

**INVITING TENDER FOR DESIGNING AND EXECUTING DIGITAL PROMOTIONAL
CAMPAIGNS FOR ADMISSIONS TO PGPBM PROGRAMME
AT IIM TRICHY (CHENNAI CAMPUS)**

TENDER NO. IIMT/CC/PS/2020/3 Date: 05/02/2020

Details	Date	Time	Venue
Date of issue of Tender Document	05/02/2020 (Wednesday)	14:00 Hrs. onwards	-
Pre-bid Meeting	17/02/2020 (Monday)	15:00 Hrs.	Dean's Office Meeting Room, IIMT
Last date for receipt of Tenders at IIM Tiruchirappalli	25/02/2020 (Tuesday)	up to 17:00 Hrs.	-
Opening of Master Envelope and Technical Bid (Cover 1)	26/02/2020 (Wednesday)	14.00 pm	Dean's Office Meeting Room, IIMT
Presentation by the Eligible Vendors for Technical Evaluation	26/02/2020 (Wednesday)	14.30 pm	Dean's Office Meeting Room, IIMT
Opening of Price Bids of Eligible Vendors (Cover 2)	28/02/2020 (Thursday)	10.30 am	Dean's Office Meeting Room, IIMT
Tender Document	The tender document can be downloaded from the IIMT website www.iimtrichy.ac.in/tender		
Cost of the Tender	Rs.10 lakhs (Rupees Ten Lakhs only) (Approx.) exclusive of GST.		
Cost of Tender Document (Including GST) (Nonrefundable)	Rs. 1,180/- has to be remitted through NEFT to IIMT Chennai Centre , SB A/c. No. 50100011400101, IFSC Code: HDFC0002086 of HDFC, Tiruverumbur Branch, Trichy. A copy of the payment transaction receipt has to be attached with the application form, without which the bid won't be considered.		
EMD Amount (Refundable to unsuccessful Bidder)	Rs. 20,000/- has to be remitted through NEFT to IIMT Chennai Centre , SB A/c. No. 50100011400101, IFSC Code: HDFC0002086 of HDFC, Tiruverumbur Branch, Trichy. A copy of the payment transaction receipt has to be attached with the application form, without which the bid won't be considered.		
Address for submission of Tender	The Chief Administrative Officer (i/c), Indian Institute of Management Tiruchirappalli, Pudukottai Main Road, Chinna Suriyur Village, Tiruchirappalli - 620 024.		
Mode of Submission of Tender	Speed Post/Registered Post/Courier OR Hand delivery – during office hours only (To be submitted to Dispatch Section of IIMT @ Administrative Wing – II Floor and obtain acknowledgement)		

Tender Notice

Indian Institute of Management Tiruchirappalli (IIMT) is inviting tender for designing and executing a digital promotional campaign for admissions to PGPM Programme at IIM Trichy (Chennai Campus) to reach out to a wider audience of working executives based out of Chennai and in the adjoining districts of Kanchipuram and Tiruvallur who seek to enhance their managerial capabilities through an executive programme in Business Management. The promotional activities have to be carried out digitally through (but not limited to) the following activities:

- Targeted Email campaigns
- Content creation for Higher-education portals
- Keyword-based search advertising
- Banner Advertising
- Design and managing the Landing page for Admissions
- Carrying out analytics to prioritize admission leads
- Social Media Advertising on Facebook, LinkedIn and Twitter

The activities have to be carried out for a period of **eighty-five days** from March 08, 2020 to May 31, 2020 and should target working executives with 5 to 25 years of experience.

Eligibility Conditions for Bidders

1. The bidders should be registered with the Goods and Services Tax council for the purpose of Goods & Service Tax (GST). If not already registered, proof of application for registration of GST must be submitted with the condition that registration certificate will be produced before signing the agreement/ contract.
2. The bidders should have an overall experience of **3 (three)** years in designing and executing digital marketing campaigns.
3. The average annual turnover of the bidders should at least be **Rs. 5 lakhs** in the last three consecutive financial years. Audited financial statements or financial statements showing turnover duly certified by a Chartered Accountant are to be submitted with the tender document as proof of the same. No advance payment will be made. However, part payment shall be done after satisfactory execution of the job on a monthly basis.
4. The bidders should have executed at least two digital marketing campaigns in the past with a minimum value of **Rs. 3 lakhs** or at least three digital marketing campaigns with the minimum value of **Rs. 2 lakhs** each. They should be able to supply testimonials and supporting evidence of having carried out such campaigns in the past. Bidders with prior experience in promoting executive education programmes will be given preference.

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 owners/partners anywhere in India. An undertaking to this effect is to be submitted with the tender document as per **Annexure VI**.

Terms & Conditions

Essential requirements: Marketing of the Executive programme

1. The bidders should have access to (or demonstrate an ability to procure) information and browsing patterns of the customers in the target segment.
2. The bidders should possess the technological and human capabilities required to design and successfully execute digital marketing campaigns to the targeted customers.
3. The bidders should be able to customize promotional campaigns to the specific needs of IIMT's Executive programme.
4. The bidders should be able to carry out various activities from designing to launching promotional campaigns at their own cost. IIMT will work closely with the bidder only to suggest inputs and finalize the promotional campaign design.
5. The bidders have to verify all campaign materials with IIMT before executing any part of the digital promotional campaign.
6. Throughout the campaign period, the bidders should provide fortnightly reports to IIMT summarizing the number of impressions recorded by each type of promotional campaign, the number of unique customers reached out to, the campaign expenditure and how customers interact with the campaigns among other relevant analytics.
7. The bidders should share administrative access of the dashboards to IIMT wherever applicable such that IIMT will be able to monitor the progress of the campaigns.
8. The bidders should not assign this contract in full or any part thereof to any third party.
9. The successful bidders shall execute an agreement on acceptance of the contract, incorporating the terms of engagement based upon the terms specified in the tender document.
10. Statutory Requirements: It is mandatory for the bidders to have a Goods and Service Tax registration number (GST No.), Permanent Account Number (PAN No.) among other statutory documents. A copy of the GST registration number has to be submitted with the tender document. However, if the bidders do not possess any or all the above, they shall undertake to obtain the same within one month of commencement of Contract.

Signature of bidder with seal and date

11. The rates to be quoted are to be filled in the Performa given in **Annexure-II** available with this tender document. The rates quoted shall be fixed for the entire period of contract. Rates quoted in any other format other than the one prescribed will not be considered.

Procedure for submission of Tender

1. The tender document should be downloaded from the IIMT website www.iimtrichy.ac.in/tender
2. The bidders shall not make any changes in the Applications for Technical and Price Bid.
3. All correspondence and documents relating to the tender shall be written in English.
4. No paper/page shall be detached from the tender document. No additions or alterations should be made in the tender document.
5. The tender document should be filled in legible handwriting/printing/typing without any ambiguity. If any correction is necessary, the same should be made after scoring out the old entry. All the corrections should be attested with full signature of the bidder.
6. The tender shall be submitted as per the procedures and requirements stipulated herein. This tender is based on two bid system. Hence two separate envelopes as explained below need to be prepared:
 - a. **Envelope A:** Copy of the payment made towards Tender Fees and EMD amount & filled Application form (Annexure - I) & Technical Bid Cover with the required enclosures in sealed condition.
 - b. **Envelope B:** Price Bid Cover in sealed condition.

Both these envelopes should carry the name and address of the bidder and to be placed/kept within a LARGER Size Master Envelope with the following text superscribed on the master envelope:

“Tender for Providing Promotional Services – Tender No. IIMT/CC/PS/2020/3 dated 05/02/2020.” This master envelope containing the two envelopes should reach **"The Chief Administrative Officer i/c, Indian Institute of Management Tiruchirappalli, Pudukottai Main Road, Chinna Suriyur Village, Tiruchirappalli – 620024 on or before 25/02/2020 by 5.00 p.m.**

7. If the two inner envelopes and the one outer envelope (i.e., larger envelope) are not sealed and marked as instructed, IIMT will assume no responsibility for the misplacement or premature opening of any of the envelopes. The bid whose envelope is opened prematurely before the scheduled date will be rejected from contention.

Signature of Bidder with date and seal

8. The bidders are cautioned that furnishing of incomplete/ambiguous information, suppression of facts and any alteration of the prescribed tender format will entail outright rejection of the bid application.
9. The tender should be submitted either through Registered Post/Speed Post/Courier or Hand delivery during office hours only (To be submitted to Dispatch Section of IIMT @ Administrative Wing – II Floor and obtain acknowledgement). The vendor will be given an acknowledgement receipt if the tender document is delivered to IIMT in person. IIMT will not accept any responsibility or grant any relaxation of time for any Postal delay in submission of tender.
10. Submission of the bid will, therefore, be considered as meeting the requirements of having fully read and understood the tender document and the scope of work prescribed herein and expected from the vendor.

Pre-Bid Meeting

A Pre-bid meeting will be conducted at **15.00 Hrs** on **13/02/2020** in the Dean's Office Meeting Room, Indian Institute of Management Tiruchirappalli, Pudukottai Main Road, Chinna Suriyur Village, Tiruchirappalli 620024 to clarify doubts that may arise before submission of the bids. Bidders/Representatives are invited to participate in this pre-bid meeting. Such attendees have to produce a letter of authorization from their firm (or firms they are representing) for attending the Pre-bid meeting as per format enclosed vide **Annexure III**. Bidders are requested to mail the doubts prior to the pre bid meeting if possible, to enable us to clarify the doubts in the pre-bid meeting itself.

Presentation

A presentation is scheduled at **10.30 Hrs. on 26/02/2020** to assess the technical competence of the bidders. The bidders can use this presentation as an opportunity to present their thoughts on how they plan to execute the digital campaign for IIMT. The presentation will be evaluated based on the following parameters:

- (i) Bidder's Understanding of Executive Market Segment,
- (ii) Thoroughness of the Promotional Plan to address IIMT requirements, and
- (iii) Technological and Human Capabilities to execute the promotional campaigns.

Opening of Technical and Price Bids

The technical bid (cover 1) and the price bid (cover 2) will be opened by the Purchase Committee on 26/02/2020 at 10.00 Hrs and at 14.30 hrs, respectively in the presence of the bidders or their authorized representatives. A maximum of two representatives per bidder shall be authorized and permitted to attend the bid opening.

Technical Bid Evaluation:

Based on the information provided in Technical Bid and also on the presentation to be made by the bidders, marks will be provided for each item by the bidder as per the weightages given below.

Items	Maximum Marks
I. Financial Soundness/Turn over <i>(Average turnover in the last three years, as reported in the audited financial statements will be considered. less than Rs. 1.99 lakh = 0 marks; Rs.2 to 5 lakh = 4 marks; Rs.5.01 to 10 lakh = 6 marks; Rs.10.01 to 15 lakh = 8 marks; Rs.15.01 to 25 lakh = 9 marks; above Rs.25.01 lakh=10 marks.)</i>	10
II. Range of Clients served in the past three years for the work similar to IIM Trichy's requirement (copy of the work order and completion certificate issued by the previous clients should be enclosed) (copy of the work order and completion certificate issued by the previous clients should be enclosed) <i>(Each completed work order worth above Rs. 5 lakh will be given 5 marks each; If the order worth is below Rs. 2 lakh, no marks will be awarded)</i>	10
III. Presentation by the Bidder <ol style="list-style-type: none"> Bidder's understanding of Executive Market Segment – 10 marks. Thoroughness of the Promotional Plan to address IIMT requirements- 10 marks. Technological and Human capabilities to execute the promotional campaigns-10 marks. 	30
Total Marks	50

Selection process:

A minimum of **25 marks** out of **50 marks** in technical bid evaluation is required to be eligible for the selection process. The price bids of all bidders who have scored **25** or more marks in the Technical Bid Evaluation will be opened on **26.02.2020 at 10.00 Hrs**, in the presence of eligible bidders or their authorized representatives. The eligible bidder who has quoted the lowest in the financial bid will be awarded the work.

Earnest Money:

The earnest money of all the unsuccessful bidders will be returned as early as possible after the expiry of the period of the bid validity and after issue of the work order to the successful bidder. The unsuccessful bidders are required to give their bank details for refund of the earnest money. No interest will be payable by IIMT on the Earnest Money Deposit.

Signature of bidder with seal and date

1. Forfeiture of Earnest Money: The earnest money will be forfeited in the following cases:
 - a) Earnest Money is liable to be forfeited and the bid is liable to be rejected, if a bidder withdraws or amends or impairs or derogates from the tender in any respect within the period of validity and/or after opening the tender. Such bidders will also be blacklisted.
 - b) When information/certificate/document furnished is found to be false at any stage.
 - c) When the bid documents have been manipulated or altered after they are downloaded from the website.
2. The bidder will have to give a written undertaking that he/she accepts all the terms and conditions of this tender. The bidder should also submit the tender document duly signed and stamped in all the pages.
3. The bidder shall not engage any person below 18 years of age for carrying out the proposed work.
4. IIMT reserves the right to cancel the submitted bids without assigning any reason thereof.
5. The bid shall remain valid for **90 days** after the date of opening of bids.
6. The successful bidder shall have to execute an agreement on a non-judicial paper of the value of Rs.100/-, duly signed and stamped.

Terms of Payment

Final payment will be made to the vendor on successful completion of the work assigned.

Termination of Contract

1. IIMT may, without prejudice to any other remedy for breach of contract, terminate the contract in whole or in parts if the bidder fails to perform any of the obligation(s) under the contract.
2. In case the Contract has to be terminated, a 30 day notice in writing shall be given by the Institute.

Relationship Certificate

The bidder should attach a certificate (See Annexure IV) with the application form certifying that none of his/her near relative (as defined below) is employed with IIMT.

In case the bidder is a proprietorship firm, the relationship certificate is to be given by the proprietor. For a partnership firm involved in the bidding process, the certificate has to be given by all the partners. In case of limited company, the certificate has to be issued by all the Directors of the company excluding Government of India/Financial institution nominees and independent non-Official part time Directors appointed by Govt. of India or the Governor of

the state. If a breach in these conditions is noticed at any stage of the tendering process, the tender will automatically be cancelled and the bid security deposit will be forfeited. IIMT is not liable to pay any damage to the bidder in such a case. The bidder will also be debarred from further participation in any tendering activity at IIMT.

The near relatives for this purpose are defined as follows: -

- a. Members of a Hindu undivided family,
- b. Spouse,
- c. The one is related to the other in the manner as father, mother, son(s) & Son's wife (daughter in law), Daughter(s) and daughter's husband (son in law), brother(s) and brother's wife, sister(s) and sister's husband (brother in law).

Submission of Documents

The following documents are required to be submitted with the tender application for establishing Bidder's Eligibility and Qualification:

1. Registration certificate for Goods and Service Tax.
2. Registered Partnership Deed or Articles/Memorandum of Association in the case of partnership firm or Private Limited Company respectively.
3. Experience certificate from appropriate authority.
4. Proof of Annual Turnover.
5. Photo copy of PAN Card (self-attested).
6. Copy of Income tax returns and audited accounts statement for last three consecutive financial years (2016-17, 2017-18 & 2018-19) need to be enclosed.

Amendment to bid document

1. At any time prior to the date of submission of bids, IIMT may modify the bid document with amendments either on its own or in response to a clarification required by a prospective bidder.
2. Such amendments shall be notified on IIMT's website and these amendments will be binding on all prospective bidders.

Jurisdiction

Disputes arising out of this contract shall be subject to the jurisdiction of Tiruchirappalli Court/Madurai Bench of Madras High Court.

Signature of the bidder with date and seal

Annexure – I

APPLICATION FORM FOR PROVIDING PROMOTIONAL SERVICES

- 1 Name of the Bidder/Agency: _____
- 2 Complete Address : _____

- 3 Telephone Number(s) : _____
- 4 E-mail address : _____
- 5 Payment Details
Earnest Money:
Amount:
Neft Ref. No. & Date:

Bank & Branch

Application Fee:
Amount:
Neft Ref. No. & Date:

Bank & Branch
6. Goods & Services Tax Registration number issued by the : _____
GST Council. in favour of the bidder/agency
7. PAN Number issued by the IT Dept. in favour of the : _____
bidder/agency
8. Any Other Details : _____
9. Enclosures:
 - a. Proof of payment
 - b. GST Registration number
 - c. Copy of PAN Card,
 - d. Copy of Income Tax Return of Financial year 2016-17, 2017-18 and 2018-19/ Turnover certificate issued by CA.
 - e. All pages of the tender document including Terms and conditions, duly signed with seal.
 - f. Copy of work orders for completed works.

Annexure - II

Financial Bid

**RATES TO BE OFFERED BY THE BIDDER FOR DESIGNING AND
EXECUTING A DIGITAL PROMOTIONAL CAMPAIGN FOR PGPBM ADMISSIONS
A T IIMT CHENNAI CAMPUS**

Sl. No.	SCOPE OF WORK	RATE (Rs.)	Tax. (Rs.)	Total Amount (Rs.)
1.	<p>Designing and executing digital promotional campaigns for admissions to PGPBM 2020-22 batch. The digital campaign will enable us to reach out to a wider audience of working executives based out of Chennai and the adjoining districts of Kanchipuram and Tiruvallur who seek to enhance their managerial capabilities through an executive programme in business management. The promotional activities have to be carried out digitally through (but not limited to) the following activities;</p> <ul style="list-style-type: none"> • Targeted Email campaigns • Content creation for Higher-education portals • Keyword-based search advertising • Banner Advertising • Design and managing the Landing page for Admissions • Carrying out analytics to prioritize admission leads • Social Media Advertising on Facebook, LinkedIn and Twitter • Social Media Advertising through Facebook, LinkedIn and Twitter. 			

Note: IIMT will not be responsible for any change in the tax rate during the contract period.

I/we hereby agree to provide promotional services as per the terms and conditions of the contract as would be decided by IIMT and the rate shall be valid at least for a period of 90 days.

Place:

Date:

Signature of the bidder with Name and seal

Name

Designation with Seal

Signature of the bidder with date and seal



INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI
(An Institute of National Importance, Ministry of HRD, Government of India)
Pudukottai Main Road, Chinna Suriyur, Tiruchirappalli, Tamil Nadu – 620 024
Phone: 0431 250 5121/5122

Annexure – III

LETTER OF AUTHORISATION FOR ATTENDING PRE-BID MEETING / BID OPENING

To
The Chief Administrative Officer (i/c)
Indian Institute of Management Tiruchirappalli
Pudukottai Main Road, Chinna Suriyur Village,
Tiruchirappalli 620024.

Subject: Authorization for attending Pre Bid Meeting / Bid Opening on(date)
in the tender of

Following persons are hereby authorized to attend the Pre Bid Meeting / Bid Opening for the tender mentioned above on behalf of.(Bidder) in order of preference given below.

Order of preference

Name

Specimen Signatures

Signatures of bidder

or

Officer authorized to sign the bid
Documents on behalf of the bidder.

Note:

1. Maximum of two representatives per bidder will be permitted to attend Pre Bid Meeting / bid opening. In cases where the number of representatives is restricted to one, the first person from the company will be allowed. Alternate representatives will be permitted when regular representatives are not able to attend.
2. Permission for entry to the hall where bids are opened may be refused in case authorization as prescribed above is not received from the bidders/representatives.

Signature of the bidder with date and seal

Annexure - IV

NEAR RELATIVE CERTIFICATE
(To be given by all Directors)

I, _____ S/o Shri _____ r/o _____

hereby certify that none of my relative (s) as defined in the tender document is / are employed in IIMT unit as per details given in tender document. In case at any stage, it is found that the information given by me is false /incorrect, IIMT shall have the absolute right to take any action as deemed fit / without any prior intimation to me.

Dated:

Signature

Name in block letters of the signatory In capacity of

NOTE:

- ✓ In case of Company / Institution/ Body corporate, a list of all Board of Directors may be submitted along with the bid.
- ✓ In case of Company / Institution/ Body corporate, “Near Relative Certificate” are required by all the Directors of Company / Institution/ Body corporate excluding Government of India /Financial Institution nominees and Independent non-official part time Directors appointed by Government of India or the Governor of State.
- ✓ In case of Proprietorship firm, certificate will be given by the proprietor.
- ✓ For Partnership firm, certificate will be given by all the partners.
- ✓ The ‘Near Relative Certificate’ to be submitted as per clause 8.

Signature of the bidder with date and seal

Annexure-V
DECLARATION

I, _____ (name of the person) hereby
declare that I am authorized to sign this document and that:

1. All the statements made in this application are true, complete and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our agency does not satisfy the eligibility criteria, our candidature/empanelment is liable to be cancelled/ terminated.
2. I understand that the decisions taken by the Indian Institute of Management Tiruchirappalli are final and binding in all matters.
3. I hereby agree to work as per the terms and conditions stipulated by Indian Institute of Management Tiruchirappalli
4. I understand that the Indian Institute of Management Tiruchirappalli reserves the right to accept or reject and to cancel the empanelment process and reject all expression of interests at any time prior to the award of the contract, without detailing any specified reasons whatsoever.

Place: _

Signature: _

Date: _

Name : _

Designation: _

Signature of the bidder with date and seal

ANNEXURE VI

UNDERTAKING CERTIFICATE

It is certified that I, _____

(name of the person) S/o Shri

_____ r/o

—

hereby certify that I am authorized to sign this document and that our firm / company has never been blacklisted by any of the Government Organization / Agencies in the past and there is no criminal case registered against our firm / company or its owner / partners anywhere in India.

Name:

Place:

Designation:

Date:

Signature:

Office Seal

Signature of the bidder with date and seal

CHECK LIST

1. Envelope-A (sealed) : All the documents and Annexures except Financial Bid
2. Envelope-B (sealed) : Only Financial Bid documents
3. Letter of Authorization as per Annexure III
4. Near Relative Certificate as per Annexure IV
5. Declaration as per Annexure V
6. Earnest Money Deposit for Rs. 20,000/- payment through NEFT.
7. Application Fee for Rs. 1,180 payment through NEFT.
8. GST Registration Certificate (Enclose copy of the Certificate).
9. Written undertaking regarding accepting all the terms and conditions of the tender document. Tender document signed with date in all the pages with seal of the bidder.
10. PAN (Enclose copy of the Certificate).
11. Copy of Registered Partnership Deed or Articles / Memorandum of Association in the case of partnership firm or Private Limited Company.
12. Annual Turnover for the last three consecutive financial years. Audited financial statements or financial statement showing turnover duly certified by a Chartered Accountant to be enclosed.
13. Certificates / Undertaking to the effect that the bidder had never been blacklisted by any of the Government Organization / Agencies, as per **Annexure VI**.
14. Performance Certificate from the previous clients. Testimonials on their letter head with verifiable contacts along with Work Orders need to be enclosed.
15. Copy of Income tax returns and audited accounts statement for last three consecutive financial years (2016-17, 2017-18 & 2018-19) need to be enclosed.