

**NOTICE INVITING EXPRESSION OF INTEREST (EOI) FOR THE EMPANELMENT AS A
TECHNOLOGY, INFRASTRUCTURE, MARKETING AND OTHER ALLIED SERVICE
PROVIDER FOR VARIOUS EXECUTIVE EDUCATION PROGRAMMES OF
IIM TIRUCHIRAPPALLI**

EOI No. 26SP134EOI dated 25.07.2026

Details	Date	Time	Venue
Name of Work/ Service	<i>Notice Inviting Expression of Interest (EOI) for the Empanelment as a Technology, Infrastructure, Marketing and other Allied Service provider for various Executive Education Programmes of IIM Tiruchirappalli</i>		
Date of issue of EOI Document	25.07.2026	10.00 Hrs. onwards	-
Pre-bid Meeting	03.08.2026	15.30 Hrs.	Deans Office Meeting Room, Administrative Block, IIM Tiruchirappalli.
Last date of Submission of EOI	13.08.2026	17.00 Hrs.	-
Opening of Technical Bid (Tentative)	14.08.2026	10.30 Hrs.	-
EOI Document	The EOI document can be downloaded from the IIM Tiruchirappalli website: https://www.iimtrichy.ac.in/tender-published .		
EMD Amount <i>(Refundable to unsuccessful bidders)</i>	EMD Amount Rs. 2,50,000/- to be remitted in the below IIM Tiruchirappalli Bank Account through online mode. Bank Account Details Name of the Beneficiary: IIM Tiruchirappalli Bank Name: State Bank of India SB A/c. No: 32170808935 IFSC Code: SBIN0071187		
Copies of payment transaction receipts for EMD must be attached to the application form, without which the bid won't be considered. The payment of EMD is exempted for MSME Bidders. Bidders claiming exemption should attach the necessary document proof, which should be attached to the EOI document.			
SD Amount	Rs. 15,00,000/- to be remitted by the successful Bidder to IIM Tiruchirappalli as SD. The SD amount will have to be remitted to IIM Tiruchirappalli within five working days, along with the letter of acceptance from the receipt of the Provisional Work Order, failing which the Provisional Work Order will stand cancelled.		
Address for submission of EOI	The Chief Administrative Officer (i/c) Indian Institute of Management Tiruchirappalli Trichy - Pudukkottai Main Road Trichy - 620 024.		
Mode of Submission of EOI	Speed Post/Registered Post/Courier or Hand delivery – during office hours (9.30 to 17.00 hrs.) only (To be submitted at Dispatch Section of IIM Tiruchirappalli @ Administrative Wing – 2 nd Floor and obtain acknowledgement).		



INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI

(An Institute of National Importance, Ministry of Education (Shiksha Mantralaya), Government of India)

Trichy - Pudukkottai Main Road, Tiruchirappalli-620 024 (TN)

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1) Overview

1. The Indian Institute of Management Tiruchirappalli (IIM Tiruchirappalli) is an Institute of National Importance and more details are available on our website <http://www.iimtrichy.ac.in>.
2. IIM Tiruchirappalli invites ***Notice Inviting Expression of Interest (EOI) for the Empanelment as a Technology, Infrastructure, Marketing and other Allied Service provider for various Executive Education Programmes of IIM Tiruchirappalli***

Service Description	Interest-free Performance Security Deposit
<i>Notice Inviting Expression of Interest (EOI) for the Empanelment as a Technology, Infrastructure, Marketing and other Allied Service provider for various Executive Education Programmes of IIM Tiruchirappalli</i>	Rs. 15,00,000/- upon empanelment

2) Period of Contract

The selected Service Provider shall provide services for a period of **Three years**. However, the contract shall be extended for a further period of up to **Three more years** on a yearly basis if the service provided by the company/Agency is found to be satisfactory, on the same rates, terms and conditions, and at the sole discretion of the Institute.

3) Definitions

Empaneled Service Provider (ESP): The bidder whose proposal is accepted by IIM Tiruchirappalli after evaluation.

Master Contract: It is a manifested agreement between IIM Tiruchirappalli and the ESP, containing all the terms and conditions under which the relationship between the parties is bound and would broadly be on the lines of the commercial terms and conditions provided in this EOI. This would be prepared through mutual negotiations between IIM Tiruchirappalli and ESP and would be executed on a stamp paper purchased by the ESP for this purpose.

Programme Description Sheet (PDS): It is a document that provides a summary of the programme to be offered by IIM Tiruchirappalli using the services of the ESP. It contains all the relevant details about the programme. A format of a PDS is provided. Once the PDS is finalized between IIM Tiruchirappalli and the ESP, the signed PDS will become an addendum to the Master Contract.

4) Objectives of Executive Education at IIM Tiruchirappalli

The Executive Education and Consulting (EEC) Office at IIM Tiruchirappalli is committed to providing high-quality management education for professionals and consultancy services for business organizations. Such services would give both executives and organizations an opportunity to build valuable competencies and achieve superior performance. This would also

enable faculty members to interact with industry practitioners and help connect theory with practice.

Through this activity, IIM Tiruchirappalli seeks to serve underserved sections of business and society.

Towards achieving these objectives, EEC Office of IIM Tiruchirappalli offers various types of programmes.

1. The Institute offers customized and tailor-made **Management Development Programmes (MDPs)** for experienced professionals from government, public sector, and private sector organizations, as well as **Faculty Development Programmes (FDPs)** for faculty members and academic administrators. These programmes are designed to broaden participants' perspectives, enhance their knowledge and skills, and equip them to become more effective managers, leaders, entrepreneurs, teachers, researchers, and academic administrators. These programmes are offered in online, offline (in-person), and hybrid formats to cater to diverse learning needs.
2. To facilitate participation by professionals who may be unable to attend programmes on campus due to time and location constraints, the Institute also offers programmes through a Direct-to-Device (D2D) online learning platform. These programmes are generally scheduled during weekday evenings or weekends, enabling participants to pursue professional development without disrupting their regular work commitments.
3. The Executive Education and Consulting (EEC) Office offers both short-duration and long-duration certificate programmes across a wide range of disciplines, including General Management, Analytics & AI, Healthcare Management, Operations Management, Strategy, Finance, Digital Transformation, Business Laws, Leadership, and other emerging areas of management. To ensure a rich and impactful learning experience, the programmes are delivered using a blend of contemporary pedagogical approaches, including case studies, simulations, problem-solving exercises, interactive discussions, multimedia content, and sessions by distinguished academicians and industry practitioners.
4. The online/ offline / hybrid programmes are broadly classified as follows:

S.No	Particulars	Contact hours
1	Long Duration Programme (LDP)	150 hours and above
2	Short Duration Programme (SDP)	30/45/60/90 hours

S.No	Particulars	Contact hours
3	Customized Training Programme a. Management Development Programme (MDP) b. Faculty Development Programme (FDP) c. Open Management Development Programme (OMDP)	6 hours and above

Programme Categories and Associated Requirements:

Long Duration Programme:

- Any Empanelled Service Provider (ESP) for a Long-Duration Programme shall establish the necessary studio infrastructure at the IIM Tiruchirappalli campus. The Institute shall provide suitable space for this purpose. The ESP shall be responsible for the installation, operation, maintenance, and upkeep of the studio facilities throughout the contract period at its own cost.
- Participants who successfully complete the academic requirements of a Long-Duration Programme with 150 or more contact hours shall be awarded a certification titled “**Executive Certificate Programme in [Programme Name]**” by IIM Tiruchirappalli.
- Participants who successfully complete the academic requirements of a Long-Duration Programme with a minimum of 171 contact hours shall be awarded a certification titled “**Post Graduate Certificate Programme in [Programme Name]**” by IIM Tiruchirappalli.
- Participants who successfully complete the academic requirements of a Long-Duration Programme shall be eligible for Executive Alumni Status of IIM Tiruchirappalli, subject to the Institute’s prevailing alumni policy.

Short Duration Programme:

- Any Empanelled Service Provider (ESP) for a Short Duration Programme shall be provided with an online studio facility by IIM Tiruchirappalli.
- Participants who successfully complete a Short-Duration Programme with contact hours between 30 and 90 hours would be awarded certification titled “**Certificate Programme in [Programme Name]**” by IIM Tiruchirappalli.

Customized Training Programme:

- The Institute would require the support of an Empanelled Service Provider (ESP) for Customized Training Programmes to address the specific learning and development requirements of an organization or client. The programme content, structure, pedagogy, and evaluation framework shall be designed and delivered by IIM Tiruchirappalli in consultation with the client.

- The duration and contact hours of such programmes shall be determined mutually between the Institute and the client organization.
- Participants who successfully completed a Customized Training Programme with 120 or more contact hours shall be eligible for Executive Alumni Status, subject to the Institute's prevailing alumni policy.

Diploma / Degree Programme:

- Any Empanelled Service Provider (ESP) for offering a Diploma/Degree Programme shall establish the required studio infrastructure at the IIM Tiruchirappalli campus. The Institute shall provide suitable space for this purpose. The ESP shall be responsible for the installation, operation, maintenance, and upkeep of the studio facilities throughout the contract period at its own cost.
- Participants who successfully complete the academic requirements of Degree/Diploma Programme shall be awarded certification with an appropriate title as approved by the Institute and the relevant regulatory authorities.
- Participants who successfully completed such Degree/Diploma Programmes shall be eligible for Executive Alumni Status of IIM Tiruchirappalli, subject to the Institute's prevailing alumni policies and regulations.

5) Award of Programmes to ESPs

A. Programmes Based on Institute-Published PDS:

IIM Tiruchirappalli shall prepare and publish a Programme Description Sheet (PDS) containing the details of the proposed programme, including but not limited to the programme objectives, target audience, curriculum framework, duration, delivery mode, and other relevant requirements. The PDS shall be circulated among all Empanelled Service Providers (ESPs).

ESPs may provide inputs, suggestions, or recommendations to the Institute for the preparation, modification, or development of a PDS. However, the final decision regarding the contents of the PDS shall rest solely with IIM Tiruchirappalli, and such decision shall be final and binding on all ESPs.

Whenever the Institute proposes to launch a programme, it shall circulate the relevant PDS among the empanelled ESPs and invite their EOI. The ESPs shall submit their EOI in the prescribed format based on the published PDS.

The programme shall be awarded to the ESP by the institute after considering various factors including, but not limited to, the Revenue Guarantee provided by the ESP for the Programme, existing

programmes handled by the ESP, technical capability, Learning Management System used, past performance etc., subject to compliance with all eligibility conditions, minimum requirements, and other terms stipulated by the Institute. The institute reserves the right to allocate, reallocate, increase, decrease, or withdraw programme assignments among ESPs based on operational, academic, strategic, or administrative considerations.

B. Programmes Based on ESP-Proposed Curriculum:

An ESP may propose a new programme curriculum based on market demand, industry requirements, or emerging trends. Such proposals shall be submitted to the Institute for review and approval.

If the Institute approves the curriculum and decides to offer the programme, the Institute may award the programme to the proposing ESP, subject to mutually agreed commercial and operational terms.

The Institute reserves the right to modify, co-develop, reassign, increase, decrease, or discontinue such programmes at its sole discretion based on operational, academic, strategic, or administrative considerations.

C. General Reservation of Rights:

The Institute reserves the absolute right to accept or reject any or all EOIs, proposals, or offers, including the highest, lowest, or any other bid, without assigning any reason whatsoever. The decision of IIM Tiruchirappalli regarding the award of programmes shall be final and binding on all ESPs, and no correspondence or representation in this regard shall be entertained.

6) Revenue Share

Particulars	Revenue Share for the ESP
Long Duration Programme Diploma / Degree Programme	ESP Share: 45% of the Application fees and Tuition fees collected. The ESP would remit 55% of Application fees and Tuition fees collected to IIM Tiruchirappalli. The rest of the fees collected towards the Programme kit, Campus visit, Alumni status, Student welfare, etc., are non-sharable, and the ESP would remit the entire amount to IIM Tiruchirappalli
Short Duration Programme	
Customized Programme	The revenue share will be mutually discussed and agreed upon between the ESP and IIM Tiruchirappalli for each programme.

Minimum Guarantee

Long-duration programme	70 participants per programme OR the actual number of participants enrolled, whichever is higher.
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Short-duration programme	50 participants per programme OR the actual number of participants enrolled, whichever is higher.
Customized Programme	25 participants per programme OR the actual number of participants enrolled, whichever is higher.

The ESP is bound to provide a minimum number of finally selected students for various programmes when such programmes are launched by IIM Tiruchirappalli on the agreed commercial terms as per the Programme Description Sheet (PDS) / acceptance letter. If the ESP fails to enroll the minimum guaranteed number of candidates for a programme, the ESP is bound to pay the difference in the revenue share that is due to IIMT on account of the shortfall in enrollments and no relaxation will be provided under any circumstances.

Note:

- Revenue for a program would be calculated separately for each program as: Revenue for Program = (Number of Participants) x (Programme Fee excluding GST)
- The Programme Fee for each program would be decided depending on the market situation in consultation with IIM Tiruchirappalli.
- Share of revenue to IIMT is for the program design, reading materials, faculty remuneration, management of the programme, evaluation, academic support, operating expenses, etc.
- All fees, collected towards the Application, Tuition, Programme kit, Campus visit, Alumni Status, Student welfare, etc., shall be collected by the ESP.
- The ESP should remit the fees to the institute after deducting their share. IIM Tiruchirappalli will raise an invoice for its share of revenue plus the applicable GST, which should be settled by the ESP within 15 days of such invoice.
- It is to be noted that IIM Tiruchirappalli is exempted from Income Tax u/s 12A(1)(ac)(i) of the Income Tax Act, 1961.

a. Scope of Work and Services

a. Studio Infrastructure

For Long-Duration Programmes and Customized Long-Duration Programmes, the Empanelled Service Provider (ESP) shall establish the required studio infrastructure at the IIM Tiruchirappalli campus in Tiruchirappalli. The Institute shall provide suitable space for this purpose. The ESP shall be responsible for the installation, operation, maintenance, upgrading, and upkeep of the studio facilities throughout the contract period at its own cost.

b. Programme Identification and Proposal

IIM Tiruchirappalli may offer programmes based on its academic objectives, strategic priorities, or market demand identified by the ESP. For each programme, the Institute shall issue or approve a Programme Description Sheet (PDS). The ESP shall submit its proposal against the PDS, specifying the revenue-sharing commitment to the Institute (subject to the minimum financial terms quoted in the Financial Bid) and the number of participants guaranteed for the programme.

c. Award of Programme

Based on the responses received against the PDS, the programme shall be awarded to the ESP offering the most advantageous proposal to the Institute, taking into consideration the guaranteed revenue, revenue-sharing commitment, participant guarantee, operational capabilities, and other relevant factors as determined by the Institute at that time.

d. Academic and Operational Responsibilities

IIM Tiruchirappalli shall be responsible for the academic design, curriculum development, faculty engagement, assessment standards, and certification of all programmes. The ESP shall be responsible for providing and managing the technology platform (for conducting the classes and exams), programme operations, marketing, participant support services, logistics, and all other non-academic activities throughout the programme lifecycle.

e. Demonstration of Technology Platform

The ESP may be required to demonstrate the proposed technology platform, Learning Management System (LMS), examination platform, studio infrastructure, and related solutions at the IIM Tiruchirappalli campus or at the bidder's premises. All costs associated with such demonstrations shall be borne by the bidder.

f. Market Intelligence and Academic Technology Support

The ESP shall provide IIM Tiruchirappalli with periodic market intelligence, industry trends, learner feedback, competitive analysis, and programme performance insights to facilitate the design and

delivery of relevant executive education offerings. The ESP shall also deploy a qualified Educational Technology Expert to coordinate with the Institute and support programme delivery without any additional financial liability to IIM Tiruchirappalli.

g. Marketing and Student Admission

The ESP shall be responsible for planning, funding, and executing all marketing, branding, lead-generation, admissions support, and participant recruitment activities for the programmes. All the promotional materials. The ESP may propose promotional campaigns, discounts, scholarships, and

pricing strategies; however, all such initiatives shall require prior written approval from IIM Tiruchirappalli before implementation.

h. Learning Management System and Examination Support

The ESP shall provide and maintain a robust Learning Management System (LMS) for programme delivery, participant engagement, attendance management, academic administration, learner analytics, and record management. The ESP shall also provide facilities for conducting online examinations, including remote proctoring, assessment administration, result processing, and secure archival of examination records.

i. On-Campus Support Personnel

The ESP shall depute at least one Academic Assistant and one support staff member for every one to three active programmes conducted by IIM Tiruchirappalli. Such personnel shall be stationed at the Institute campus whenever required and shall provide operational and administrative support. The salary, benefits, accommodation, travel, and all related expenses of such personnel shall be borne entirely by the ESP.

j. Protection of Intellectual Property Rights

The ESP shall implement appropriate legal, technological, contractual, and organizational measures to safeguard the intellectual property rights of IIM Tiruchirappalli. Such measures shall include, but not be limited to:

- End User License Agreements (EULAs) with programme participants;
- Confidentiality and intellectual property clauses in employment and vendor contracts;
- Access-control mechanisms and digital rights management measures;
- Policies and procedures to prevent unauthorized access, copying, distribution, or commercialization of Institute content.

Copies of the EULA, relevant contractual provisions, and a detailed description of the safeguards implemented shall be furnished to the Institute upon request.

k. Digital Personal Data Protection Compliance Data Privacy

The bidder shall comply with all applicable data privacy and data protection laws and regulations, including the Digital Personal Data Protection Act, 2023 (DPDP Act), and shall implement appropriate technical and organizational measures to ensure the confidentiality, integrity, and security of all personal data collected, processed, stored, or shared during the execution of the contract.

I. Ownership and Return of Academic Content

All recorded lectures, learning materials, course content, assessments, case studies, presentations, videos, recordings, and any other academic content created, developed, delivered, or provided by IIM Tiruchirappalli shall remain the exclusive intellectual property of IIM Tiruchirappalli.

The ESP shall:

- Provide copies of all recorded lectures and programme-related content to the Institute in the prescribed format;
- Maintain such content solely for the purposes of programme delivery during the contract period;
- Not reproduce, distribute, commercialize, modify, sublicense, or otherwise exploit such content without the prior written approval of the Institute; and
- Permanently delete and destroy all copies, backups, and derivatives of such content upon completion or termination of the programme, except where retention is specifically authorized in writing by the Institute.

The Institute may require the ESP to provide a certificate of deletion and compliance upon completion of the programme.

m. Assessment and Examination Management

The ESP shall support the conduct of assessments and examinations in accordance with the academic standards and guidelines prescribed by IIM Tiruchirappalli. The ESP shall deploy appropriate technological solutions, remote proctoring systems, examination monitoring mechanisms, and, where required, qualified invigilators or examination supervisors at designated examination centers.

The ESP shall maintain and submit documentary evidence of examination arrangements, attendance records, proctoring logs, incident reports, and assessment-related documentation as may be required by the Institute. The Institute reserves the right to audit, inspect, or verify any examination-related process or record at any time.

b. Responsibilities of IIM Tiruchirappalli

IIM Tiruchirappalli shall be responsible for the following activities in relation to the programmes offered under this arrangement:

a. Academic Design and Content Development

Design, develop, review, and deliver the curriculum, academic content, learning materials, pedagogical framework, and overall academic structure of the programmes. Programme delivery may be undertaken using the studio facilities provided by the Empanelled Service Provider (ESP),

wherever applicable.

b. Admission Criteria and Participant Selection

Prescribe the eligibility criteria, admission requirements, and minimum qualification standards for admission to each programme. Based on these criteria, the ESP shall undertake marketing and preliminary screening of applicants. The final selection and admission of participants shall rest solely with IIM Tiruchirappalli.

c. Faculty Interaction and Academic Support

Facilitate participant interaction with faculty members through live sessions, office hours, discussion forums, on-campus modules, scheduled visits, or any other academic engagement mechanisms as deemed appropriate by the Institute.

d. Evaluation Framework

Determine and communicate the evaluation methodology, grading policy, attendance requirements, assessment structure, academic regulations, and completion requirements at the commencement of each programme.

e. Coordination and Governance

Nominate one or more authorized representatives to serve as the official points of contact for coordination, monitoring, and communication between IIM Tiruchirappalli and the ESP.

f. Academic Evaluation and Grading

Evaluate assignments, projects, examinations, presentations, and other assessment components, wherever applicable, and determine participant grades, academic standing, and programme completion status.

g. Certification

Issue certificates, diplomas, degrees, transcripts, grade sheets, or other academic credentials, as applicable, to participants who successfully satisfy the prescribed academic requirements of the programme.

h. Assessment Content

Develop and provide examination papers, assessment instruments, evaluation rubrics, answer keys, grading guidelines, and other academic materials necessary for conducting assessments and examinations.

i. Space for Studio Infrastructure

For Long-Duration Programmes, Customized Long-Duration Programmes, Diploma Programmes, and Degree Programmes, IIM Tiruchirappalli shall provide suitable space within its campus for establishing studio infrastructure required for programme delivery.

The following conditions shall apply:

- The ESP shall pay rent for the allotted space at rates determined in accordance with the prevailing CPWD norms and Institute policies.
- IIM Tiruchirappalli shall provide only the designated space and shall not be responsible for providing furniture, fixtures, equipment, studio infrastructure, networking equipment, or any other facilities required for operating the studio.
- The ESP shall procure, install, operate, maintain, repair, and replace all furniture, fixtures, equipment, and related infrastructure required for the studio at its own cost.
- Electricity charges shall be borne by the ESP and shall be recovered based on actual consumption, as determined through appropriate metering arrangements and charged in accordance with the prevailing Tamil Nadu Electricity Board (TNEB)/successor utility tariff rates.
- The ESP shall comply with all applicable campus regulations, safety requirements, security protocols, and statutory requirements while establishing and operating the studio facilities within the Institute premises.

c. Responsibilities of ESP

For Long-Duration Programmes (LDPs), Diploma Programmes, and Degree Programmes, the responsibilities of the ESP shall include, but not be limited to, the following:

- i. The ESP shall install, operate, and maintain the studio facility at the IIM Tiruchirappalli campus at its own cost. IIM Tiruchirappalli shall provide shell space with basic power connectivity for establishing the studio.
- ii. The ESP shall arrange, install, operate, and maintain at its own cost all equipment and infrastructure required for programme delivery, including but not limited to cameras, internet/satellite connectivity, uplink facilities, proprietary software, hardware, audio and video equipment, lighting systems, seating arrangements, tables, whiteboards, and any other specialized equipment and personnel required for the effective conduct of the programmes.
- iii. The ESP shall ensure that all such equipment and infrastructure are maintained in proper

working condition throughout the contract period. Where required, the ESP shall also make available its studio facilities located at other locations for programme delivery without any additional cost to IIM Tiruchirappalli.

- iv. The ESP shall provide and maintain all ancillary facilities necessary for the smooth functioning of the programme and studio, including but not limited to green room facilities, air conditioning, uninterrupted power supply, furniture, control room facilities, and any other supporting infrastructure.
- v. The ESP shall make adequate arrangements for uninterrupted programme delivery during power outages by providing suitable UPS, inverter, generator, or equivalent backup systems for equipment, lighting, internet connectivity, cameras, and other critical infrastructure.
- vi. The ESP shall deploy at least one Technical Assistant for each studio. The Technical Assistant shall be responsible for the upkeep and maintenance of the studio facilities, technical management of programme delivery, and providing necessary support and assistance to faculty members utilizing the studio facilities.
- vii. All costs associated with such personnel shall be borne by the ESP.
- viii. The ESP shall make the studio facilities and classrooms available exclusively for the conduct of IIM Tiruchirappalli programmes during the schedule communicated by the Institute and mutually agreed upon by the parties.
- ix. The ESP shall permit authorized representatives of IIM Tiruchirappalli to inspect the studio facilities, classrooms, infrastructure, equipment, and programme-related materials distributed to participants at reasonable times during the contract period.
- x. The ESP shall provide IIM Tiruchirappalli with up-to-date market intelligence, industry trends, learner feedback, and other relevant inputs to facilitate the design and development of appropriate executive education and e-learning programmes.
- xi. The ESP shall also provide the services of an Educational Technology Expert to coordinate with and support IIM Tiruchirappalli in the delivery of programmes, without any additional cost to the Institute.
- xii. The ESP shall submit a detailed Marketing and Promotional Plan for each programme sufficiently in advance for review and approval by IIM Tiruchirappalli. Marketing activities shall be undertaken only in accordance with the approved plan.
- xiii. All expenses relating to marketing, advertising, promotion, participant recruitment, lead generation, and programme coordination shall be borne entirely by the ESP.

- xiv. Any marketing, promotional, publicity, branding, or communication material carrying the name, logo, trademark, or identity of IIM Tiruchirappalli shall require prior written approval from the authorized representative of the Institute before publication or dissemination.
- xv. The ESP shall possess demonstrated expertise in conceptualizing, designing, implementing, and managing digital marketing strategies and campaigns across various platforms, including but not limited to Google, LinkedIn, Facebook, Instagram, YouTube, X (formerly Twitter), email marketing, search engine optimization (SEO), search engine marketing (SEM), and other relevant digital channels, to ensure effective programme outreach and participant enrolment.

Eligibility Conditions for Bidders

The tendering Agency must fulfill the conditions mentioned in the succeeding paras in order to be eligible for technical evaluation of the bid:

1. The Bidders should have a minimum of 02 (two) years of experience in designing and marketing Short Duration Programmes, Open Executive Education Programmes, Long Duration Programmes and similar programmes as of June 30, 2026. Relevant documentary proof like a work order / Letter of Intent / Agreement must be submitted with the tender.
2. The Bidder should have done similar work to at least two higher educational institutes, in the past 2 years. The details of current similar works on hand and other contractual commitments/ Service Level Agreements (SLAs) should be attached along with the tender.
3. The Bidder (s) should be registered with the Goods and Services Tax Council for the purpose of Goods & Service Tax (GST). A copy of the GST registration certificate has to be submitted with the tender document. A copy of the GST Registration Certificate, PAN, and Bank account details should be submitted along with the Technical Bid. The names appearing on all these documents and the tender document should be the same or linked.
4. The bidder(s) should be registered as a Company under the Indian Companies Act 1956/2013 / any Legal Entity which is regulated by the Law of the Land and should be in existence for not less than two years as of June 30, 2026. A copy of the Certificate of Incorporation / appropriate certificate should be attached.
5. The bidder should be registered with the appropriate registration authority, and the Agency should have operational experience in similar service for a period of at least two years as of June 30, 2026. A certificate of Incorporation should be attached along with the Technical Bid.
6. Bidders should be regular in filing Income-Tax returns. A copy of the Income-tax returns filed and audited accounts statement for the last three financial years, 2022-23 to 2024-25 (i.e. AY 2022-23, 2023-24 and 2024-25), should be submitted along with the Technical Bid.
7. The bidders should not have been blacklisted by any department of the Government of India or any State Government and Private organization in the past. There should not be any criminal case registered against the bidding firm or its owners/partners anywhere in India, and

the Bidder should give a self-declaration certificate for acceptance of all terms & conditions of EOI documents. An undertaking to this effect in the Company letterhead duly signed by

1) General Terms & Conditions

1. Installation and Commissioning

For Long Durations / Degree / Diploma Programmes, the studios and communication facility need to be installed at IIM Tiruchirappalli premises & commissioned within 60 days of the award of the contract / programme. If the ESP fails to complete the installation and commission within 60 days. IIM Tiruchirappalli shall impose a penalty of Rs. 25,000/- per week in the case of delay for upto 4 weeks. Any further delay will invite a penalty as decided by the competent authority and the decision of the competent authority is final.

2. Penalty Clause:

- a) Deficiency/delay in Service/work will be construed as lapses on the part of the Vendor. Such lapses due to the Vendor will be viewed seriously and penalties will be imposed on the Vendor as given below:
 - i. In case of any delay in providing the required services as covered by this RFP within the stipulated date and timings, IIM Tiruchirappalli reserves the right to impose a penalty up to 10% of the Work Order value and the quantum of the penalty will be decided in individual cases and the decision of the competent authority at IIM Tiruchirappalli shall be final and binding.
 - ii. A minimum connectivity (uptime of 99.5%) during the classes is expected for all sessions (Studio to classroom/end-user). Performance would be evaluated based on the criteria agreed in the signed contract. A periodic review of the performance of all the services (quarterly) would be evaluated and shared by IIM Tiruchirappalli in quarterly review meetings.

b) Liquidated Damages for Installation/ Commissioning Non-performance:

If, during installation, commissioning, testing, or acceptance, the deliverables provided by the ESP fail to meet the specifications, standards, or performance requirements stipulated in this RFP, the ESP shall, at its own cost and within the timeframe specified by IIM Tiruchirappalli, rectify such deficiencies to ensure full compliance. In the event the ESP fails to rectify the deficiencies within the prescribed period, IIM Tiruchirappalli shall have the sole discretion to either reject the deliverables or accept them subject to the recovery of such amount as deemed reasonable by IIM Tiruchirappalli from the Performance Security or any other dues payable to the ESP. The ESP shall also bear all costs, expenses, and losses incurred by IIM Tiruchirappalli arising from such non-compliance.

c) Non-performance during the tenure

If an Empanelled Service Provider (ESP) fails to successfully deliver any programme under this empanelment within one (1) year from the date of empanelment, IIM Tiruchirappalli shall have

the right, after providing the ESP with a reasonable opportunity to explain the reasons for such failure, to remove the ESP from the empanelled list and blacklist the ESP from participating in future tenders, empanelments, or procurement processes of IIM Tiruchirappalli for such period as may be determined by the Institute. In addition, a suitable penalty would be levied. In addition, the Performance Security Deposit furnished by the ESP shall be liable to be forfeited, either wholly or partly, at the sole discretion of IIM Tiruchirappalli.

d) Persistent Non-Performance

The following shall constitute Persistent Non-Performance:

- Failure to meet SLA requirements for three consecutive months;
- Failure to meet enrollment commitments for two consecutive programmes;
- Repeated technology outages;
- Repeated student grievance escalation;
- Repeated violation of branding or compliance requirements.

In such cases, IIM Tiruchirappalli may:

1. Impose penalties up to 20% of the ESP's revenue share for the affected programme;
2. Suspend allocation of new programmes;
3. Forfeit Performance Security Deposit at the discretion of the Institute as wholly or partly;
4. Remove the ESP from the empanelled list and blacklist the ESP for up to five years.

3. Quality of the Services:

a) Unsatisfactory Performance of Service

If the ESP fails to perform the services in accordance with the requirements, specifications, standards, or timelines prescribed under the Contract and such deficiency is not rectified within the period specified by IIM Tiruchirappalli, the Institute shall be entitled to procure the required services from alternative sources at the risk and cost of the ESP. Any additional expenditure incurred by the Institute on account of such alternative arrangement shall be recoverable from the Performance Security, pending bills, or any other amounts due or becoming due to the ESP. In the event that the additional expenditure exceeds the amount available under the Performance Security and pending bills, the ESP shall remain liable to reimburse the balance amount to the Institute.

b) Persistent Deficiency in Quality of Services

If, at any stage during the execution of the Contract, IIM Tiruchirappalli determines that the quality of services rendered by the ESP is unsatisfactory or does not conform to the requirements of the Contract, the Institute shall have the right to issue appropriate directions for corrective action. In the event of failure by the ESP to rectify such deficiencies within the stipulated period, IIM Tiruchirappalli may, without prejudice to any other rights and remedies available under the Contract or applicable law, terminate the Contract and/or the relevant Work Order, either wholly or in part,

and forfeit the Performance Security, either wholly or partly.

Upon such termination, the Institute shall be entitled to recover all applicable penalties, damages, losses, and additional costs incurred from any monies payable to the ESP. Any balance amount remaining after such recoveries shall be released to the ESP. The decision of the competent authority of IIM Tiruchirappalli regarding the assessment of deficiencies, imposition of penalties, and determination of recoverable amounts shall be final and binding on the ESP.

4. Forfeiture of Earnest Money Deposit:

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 RFP in any respect within the period of validity and/or after opening the RFP. Such bidders will also be blacklisted.
- b) When information/certificate/document furnished is found to be false at any stage.
- c) When the documents have been manipulated or altered after they are downloaded from the website.

5. Performance Security Details:

- a) The Empanelled Service Provider will be required to remit an interest-free Performance Security Deposit of **Rs. 15,00,000/-** through online transfer to IIM Tiruchirappalli Bank Account, within five working days from receipt of the Provisional Work Order. On receipt of the Performance Security, a confirmatory Work Order will be issued to the successful bidder. The security deposit will be refunded to the vendor after completion of the contract along with payment of the final bill.
- b) If the vendor fails to remit the security deposit as mentioned in clause (a) of the above para it would be considered as an intention to breach the contract and appropriate actions would be initiated by IIM Tiruchirappalli including, but not limited to forfeiting the balance amount in the security deposit, seizure of the facilities set-up by the ESP, termination of the contract, blacklisting of the ESP for a period of two years and initiating litigation in the court of law for breach of contract.

6. Damages for Loss of Intellectual Property Rights of IIM Tiruchirappalli:

If the intellectual property rights belonging to IIM Tiruchirappalli are compromised, including if they are lost, stolen, misused, misappropriated, copied, distributed, posted, shared, and circulated due to the responsibility of the ESP, then the ESP agrees to compensate IIM Tiruchirappalli to the extent of INR 5,000/- per slide of presentation content that is so compromised, INR 10,000/- per page of document that is so compromised and INR 5,000/- per minute of audio and/or video content that is so compromised. In addition, the ESP and the ESP also agree to pay a fixed sum of damages to the extent of INR 1,00,000/- per instance of such compromise. In addition, IIM Tiruchirappalli also reserves the right to initiate a criminal suit for breach of confidence and misappropriation of confidential information/data. This clause would survive for a period of three years after the termination of this contract. This amount would

be adjusted from the security deposit maintained by the ESP with IIM Tiruchirappalli after providing due notice in this regard.

7. Termination of Contract:

- a. The agreement will be entered with selected ESPs and will be valid for 36 (thirty- six) months, depending upon the evaluation of the bid.
- b. **Termination for Convenience:** Either party may terminate the contract for convenience at any time during its valid term by issuing a notice for the termination of the contract. However, this option cannot be exercised while a programme is in process.
- c. If the contract is terminated for reason of the convenience of the ESP, then in such event as promptly as practicable, but not more than 30 days, the ESP shall
 - i. pay all sums due to IIM Tiruchirappalli.
 - ii. cease using Programmes including, but not limited to, the title of the programme, the reading materials provided as part of the programme, the presentation material provided as part of the programme, the video and other supplementary material required for the programme which was provided by IIM Tiruchirappalli, as well as any marketing literature created for the programme.
 - iii. return all copies of Programmes and all written materials and all physical embodiments of Programmes or any portion thereof to IIM Tiruchirappalli. Moreover, the studios and other facilities provided by the ESP within the geographic premises of IIM Tiruchirappalli will be removed by the vendor at its own cost, only after a mutually agreed time of within six months or end of the current academic year, whichever is earlier.
- d. IIM Tiruchirappalli shall, without prejudice to any other remedy for breach of contract, terminate the contract in whole or in parts in the event of the following:
 - i. If the Service Provider fails to provide the services within the period (s) specified in the contract or any extension thereof granted by the Institute.
 - ii. Notwithstanding anything contained herein, the contract can be terminated by either party by giving an advance notice of three months.
 - iii. Termination shall not affect the ongoing programs (i.e., programs in progress), and they shall progress and conclude as per the terms agreed upon by the parties under the Contract.
 - iv. If the Service Provider fails to perform any other obligation(s) under the contract.
 - v. If the Service Provider is declared insolvent by the competent Court of Law without any notice.
 - vi. If the contract is terminated for reason of IIM Tiruchirappalli's convenience, then in such event as promptly as practicable, IIM Tiruchirappalli shall deliver all the ordered and accepted Programmes and such termination shall be effective only upon successful completion of all the Programmes being conducted hereunder.
- e. If the successful Bidder fails to fulfill his obligations under the Contract i.e., non-adherence to terms and conditions in full or in part, IIMT may terminate the Contract forthwith, without

incurring any liability whatsoever.

8. Redundancies and Disaster Recovery:

The ESP shall specify the extent of redundancy provided at each component of the proposed system for ensuring trouble-free, high-quality service delivery. In the event of a site failure, the ESP should specify an alternate site from where services can be continued till such a time the original facility is restored. The ESP should also provide proper security gadgets for the protection of the studio site against all natural and human disasters, including but not limited to, fire, pilferage, sabotage, vandalism, etc. The ESP should also ensure that security failure on his facilities, should not affect the physical and other facilities in the IIM Tiruchirappalli premises. In addition to this, the bidder has to insure the entire physical and technical infrastructure installed as part of the studio, control room, classroom, etc., at IIM Tiruchirappalli.

9. Indemnity:

The ESP shall indemnify and hold the Institute harmless at all times and by all means and be liable for any loss due to malfunctioning of the equipment supplied and installed by the ESP.

10. Integrity Pact

The Pact essentially envisages an agreement between the prospective vendors/ bidders and the buyer, committing the persons/officials of both sides not to resort to any corrupt practices in any aspect/stage of the contract. Only those vendors/bidders who commit themselves to such a Pact with the buyer would be considered competent to participate in the bidding process. In other words, entering into this Pact would be a preliminary qualification. The essential ingredients of the Pact include:

- i. Promise on the part of the principal not to seek or accept any benefit which is not legally available.
- ii. Principal to treat all bidders with equity and reason.
- iii. Promise on the part of bidders not to offer any benefit to the employees of the principal not available legally.
- iv. Bidders are not to enter into any undisclosed agreement or understanding with other bidders with respect to prices, specifications, certifications, subsidiary contracts, etc.
- v. Bidders not to pass any information provided by the Principal as part of the business relationship to others and not to commit any offense under PC/ IPC Act;
- vi. Foreign bidders are to disclose the name and address of agents and representatives in India and Indian Bidders are to disclose their foreign principals or associates.
- vii. Bidders to disclose the payments to be made by them to agents/brokers or any other intermediary.
- viii. Bidders to disclose any transgressions with any other company that may impinge on the anti-corruption principle.

Any violation of Integrity Pact would entail disqualification of the bidders and exclusion from future business dealings, as per the existing provisions of GFR, 2017, PC Act, 1988 and other Financial Rules/Guidelines etc. as may be applicable to the organization concerned. The Bidder has

to submit the Integrity Pact.

11. Change in Ownership: The Bidder shall certify that a change in ownership is not anticipated in the proposed period of the contract. If such a change is anticipated, the scope and effect thereof shall be defined. the event of such a change and if the future owner/assignee unilaterally repudiates the contract, the facilities provided by the Bidder will become the exclusive property of IIM Tiruchirappalli, and no rights, whatsoever, will accrue to such assignee of the Bidder.

In addition, IIM Tiruchirappalli might also file a suit against the bidder for breach of this clause requesting damages and/or specific performance remedies therefrom.

12. Details of the bidder's technology fulfilling the requirements of IIM Tiruchirappalli should be clearly explained in simple English (without technical jargon), supported by relevant snapshots/screenshots as applicable. A detailed technical description (with jargon) of the technology should be provided in a separate document.

13. The Bidder should give an explicit undertaking that the name of IIM Tiruchirappalli will not be used by any other, or by the Bidder, in any of the promotional material, nor display IIM Tiruchirappalli name in its premises, in ways detrimental to the brand image of IIM Tiruchirappalli. Any promotional material/displays in connection with this contract must be explicitly approved by IIM Tiruchirappalli in writing before use.

14. IIM Tiruchirappalli reserves the right to appoint any consultant or consultants for evaluation of the bid document.

15. The Bidder shall carefully examine and understand the specifications/conditions in this document and seek clarifications, if required, to ensure that they have understood all specifications/conditions of the bid document. Such clarifications should be sought before submission of bids.

16. In case the bidder makes a misstatement or misrepresentation of fact for any item under this bid document, then IIM Tiruchirappalli would reject the application of such bidder. In such a case, IIM Tiruchirappalli also reserves the right to blacklist the bidder for a period of two years from the date of closure of this RFP, and would not allow the bidder to participate in any other bid, either related or unrelated to this bid document, during such period, conducted by IIM Tiruchirappalli. If IIM Tiruchirappalli comes to know about such misstatement or misrepresentation after the contract has been signed, then it reserves the right to cancel the contract and sue the bidder for damages in addition to blacklisting the bidder for a period of ten years as specified above.

17. IIM Tiruchirappalli reserves the right to reject any or all bid documents and/or cancel the tender / RFP without assigning any reason therefore before its finalization, and the bidders do not get any claim against IIM Tiruchirappalli in such circumstances.

18. The Successful Bidder shall at all times use duly licensed software, tools, etc., for the execution of the indicative Scope of work as mentioned above. The Successful Bidder shall duly acknowledge and comply with the provisions of law relating to intellectual property rights. The Successful Bidder shall indemnify and hold the Institute harmless at all times, for any lapses in this regard on its part, for any reason whatsoever.

19. The Successful Bidder shall apprise and seek the inputs of the Institute in the activities planned to complete the Scope of Work.
20. The Successful Bidder shall share the information with the Institute, from time to time, concerning the latest activities in support of the Scope of Work.
21. Grievances, complaints, and suggestions of students or the Institute shall be promptly attended to, remediated, or resolved by the Successful Bidder. Where challenges exist, the same shall be promptly brought to the notice of the Institute.
22. The Successful Bidders shall not outsource and/or subcontract any part of its responsibilities, in full or in part, to any third party, without the prior written approval of the Institute. Even in such cases, such third parties shall also be duty-bound to comply, without demur, with all the terms and conditions of the RFP, as devolving on the Successful Bidder.
23. The Successful Bidder shall be solely responsible for ensuring compliance with all applicable laws of the land in the performance of services.
24. The Successful Bidder shall always work in the best interests of the Institute and shall not (cause to) do any act advertently or inadvertently that is prejudicial to the good functioning, smooth/streamlined working; causing (or having the potential to cause) risk, damage loss of any kind to the (interests of the) Institute. Any breach shall attract penal action, including but not limited to forfeiture of security deposit and termination of Contract.
25. **The signing of Contract:** The successful bidder shall be required to execute the Contract Agreement accepting all terms and conditions stipulated herein on a non-judicial stamp paper of Rs. 500/- (Rupees Five Hundred only) within 15 working days from the issue of the Work Order along with interest-free performance security deposit. In the event of failure on the part of the successful bidder to sign the contract within the period stipulated above, the EMD shall be forfeited, and the acceptance of BID shall be considered as cancelled.
26. Canvassing in connection with the RFPs is strictly prohibited and RFPs submitted by the bidder who resort to canvassing will be liable to rejection. Any bribe, commission or advantage offered or promised by or on behalf of the bidder to any officer or staff of IIM Tiruchirappalli shall block his/ her RFP from being considered. Canvassing on the part or on behalf of the bidder will also make his RFP liable to rejection.
27. **Authority of the person signing the document:** The person signing the RFP application or any documents forming part of the Contract on behalf of another shall be deemed to warranty that he/she has authority to bind such other and if, on enquiry, it appears that the person so signing had no authority to do so, the IIM Tiruchirappalli may without prejudice to other Civil and criminal remedies cancel Contract and held the signatory/agency liable for all cost and damages.
28. In respect of services rendered to IIM Tiruchirappalli, the Service Provider shall be liable for depositing all taxes, levies, cess, etc. to the concerned tax collection authorities from time to time as per existing rules and regulations on the matter.
29. While releasing payments to the Service Provider, the Institute shall deduct applicable TDS and other statutory deductions, as required under prevailing laws and regulations..
30. The Income Tax (TDS) shall be deducted at the prevailing rate from the bills, as amended from time to time under the provisions of the Income Tax Department, and the relevant certificate to

this effect shall be issued by IIM Tiruchirappalli to the Agency.

31. The Work covered by this RFP is a whole and complete job and will not be split for award of Work.
32. **Subletting of Work:** The firm/agency should not assign or sublet the work/job or any part of it to any other person or party. The RFP is not transferable. Only one RFP shall be submitted by the bidder.
33. **Jurisdiction:** Any dispute arising, if any, under the Contract shall be subject to the Courts at Tiruchirappalli.
 - a) Should any force majeure circumstances arise, each of the contracting parties be excused for the non-fulfillment or the delayed fulfillment 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, pandemics, epidemics, quarantine restriction, strikes, lockouts, etc., which are beyond the control of either part.

ANNEXURE – I: PROFILE OF THE BIDDER

S. No.	Required information		Description
1	Name of the firm/company		
2	Address of the agency/firm/company		
3	Legal status (Individual, proprietary, partnership firm, limited company, etc.)		
4	Authorized Signatory Details	Name	
		Designation	
		Email	
		Phone	
	Details of Contact other than Authorized Signatory	Name	
		Designation	
		Email	
		Phone	
5	Month and Year of commencement business.		
6	Statutory details (Photocopies to be attached):	Registration number of the firm. (as per Shops and establishment.).	
		PAN No. of the Agency	
		GST No. of the Agency	
7	Has your firm/company ever changed its name at any time? If yes, provide the previous name and the reasons there for?		
8	Have you or your constituent ever left the Contract awarded to you incomplete? If so, give the name of the Contract and reasons for not completing the Contract.		

9	Brief details of litigation, if any, connected with related Work, current or during the last three years, the opposite party, and the disputed amount.	
10	Give details of the Termination of the previous Contract, if any.	
11	Details of bank mandate	
	Name of the Beneficiary	
	Name of the Bank	
	Name of the Branch	
	Account No.	
	Type of Account IFSC	
	IFSC Code No.	
12	Total experience (years/ months) Related work in Central Educational Institution/Organization:	

Turnover in the relevant field on a Contract basis during the last three years (from 2022-23 to 2024-25). Please submit documentary evidence i.e. extract of Profit and Loss account, Balance Sheet & Income Tax return filed.

Financial Years	2022-23	2023-24	2024-25
Details of Gross Annual Turnover - (Rs. in Lac)			
Average Turnover in the last three years	Rs. _____ in Lakhs		



INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI

(An Institute of National Importance, Ministry of Education (Shiksha Mantralaya), Government of India)

Trichy - Pudukkottai Main Road, Tiruchirappalli-620 024 (TN)

Phone: 0431-2505121/5122 | email: purchase@iimtrichy.ac.in

List of present and past clients in the following format. The information provided will facilitate the evaluation of the Technical Bid **(Please use a separate sheet if required without changing the format)**. Please attach client certificate and work orders etc., clearly giving a period of contact.

S. No.	Name of the organization with complete postal address	Nature or type of Work undertaken	Period for which the Contract is/was awarded	Work order Value INR	Name and designation of the contact person with Tel. / Mobile No (s), Email ID
1					
2					
3					
4					
5					
6					
7					
8					
9					

ANNEXURE – II: SUBMISSION OF EOI DOCUMENT

Date:

The Chief Administrative Officer (i/c)
Indian Institute of Management Tiruchirappalli
Trichy-Pudukkottai Main Road
Tiruchirappalli 620 024.

Subject: Notice Inviting Expression of Interest (EOI) for the Empanelment as a Technology, Infrastructure, Marketing and other Allied Service provider for various Executive Education Programmes of IIM Tiruchirappalli

Reference: EOI Notice published in IIM Tiruchirappalli website. - **EOI No: 26SP134EOI dated: 24.07.2026.**

Dear Sir,

With reference to the EOI notice published in above mentioned website, I / We hereby submit my/ our EOI in a required format. I / We have carefully gone through the terms and conditions and prescribed given and I/We accept the same without any alterations /modifications.

It is certified that I, _____ (name of the person)
S/o Shri _____ r/o _____

- a) am _____ authorized _____ to _____ sign _____ this _____ document _____ on _____ behalf _____ of _____ M/s. _____ (the name of the firm / company which is bidding in this EOI) and that our firm / company have never been blacklisted/terminated due to poor performance 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.
- b) hereby certify that none of my relative (s) as defined in the EOI document is / are employed in IIM Tiruchirappalli as per details given in EOI document. In case at any stage, it is found that the information given by me is false / incorrect, IIM Tiruchirappalli shall have the absolute right to take any action as deemed fit / without any prior intimation to me.
- c) further declare that:
- 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.



INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI

(An Institute of National Importance, Ministry of Education (Shiksha Mantralaya), Government of India)

Trichy - Pudukkottai Main Road, Tiruchirappalli-620 024 (TN)

Phone: 0431-2505121/5122 | email: purchase@iimtrichy.ac.in

- ii. I understand that the decision taken by the IIM Tiruchirappalli is final and binding in all matters.
- iii. I hereby agree to work as per the terms and conditions stipulated by IIM Tiruchirappalli.
- iv. I understand that the IIM Tiruchirappalli reserves the right to accept or reject and to cancel the EOI and reject all bids at any time prior to the award of the contract, without detailing any specified reasons whatsoever

Place: _____

Signature _____

Name _____

Date: _____

Designation: _____

Seal of agency / Firm / Company

ANNEXURE – III: LETTER OF AUTHORISATION

LETTER OF AUTHORISATION FOR ATTENDING PRE-BID MEETING

To

The CAO (i/c)
IIM Tiruchirappalli
Pudukkottai Main Road
Tiruchirappalli - 620 024

Subject: Authorization for attending Pre-Bid Meeting/ Technical Bid/Evaluation/ Price Bid opening on _____ in the *Expression of Interest (EOI) for the Empanelment as a Technology, Infrastructure, Marketing and other Allied Service provider for various Executive Education Programmes of IIM Tiruchirappalli*

Following persons are hereby authorized to attend the Site Visit/ Pre-Bid / Technical Bid / Price Bid meeting for the EOI mentioned above on behalf of.(Bidder) in order of preference given below.

Order of preference	Name	Designation	Contact No	Specimen Signatures
I				
II				

Alternate Representative

Signatures of Bidder
or
Officer authorized to sign the bid Documents on behalf of the Bidder.

Note:

1. Maximum of **two representatives** will be permitted to attend Pre Bid Meeting / bid opening. In cases where it is restricted to one, first preference will be allowed. Alternate representative 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 recovered.

ANNEXURE IV: INTEGRITY PACT

This Integrity Agreement is made at on this day of 2026 BETWEEN

The Director, IIM Tiruchirappalli represented through Chief Administrative Officer, IIM Tiruchirappalli, (Hereinafter referred as the IIM Tiruchirappalli, Trichy - Pudukkottai High Road, Trichy – 620 024, “Principal/Owner”, which expression shall unless repugnant to the meaning or context hereof include its successors and permitted assigns)

AND

.....
(Name and Address of the Individual/ firm/ Company) Through
..... (Hereinafter referred to as the (Details of duly authorized signatory) “Bidder/Contractor” and which expression shall, unless repugnant to the meaning or context hereof include its successors and permitted assigns)

Preamble

WHEREAS the Principal / Owner has floated the ***Tender No 26SP134T dated 24.07.2026*** (hereinafter referred to as “Tender/Bid”) and intends to award, under laid down organizational procedure, a contract for ***“Tender for Expression of Interest (EoI) for the Empanelment as a Technology, Infrastructure, Marketing and other Allied Service provider for various Executive Education Programmes of IIM Tiruchirappalli”***. hereinafter referred to as the “Contract”.

AND WHEREAS the Principal/Owner values full compliance with all relevant laws of the land, rules, regulations, economic use of resources and fairness/transparency in its relation with its Bidder(s) and Contractor(s).

AND WHEREAS to meet the purpose aforesaid, both the parties have agreed to enter into this Integrity Agreement (hereinafter referred to as “Integrity Pact” or “Pact”), the terms and conditions of which shall also be read as an integral part and parcel of the Tender/Bid documents and Contract between the parties.

NOW, THEREFORE, in consideration of mutual covenants contained in this Pact, the parties hereby agree as follows and this Pact is witnessed as under:

Article 1: Commitment of the Principal/Owner

- 1) The Principal/Owner commits itself to take all measures necessary to prevent corruption and to observe the following principles:
 - a) No employee of the Principal/Owner, personally or through any of his/her family members, will in connection with the Tender, or the execution of the Contract, demand, take a promise for or accept, for self or third person, any material or immaterial benefit which the person is not legally entitled to.

- b) The Principal/Owner will, during the Tender process, treat all Bidder(s) with equity and reason. The Principal/Owner will, in particular, before and during the Tender process, provide to all Bidder(s) the same information and will not provide to any Bidder(s) confidential/additional information through which the Bidder(s) could obtain an advantage in relation to the Tender process or the Contract execution.
 - c) The Principal/Owner shall endeavour to exclude from the Tender process any person, whose conduct in the past has been of biased nature.
- 2) If the Principal/Owner obtains information on the conduct of any of its employees which is a criminal offence under the Indian Penal code (IPC)/Prevention of Corruption Act, 1988 (PC Act) or is in violation of the principles herein mentioned or if there be a substantive suspicion in this regard, the Principal/Owner will inform the Chief Vigilance Officer and in addition can also initiate disciplinary actions as per its internal laid down policies and procedures.

Article 2: Commitment of the Bidder(s)/Contractor(s)

- 1) It is required that each Bidder/Contractor (including their respective officers, employees and agents) adhere to the highest ethical standards, and report to the IIM Tiruchirappalli / Department all suspected acts of fraud or corruption or Coercion or Collusion of which it has knowledge or becomes aware, during the tendering process and throughout the negotiation or award of a contract.
- 2) The Bidder(s)/Contractor(s) commit themselves to take all measures necessary to prevent corruption. He commits himself to observe the following principles during his participation in the Tender process and during the Contract execution:
 - a) The Bidder(s)/Contractor(s) will not, directly or through any other person or firm, offer, promise or give to any of the Principal/Owner's employees involved in the Tender process or execution of the Contract or to any third person any material or other benefit which he/she is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the Tender process or during the execution of the Contract.
 - b) The Bidder(s)/Contractor(s) will not enter with other Bidder(s) into any undisclosed agreement or understanding, whether formal or informal. This applies in particular to prices, specifications, certifications, subsidiary contracts, submission or non-submission of bids or any other actions to restrict competitiveness or to cartelize in the bidding process.
 - c) The Bidder(s)/Contractor(s) will not commit any offence under the relevant IPC/PC Act. Further the Bidder(s)/Contractor(s) will not use improperly, (for the purpose of competition or personal gain), or pass on to others, any information or documents provided by the Principal/Owner as part of the business relationship, regarding plans, technical proposals and business details, including information contained or transmitted electronically.
 - d) The Bidder(s)/Contractor(s) of foreign origin shall disclose the names and addresses of agents/representatives in India, if any. Similarly, Bidder(s)/Contractor(s) of Indian Nationality shall disclose names and addresses of foreign agents/representatives, if any. Either the Indian agent on behalf of the foreign principal or the foreign principal directly

could bid in a tender but not both. Further, in cases where an agent participates in a tender on behalf of one manufacturer, he shall not be allowed to quote on behalf of another manufacturer along with the first manufacturer in a subsequent/parallel tender for the same item.

- e) The Bidder(s)/Contractor(s) will, when presenting their bid, disclose any payments he has made, is committed to or intend to make to agents, brokers or any other intermediaries in connection with the award of the Contract.
- 3) The Bidder(s)/Contractor(s) will not instigate third persons to commit offenses outlined above or be an accessory to such offenses.
- 4) The Bidder(s)/Contractor(s) will not, directly or through any other person or firm indulge in fraudulent practice means a willful misrepresentation or omission of facts or submission of fake/forged documents in order to induce public official to act in reliance thereof, with the purpose of obtaining unjust advantage by or causing damage to justified interest of others and/or to influence the procurement process to the detriment of the IIM Tiruchirappalli interests.
- 5) The Bidder(s)/Contractor(s) will not, directly or through any other person or firm use Coercive Practices (means the act of obtaining something, compelling an action or influencing a decision through intimidation, threat or the use of force directly or indirectly, where potential or actual injury may befall upon a person, his/her reputation or property to influence their participation in the tendering process).

Article 3: Consequences of Breach

Without prejudice to any rights that may be available to the Principal/Owner under law or the Contract or its established policies and laid down procedures, the Principal/Owner shall have the following rights in case of breach of this Integrity Pact by the Bidder(s)/Contractor(s) and the Bidder/ Contractor accepts and undertakes to respect and uphold the Principal/Owner's absolute right:

- 1) If the Bidder(s)/Contractor(s), either before award or during execution of Contract has committed a transgression through a violation of Article 2 above or in any other form, such as to put his reliability or credibility in question, the Institute reserves the right to cancel the Tender. The imposition and duration of the exclusion will be determined by the severity of the transgression and determined by the Principal/Owner. Such exclusion may be forever or for a limited period as decided by the Principal/Owner.
- 2) **Forfeiture of EMD/Performance Guarantee/Security Deposit:** If the Principal/Owner has disqualified the Bidder(s) from the Tender process prior to the award of the Contract or terminated/determined the Contract or has accrued the right to terminate/determine the Contract according to Article 3(1), the Principal/Owner apart from exercising any legal rights that may have accrued to the Principal/Owner, may in its considered opinion forfeit the entire amount of Earnest Money Deposit, Performance Guarantee and Security Deposit of the Bidder/Contractor.
- 3) **Criminal Liability:** If the Principal/Owner obtains knowledge of conduct of a Bidder or Contractor, or of an employee or a representative or an associate of a Bidder or Contractor which constitutes corruption within the meaning of IPC Act, or if the Principal/Owner has substantive suspicion in this regard, the Principal/Owner will inform the same to law enforcing agencies for further investigation.

Article 4: Previous Transgression

- 1) The Bidder declares that no previous transgressions occurred in the last 5 years with any other Company in any country, confirming to the anticorruption approach or with the Central Government or State Government or any other Central/State Public Sector Enterprises in India that could justify his exclusion from the Tender process.
- 2) If the Bidder makes incorrect statement on this subject, he can be disqualified from the Tender process or action can be taken for banning of business dealings/ holiday listing of the Bidder/Contractor as deemed fit by the Principal/ Owner.
- 3) If the Bidder/Contractor can prove that he has resorted/recouped the damage caused by him and has installed a suitable corruption prevention system, the Principal/Owner may, at its own discretion, revoke the exclusion prematurely.

Article 5: Equal Treatment of all Bidders/Contractors/Subcontractors

- 1) The Bidder(s)/Contractor(s) undertake(s) to demand from all subcontractors a commitment in conformity with this Integrity Pact. The Bidder/Contractor shall be responsible for any violation(s) of the principles laid down in this agreement/Pact by any of its Subcontractors/sub-vendors.
- 2) The Principal/Owner will enter into Pacts on identical terms as this one with all Bidders and Contractors.
- 3) The Principal/Owner will disqualify Bidders who do not submit the duly signed Pact between the Principal/ Owner and the bidder, along with the Tender, or violate its provisions at any stage of the Tender process, from the Tender process.

Article 6- Duration of the Pact

This Pact begins when both parties have legally signed it. It expires for the Contractor/Vendor 12 months after the completion of work under the contract or till the continuation of the defect liability period, whichever is more, and for all other bidders, till the Contract has been awarded. If any claim is made/lodged during the time, the same shall be binding and continue to be valid despite the lapse of this Pacts as specified above, unless it is discharged/determined by the Competent Authority, IIM Tiruchirappalli.

Article 7- Other Provisions

- 1) This Pact is subject to Indian Law, place of performance and jurisdiction is the Headquarters of the Division of the Principal/Owner, who has floated the Tender.
- 2) Changes and supplements need to be made in writing. Side agreements have not been made.
- 3) If the Contractor is a partnership or a consortium, this Pact must be signed by all the partners or by one or more partners holding power of attorney signed by all partners and consortium members. In the case of a Company, the Pact must be signed by a representative duly authorized by board resolution.
- 4) Should one or several provisions of this Pact turn out to be invalid, the remainder of this Pact remains valid. In this case, the parties will strive to come to an agreement to their original intentions.

- 5) It is agreed that any dispute or difference arising between the parties with regard to the terms of this Integrity Agreement / Pact, any action taken by the Owner/Principal in accordance with this Integrity Agreement/ Pact or interpretation thereof shall not be subject to arbitration.

Article 8- LEGAL AND PRIOR RIGHTS

All rights and remedies of the parties hereto shall be in addition to all the other legal rights and remedies belonging to such parties under the Contract and/or law and the same shall be deemed to be cumulative and not alternative to such legal rights and remedies aforesaid. For the sake of brevity, both the Parties agree that this Integrity Pact will have precedence over the Tender/Contact documents with regard to any of the provisions covered under this Integrity Pact.

IN WITNESS WHEREOF the parties have signed and executed this Integrity Pact at the place and date first above mentioned in the presence of following witnesses:

.....
(For and on behalf of Principal/Owner)

.....
(For and on behalf of Bidder/Contractor)

WITNESSES:

1.....
(Signature, name and address)

2.....
(Signature, name and address)

Place:

Dated:

ANNEXURE – V: CHECKLIST FOR DOCUMENTS TO BE ATTACHED WITH THE EOI

Sl. No	Covers	Details	Remarks	Tick (✓)
1	(Cover 1)	All the documents and Annexures		
2		Whether GST Registration Certificate is enclosed.		
3		Whether PAN is enclosed.		
4		Whether documents in support of meeting the basic eligibility conditions stipulated in the EOI document (i.e., proof for experience in a similar nature of work, annual turnover, performance certification with verifiable contacts, etc., have been enclosed with Technical Bid).		
		Whether duly filled in Technical Bid documents (i.e., Annexure-I to the EOI document) along with all the related enclosures have been enclosed with the EOI:		
		i. Registration/ Incorporation details of the bidding firm/Agency/Company		
		ii. Documents in support of the Legal Status of the Bidder. Copy of Registered Partnership Deed or Articles / Memorandum of Association in the case of partnership firm or Private Limited Company.		
5		iii. Authorization / Power of attorney for signing the EOI document		
6		iv. Audited Annual Accounts, Income Tax Return and Assessment Orders for the last three consecutive financial years i.e., from 2022-23 to 2024-25.		
		v. Details of completed contracts in the prescribed format during the last three years along with proof with verifiable contacts.		
		vi. Details of ongoing contracts in the prescribed format along with proof with verifiable contacts.		
		vii. All other information/ details/ supporting documents/proof desired in the EOI document		
		Whether Technical Bid documents as per Annexure-I of the EOI document is submitted.		
7		Whether Undertaking, Declaration and Near Relative Certificate are attached as per Annexure-II .		
8		Whether Letter of Authorization to attend pre-bid and EOI opening meetings as per Annexure-III is submitted.		
9		Whether Technical Bid documents and all the required enclosures to the Technical Bid are serially numbered and overwriting/ erasures, if any, in the technical Bid duly been signed and endorsed with the seal?		
10		Whether an Index or Table of Contents of all enclosures to the Technical Bid has been prepared and attached with the Technical Bid to facilitate quick reference?		
11		Whether EOI documents and its Corrigendum have been signed with the seal on all the pages by the Bidder.		