



## INDIAN INSTITUTE OF MANAGEMENT SAMBALPUR

Sambalpur University Campus, Jyoti Vihar,  
Burla, Sambalpur, Odisha – 768019

**Tender No.: IIMSBP/2019-20/RP/18**

**30 Oct. 2019**

### **Notice Inviting Tender for the Engagement of Public Relations (PR) Agency for IIM Sambalpur**

Indian Institute of Management Sambalpur, having its office at Sambalpur University Campus, Jyoti Vihar, Burla, Pin-768019, invites **online bids** in two bid systems from highly reputed, well established experience, Professional and financially sound **Public Relations (PR) Agency** for providing PR Media Services to IIM Sambalpur at the address provided above.

Brief Details of Tender:

<b>Tender Description</b>	<b>EMD Value (Rs.)</b>	<b>Contract Period</b>
<b>Tender for the Engagement of Public Relations Agency for IIM Sambalpur</b>	Rs. 60,000/-	One Year

The tender document can be downloaded from institute website: <http://www.iimsambalpur.ac.in> and Central Public Procurement (CPP) portal <http://eprocure.gov.in/epublish/app> and bid is to be submitted online only through the CPPP to the last date and time of submission of the tender.

#### **Critical Dates of Tender:**

<b>Sl. No</b>	<b>Particulars</b>	<b>Date</b>	<b>Time</b>
1	Date and Time of online Publication/Download of Tender	30/10/2019	5.30 pm
2	Pre-Bid Meeting Date & Time	05/11/2019	12.00 pm
3	Bid Submission start date & time	31/10/2019	10.00 am
4	Bid Submission close date & time	19/11/2019	3.30 pm
5	Closing date & time for submission of original EMD	19/11/2019	4.00 pm
6	Opening of Technical Bid	20/11/2019	4.30 pm

#### **1. ABOUT IIM SAMBALPUR**

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, Sambalpur- 768019 and the permanent campus will be done in next 2-3 years.

## 2. EARNEST MONEY DEPOSIT (EMD) DETAILS

The Contractor shall deposit Bid Security (EMD) for an amount of **Rs. 60,000/- (Rupees Sixty Thousand Only)** in the form of Demand Draft/Banker's Cheque/ NEFT from Nationalized/ Scheduled bank in favour of **Indian Institute of Management Sambalpur, payable at Sambalpur** should be submitted as per **Annexure-I**. The EMD should be valid for at least 90 days. The details are mentioned below:

### BANK DETAILS:

**Name: IIM Sambalpur**

**Bank Name: State Bank of India**

**Account Number: 36134431122**

**Bank Address: Burla Sambalpur main Branch,768017**

**IFS Code: SBIN0002034**

Email: procurement@iimsambalpur.ac.in

### **EMD Exemption**

The Institute may accept bids without EMD from those bidders who are registered with the MSME / National Small Industries Corporation (NSIC). Certificate must be enclosed with technical bid for EMD Exemption.

## 3. ELIGIBILITY CRITERIA

a) The Bidder should give self-declaration 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-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) Agency Should attach list of work orders/documentary evidence where the similar type of work has been executed during previous Seven years from the date of publication of tender as detailed below:

i) Three similar work of 40% of the estimated cost i.e. Rs. 12,00,000/- **OR**

ii) Two similar work of 60% of the estimated cost i.e. Rs. 18,00,000/-**OR**

iii) One similar work of 80% of the estimated cost i.e. Rs. 24,00,000/-

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) 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)

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

g) The average annual turnover should be at least of **5 Crore (Rupees Five Crore)** during last three financial year April 2015 - March 2018 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.

h) The Net Worth of the agency should be positive during each of the previous three financial years (April 2015 - March 2018). Copies of duly audited balance sheets and profit and loss Accounts, duly certified by Auditor along with the Auditors Report should be enclosed.

i) 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.

#### **4. INSTRUCTION TO BIDDER**

a) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, organization name, location, date, value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as organization name, form of contract, location, date, other keywords etc. to search for a tender publishing on the CPP Portal.

b) Bidder should take into account any corrigendum published on the tender document before submitting their bids.

c) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents – including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.

d) The tenders will be received online through portal <http://eprocure.gov.in/eprocure/app>. In the Technical Bids, the bidders are required to upload all the documents in .pdf format. All quotation (both Technical and Financial should be submitted in the Eprocurement portal).

e) Possession of a Valid Class II/III Digital Signature Certificate (DSC) in the form of smart card/e-token in the company's name is a prerequisite for registration and participating in the bid submission activities through <http://eprocure.gov.in/eprocure/app>. Digital Signature Certificates can be obtained from the authorized certifying agencies, details of which are available in the web site <https://eprocure.gov.in/eprocure/app> under the link “Information about DSC”.

i) The Pre-Bid queries (if any) to be sent through email to [procurement@iimsambalpur.ac.in](mailto:procurement@iimsambalpur.ac.in) latest by **14<sup>th</sup> Oct. 2019** up to 12.00 pm.

## **5. INSTRUCTION FOR PREPARATION AND SUBMISSION OF BIDS**

a) **Technical & Financial Bids should be submitted in PDF/Xls. format.**

b) In case of Financial bids, a standard BOQ format has been provided in PDF/Xls format. Bidders are required to download the BoQ file and fill their financial offer on the same BOQ format. After filling the same, submit it online in PDF/Xls. format, without changing the financial template format. If the BoQ format file is found to be modified by the bidder, the bid will be rejected.

c) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document/schedule and generally, they can be in PDF formats. Bid documents may be scanned with 100 dpi with black and white option.

d) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.

e) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.

f) Kindly add scanned PDF of all relevant documents in a single PDF file like, compliance sheet, OEM/Principle Certificate etc.

g) Bidder should log into the site well in advance for bid submission so that he/she upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

h) Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

i) The technical and financial bids should be submitted online through portal <http://eprocure.gov.in/eprocure/app> in original. The financial bid should include the cost of main equipment/item and its accessories. If there is any separate cost for installation etc. that should be quoted separately.

j) Each bidder should be marked with the following reference on the top bids submitted online: **“IIMSBP/2019-20/RP/18, dated 5 Oct 2019”**.

k) The rates should be quoted in figures (typed or printed) and cutting should be avoided. The final amount should be in figures as well as in words. If there are cuttings, they should be duly initialled, failing which the bids are liable to be rejected.

## **6.MODE OF SUBMISSION OF TENDER**

**The Agency/Contractor has to submit online bids through e-procurement portal <http://eprocure.gov.in/eprocure/app>.viz. Technical bid (Cover 1) & Financial bid (Cover 2).**

a) **Technical Bid (COVER-1)**

Bidders should comply with the specification of the tendered item in all respect, No deviations are acceptable. The detailed format is attached at **Annexure-V**. The bidder is to complete the same along with supporting documents and submit accordingly.

### **b) Financial Bid (COVER-2)**

Financial bid given with tender is to be uploaded after filling all relevant information. The price should be uploaded strictly as **Annexure-VI** available with the tender failing which the offer is liable for rejection. Kindly quote your offer on for IIM Sambalpur (inclusive of all taxes and charges).

### **c) Bid Evaluation**

IIM Sambalpur evaluates the Commercial Bid of said Bidders who qualify the eligibility criteria and comply to technical qualification. The eligible bidder who will quote the lowest will be awarded the contract. In case of Tie up then who has the highest average turnover in last 3 financial years (2015-16, 2016-17, 2017-18) will be awarded the contract.

### **Bid Validity Period**

The bid will remain valid for 3 months from the date of opening of financial bid as prescribed by IIM Sambalpur. A bid valid for a shorter period shall be rejected, being non-responsive.

## **7. PAYMENT TERMS**

- a) No advance payment shall be paid under any circumstances.
- b) The Social Media and PR Agency shall submit invoice within 30 (thirty) days of completion of each month along with required documents / proof of completion of required deliverables and assignment for the invoiced amounts. The annual amount will be proportionate to monthly charges.
- c) The invoices and the supporting documents submitted by the PR Agency shall have to be certified by IIM Sambalpur designated official for these to be processed for the payment.
- d) Only after satisfactory performance report submitted by IIM Sambalpur the payment will be released.

## **8. CONTRACT PERIOD**

That, the Public relation services provided by the agency to the IIM Sambalpur shall be initially for a period of 1 year commencing from the award of contract and may be extended further by another 1-2 year subject to satisfactory performance and compliance of all terms and conditions of agreement which will be signed by both the parties within 7 days of issue of letter of award. The cost stamp paper etc. will be borne by the Agency. Subsequent extension on satisfactory performance will be at the sole discretion of IIM Sambalpur.

## **9. SCOPE OF WORK OF PR AGENCY**

These are the following broad Scope of Work, however it may also include any other Media related work of IIM Sambalpur.

## **i) Digital Media**

- Social Media Optimization
  - a) To effectively manage, develop and use the Social Media and SMO Marketing (Unique) Campaign integrated with Social Media- YouTube, Facebook, Twitter, LinkedIn, Blogs, Opinion Polls, Instagram, Pinterest etc. of IIM Sambalpur to communicate with the social media audience, providing them with satisfactory resolutions.
  - b) Creative Website content generation for Campaign
- Google Business Page
- Infographics/Graphics Support
- Blogs for the web and assist in web based PR strategies
- Research, Google Analytics & Social Media Support
- Dissemination of IIM Sambalpur related information, including press communication, in digital space.
- 24x7 handling and managing for social media accounts of IIM sambalpur on various platforms and maintaining a major presence in the social media.

## **ii) Print Media**

- Preparing and releasing regular press releases: Newspapers/Magazines to the media on the various activities and achievements of IIM Sambalpur.
- Active Industry Stories: Newspapers/Education Supplements
- Proactive Stories -Industry Specific/ Generic Story
- Company & Leadership profiling
- Events/ Press Conferences/Launches of IIM Sambalpur should be covered in National News.
- Arranging Interviews & meeting with top officials /Journalist /Leading Publications/ Press Conferences from time to time.
- Feature in Television & Radio
- Keynote Speakers opportunities for Director/Deans in conferences/round tables etc.

## **10. TERMS & CONDITIONS**

a) IIM Sambalpur reserves the right to accept/reject any or all the BIDs received without assigning any reason whatsoever. The BIDs, in which any of the particulars and prescribed information is missing or is incomplete in any respect and/or the prescribed conditions are not fulfilled, shall be considered non-responsive and are liable to be rejected. BIDs, not meeting the BID evaluation criteria as stipulated in the document shall be summarily rejected.

b) IIM Sambalpur reserves the rights to award the contract/work in full or in parts to any Agency and also terminate the contract/work at any stage if the performance of the Agency is found to be Not Satisfactory.

c) IIM Sambalpur is not bound to accept the lowest quotation and/or assign any reasons for rejecting any or all the bids. The lowest quoted bids may not fetch of contract if the Committee is not convinced with the details and proofs submitted by the Vendors.

d) The Institute shall have the right to adjust, readjust or deduct any of the amounts as aforesaid

from the payment to be made to the Agency under this Contract.

## **11. TERMINATION OF THE CONTRACT**

The contract may be terminated in any of the following contingencies:

- a) On the expiry of the contract period, without any notice.
  - On giving one month's notice at any time during the currency of services, in case the services rendered by the Agency are not found satisfactory and in conformity with the general norms and the standard prescribed for the service.
  - On assigning of the contract or any part thereof or any benefit or interest therein on there under by the Agency to any third person for sub-letting the whole or a part the contract to any third person, without any notice.
  - On Agency being declared insolvent by the competent Court of Law without any notice.
- b) In case the Contractor is not interested to continue the contract subject to the condition that the Contractor shall give minimum three months' notice. If the Contractor does give the requisite notice as mentioned before, then his security deposit shall be forfeited and bank Guarantee shall be encashed in proportion to the period falling short of the specified notice period.
- c) Provided that during the notice period for termination of the contract, in the situation contemplated above, the contractor shall keep on discharging his duties before till the expiry of notice period.

## **12. TERMINATION OF INSOLVANCY**

- a) The IIM Sambalpur may at any time terminate the Contract by giving a written notice to the awarding firm, without compensation to the firm, if the firm becomes bankrupt or otherwise insolvent as declared by the competent Court, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to the department.
- b) The courts of Sambalpur alone will have the jurisdiction to try any matter, dispute or reference between the parties arising out of this purchase. It is specifically agreed that no court outside and other than Sambalpur Court shall have jurisdiction in the matter.

## **13. FORCE MEJEURE**

- a) Should any force majeure circumstances arise, each of the contracting parties be excused for the non-fulfilment or for the delayed fulfilment of any of its contractual obligations, if the affected party within 15 days of its occurrence informs in a written form the other party.
- b) Force Majeure shall mean fire, flood, natural disaster or other acts such as war, turmoil, sabotage, explosions, epidemics, quarantine restriction, strikes, and lockouts i.e. beyond the control of either party.

#### **14. ARBITRATION**

In the event of any dispute or difference arising under this tender, the Director, IIM Sambalpur or his nominee is the arbitrator and the decision of the arbitration will be binding on both parties.

IIM Sambalpur reserves the right to accept or reject any or all the tenders in part or in full or may cancel the tender, without assigning any reason thereof.

- a) The venue of the arbitration shall be the place from where the order is issued.
- b) The place of arbitration and the language to be used in arbitral proceedings shall be decided by the arbitrator.
- c) All disputes shall be subject to Raipur Jurisdiction only.
- d) IIM Sambalpur shall not be responsible for any postal delay, non-receipt or non-delivery of the EMD & Tender Fee.
- e) **IIM Sambalpur may issue amendment/corrigendum to tender documents before due date of submission of bid. Any amendment/corrigendum to the tender document if any, issued by IIM Sambalpur will be posted on CPP Portal and IIM Sambalpur website. For the bidders, submitting bids on downloaded tender document, it is 'bidders' responsibility to check for any amendment/corrigendum on the website of IIM Sambalpur or check for the same CPP Portal before submitting their duly completed bids.**



## **Annexure-I**

To

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

**Sub: - EMD Details**

Ref: - Tender No. IIMSBP / 2019-20/ RP/18 dated 30-10-2019

(Notice Inviting Tender for Engagement of Public Relations (PR) Agency for IIM Sambalpur)

Dear Sir,

The following demand draft/banker's cheque/ bank guarantee in favour of IIM Sambalpur are enclosed herewith towards EMD.

<b>Detail of DD/NEFT</b>	<b>Amount</b>	<b>DD/NEFT/ RTGS No.</b>	<b>DD/NEFT/ RTGS Date</b>	<b>Bank Name</b>
EMD	Rs.60,000/-			

**Thanking you**

**Yours faithfully,**

**(Authorized Signatory with Seal)**

## Annexure-II

To

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

**Sub: - Self Declaration Certificate**

Ref: - Tender No. IIMSBP/2019-20/ RP/18 dated 30-10-2019

(Notice Inviting Tender for Engagement of Public Relations (PR) Agency for IIM Sambalpur).

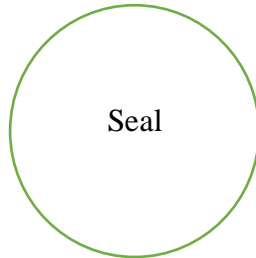
Dear Sir,

With reference to the above, I am/ We are offering our competitive bids for Notice Inviting Tender for Engagement of Public Relations Agency for IIM Sambalpur, I / We hereby reconfirm and declare that I / We have carefully read, understood and complying the above referred tender document including instructions, terms and conditions, specifications, schedule of quantities and all the contents stated therein.

I / We also confirm that the rates quoted by me/us are inclusive of all taxes, duties etc., applicable as on date and are for IIM Sambalpur Campus, Jyoti Vihar, Burla, Sambalpur.

**Date:**

**Place:**



**Authorized Signatory:**

**Name:**

**Designation:**

**Contact No:**

**Email Id:**

## **Annexure-III**

### **CERTIFICATE**

**(To be provided on letterhead of the firm)**

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.

**Date:**

**Authorized Signatory:**



**Name:**

**Designation:**

**Place:**

**Contact No:**

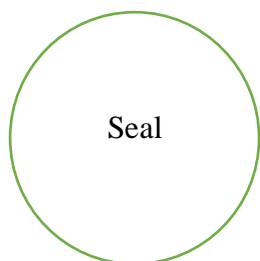
## Annexure-IV

### Annual Turnover Details:

<i>Evaluation Criteria</i>			<i>Remarks</i>
Bidder's Annual Turnover for last three financial years	<b>Financial Years</b>	<b>Turnover in Rs.</b>	
	2017-2018		Supporting Documents are to be attached along with the Annexure-IV
	2016-2017		
	2015-2016		

**Date:**

**Authorized Signatory:**



**Name:**

**Designation:**

**Place:**

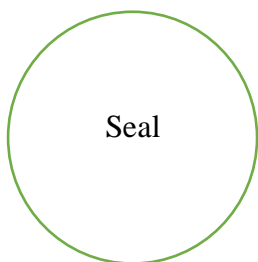
**Contact No:**

**Annexure-V**  
**Bidders Profile**

Sl. No	Description	Information
1	Name and address of PR Agency	
2	Date of Incorporation of Agency (Attach ROC Registration certificate, Partnership Deed or any other relevant legal document)	
3	Details of Earnest Money Deposit	DD/NEFT No. _____ Date - _____
4	Name of the Director/ Partner	
5	Full Address of Registered Office: Contact No: FAX No: E-Mail Address:	
6	Full Address of Operating Branch/Office in Odisha: Contact No: FAX No: E-Mail Address:	
7	<b><u>Bank Details</u></b> Account Holder Name- Bank Name- Account No- IFSC Code- Branch Address-	
8	GST No. (Attached attested copy)	
9	PAN No. (Attached attested copy)	

**Date:**

**Place:**



**Authorized Signatory:**

**Name:**

**Designation:**

**Contact No:**

## Annexure-VI

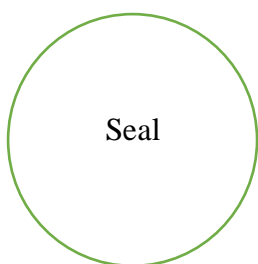
### Technical Bid

Sl. No	Technical Criteria	Documentary Evidences certified to be attached with the Technical Bid
1	The Bidder should give self-declaration certificate for acceptance of all terms and conditions of tender documents. A duly completed certificate to this effect is to be submitted as per the <b>Annexure-II</b> .	Self Declaration
2	The Agency should be neither blacklisted by any government department nor there should be any criminal case registered/pending against the firm or its owner/partners anywhere in India. A duly completed certificate to this effect is to be submitted as per <b>Annexure-III</b> .	Self Declaration
3	The agency must have registered /branch/ Local office at all over India (Delhi, Mumbai, Kolkata, Hyderabad, Bangalore, Bhubaneswar/ Raipur) Proof should be submitted.	Address Proof/ Firm Registration Certificate
4	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
5	Agency Should attach list of work orders/documentary evidence where the similar type of work has been executed during previous Seven years from the date of publication of tender as detailed below: i) Three similar work of 40% of the estimated cost i.e. Rs. 12,00,000/- <b>OR</b> ii) Two similar work of 60% of the estimated cost i.e. Rs. 18,00,000/- <b>OR</b> iii) One similar work of 80% of the estimated cost i.e. Rs. 24,00,000/-	Copy of work Orders/agreements/award letter issued from the client
6	The average annual turnover should be at least of <b>5 Crore (Rupees Five Crore)</b> during last three financial year April 2015 - March 2018 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.	Audited Balance sheet of last three financial years with CA certified.

7	The Net Worth of the agency should be positive during each of the previous three financial years (April 2015 - March 2018). Copies of duly audited balance sheets and profit and loss Accounts, duly certified by Auditor along with the Auditors Report should be enclosed.	Profit & Loss Statement report of last three financial years with CA Certified.
8	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.	Copy of Work Completion report

**Date:**

**Authorized Signatory:**



**Name:**

**Designation:**

**Place:**

**Contact No:**

## Annexure-VII

### Financial Bid

Sl. No	Description	Yearly Lumpsum Charges (in Rs.)
A	<b>Fees/ Charges</b>	
	Social media and PR agency Fees including Service Charges (Lump sum Cost) quoted per month-fixed non-escalatable during the entire One Year of PR contract.  [NOTE]: All the expenses relating to the PR agency personnel, such as towards salaries, local travel, domestic travel and hotel accommodation of Support Personnel, expenses related to meetings, documentation, presentations, as and when required by IIM Sambalpur, all the Deliverables indicated in the RFP shall be borne by the PR Agency and shall therefore be included in this quote as total lump sum cost, which shall be taken for evaluation.	
B	APPLICABLE GST (State the % Rate applicable with HSN code-Tax invoices to be issued by the selected bidder)	
C	TOTAL COST OF THE Social Media and PR Assignments (including taxes) for 24 months (A + B)  In Indian Rupees ..... (In Words) .....(In Figure)	

Note:

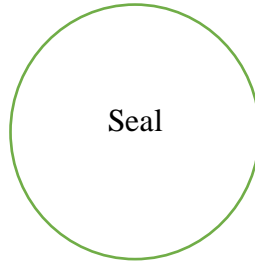
1. The financial evaluation shall be based on the above Financial Proposal, including Other Costs.
2. No escalation on any account will be payable on the above amounts.
3. Financial Proposal is to be indicated in Indian Rupees. All payments shall be subject to applicable Indian laws TDS.
4. The selection of Selected Bidder would be based on the Bidders quoting the lowest total amount to be paid by IIM Sambalpur towards the services rendered.
5. The rates offered should be fixed for the entire Term of the Contract and net to IIM Sambalpur. No other charges would be borne by IIM Sambalpur. Submission of incorrect or incomplete information or with arithmetical errors in compilation of the data would be at the Bidder's sole risk, and the decision of IIM Sambalpur in such cases would be final and binding.



Certified that:

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

**Name of the Bidder**



**Bidder's Seal & Signature**