



# INDIAN INSTITUTE OF MANAGEMENT TIRUCHIRAPPALLI

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

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

Phone: 0431-2505121/5122 | email: [purchase@iimtrichy.ac.in](mailto:purchase@iimtrichy.ac.in)

## **NOTICE INVITING TENDER FOR DESIGNING AND EXECUTING DIGITAL PROMOTIONAL CAMPAIGNS FOR ADMISSIONS TO PGPBM PROGRAMME (2021 BATCH) AT IIM TIRUCHIRAPPALLI (CHENNAI CAMPUS)**

**Tender No. IIMT/2020/CC/PGPBM/DPC/17 dated: 27.02.2021**

Details	Date	Time	Venue
Name of Work/ Service	<i>“Tender for Designing and Executing Digital Promotional Campaigns for Admissions to PGPBM Programme (2021 Batch) at IIM Tiruchirappalli (Chennai Campus)”</i>		
Date of issue of Tender Document	27.02.2021	18.00 Hrs. onwards	-
Pre-bid Meeting	09.03.2021	16:30 Hrs.	IIM Trichy through virtual mode. Please refer IIMT website on 08.03.2021 for online link.
Last date of Submission of Tenders	20.03.2021	17.00 Hrs.	-
Opening of Technical Bid	22.03.2021	14.30 Hrs	IIM Trichy through virtual mode. Please refer IIMT website on 20.03.2021 for online link.
Technical Evaluation (Presentation)	23.03.2021 & 24.03.2021	<i>To be informed later</i>	IIM Trichy through virtual mode. Please refer IIMT website on 22.02.2021 for online link.
Opening of Price Bid	<i>To be informed later</i>		-
Tender Document	The tender document can be downloaded from the IIM TRICHY website <a href="https://www.iimtrichy.ac.in/tender-published">https://www.iimtrichy.ac.in/tender-published</a>		
Cost of Tender Document (Nonrefundable)	<b>Rs. 1,180/-</b> (inclusive of GST) has to be remitted through NEFT to <b>IIMT Chennai Centre, SB A/c. No. 50100011400101, IFSC Code: HDFC0002086</b> of HDFC, Tiruverumbur Branch, Tiruchirappalli.		
EMD Amount	<b>Rs. 25,000/-</b> to be remitted through online mode to <b>IIMT Chennai Centre, SB A/c. No. 50100011400101, IFSC Code: HDFC0002086</b> of HDFC, Tiruverumbur Branch, Tiruchirappalli.		
Copies of payment transaction receipt for both the above have to be attached with the application form, without which the bid won't be considered. <b><i>The payment of tender fee and EMD is exempted for MSME Bidders.</i></b> Bidders claiming exemption should attach necessary document proof to the tender document.			
Security Deposit (SD) (Refundable)	<b>3% of the work order value</b> to be remitted to IIM Tiruchirappalli as SD. The SD amount, less the EMD amount already paid, will have to be remitted to IIM Trichy within ten working days along with the letter of acceptance from the receipt of the work order, failing which the work order will stand cancelled.		
Address for submission of Tender	Chief Administrative Officer (i/c), Indian Institute of Management Tiruchirappalli, Trichy-Pudukkottai Main Road, Chinna Sooriyur, Trichy - 620 024.		
Mode of Submission of Tender	Speed Post / Registered Post / Courier or Hand delivery – during office hours (9.30 to 17.00 hrs.) only (To be submitted to Dispatch Section of IIM TRICHY @ Administrative Wing – II Floor and obtain acknowledgement)		

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## Notice Inviting Tender

### Over view

1. Indian Institute of Management Tiruchirappalli (IIM Trichy), an Institute of National Importance, established by the Ministry of Education, Govt. of India, is the eleventh IIM and was instituted on 4<sup>th</sup> January 2011. More details about IIM TRICHY are available in our website [www.iimtrichy.ac.in](http://www.iimtrichy.ac.in).
2. IIM TRICHY invites sealed Tenders through advertised tender enquiry for designing and executing a digital promotional campaign for admissions to PGPBM Programme (2021 Batch) 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.

<i>S. No</i>	<i>Work Description</i>	<i>Estimated Value of the Work</i>	<i>Earnest Money Deposit (EMD)</i>	<i>Interest free Performance Security Deposit</i>
1	Designing and Executing Digital Promotional Campaigns for Admissions to PGPBM Programme (2021 Batch)	Rs. 9,00,000/-	Rs. 25,000/-	3% of the Work Order value

### Scope of the Work

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
- Design, execution and monitoring of Social Media campaigns/ Advertising (including Facebook, LinkedIn, Twitter etc.)

The activities have to be carried out for a period of **120 days** tentatively from 1<sup>st</sup> April 2021 onwards and should target working executives with 5 to 25 years of experience.

## Essential requirements: Digital Promotion for 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.

## Eligibility Criteria 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 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 GST Registration Certificate, PAN and Bank account details should be submitted along with the Technical Bid. The names appearing on all these documents and tender document should be same or linked.
2. Bidder(s) should have at least **two years** experience in the business of “**Social Media Management & Digital Marketing**” as on 31<sup>st</sup> January 2021 for Designing and Executing Digital Promotional Campaigns to the reputed institutions like IIMs/IITs/IISER/NITs/Universities or other reputed B-schools in the Country during the past two years (Purchase order / work order / Agreement along with the completion certificate pertaining to the same should be attached along with Technical Bid).

3. Copies of orders showing that the firm has executed orders during the last *two years* as on 31<sup>st</sup> January 2021 as detailed below;

One similar work of 80% of the estimated cost [Order copy to be enclosed]

**OR**

Two similar works of 60% of the estimated cost each [Order copy to be enclosed]

**OR**

Three similar works each costing not less than 40% of the estimated cost each. [Order copy to be enclosed]

4. Average Annual Turnover of the bidder should be at least 80% of the estimated cost of the tender during the previous three financial years from 2017-18 to 2019-20. Copies of duly audited Balance Sheet with Profit & Loss accounts are to be submitted with the Technical Bid. The year in which no turnover is shown would also be considered for working out the average.
5. Bidders should be regular in filing Income-Tax returns. A copy of Income tax returns filed and audited accounts statement for the last three financial years (2017-18, 2018-19 & 2019-20) should be submitted with the Technical Bid. In case the income tax return is yet to be filled for the financial year 2019-20, the copy of the unaudited financial statement authenticated by the CEO or CFO shall be submitted.
6. The bidders should not be blacklisted by any department of the Government of India 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. An undertaking to this effect in the Company letter head duly signed by the owner / partner or both to be enclosed, as per **Annexure-IV**.
7. The Bidder should give self-declaration certificate for acceptance of all terms & conditions of tender documents. A duly completed certificate to this effect is to be submitted as per the **Annexure-VII**.

### **Instructions to Bidders**

#### **1. Tender Fees**

Tender Documents are to be downloaded from the Institute's website <https://www.iimtrichy.ac.in/tender-published> However, the bidder(s) should remit a Non-Refundable Tender document fee of **Rs. 1,180/-** (inclusive of GST) through online transfer to "IIMT Chennai Centre" as per the bank details provided at Page one. A copy of the payment transaction receipt has to be attached with the tender application, without which the tender won't be considered for bidding process. The payment of tender fee is exempted for MSME Registered Bidders and necessary valid document proof must be attached with the tender document.

## 2. Earnest Money Deposit

- i. The bidder(s) should remit an Earnest Money Deposit (EMD) of Rs. 25,000/- (Rupees Fifty thousand only) through online transfer to “IIMT Chennai Centre” as per the bank details provided at Page one. A copy of the payment transaction receipt has to be attached with the tender application form, in a separate envelope superscribed as “EMD payment receipt”, without which the tender won’t be considered for the bidding process.
- ii. The EMD of the successful bidder will be adjusted against the interest free performance Security Deposit due to be paid. The EMD of the unsuccessful bidders will be released after finalization of the tender. No interest is payable on the earnest money.
- iii. Micro and Small Enterprises (MSEs) firms as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or the firms registered with the Central Purchase Organisation or the concerned Ministry or Department or Startups as recognized by Department of Industrial Policy & Promotion (DIPP) for all these items only, are exempted from EMD. However, they have to enclose valid self-attested registration certificate(s) along with the tender to this effect.
- iv. The bidders who seeks exemption from EMD as per clause above, if they withdraw or modify their bids during the period of validity, or if they are awarded the work order and they fail to sign the contract, or to submit a performance security before the deadline defined in the bid document, they will be suspended for the period of three years or as decided by the competent authority from being eligible to submit bids for contracts with the entity that invited the bids.

## 3. Period of Contract

The period of contract is for **120 days** tentatively from 01<sup>st</sup> April 2021 onwards. However, based on the performance of the successful Bidder for Designing and Executing Digital Promotional Campaigns, the period of contract could be extended for two more years on same rate and terms and conditions and at the sole discretion of the Institute.

## 4. Relationship Certificate

- i. The bidder should give a certificate that none of his/her near relative is working in the units as defined below where he is going to apply for the tender. In case of proprietorship firm certificate will be given by the proprietor. For partnership firm certificate will be given by all the partners and in case of limited company by all the Directors of the company. Due to any breach of these conditions by the company or firm or any other person the tender will be cancelled and Bid Security will be forfeited at any stage whenever it is noticed and IIM Trichy will not pay any damage to the company or firm or the concerned person.



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- ii. The company or firm or the person will also be debarred for further participation in the concerned unit.
- iii. The near relatives for this purpose are defined as follows: -
  - Members of a Hindu undivided family,
  - Spouse,
  - 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).
- iv. The Relationship Certificate (**Annexure-VI**) needs to be placed in the Technical bid cover.

### 5. Amendment to bid document

- i. At any time prior to the date of submission of bids, IIM Trichy shall modify the bid document with amendments either on its own or in response to a clarification required by a prospective bidder during pre-bid meeting.
- ii. Such amendments shall be notified on IIM Trichy website only and these amendments will be binding on all prospective bidders.
- iii. The Institute may at its own discretion extend the last date for the receipt of bids.
- iv. IIM Trichy reserves the right to cancel the tender without assigning any reason at any stages of evaluation before finalization.
- v. IIM Trichy also reserves the right to, at any time and in its absolute discretion the following:
  - Accept or reject any or all bids.
  - To obtain further clarification or supporting documents during the technical bid evaluation.
  - To suspend, discontinue, modify and/or terminate the Tendering process at any time.
  - To reserves the right to modify/change/delete/add any further terms and conditions prior to issue of Work Order.

### 6. Conditional Bids

Conditional bids or Bids based on the process / basic schemes other than mentioned and / or not conforming to the technical specifications / requirements of the Bidding documents will not be considered.



## 7. Technical Bid Criteria

- i. The technical bid shall contain all the relevant information which forms part of the technical bid. The information provided in the technical bid will be used for understanding and assessing/evaluating the quality of solution being proposed by the bidder.
- ii. All information should be organized in logically structured form and submitted as technical bid with an index. Bidders should comply with scope of work, eligibility criteria and technical requirements. The detailed formats are attached at **Annexure-I**. The bidder is to complete the same in all respect and submit accordingly. No deviations are acceptable in Annexure-I.

## 8. Price Bid Details

- i. Price Bid i.e. BoQ given with the tender to be submitted after filling all relevant information. The priced BoQ should be submitted as per the format available with the tender (**Annexure-II**) failing which the offer will be rejected (renaming or changing the format of BoQ) will not be acceptable.
- ii. The price quoted by the tenderer should be valid till the completion of contract and shall not be subjected to any escalation. No claim on this account what so ever shall be entertained at any stage including the extended period, if any.
- iii. Bidder should quote rates in the Price Bid (**Annexure-II**) only, bids indicating price anywhere else will be rejected.

## 9. Validity of bids and rates

- i. All the quoted price would be valid until the completion of the contract. No escalation of price whatsoever would be allowed during the currency of the contract, including extended period if any.
- ii. The quote shall remain valid and open for acceptance for a period ***of 180 days*** from the date of opening of price bid.

**10.** The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.



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### Procedure for Submission of Tender

- i The tender document should be downloaded from the IIM Trichy website <https://www.iimtrichy.ac.in/tender-published>
- ii The bidder(s) shall not make any changes or amendment in the tender document as published in the IIM Trichy website.
- iii All correspondence and documents relating to the tender shall be written in English.
- iv No paper / page shall be detached from the tender document. No addition or alteration should be made in the tender document.
- v The tender document should be filled in legible handwriting/printing/typing without any ambiguity.
- vi If any correction is necessary in the information provided by the bidder, the same should be made after scoring out the old entry. In any case, there should not be any over writing. All the corrections should be attested with full signature of the bidder with date.
- vii The tender shall be submitted in *two parts*, viz., **Technical Bid** and **Price Bid**. All the pages of the tender document being submitted must be signed and sequentially numbered by the bidder(s) before submission, as per the procedures and requirements stipulated herein.
- viii It is construed that the bidder has read all the terms and conditions before submitting their offer. An undertaking as given in the **Annexure-VII** to the effect of stating that the terms and conditions of the tender have been read and abided by the tenderer shall be furnished.
- ix Bidder should take into account the corrigendum/Addendum published from time to time before submitting the bids.
- x 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.

### Submission of Bids

Since this tender is based on *two bid system*., THREE SEPARATE SEALED ENVELOPES as explained below need to be prepared:

**a) Technical Bid - (Envelope A)**

- i. The following documents are to be furnished by the bidder(s) along with Technical Bid (**Annexure-I**), as per the tender document;
- ii. Application form as per **Annexure - III**.
- iii. Copy of PAN and GST Registration.
- iv. Copy of constitution or legal status of the bidder service provider / Sole proprietorship /firm agency etc. like Attested copy of deed of partnership, if the firm is a partnership concern. Certificate of Incorporation duly certified in case of Company.
- v. Copy of client list, work orders, testimonials/completion /performance certificate from the present and past clients of equivalent order sized (received in the last three years) with verifiable contacts need to be attached with the Tender document.
- vi. A copy of Income tax returns filed and audited accounts statement for last three financial years (2017-18, 2018-19 & 2019-20).
- vii. The Relationship Certificate (**Annexure-VI**) needs to be placed in the Technical bid cover.
- viii. Duly Signed Tender document and it's all annexures.
- ix. All other document mentioned in tender document, except Price Bid document.
- x. The **Technical Bid** Envelope with the aforementioned required enclosures should be in sealed condition and SUPERSCRIBED with the following text: ***“Technical Bid for Designing and Executing Digital Promotional Campaigns for Admissions to PGPBM (2021) Programme at IIM Tiruchirappalli (Chennai Campus)”***

**b) Price Bid - (Envelope B)**

- i. **Price bid** (As per **Annexure-II** duly filled and signed) – Price must be quoted as per the format specified, failing which tender shall be rejected.
- ii. Only duly filled **Price Bid** as per **Annexure-II** should be put in a separate envelope and the envelope should be in sealed condition. This envelope should be **SUPERSCRIBED** with the following text: ***“Price Bid for Designing and Executing Digital Promotional Campaigns for Admissions to PGPBM (2021) Programme at IIM Tiruchirappalli (Chennai Campus)”***

**c) Tender Fee / EMD Receipt - (Envelope C)**

Wherever applicable, a copy of the payment transaction receipts amounted to **Rs. 1,180/-** and **Rs 25,000/- (Rupees Twenty-five Thousand only)** towards tender fee and EMD, respectively, have to be submitted with the tender application form, without which the tender won't be considered for evaluation process. The tender fee payment receipt and EMD payment receipt as mentioned above, should be put in a separate envelope marked **"Tender fee receipt / EMD payment receipt"**. They should not be put in either technical bid envelope or in the price bid envelope.

- d)** All the *three sealed envelopes* should carry the name and address of the bidder and be placed/kept inside a LARGER Size Master Envelope with the following text **SUPERSCRIBED** on the master envelope:

*Tender for Designing and Executing Digital Promotional Campaigns for Admissions to PGPBM (2021) Programme at IIM Tiruchirappalli (Chennai Campus)"*

**Tender No IIMT/2020/CC/PGPBM/DPC/17 dated: 27/02/2021**

- e)** The master envelope containing the three envelopes should be delivered at the below mentioned address on or before 20.03.2021 by 17.00 hrs;

**The Chief Administrative Officer i/c,  
Indian Institute of Management Tiruchirappalli,  
Trichy – Pudukkottai Main Road,  
Chinna Sooriyur, Tiruchirappalli– 620024**

- f)** If the three inner envelopes A, B & C and the one outer envelope (i.e., larger envelope) are not marked as instructed, IIM Trichy will assume no responsibility for the misplacement of the envelopes. Any bid received in unsealed condition will be rejected.
- g)** The tender should be submitted either through Registered Post/Speed Post/Courier or delivered to IIM Trichy in hand. IIM Trichy will not accept any responsibility or grant any relaxation of time for any Postal delay in submission of tender.

**Pre-Bid Meeting**

Pre-Bid Meeting with the intending bidders shall be held through video conferencing on **09.03.2021** at **16.30 Hrs.** to clarify doubts that may arise before submission of the bids. The bidders need to send the scanned copy of letter of authorization from their firm (or firms they are representing) to [purchase@iimtrichy.ac.in](mailto:purchase@iimtrichy.ac.in) before 10.00 Hrs., on **09.03.2021** for attending the Pre-bid meeting as per format enclosed vide **Annexure-V**. Bidders are requested to mail the doubts to [purchase@iimtrichy.ac.in](mailto:purchase@iimtrichy.ac.in), prior to the pre bid meeting if possible, to enable us to clarify the doubts in the pre-bid meeting itself.

## Opening of Master Envelope & Technical Bids

The master envelope and technical bid will be opened by the Purchase Committee on **22.03.2021 at 14.30 Hrs.** in the presence of the bidders or their authorized representatives through video conferencing mode. A maximum of two representatives per bidder shall be authorized and permitted to attend the bid opening. Bidders / Representatives have to send the scanned copy of **letter of authorization from their firm** (or firms they are representing) to [purchase@iimtrichy.ac.in](mailto:purchase@iimtrichy.ac.in) before 10.00 Hrs. on 22.03.2021 to participate in the opening of Technical Bid as per the format enclosed vide **Annexure -V.**

## Tender Evaluation Process

Selection of the vendor shall be based on **Quality and Cost Based Selection (QCBS)** under the Rule 192 of the General Financial Rule 2017. The proposals will be evaluated by taking the following factors into consideration:

- a) Final selection of the vendor shall be based on Quality and Cost Based Selection (QCBS) with **60% weightage for technical evaluation** and **40% weightage for commercial evaluation.**
- b) The bidder would be selected on the basis of ranking and evaluation of Technical and Financial Bids by a Committee formed by the Institute, and the Committee's decision would be final and binding. The process of selection of the successful bidder would be determined as under: -

**Stage 1: Document verification** – Verify the document submitted by the bidder and firms qualified shall be invited to make presentation through virtual mode to the Evaluation Committee of IIM Trichy. The Bidders, who have remitted a non-refundable Tender document fee of Rs. 1,180/- and an Earnest Money Deposit of Rs. 25,000/- (Rupees twenty-five thousand only) to IIM Trichy (wherever applicable) and meeting all the basic eligibility conditions mentioned at **5<sup>th</sup> & 6<sup>th</sup>** page of the tender document, will only be considered to make the presentation to the Evaluation Committee.

**Stage 2: Technical Evaluation** – Those qualified in Stage-1 shall be invited to make a presentation to the Evaluation Committee on **23/03/2021 & 24/03/2021** through virtual mode. The committee will assess the firm as per criteria mentioned in the technical bid.

The bidders are requested to prepare their own technical proposal. The technical bid shall contain all the relevant information which forms part of the technical bid. All information should be organized in logically structured form and submitted as technical bid with an index. Bidder is free to add any information that can help in assessing technical quality of the solutions proposed and which touches upon the parameters/attributes for technical assessment.

The information provided in the technical bid will be used for understanding and assessing/evaluating the quality of solution being proposed by the bidder. Technical evaluation of the bidder will depend on the information provided herein and the presentation to the committee members.

### Presentation

A presentation is scheduled on 23/03/2021 & 24/03/2021 (*Time will be informed later*) 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 IIM Trichy. The presentation will be evaluated based on the following parameters:

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

Based on the information provided in the Technical Bid and also on the Presentations to be made by the Bidders, marks will be provided for each item to the Bidders, as per the following Parameters:

Parameters for Technical Evaluation	Maximum Marks
<p><b>I. Financial Soundness/Turn over</b></p> <p>(Average turnover in the last three years, as reported in the audited financial statements will be considered.)</p> <p>Less than Rs. 8 lakh = <b>0 marks</b>;</p> <p>Rs.8 to 10 lakh = <b>2 marks</b>;</p> <p>Rs.10.01 to 15 lakh = <b>4 marks</b>;</p> <p>Rs.15.01 to 20 lakh = <b>6 marks</b>;</p> <p>Rs.20.01 to 25 lakh = <b>8 marks</b>;</p> <p>Above Rs.25.01 lakh=<b>10 marks</b>)</p>	5
<p><b>III. Presentation by the Bidder</b></p> <p>a. Bidder's understanding of Executive Market Segment – <b>15 marks</b>.</p> <p>b. Thoroughness of the Promotional Plan to address IIMT requirements- <b>15 marks</b></p> <p>c. Technological and Human capabilities to execute the promotional campaigns- <b>15 marks</b>.</p>	45
<b>Total Marks (Technical)</b>	<b>50</b>

Decision taken by the Evaluation Committee on the Technical Evaluation will be final. At the end of this stage, each firm will have Technical score (out of 50) associated with it.

Bidders getting less than **35 score** in the Technical bid will not be considered for opening the price bid.

Price bids will be opened for the bidders getting score **35 and above** in technical bid evaluation.

Under **QCBS selection process**, the technical proposals will be allotted **weightage of 60%** (sixty per cent) while the financial proposals will be allotted **weightages of 40%** (forty per cent).

**Stage 3: Final score (combined score)** Technical bid and price bid together will be used to arrive the highest techno commercial score (TCS). The bidder with the highest TCS will be chosen to provide the services covered by this tender.

The TCS of a bidder with technical score T and commercial bid value C is calculated using the following formula.

$$TCS = 0.4 * C1/C + 0.6 * T/T1$$

where **C1** is the lowest commercial score and **T1** is the highest technical score.

**The technical score will be revealed to the bidders just before opening of the commercial bid.**

The Bidder securing the highest combined score of **TCS** will be invited for negotiations/discussion, if required, and shall be awarded the contract. In the event of two or more bidders have the same TCS score in the final ranking, the bidder with the highest technical score will be declared as successful bidder.

Any inquiry after submission of the quotation will not be entertained. The decision of IIM Trichy will be final and binding to all for interpretation of any ambiguity

### **Opening of Price Bid**

The price bids of all the technically eligible bidders will be opened in the presence of technically eligible bidders or their authorized representatives through video conferencing mode. **The date and time for opening of the Price Bid will be informed later.** Bidders / Representatives have to send the scanned copy of letter of authorization from their firm (or firms they are representing) to [purchase@iimtrichy.ac.in](mailto:purchase@iimtrichy.ac.in) before attending the price bid meeting on the given date (to be informed later) to participate in the opening of Price Bid as per the format enclosed vide **Annexure-V**.

The Institute reserves the right to accept or reject any or all the offer including the lowest without assigning any reason.

## General Terms & Conditions

### 1. Payment Terms

- a. No advance payment will be made in any case.
- b. However, part payment will be made after satisfactory execution of the job (Designing and Executing Digital Promotional Campaigns) on equated monthly basis after submission of all the necessary relevant documents.
- c. The successful bidder should have sufficient working capital to run the Campaigns.
- d. TDS and any other Government levies applicable on bills as per Government instructions/ notifications issued from time to time shall be applicable and deducted from Service Provider's bills.

### 2. Warranty of Quality

- a. The Service Provider will be responsible for Designing and Executing Digital Promotional Campaigns during the contract period.
- b. In case, the firm fails to provide the required services within specified delivery period, the same services will be obtained from open market and the difference of cost, if any, will be recovered from Performance Security or from pending bill(s) of the defaulting firm or from both in case the recoverable amount exceeds the amount of Performance Security.
- c. If it is observed at any stage that the quality of the work is not satisfactory, the contract/ work order as a whole may be terminated and Security deposit forfeited. Applicable penalties would be levied from all the monies payable to the Service Provider on such termination and the balance amount, if any, would be paid. The decision of the competent authority in the matter of penalties, would be final and binding

### 3. Performance Security Details

- a. The successful bidder will be required to remit 3% of the work order value as an interest free Performance Security Deposit through online transfer to IIM Trichy Bank Account mentioned at Page 1(one) of the tender document, within ten working days from receipt of the work order. The security deposit will remain with the Institute during the contract period and the same will be refunded on expiry of the contract period, after adjusting applicable deductions, if any.
- b. Security / Performance Security will be forfeited if the Vendor fails to perform/abide by any of the terms or conditions of the contract.
- c. In case, the Vendor fails to Design and Execute Digital Promotional Campaigns within specified delivery period, the same services will be obtained from open market and the difference of cost, if any, will be recovered from Performance Security or from pending bill(s) of the defaulting firm or from both in case the recoverable amount exceeds the amount of Performance Security.



#### **4. Termination of Contract**

This contract can be terminated giving 15 days' notice by the Institute.

- a. Upon any such termination for convenience, IIM Trichy shall have no liability towards contractor for any damages, including loss of anticipated profits. As its sole right and remedy, contractor shall be paid for services already provided and to be provided till the date of the termination.
- b. The termination of the contract shall not relieve the contractor of any obligations and liabilities under the Contract.
- c. IIM Trichy may, 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. In case of breach of any terms of agreement, or unsatisfactory/inefficient working on the part of the vendor.
  - ii. If at any time it is found that the information provided by the vendor in any form about publications, services and related matters are incorrect and result in losses in any form to the Institute.
  - iii. If the Vendor fails to perform any other obligation(s) under the Tender conditions.
  - iv. If the Vendor being declared insolvent by the competent Court of Law without any notice.

#### **5. Delivery Schedule**

The successful bidder should commence Designing and Executing Digital Promotional Campaign tentatively with effect from **01<sup>st</sup> April 2021** and the firm date will be conveyed through work order. The successful bidder should be able to commence the services within a week from receipt of the Work Order.

#### **6. Intellectual Property Rights**

- a. All the intellectual property rights over the information, database, reports generated as outcome of the services with all rights including but not limited to perpetual, unlimited, nonexclusive, irrevocable and royalty-free license to use, modify, transfer, sell, make derivative work, translate, adapt, improve, merge with other information/database/reports, reproduce, disseminate, release or disclose in whole or in part, in any manner, and for any purposes whatsoever, and to have or authorize others to do so shall be of IIM Trichy.
- b. The bidder shall not copy, reproduce, alter, modify, create derivative works, or publicly display or privately share any content of the Services, including information, database, reports generated as outcome of the services, unless expressly authorized by IIM Trichy.
- c. By the reason of this relationship, the successful bidder shall have access to Confidential Information relating to the students, the Institute, its processes etc., the value of which would be impaired if such information were disclosed and the bidder

agrees not to disclose this information to any other person /entity for the benefit of itself or any other person, corporation or business organization, entity or enterprise, any. The bidder shall make best efforts to prevent and protect the contents of the database and reports generated thereof from unauthorized use or distribution.

## 7. Penalty Clause

- a. If it is observed at any stage during contract period that the quality of the work is not satisfactory, the contract / work order as a whole shall be terminated and Security deposit forfeited. Applicable penalties would be levied from the amount payable to the vendor on such termination and the balance amount, if any, would be paid. The decision of the Institute in the matter of penalties, would be final and binding.
- b. In case of failure to carry out the works to the satisfaction of IIM Trichy as per the terms and conditions, the Institute will be free to get services done by any other agency at the cost and risk of the Vendor.

## 8. Force Majeure

- a. Should any force majeure circumstances arise, each of the contracting parties be excused for the non-fulfillment or for 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, epidemics, quarantine restriction, strikes, and lockouts i.e. beyond the control of either party.

9. Canvassing in connection with the tenders is strictly prohibited and tenders submitted by the tenderers who resort to canvassing will be liable to rejection. Any bribe, commission or advantage offered or promised by or on behalf of the tenderer to any officer or staff of IIM Trichy shall block his/ her tender from being considered. Canvassing on the part or on behalf of the tenderer will also make his tender liable to rejection.

10. **Authority of person signing document:** A person signing the tender 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 Trichy may without prejudice to other Civil and criminal remedies cancel contract and held the signatory liable for all cost and damages.

11. The Income Tax (TDS) shall be deducted at prevailing rate from the bills, as amended from time to time in accordance with the provisions of Income Tax Department, and the relevant certificate to this effect shall be issued by IIM Trichy to the agency.

- 12.** In case, the Vendor fails to comply with any statutory / taxation liability under appropriate law, and as a result thereof IIM Trichy is put to any loss / obligation, monetary or otherwise, IIM Trichy shall be entitled to get itself reimbursed out of the outstanding bills or the Performance Security Deposit of the agency, to the extent of the loss or obligation in monetary terms. This shall be in addition to the right of IIM Trichy to initiate penal measures against the Vendor including the termination of the contract.
- 13. Arbitration:** In case of any unreconciled disputes between the parties IIM Trichy and the agency/firm to whom the contract had been awarded, arising out of any of the terms of the Contract Agreement, the dispute shall be referred to a single Arbitrator mutually agreed, as per Arbitration and Reconciliation Act 1996, in Trichy jurisdiction. The decision of the Arbitrator shall be final and binding on the both parties.
- 14. 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 tender is not transferable. Only one tender shall be submitted by one tenderer.
- 15. Forfeiture of Earnest Money:** The earnest money will be forfeited in the following cases:
- Earnest Money is liable to be forfeited and bid is liable to be rejected, if the bidder(s) withdraws or amends impairs or derogates from the tender in any respect within the period of validity and/or after opening the tender.
  - When the successful tenderer does not deposit the security money after the work order is given or does not commence the performance under the contract within the stipulated time.
  - If the successful bidder(s) fails to Design and Execute Digital Promotional Campaigns within the prescribed time after the confirmed orders.
  - When information/certificate/document furnished is found to be false at any stage.
  - When the bid documents have been manipulated or altered after they are downloaded from the website.
- 16. Jurisdiction:** All disputes arising out of this contract shall be subjected to Courts in Tiruchirappalli under the jurisdiction of Madurai Bench of Madras High Court.

### **Additional Conditions of the Tender**

- Firm Price:** Bidder's quoted price for *Designing and Executing Digital Promotional Campaigns* in the Price Bid should remain firm till completion of the contract period & should not attract any escalation under any circumstances whatsoever.
- If any information furnished by the bidder is found as false / fabricated, then their bid will be rejected and treated as cancelled. Even if such manipulation is detected at any stage after signing of the contract, it would lead to termination of the contract besides forfeiture of Earnest Money Deposit and liabilities towards prosecution. In such cases the bidder will be debarred from participation in future tendering process in IIMT for next 05 (Five) years.

**Annexure – I (Technical Bid)**

Tender Fees (Through <b>NEFT/RTGS Only</b> )	Transaction/UTR Number: _____ dated _____ for <b>Rs. 1,180/-</b> (Rupees one thousand one hundred and eighty only) toward Tender fee (Payment transaction receipt to be enclosed with Technical Bid)
Earnest Money Deposit (EMD) (Through <b>NEFT/RTGS Only</b> )	Transaction/UTR Number: _____ dated _____ for <b>Rs.25,000/-</b> (Rupees Twenty-Five thousand only) toward EMD (Payment transaction receipt to be enclosed with Technical Bid)

**PROFILE OF THE BIDDER**

S. No.	Required information	Description
1	Name of the agency / 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

**Annexure – I (Continued)**

5	Month and Year of commencement business.	
6	Statutory details (Photocopies to be attached):	Registration number of the firm. (as per Shops and establishment act.).
		PAN No. of the Agency
		GST No. of the Agency
7	Have your firm/company ever changed its name 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 name of the contract and reasons for not completing the contract.	
9	Brief details of Litigations, if any, Connected with related work, Current or during the last three years, the opposite party and the disputed amount.	
10	Give details of Termination of previous contract, if any	
11	<b>Details of bank mandate;</b>	
	Name of the Bank	
	Name of the Branch	
	Account No.	
	Type of Account	
	IFSC Code No. (copy of the cancelled cheque should be enclosed)	
12	Total experience (years/ months) in the Related work	



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Phone: 0431-2505121/5122 | email: [purchase@iimtrichy.ac.in](mailto:purchase@iimtrichy.ac.in)

## Annexure – I (Continued)

Turnover in the relevant field on contract basis during the last 3 years (from 2017 to 2020). Please submit documentary evidence i.e. extract of Profit and Loss account, Balance Sheet & Income Tax return filed.

Financial Years	2017-18	2018-2019	2019 – 2020
Details of Gross Annual Turnover - (Rs. in Lac)			
Average Turnover in last three years	INR_____in Lakhs		



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## Annexure – I (Continued)

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

Sr. No.	Name of the organization with complete postal address	Period for which the contract 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 (Price Bid (BoQ))**

Sl. No.	SCOPE OF WORK	RATE (Rs.) without GST
1.	<p>Designing and executing digital promotional campaigns for admissions to PGPBM 2021-23 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"> <li>• Targeted Email campaigns</li> <li>• Content creation for Higher-education portals</li> <li>• Keyword-based search advertising</li> <li>• Banner Advertising</li> <li>• Design and managing the Landing page for Admissions</li> <li>• Carrying out analytics to prioritize admission leads</li> <li>• Social Media Advertising on Facebook, LinkedIn and Twitter</li> <li>• Social Media Advertising through Facebook, LinkedIn and Twitter.</li> <li>• Design, execution and monitoring of Social Media campaigns/Advertising (including Facebook, LinkedIn, Twitter etc.)</li> </ul>	





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## Annexure – III (Submission of Tender Document)

Application Form for submission of Tender Document

TO

**The Chief Administrative Officer (i/c),**

Indian Institute of Management Tiruchirappalli,

Trichy-Pudukkottai Main Road,

Chinna Sooriyur Village,

Tiruchirappalli 620 024.

***Subject: Tender for Designing and Executing Digital Promotional Campaigns for Admissions to PGPBM (2021) Programme at IIM Tiruchirappalli (Chennai Campus)***

Reference: Tender Notice published in IIM Trichy website.

**Tender No IIMT/2020/CC/PGPBM/DPC/17 dated: 27/02/2021**

Dear Sir,

With reference to the tender notice published in above mentioned website, I / We hereby submit my/ our tender 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.

Yours faithfully,

**Signature** \_\_\_\_\_

**Name** \_\_\_\_\_

**Seal of agency / Firm / Company**



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### Annexure- IV (Undertaking Certificate)

It is certified that I, \_\_\_\_\_ (name of the person) S/o

Shri \_\_\_\_\_ r/o

\_\_\_\_\_ am authorized to sign this document on behalf of M/s.

\_\_\_\_\_ (the name of the firm / company which is

bidding in this tender) and that our firm / company have 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:



**Annexure- V (Authorization Letter)**

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

To

The CAO (i/c)  
IIM Tiruchirappalli  
Pudukkottai Main Road,  
Chinna Sooriyur Village,  
Tiruchirappalli - 620 024

Subject: Authorization for attending Pre Bid Meeting / Opening of Technical Bid/ Price Bid on .....(date) in the tender for ***“Tender for Designing and Executing Digital Promotional Campaigns for Admissions to PGPBM (2021) Programme at IIM Tiruchirappalli (Chennai Campus)”***

Following persons are hereby authorized to attend the Pre Bid Meeting / Opening of Technical Bid/ Price Bid for the tender 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.

**Notes:**

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.



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### Annexure-VI (Near Relative Certificate)

#### 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 IIM Trichy as per details given in tender document. In case at any stage, it is found that the information given by me is false / incorrect, IIM Trichy 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.



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## Annexure-VII (Declaration)

### 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/work order is liable to be cancelled/ terminated.
- 2) I understand that the decision taken by the IIM Trichy is final and binding in all matters.
- 3) I hereby agree to work as per the terms and conditions stipulated by IIM Trichy.
- 4) I understand that the IIM Trichy reserves the right to accept or reject and to cancel the tender and reject all bids at any time prior to the award of the contract, without detailing any specified reasons whatsoever.

Place: \_\_\_\_\_

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Name: \_\_\_\_\_

Designation: \_\_\_\_\_

**Annexure-VIII (Bank Account Details)**

**BANK ACCOUNT DETAILS**

<b>Sl. No.</b>	<b>Particulars</b>	<b>Details</b>
1	Name of the Beneficiary	
2	Beneficiary's Bank Account No.	
3	Beneficiary's nature of Bank account	
4	Beneficiary's Bank name	
5	Beneficiary's Bank branch address	
6	Beneficiary's Bank branch code	
7	Beneficiary's Bank branch IFSC Code	
8	Beneficiary's Bank Branch, MICR Code	
9	GST No.	
10	PAN No.	
11	Beneficiary's Address	
12	Beneficiary's Contact No.	

**CHECKLIST FOR DOCUMENTS TO BE ATTACHED WITH THE TENDER**

Sl. No	Covers	Details	Remarks	Tick (√)
1	Envelope – A (Cover 1)	All the documents and Annexures, <i>except Price Bid document.</i>		
2	Envelope – B (Cover 2)	Only Price Bid documents as per <b><u>Annexure- II</u></b>		
3	Envelope – C (Cover 3)	Copy of the payment transaction receipts amounted to <b>Rs. 1,180/-</b> and <b>Rs. 25,000/-</b> towards tender fee and EMD, respectively, where applicable		
3	Main cover	All the above 3 covers put inside the cover <b>““Tender for Designing and Executing Digital Promotional Campaigns for Admissions to PGPBM (2021) Programme at IIM Tiruchirappalli (Chennai Campus)”</b>		
4	Whether GST Registration Certificate is enclosed.			
5	Whether PAN is enclosed.			
6	Whether documents in support of meeting the basic eligibility conditions stipulated in page no 5 & 6 of Tender document (i.e., proof for experience in similar nature of work, annual turnover, performance certification with verifiable contacts and financial solvency have been enclosed with Technical bid).			
7	Whether duly filled in Technical Bid documents (i.e., <b><u>Annexure-I</u></b> to the tender document) along with all the related enclosures have been enclosed with the Tender: <ul style="list-style-type: none"> <li>i. Registration/ Incorporation details of the bidding firm/Agency/ Company</li> <li>ii. Documents in support of 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.</li> <li>iii. Authorization / Power of attorney for signing the tender document</li> <li>iv. Audited Annual Accounts, Income Tax Return and assessment orders for the last three consecutive financial years i.e., 2017-18, 2018-19 &amp; 2019-20. If IT Return is not filled for 2019-20, unaudited financial statement should be attached.</li> <li>v. Details of completed contracts in the prescribed format during the last three years along with proof with verifiable contacts. <ul style="list-style-type: none"> <li>i. Details of ongoing contracts in the prescribed format along with proof with verifiable contacts.</li> <li>ii. All other information/ details/ supporting documents/proof desired in the Tender document.</li> </ul> </li> </ul>			
8	Whether Technical Bid documents as per <b><u>Annexure-I</u></b> of the tender document is submitted.			
9	Whether Undertaking Certificate as per <b><u>Annexure-IV</u></b> to the effect that the bidder had never been blacklisted by any of the Government Organization / Agencies is submitted.			



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10	Whether Letter of Authorization to attend pre-bid and tender opening meetings as per <b>Annexure-V</b> is submitted.	
11	Near Relative Certificate as per <b>Annexure –VI</b> is submitted.	
12	Whether declaration as per <b>Annexure-VII</b> regarding accepting all the terms and conditions of the tender document is submitted.	
13	Whether Technical Bid documents and all the required enclosures to the Technical Bid are serially numbered and over writing/ erasures, if any, in the technical bid duly been signed and endorsed with seal?	
14	Whether an <b>Index or Table of Content</b> of all enclosures to the Technical bid has been prepared and attached with the Technical bid, to facilitate quick reference?	
15	Whether Tender documents have been signed with seal in all the pages by the bidder.	