

CORRIGENDUM – 4

Tender No	IIMM/2024/1/PR
Tender Description	Notice Inviting Tender for the Engagement of Public Relations (PR) Agency for IIM Mumbai
To	Interested Bidders

**CHANGE IN DATE OF SUBMISSION/ OPENING OF BID, SCOPE OF WORK,
EVALUATION CRITERIA AND OTHER TERMS & CONDITION**

1. **Change in Date of Submission of Bid.** The deadline for submitting bids has been extended from April 23, 2024 to April 29, 2024.

2. **Change in Scope of Work, Evaluation Criteria and Other Terms & Conditions.** In reference to the tender published the following changes are made :-

(a) **For Para 10 (a) (iii) ;**

The Agency should have a minimum team strength of 20 employees. Certificate from HR Department to be attached.

Read ;

The profile of the team composition designated to be deployed for IIM Mumbai and respective skills of the individual need to be mentioned clearly and the document needs to be signed by concerned authority.

(b) **For Para 10 (a) (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.

Read ;

The Net Worth of the agency should be positive during any of three Financial Years starting form FY 2018.

(c) **For Para 10 (b) (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

Read ;

Annual Turnover of any last three Financial years from 2018-19 :-

(i) ₹ 8 Cr. and above - 20 Marks

(ii) Between ₹ 5 Cr. - ₹ 8 Cr. - 15 Marks

(iii) Between ₹ 3 Cr. - ₹ 5 Cr. - 10 Marks

(d) **For Para 16 (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.

Read ;

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

(e) **For “Annexure – II” part C ;**

Total cost of the social media and PR assignments (incl taxes) for 24 Months (A+B)

Read ;

Total cost of the social media and PR assignments (incl taxes) for 12 Months (A+B)(To be submitted online via GeM Portal/ BoQ Sheet.).

(f) **Additional Information for Para 7 & 13 :-**

The Account Payee Demand Draft/ Bank Guarantee/ FDR shall be payable to **Indian Institute of Management Mumbai** at Mumbai.

(g) **For Para 10 (b),**

Ser	Required Documents	Max Marks	Docs Required
(a)	Work Experience with Central Government/State Government 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. (2.5 Marks for each project)	20	Work Order/Work Completion Certificate
(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 consist 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	
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Read :-

<u>Ser</u>	<u>Required Documents</u>	<u>Max Marks</u>	<u>Docs Required</u>
(a)	<p><u>Work Experience with Government Organization</u></p> <p>The agency is required to have prior experience working with Government Organizations as their official PR Agency/Social Media agency. The minimum value of each contract should be more than 10 lakhs.</p> <p>(2.5 Marks for each project)</p>	20	Work Order/Work Completion Certificate
(b)	<p>Annual Turnover of any three Financial years form FY 2018.</p> <p>(i) ₹ 8 Cr. and above - 20 Marks</p> <p>(ii) Between ₹ 5 Cr. - ₹ 8 Cr. - 15 Marks</p> <p>(iii) Between ₹ 3 Cr. - ₹ 5 Cr. - 10 Marks</p>	20	Audited Balance sheet of last three FY
(c)	<p>Total no. of Similar type of PR Agency/Social Media agency 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)</p> <p>(i) 9 and above work orders - 30 Marks</p> <p>(ii) > 5 to 9 work orders - 15 Marks</p> <p>(iii) 3 to 5 work orders - 5 Marks</p>	30	Work Order/Work Completion Certificate
(e)	<p><u>Presentation</u></p> <p>Presentation Venue and date will be communicated after bid submission. The presentation will be approximately for 30 min. and will consists of following parts:</p> <p>(i) Branding Strategy of IIM Mumbai - 10 Marks</p> <p>(ii) Strategy for enhancing the presence of IIM Mumbai in Mass Media - 10 Marks</p> <p>(iii) Understanding of IIM Mumbai PR Media requirement and crisis management - 10 Marks</p>	30	
TOTAL		100	

(h) For Para 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 if 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 collateral 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.

Read ;

Scope of Work for PR & Social Media Management. The broad scope of work for providing PR & Social Media Management 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 PR Activities

<u>SER</u>	<u>ACTIVITY</u>	<u>DESCRIPTION OF ACTIVITY</u>	<u>FREQUENCY/ QUARTER</u>
(a)	Interaction/RBM	Media engagements with key publications	5
(b)	Media content development	Content for press release, articles, news stories, Q&A, press notes, info notes, drafting media invites, press kit development, etc. would be undertaken	Ongoing
(c)	Interviews/Interview led stories	Develop content and coordinate publishing in the target media	2
(d)	News Stories/service stories/ Industry Stories	Develop content around offerings of CPCPL and coordinate publishing in target media. Participation in industry specific stories	6
(e)	Press Releases	Making and disseminating press releases, post which follow ups will be done	Up to 4
(f)	Event participation	Find relevant event opportunities and facilitate participation	As and when
(g)	Speakership opportunities mapping	Mapping relevant opportunities for spokesperson	As and when
(h)	Opinion Pieces / Authored articles	Placement of by-line articles on recent trends in the industry	3
(i)	Crisis management	Quick interaction with the concerned media representative and respective Media Heads	As and when

(j)	Branded content (Personal Profiling)	Paid collaborations	As and when
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8.2 Social Media Management

<u>ACTIVITY</u>	<u>DESCRIPTION OF ACTIVITY</u>	<u>FREQUENCY/ QUARTER</u>
Social media management	Cover designing & updating for Facebook, Instagram, Twitter, LinkedIn and YouTube (Once in two months)	Delivery of up to 25 creatives (20 stills and 5 videos / GIFS)*
	Posting of the SM material (post, videos, reels etc.), with relevant SEO friendly keywords & hash tags	
	Doing research on latest memes and creative trends and including the same in the content of the posts	
	Updating channel descriptor and details if required on Facebook, Instagram, Twitter, LinkedIn and YouTube	
	Live for events up to 5 per month.	

8.3 The price must be quoted considering the above deliverable as mentioned in the Para 8.1 and 8.2 above.

9. Bids are solicited for empanelment purposes only for the following services. The Institute will engage the below-mentioned services on an as-needed basis. Upon empanelment of the bidders, the Institute will request separate price quotes as needed through a suitable medium. Thus, relevant documents stating experience may be furnished. Further, it is reiterated that below mentioned services is independent of PR and Social Media including the evaluation criteria which is set only for PR & Social Media Management.

9.1 Events

- The Agency shall conceptualize and execute events as per the need of IIM (Mumbai) from time to time. The cost of the 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.
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