

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

Tender No.: IIMM/2024/1/PR

Date- 15/03/2024

1. IIM Mumbai invites tender from reputed and experienced agencies under QCBS system, Presentation of the technically qualified bidders (Part-I) & Financial Bid (Part-II) for the engagement of PR Media Agency for IIM Mumbai. The schedule and other details of Tender are as under :-

Ser	Description	Details
(a)	Tender Description	Engagement of Public Relations (PR) Agency for IIM Mumbai
(b)	Period of Contract	Initially for One year which may be extended up to 1-2 years on same rate and terms & conditions
(c)	EMD Value	₹1,50,000.00 (Rupees One Lakh Fifty Thousand Only)
(d)	Tender Publish date and time	15 Mar 2024 & 1100 AM
(e)	Tender download date and time	15 Mar 2024 & 1100 AM
(f)	Pre Bid Query & Time	27 Mar 2024 & 1100 AM
(g)	Bid Submission Close Date and Time	07 Apr 2024 & 1800 Hrs
(h)	Opening of Technical Bid	08 Apr 2024 & 1100 AM
(i)	Date of presentation	Presentation date will be communicated later
(j)	Opening of Financial Bid	Will be communicated later

2. This tender document containing eligibility criteria, scope of work, terms and conditions, evaluation process under QCBS system, specification and other documents can be downloaded from the institute website: <http://www.iimmumbai.ac.in> and from Central Public Procurement (CPP) Portal <http://eprocure.gov.in/> and bid is to be submitted in the manner specified below to the below mentioned address :-

2.1 Tender Submission

(a) Tender shall be submitted in three parts:

Sealed Envelope 1 - Technical Bid.

Sealed Envelope 2 - EMD

Sealed Envelope 3 - Price Bid in the format given in RFP (**Annexure II**).

(b) All pages of RFP documents shall be stamped and signed by the applicant (except Price Bid) Documentary proof in support of Pre-Qualification (PQ) Criteria.

(c) All the envelopes are to be marked as such and placed in a third envelope clearly superscribed with RFP No. and name, name of the bidder.

(d) The complete RFP as detailed above must reach IIM Mumbai before the last date as per timeline at following address:-

CPSC Office,

IIM Mumbai

Vihar lake road, Powai, Mumbai -400087

3. The tenderer shall sign and stamp each page of this tender document as taken of having read, understood and comply with tender, the terms and conditions contained herein. Incomplete bid/documents shall be rejected without giving any reason.

4. **About IIM Mumbai.** IIM Mumbai erstwhile NITIE was established by the Government of India in 1963 with the assistance of the United Nations Development Programme (UNDP) and the International Labor Organization (ILO).

IIM Mumbai has been consistently ranked among the top B-schools in India. IIM Mumbai is ranked 9th in the National Institutional Ranking Framework (NIRF) rankings for 2022 among Management Institutes across India. IIM Mumbai is committed to creating skilled professionals in diverse functional areas like Operations Management, Analytics, Finance, Marketing, Project Management, HR, Information Technology, and Sustainability Management.

5. Located in the Financial Capital of the country, IIM Mumbai has close interactions with the leading corporate houses, giving it the added advantage of integrating classroom knowledge with relevant practical inputs from industry professionals. IIM Mumbai's picturesque campus is surrounded on three sides by lakes. The lush greenery at the campus has earned it the moniker "God's Own Campus".

6. With more than 60 Academicians and around 1200 students across various programs, IIM Mumbai is a leader in management education in the country. With the rigorous curriculum and contemporary industry-oriented program structure, the students of IIM Mumbai are primed to contribute to nation-building and becoming business leaders.

7. **Earnest Money Deposit.** The contractor/ Agency shall deposit Bid Security (EMD) for an amount of Rs. 1,50,000/- (Rupees One Lakh Fifty Thousand Only) in the form of Demand Draft/ Banker's Cheque/ NEFT from any Nationalized/ Scheduled Bank in favour of Indian Institute of Management Mumbai should be submitted as per **Annexure-I**. The EMD should be valid for a period of 45 days.

(a) Micro and Small Enterprises (MSEs) firms as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or the firms registered with the Central Purchase Organization or the concerned Ministry or Department or Start-ups as recognized by Department of Industrial Policy & Promotion (DIPP) are exempted from EMD. However, they have to enclose valid self-attested registration certificate (s) along with the bid documents.

(b) The Bid security (EMD) without interest shall be returned to the unsuccessful bidder after finalization of contract and successful bidder EMD may be adjusted as Security deposit.

(c) The EMD shall be forfeited if successful bidder fails to undertake the work.

(d) No interest will be paid on the EMD (if any)/ Performance Security deposited / remitted.

8. **Scope of Work for PR Media Services.** The broad scope of work for providing PR Media services and other terms & conditions for Manpower deployment is mentioned below:

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

8.1 Digital Media

(a) Social Media Optimization

(b) 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 MUMBAI to communicate with the social media audience, providing them with satisfactory resolutions.

(c) 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 MUMBAI related information, including press communication, in digital space.

- 24x7 handling and managing for social media accounts of IIM MUMBAI on various platforms and maintaining a major presence in the social media.

8.2 **Print Media**

- Preparing and releasing regular press releases: Newspapers/Magazines to the media on the various activities and achievements of IIM MUMBAI.
- Active Industry Stories: Newspapers/Education Supplements
- Proactive Stories -Industry Specific/ Generic Story
- Company & Leadership profiling
- Events/ Press Conferences/Launches of IIM MUMBAI 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.
- Conceptualizing and executing. (Cost to be approved and paid separately in addition to retainership fee).

8.3 **Events**

- The Agency shall conceptualize and execute events as per the need of IIM (Mumbai) from time to time. The cost of event shall be separately approved and paid in addition to the retainers fee for the execution of the project.
- The media and digital communication for in house events like (Annual Convocation) shall be part of the retainer fee.
- Any collational development and publicity material shall be billed separately.

8.4 **Rebranding and Transition Communication**

The chosen agency will lead the rebranding efforts, creating a comprehensive strategy to smoothly communicate our transition from NITIE to IIM Mumbai. This includes conceptualization, design, and execution of branding materials.

8.5 **Outdoor Branding:**

Pricing for outdoor branding initiatives will be determined based on the scope of work. agency will work with us to finalize outdoor branding design and display. Cost for branding will be given separately based on need and work.

8.6 **Film Making:**

The agency will produce documentaries or films based on research, innovation, institute legacy, and events. Costs will be determined as per project requirements or as per DAVP existing rates.

9. **Bid Validity Period.** The bid will remain valid for 3 months from the date of opening of as prescribed by IIM Mumbai. A bidvalid for a shorter period shall be rejected, being non-responsive.

10. **Bid Evaluation Process.** It may be noted that the tenderer will be selected on the basis of ranking and evaluation of Technical and Financial bids by a committee and the committee's decision would be final. The procedure for selection of the party /agency shall be based on Quality & Cost base selection (QCBS) system for evaluation by the committee. Please refer Evaluation Sheet Format to understand the process of evaluation of Technical bid and Financial Bid. For successful bidder, process of selection would be as under:

(a) **Eligibility Criteria**

- (i) 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-III**.
- (ii) The Agency must have been functioning in India for the past 10 Years and should have operated as a PR Agency / Digital Agency / Advertising Agency / Film Making during this duration. Certificate of Incorporation should be attached.
- (iii) The Agency should have a minimum team strength of 20 employees. Certificate from HR Department to be attached.
- (iv) As per Maharashtra Govt rules bidder should quote the amount above not more than 10 percent and not less than 20 percent to insure quality work L 1 in technical will be given first chance to net lowest bid.
- (v) 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-IV**.
- (vi) The agency must have registered /branch/ Local office at Mumbai. Proof should be submitted.
- (vii) 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)
- (viii) The agency must comply with the statutory requirement, such as registration with PAN and GST etc. and submit proofs thereof.
- (ix) The average annual turnover should be at least of 5 Crore (Rupees Five Crore) during last three financial year.
- (x) The Net Worth of the agency should be positive during each of the previous three financial years. Copies of duly audited balance sheets and profit and loss Accounts, duly certified by Auditor along with the Auditors Report should be enclosed.
- (xi) The Agency should have worked in Education sector.
- (xii) The agency should have worked with at least Two Govt. Organizations.

(b) **Technical Bid Evaluation:** The duly constituted Tender Evaluation Committee shall evaluate the Technical proposals based on the documents/information submitted by the bidder(s), marks will be provided for the technical capabilities of each bidder as per the weightages given below;

<u>Ser</u>	<u>Required Documents</u>	<u>Max Marks</u>	<u>Docs Required</u>
(a)	<u>Work Experience with Central Government/State Government</u> The agency is required to have prior experience working with the Central Government Organizations as their official PR agency. The minimum value of each contract should be more than 10 lakhs.	20	Work Order/Work Completion Certificate

	(2.5 Marks for each project)		
(b)	Annual Turnover of last three Financial years i.e., 2019-20, 2020-21, 2021-22. (i) ₹ 8 Cr. and above - 20 Marks (ii) Between ₹ 5 Cr. - ₹ 8 Cr. - 15 Marks (iii) Between ₹ 3 Cr. - ₹ 5 Cr. - 10 Marks	20	Audited Balance sheet of last three FY
(c)	Total no. of Similar type of PR Media services experience working with IITs/ IIMs/ Educational Inst. Or Ministry of Education/ Dept of Higher Education etc. in last 10 years (period of each contract shall not be less than 3 months) (i) 9 and above work orders - 20 Marks (ii) > 5 to 9 work orders - 15 Marks (iii) 3 to 5 work orders - 5 Marks	20	Work Order/Work Completion Certificate
(d)	The agency should be empanelled with NFDC/ BECIL as PR/ Social Media Agency	10	Empanelment Certificate
(e)	Presentation Presentation Venue and date will be communicated after bid submission. The presentation will be approximately for 30 min. and will consists of following parts: (i) Branding Strategy of IIM Mumbai - 10 Marks (ii) Strategy for enhancing the presence of IIM Mumbai in Mass Media - 10 Marks (iii) Understanding of IIM Mumbai PR Media requirement and crisis management - 10 Marks	30	
TOTAL		100	

(c) The evaluated bid will be given a Technical Score (TS). The minimum technical score required to qualify the technical evaluation including presentation is 60 marks out of 100. A bid will be considered unsuitable and will be rejected at this stage if it fails to achieve the minimum technical score i.e. 60 marks. IIM Mumbai will notify bidders who fails to score the minimum technical score about the same and the Financial bid of such bidders will not be opened.

(d) The technically qualified bidders are required to make the presentation for not more than 25 min. Presentation Venue and date will be communicated after the bid submission.

(e) **Financial Bid Evaluation.** The financial bids will be considered only of those bidders who secure minimum 60 marks and above in the technical evaluation out of 100. The price indicated in the financial

(f) Bid shall be deemed as final. The price quoted by the bidder shall be inclusive of all taxes. The final selection will be based on the scores secured by it in the Technical bid and the price quoted by it in the financial bid:

(g) The following formula will be used to evaluate the overall score of the qualified bidders.

- (i) 70% weightage will be considered for Technical Score (TS) obtained in the Technical bid evaluation.
- (ii) 30% weightage will be considered for total weightage score obtained in the weightage calculation of financial bid.

$$\text{Overall Score} = \frac{\text{Score of Technical Bid} \times 70}{\text{Highest Score of Best Technical Bid}} + \frac{\text{Lowest score of Financial Bid} \times 30}{\text{Price of Financial Bid}}$$

(iii) Selection of tender will be based on overall score calculated from the formula. An Example of the same is presented below :-

Bidder	Score of Technical Bid	Price of Financial Bid	Overall Score	Overall Rank
Company A	90	250	97.60	First (H1)
Company B	80	240	90.97	Third (H3)
Company C	80	230	92.22	Second (H2)

Note: The top scorer H1 would be successful bidder i.e. eligible for award of work.

11. **Contract Period**

- a. The work order shall be initially for a period of 1 year commencing from the issuing of work order and may be extended further by another 1-2 year subject to satisfactory performance with the same terms and conditions and without any financial implication. The subsequent extension on satisfactory performance will be at the sole discretion of IIM Mumbai.
- b. Based on the work order issued to the successful bidder, a contract agreement should be signed on a legalstamp paper between the vendor and the client within 30 days of the issuing of the work order

12. **Paymnet Terms**

- a) No advance payment shall be paid under any circumstances.
- b) The PR Agency will need to submit Quarterly Work Completion Report to the Institute; on the basis of which the Payment for the same will be released quarterly through NEFT/RTGS (online transfer).
- c) The PR Agency shall submit the invoice within 15 days of after completion of each quarter along with required documents/proof of completion of assigned deliverables and assignment of each quarter. The annual amount will be proportionate to quarterly charges. However, for delayed payment, the Contractor will not charge any penalty or interest to IIM Mumbai.
- d) The invoices and the supporting documents submitted by the PR agency will be certified by the IIM Mumbai designated official for the processed quarterly payment.
- e) Bill to be made in the name of Indian Institute of Management Mumbai and agency GST No, Pan No and account details should be clearly mentioned on the bill.
- f) The GST shall be paid extra as applicable.
- g) TDS/ Income Tax etc. are to be deducted at source from the bills of Contractor as per rule.

13. **Performance Security**

- a) The successful bidder will have to deposit the performance security in the form of Bank Guarantee/ FDR/Account payee Demand Draft @ 3% of the estimated yearly contract value of the work order within 10 days from the date of issue of the work order. No interest will be paid by the IIM Mumbai on the deposit.

- b) Performance security will be refunded to the service provider, after it duly performs and completes the contract/warranty period in all respect.
- c) Performance Security will be fortified if the firm fails to perform/abide by any of the terms or conditions of the contract.
- d) In case of breach of contract, performance security shall be forfeited and the agency shall be blacklisted for such period as decided by the competent authority in addition to termination of the contract.
- e) In case, the firm fails to provide the required services within specified time period, the same services will be obtained from open market and the cost for the same will be recovered from the Performance Security or from the bills of from both in case the recoverable amount exceeds the amount of performance security.
- f) In case, the contract is being renewed/extended up to one/two years, the service provider has to submit the renewed performance Security @ 3% of the estimated yearly contract value.

10. Termination for Insolvency:

- a) The IIM Mumbai 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 Mumbai 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 Indore Court shall have jurisdiction in the matter.

14. **Force Majeure:**

- 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.

15. **Termination of Contract:**

In case of performance of the agency in one part or the entire contract is not found to be satisfactory as per operational parameters set out of the contract or not in conformity with the terms & conditions of the tender, then that part or the entire contract shall be terminated even before the scheduled time by giving advance notice of one month (30 days) to this effect. In the event of premature closure of contract for reasons mentioned herein above, the Bank Guarantee shall be absolutely forfeited.

16. **Arbitration & Jurisdiction:**

- a) That in case of any dispute between party of first part and the party of other part arising out of or in relation to the agreement, the dispute shall be referred to arbitration of a sole arbitration to be appointed by the Director, IIM Mumbai. The award of the said arbitrator shall be binding on both parties.
- b) Canvassing in connection with the tenders is strictly prohibited and tenders submitted by the tenderers who resort to canvassing will be liable to rejection. Any bribe, commission or advantage offered or promised by

or on behalf of the tenderer to any officer or staff of IIM Mumbai shall block his/ her tender from being considered. Canvassing on the part or on behalf of the tenderer will also make his tender liable to rejection.

c) The courts at Mumbai, Odisha shall have the exclusive jurisdiction to try all disputes, if any, arising out of this agreement between the parties.

17. **Other Terms Conditions:**

a) The bidder has to upload the relevant & readable files only as indicated in the tender documents. In case of any irrelevant or non-readable files, the bid may be rejected.

b) IIM Mumbai 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

c) 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.

d) IIM Mumbai 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.

e) IIM Mumbai reserves the right to relax / amend / withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof. Any inquiry after submission of the quotation will not be entertained.

f) IIM Mumbai reserves the right to modify/change/delete/add any further terms and conditions prior to issue of purchase order.

g) In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the tender, Earnest Money/Performance Security shall be forfeited.

h) Conditional tenders will not be considered in any case.

i) 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.

j) IIM Mumbai shall not be responsible for non-receipt or non-submission of the EMD & Tender Fee.

k) IIM Mumbai may issue corrigendum to tender documents before due date of Submission of bid. The bidder is required to read the tender documents in conjunction with the corrigendum, if any, issued by IIM Mumbai. Tender documents are not be modified for submitting the bids.

ANNEXURE-I

To,

CPSC Office,
IIM Mumbai,
Vihar lake road, Powai, Mumbai -400087

Subject : Submission of Earnest Money Deposit (EMD)

Ref:- Tender No. IIMM/2024/1/PR dated 13/03/2024

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

Dear Sir/Madam,

The following DD/Banker Cheque/NEFT in favour of IIM Mumbai are enclosed herewith towards EMD (Earnest Money Deposit):

Details of DD/Banker Cheque/NEFT	DD/Banker Cheque/NEFT Number	DD/Banker Cheque/NEFT Amount	DD/Banker Cheque/NEFT Date	Bank Name
EMD				

I /we have gone through all terms and conditions of the tender document before submitting the same.

Thanking You

Yours faithfully,

(Authorized Signatory with Seal)

Annexure - II
Financial Bid

<u>Sl. No</u>	<u>Description</u>	<u>Yearly Lumpsum Charges (in Rs.)</u>
A	<p>Fees/ Charges</p> <p>Communication and Creative agency Fees including Service Charges (Lump sum Cost) quoted per month-fixed non-escalatable during the entire One Year of PR contract.</p> <p>[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 MUMBAI, 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.</p>	
B	APPLICABLE GST (State the % Rate applicable with HSN code-Tax invoices to be issued by the selected bidder)	
C	<p>TOTAL COST OF THE Social Media and PR Assignments (including taxes) for 24 months (A + B)</p> <p>In Indian Rupees (In Words)(In Figure)</p>	

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 MUMBAI towards the services rendered.
5. The rates offered should be fixed for the entire Term of the Contract and net to IIM MUMBAI. No other charges would be borne by IIM MUMBAI. 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 MUMBAI in such cases would be final and binding.

Certified that:

1. There are no hidden costs to IIM MUMBAI 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

Annexure-III

To
CPSC
Indian Institute of Management Mumbai

Sub: - Self Declaration Certificate

Ref: - Tender No. _____
(RFP for Engagement of Communication and Creative Agency for IIM MUMBAI).

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 MUMBAI, 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 MUMBAI Campus.

Date:

Authorized Signatory:

Name:

Designation:

Place:

Contact No:

Email Id:

Annexure-IV

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: