; also identified positive feedback
- Draft interim responses for queries and direct query to relevant on-ground teams for resolution

d) Account Management

- Day-to-day client liaison, strategy & planning
- Low-level issues & crisis management
- Account Services
 - Fortnightly Update Meeting: Core team
 - Monthly Strategy & Planning
 - Quarterly Planning & Review
 - Monthly Activity & Coverage Report

2.2 Print Media:

- a) Preparing and releasing regular press releases: Newspapers/Magazines to the media on the various activities and achievements of IIM Sambalpur.
- b) Active Industry Stories: Newspapers/Education Supplements
- c) Events/ Press Conferences/Launches of IIM Sambalpur should be covered in National News.
- d) Issue post event press release to relevant media.
- e) Follow up and report coverage
- f) Creating/identifying key messages for press release
- g) Drafting and finalizing press release with approval from the client.
- h) Identifying media and region of relevance that are most likely to carry the news
- i) Dissemination of the press release to relevant media.

2.3 Manpower Deployment to IIM Sambalpur:

- a) The agency who has obtained the work order/contract will have to provide one permanent resource person to IIM Sambalpur who should be capable to work in tandem with the dynamic requirement of the institution for a period of one year from the date of issuing the work order. He/she will be responsible for the support of all PR media activities.
- b) The resource person will be the sole liability of the agency and any issues regarding the same will be the sole responsibility of the agency only.
- c) Working hours and days will be as per the norms followed at IIM Sambalpur.
- d) The Agency shall provide the backup resource in case of non- availability of the resource person deployed at IIM Sambalpur.
- e) The agency will take care of all the financial compensation of the resource person deployed at IIM Sambalpur.
- f) Resource person will be provided with a Desk, Computer, Printer and accommodation by IIM Sambalpur.
- g) The resource person should have educational qualification as Post Graduate degree in Public relations or Journalism or Mass communication with minimum 2 years of relevant work experience. Proof of the same should be submitted by the agency at the time of deployment at IIM Sambalpur.

3. CONTACT INFORMATION

Applicants may submit their applications with all relevant enclosures in the prescribed format in sealed cover clearly marked "**Expression of Interest for the selection of Public Relations (PR) Agency for IIM Sambalpur**", so as to reach the Procurement Department, of IIM Sambalpur, on or before 13 March 2023 by 17:00 hrs.

Procurement Department

Indian Institute of Management Sambalpur Jyoti Vihar, Burla Sambalpur,

Odisha-768019, India

Cont. No- 7064410817/8342880016

Email Id- procurement@iimsambalpur.ac.in

It is hereby clarified that the Institute shall not entertain any delay on submission of EOI and any request for extension of time for submitting application will not be entertained.

4. ELIGIBILITY CRITERIA

- a) The Bidder should give Authorization letter/certificate for acceptance of all terms and conditions of tender documents. A duly completed certificate to this effect is to be submitted as per the Annexure-I.
- 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 valid registration certificate of the same should be enclosed as documentary proof.
- d) The agency must have registered /branch/ Local office at all over India (Delhi, Mumbai, Kolkata, Hyderabad, Bangalore, Bhubaneswar/ Raipur) Proof should be submitted.
- e) Agency Should attach list of work orders/documentary evidence where the similar type of work has been executed during the last Seven years as on 31st March 2022 as detailed below:
 - (i) Three similar work of 40% of the estimated cost i.e. Rs. 18,00,000/- OR
 - (ii) Two similar work of 60% of the estimated cost i.e. Rs. 27,00,000/- OR
 - (iii) One similar work of 80% of the estimated cost i.e. Rs. 36,00,000/-
- 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 proofs thereof.
- h) The average annual turnover should be at least of Rs. 5 Crore (Rupees Five Crore) during last three financial year ie., 2019-20, 2020-21, 2021-22 in PR services. In case The Agency provides non- PR services also, the fee from PR services only will be considered. Relevant certificate from Auditors will be required.

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- i) The Net Worth of the agency should be positive during each of the previous three financial years 2019-20, 2020-21, 2021-22. Copies of duly audited balance sheets and profit and loss statement, duly certified by Auditor and report should be enclosed.
- j) The agency should have worked with at least One national Institutions (IIM/IIT/ISER/NISER/NIT/NID/NIFT/IIFT) during last seven years with satisfactory performance.

5. 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 representation or has deliberately suppressed the information in the forms, statements and enclosures submitted for the prequalification.
- b) Any applicant who is barred or black listed 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 will not be eligible to participate either as applicant or as a proxy.
- d) Canvassing in any form will lead to summary rejection of 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.

6. DOCUMENT PROCESSING FEES

The EOI document must be submitted along with a processing fees of **Rs. 5,000/- (Rupees Five Thousand Only)** in the form of NEFT/RTGS/demand draft from any Nationalized/Scheduled Bank in favour of Indian Institute of Management Sambalpur. The bank account details are mentioned below:

BANK DETAILS:

Name: IIM Sambalpur
Bank Name: State Bank of India
Account Number: 36134431122
Bank Address: Sambalpur Burla Main Branch-768019
IFSC Code: SBIN0002034
Email: procurement@iimsambalpur.ac.in

7. HOW TO APPLY

The interested bidders may download the EoI document from the institute's website www.iimsambalpur.ac.in. EoI may be sent in a sealed envelope superscribed "Expression of Interest for the Selection of Public Relation (PR) Agency for IIM Sambalpur", so as to reach the Procurement Office, IIM Sambalpur, Jyoti Vihar, Burla-768019, Sambalpur, Odisha, on or before 13 March, 2023 by 17.00 hrs.

NOTE: This is only Expression of Interest (EOI) and there is no financial bid is required for the same at this stage.

8. RIGHT TO INSPECT

The Institute reserves the right to inspect/verify the credentials of similar works carried out/in progress by the Applicant.

9. VALIDITY OF EOI

The EOI document submitted by the applicant shall be valid for **120 days** from the date of submission.

10. EOI SELECTION PROCEDURE

All applicants who qualify at the EOI stage will be shortlisted and will be issued Request for Proposal (RFP) document containing the scope of work, terms and conditions, evaluation process and financial bid form etc. The contents of the RFP shall take precedence over the requirement stated elsewhere in the EOI.

The final selection will be based on 70:30 QCBS (Quality & Cost based Selection) weightage for technical & financial evaluation respectively.

11. MISCELLENEOUS

All documents and information provided by IIM Sambalpur in connection with this EOI shall continue to remain property of IIM Sambalpur. All information and documents submitted by the applicant/bidders as part of the EOI submission shall become a property of IIM Sambalpur.

IIM Sambalpur reserves the right to reject any/all application(s) without assigning any reason. The decision of IIM Sambalpur in this respect shall be final and binding on all applicants.

For the purpose of this EOI any legal discrepancy (if any) shall be under the jurisdiction of the court of Sambalpur.

ANNEXURE-1

COVERING LETTER FOR EXPRESSION OF INTEREST (EOI)

[On Lead Company's/Firm's letterhead]

Reference No. IIMSBP/2022-23/EOI/01

Date:21/02/2023

Procurement Department

Indian Institute of Management Sambalpur
Jyoti Vihar, Burla
Sambalpur
Odisha - 768019, India

Subject: Submission of Expression of Interest (EOI) for the selection of Public Relations (PR) Agency for IIM Sambalpur

Dear Sir,

We hereby submit our expression of interest for the selection of PR Agency services as explained in the Expression of Interest. In support we submit all the necessary information and relevant documents (one original and one copy) for our participation in the procedure for prequalification of agency.

We hereby confirm that all clauses of this EOI have been read and fully understood by us.

We understand that IIM Sambalpur reserves the right to reject the submission, without assigning any reason.

Yours faithfully,

Signature of Applicant:

Name of Signatory:

Designation:

Name & Address of Firm/Agency:

Registration Number:

GST Number:

Contract Number:

Email id:

ANNEXURE-2

AUTHORIZATION LETTER

[On Lead Company's/Firm's letterhead]

Procurement Department

Indian Institute of Management Sambalpur
Jyoti Vihar, Burla
Sambalpur
Odisha - 768019, India

Subject: Authority Letter

Dear Sir,

Mr./Ms. _____ (Name and designation of the signatory), whose signature is appended below, is authorized to sign and submit the bid documents on our behalf against said notice for EOI.

(In case of a consortium, following paragraph should be added)

This submission is made on behalf of the consortium/JV comprising and (applicant to state the name of each member) of which (applicant to insert name of lead member of consortium /joint venture) is the lead member.

We hereby submit our willingness to get shortlisted for our participation in the process for "Appointment of PR Media Agency" against the said EOI.

We understand that IIM Sambalpur reserves the right to reject the submission, without assigning any reason.

Specimen Signature:

The undersigned is authorised to issue such authorisation on behalf of us.

For M/s _____ (Name of the applicant)

Signature and company seal

Name

Designation

Email

Mobile No.

Note: Where ever applicable, a copy of Board Resolution/Power of Attorney may please be attached.

ANNEXURE-3

NON BLACKLISTED CERTIFICATE

To,

Procurement Department
Indian Institute of Management Sambalpur
Sambalpur University Campus
Jyoti Vihar, Sambalpur - 768019
Odisha

**Subject: Self-Declaration About Non Black-Listing for the Engagement of Public Relations (PR)
Agency for IIM Sambalpur**

Ref:- EOI No. IIMSBP/2022-23/EOI/01

dated 21/02/2023

Dear Sir/Madam,

In response to tender under reference, I hereby certify that the above firm neither blacklisted by any Central / State Government / Public Undertaking / Institute nor is any criminal case registered/pending against the firm or its owner/partners anywhere in India.

I also certify that the above information is true and correct in any every respect and in any case, at a later date it is found that any details provided above are incorrect, any contract given to the above firm may be summarily terminated and the firm blacklisted.

If this declaration is found to be incorrect then without prejudice the EOI proposal, even if accepted may be cancelled.

Date:

Authorized Signatory with seal:

Name:

Place:

Designation:

Contact No.

Email id:

ANNEXURE-4

BRIEF PROFILE OF THE ORGANIZATION/AGENCY

(This form to be furnished by the PR Agency /lead member of the consortium applying for the prequalification for this EOI)

1.	Name & Address of the agency with	
2.	Telephone No. and Email ID	
3.	Year of Establishment	
4.	Legal status of the applicant (attach copies of original document defining the legal status) a. A proprietary firm b. A firm in partnership c. A limited company or corporation/Joint venture/Consortia d. Others (Explain)	
5.	Names of Directors & other executives with designation	
6.	Designation of individuals authorized to act on behalf of the applicant.	
7.	Any other information considered necessary	

Date:

Authorized Signatory with seal:

Name:

Place:

Designation:

Contact No.

Email id:

ANNEXURE-5

**DETAILS OF SIMILAR TYPE OF WORK EXPERIENCE IN PR MEDIA SERVICES
DURING THE LAST SEVEN YEARS (ENDING 31ST MARCH 2022)**

SIMILAR NATURE OF ASSIGNMENTS- COMPLETED SERVICES		
Sl. No	Name of the Institutions/Corporates/Companies/Govt./PSUs	Work order date
1.		
2.		
3.		
4.		
5.		
6.		
7.		
8.		

*Copies of all work orders/work completion certificates need to be attached.

Date:

Authorized Signatory with seal:

Name:

Place:

Designation:

Contact No.

Email id:

ANNEXURE-6

AFFIDAVIT OF NOT BEING BLACK LISTED

TO BE SWORN ON A NON-JUDICIAL STAMP PAPER OF Rs 100/-

AFFADAVIT

*I/We _____ *Director/Proprietor/Partner/Owner of _____(mention name of your organization/agency and its complete address)

1. That _____(mention name of organization) is eligible to submit the aforesaid proposal against the EOI No. _____Dt. _____as neither the applicant has been barred and/or blacklisted by the Central Government and/or any State Government of India/others at any time prior to the date of submitting this affidavit.

2. That _____(mention name of your organization) or any of its constituents during the last three years has neither failed to perform on any agreement nor was expelled from any assignment or agreement nor any agreement terminated for any breach by the applicants or any of its constituents.

3. That an appendix attached to this affidavit gives list of all contracts of _____(mention name of organization) or any of its constituents with the state/central government/others that are in arbitration.

4. That _____(mention name of your organization) or any of its constituents has not suppressed the information in the forms, statements and enclosures submitted for the prequalification.

5. That _____(mention name of your organization) or any of its constituents has not suppressed the information in the forms, statements and enclosures submitted for the prequalification.

DEPONENT

VERIFICATION

*I/we the above named deponent do hereby verify that the contents of the aforesaid paragraphs 1 to 5 are true and correct to the best of *my/our knowledge and belief and nothing is concealed there from.

Verified at (place) this Day of 20.....(Strike off whichever is not applicable)

DEPONENT

Reference No.- IIMSBP/2022-23/EOI/01

Note : Deponent will be the authorized signatory of the Applicant

ANNEXURE-7

CERTIFICATE REGARDING FINANCIAL TURNOVER (GROSS) AND PROFITABILITY OF LAST THREE YREARS

Financial Analysis:

Details to be furnished duly supported by figures in balance sheet/profit and loss account for the last three years duly certified by the Chartered Accountant, as submitted by the applicant to the Income Tax Department (copies to be attached).

Particulars	Financial Year		
	2019-20	2020-21	2021-22
Gross Annual Turnover (In Crores)			
Profit/Loss			

Copies of Balance Sheet and P&L Statement need to be attached

Signature of Chartered Accountant with seal

ANNEXURE-8

INCOME TAX RETURN OF LAST THREE YEARS

Income tax returns of last three years i.e. FY – 2019-2020, 2020-2021 and 2021-2022 certified by a chartered accountant need to be attached.