

# INDIAN INSTITUTE OF MANAGEMENT, RAIPUR

Atal Nagar, Kurru (Abhanpur), Raipur 493661

## NOTICE INVITING TENDER FOR ADVERTISING AGENCY IMPORTANT DATES

Last date and time for submission of tender : 18<sup>th</sup> June 2020 - 03:00 PM  
Date and time for Opening of Tender : 19<sup>th</sup> June 2020 - 03:00 PM  
Date of opening of the financial bid will be intimated to eligible bidders later on.

NIT No. - IIMR/Tender/2020-21/02 date 29/05/2020. E-tender is invited for engagement of advertising agencies. A free view NIT is available on Govt. E-Procurement portal i.e. <https://eprocure.gov.in>. Interested Creative Advertising Agencies with **INS Accreditation** meeting the eligibility criteria are requested to sign-in (new user sign-in only with DSC) online to obtain user-ID and password using Digital Signature. The tender documents comprise of technical and financial bid. It is requested to download the tender on acceptance of terms and conditions. The technical and financial bid duly filled may be uploaded on the E-Portal of Govt. site i.e. <http://eprocure.gov.in> using Digital Signature before the last date and time of submission as mentioned above. The credentials as listed below shall be uploaded online.

### GUIDELINES FOR BIDDERS

1. Indian Institute of Management, Raipur, an autonomous body, set up by the Ministry of Human Resources Development, Government of India, having its office at Atal Nagar, Kurru (Abhanpur), Raipur invites offers in prescribed BOQ from reputed Advertising Agencies with INS Accreditation meeting the eligibility criteria with the specified specification in enclosed proforma.
2. Institute's advertising works range from classified advertisements, tender advertisements to full-fledged advertisements for student admission, recruitment, tender etc. They are expected to be released in major newspapers, magazines and journal all over the country and abroad at short notice.
3. Institute invites the quotations on two bid system (Technical and Financial) for procuring the services of advertising agencies.
4. The details of terms and conditions are being given at page 1&2 (Technical - A) and Annexure 'B' as (Financial Part - B). The bidder has to fill technical bid (Brief profile).
5. All filled bids are to be uploaded on the above site on or before 03:00 pm.
6. The agency shall submit the original EMD and tender fee in a sealed envelope super scribing this tender name & the name of the agency and must reach at IIMR before the last date & time for receipt of Bid. Photocopy of the EMD and tender fee should be enclosed in technical bid part to support this along with the format given below.

Sl No	Type of Fee	Details
1	Tender Fee	DD No. _____ of 1000/- plus 18 % GST Dated _____ drawn on Bank _____ Branch _____

2	Earnest Money Deposit (EMD)	DD No. _____ of 1,00,000 /- (Rupees One Lakh only) of Dated _____ drawn on Bank _____ Branch _____
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- DD will be made in favor of “Indian Institute of Management Raipur” payable at Raipur.
- Tender fee & EMD will be exempted for NSIC / MSME.

### A. Eligibility Criteria

The advertising agency should have:

1. The advertising agency is required to have good infrastructure and have adequate experience in the field. These should include the creation of artwork, conceptualization, designing, translation (mainly English to Hindi & vice versa), editing and release of advertisements in various publications.
2. Accreditation of Indian Newspaper Society (INS) for Press Advertisement (updated documentary evidence to this effect should be enclosed).
3. The agency should have a registered office with state of art infrastructure and manpower/creative personnel/department (enclose organizational structure).
4. Resource to handle full-fledged multi-lingual publicity campaigns with a high standard of creativity in advertising befitting the expectations of a premier professional institute.
5. Proficiency and proof-reading facilities in major Indian languages.
6. Minimum 5(five) years of experience in advertising with experience of work undertaken for Government / Public Sector Undertakings / Autonomous Body and Professional Education Institute. The bidder should have minimum similar active five clients at present. (Documentary evidence, work orders/certificates, to this effect should be enclosed)
7. Average Turn over in last 3 (three) financial years (2016-17, 2017-18 & 2018-19) shall not be less than three Crores. A self-attested copy of certificate issued by a Chartered Accountant or Audited Annual Report shall be enclosed.
8. The advertising agency applying for empanelment should not have been blacklisted by any organization at any point in time. An undertaking in this regard should be submitted duly signed by the authorized person of the organization
9. The agency should have valid GST registration (documentary evidence to be submitted).
10. The Institute advertisements will be published on corporate rate offered by various publications. Only the rate of discount on corporate rate shall be quoted in the Financial-Bid as per the terms & conditions mentioned in the financial bid part.

### B. Terms and Conditions

1. Agency will be empaneled initially for a period of one year, which may be extended further period of 2 (Two) year (on yearly basis), subject to satisfactory performance of the agency and on mutual consent.
2. Institute also reserves the right to modify the terms and conditions for empaneled agencies during the contract/renewal of the contract.
3. The empaneled advertising agency is expected to maintain a high level of

professional ethics and will not act in any manner, which is detrimental to the Institute's interest. Agency will maintain confidentiality on matters disclosed to it for publication till proper instructions are issued for publication. IIM Raipur reserves the right to impose a penalty in case of any violation of the above.

4. The agency should be able to execute all kinds of advertising assignments.
5. Selection of artwork will be entirely on Institute's discretion and IIM Raipur will not pay any charges for submission of artwork.
6. IIM Raipur reserves the right to make necessary modifications to the selected artwork, concept etc., and the concerned advertising agency will be required to carry out the modifications suggested in the artwork.
7. All the advertisement concerning the Institute shall be issued with the prior approval of the IIM Raipur.
8. If the advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum/correct advertisement etc. thereof at their own cost at the earliest (within a week).
9. Translation of advertisement matter, whenever required, will be done by the Agency free of cost and the agency will be responsible for the same.
10. The payment shall be made within 30 days after receipt of the final bill of the empaneled agency duly supported by all the newspaper clippings (in original) & invoice of the original publication (newspaper agency). GST will be payable extra to empaneled agency only as per the condition mentioned in financial bid.
11. One or more agency/ies may be empaneled.
12. Earnest Money Deposit of unsuccessful bidders will be returned without any interest after completion of tender process. Earnest Money Deposit of successful bidder will be kept as Security Deposit for 60 months. MSME registered agency will have to deposit Rs.1,00,000/- as security money within 15 days from the date of issue of the work order. The Security Deposit will be refunded after 2 months of the completion/termination of the contract.
13. MSME registered agency may be given exemption in tender fee and EMD. A copy of registration certificate is required to avail the exemption/relaxations.
14. No extra payment will be made for conceptualization, creation, designing and development of Advertisements issued in Newspapers/Magazines/ Journals.
15. The empanelment of agency does not guarantee to get the job/work for the advertisement.
16. The institute shall have the discretion to give work to any empanelled agency selected through the tendering process and the Agency will have no right or claim for getting the job.
17. The performance of the Agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time. In the event that the agency fails to meet the institute's requirements, the institute shall be constrained to terminate the empanelment with due notice of one month.
18. IIM Raipur reserves the right to empanel any other agency or cancel the empanelment without assigning any reason with due notice thereof even before the expiry of the period of empanelment.
19. The empanelled agency will not be allowed to engage any other Sub-agency to

execute the assigned work/job. In such event, the empanelment will be cancelled, and security money will also be forfeited.

20. The institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and the agency's performance.
21. In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the Sole Arbitrator to be appointed by the Director, IIM Raipur and the award of the Sole Arbitrator shall be binding on both the parties to this agreement. Any legal dispute arising out of any breach of contract pertaining to this tender shall be settled in the court of competent jurisdiction located within the local limits of Raipur, Chhattisgarh.
22. IIM Raipur being a premier educational institute, many of the requirements could be of emergency in nature. The agency has to respond to such requirements at short notice despite holidays/beyond office hours.
23. It is clearly understood by the parties that no financial liability of any type is created by the issuance of the letter of empanelment.
24. Applications received after due date and time or without necessary documents will be rejected. Unopened bid would be returned to the bidder.
25. The Director of the Institute reserves the right to reject any of the offers without assigning any reasons thereof.
26. The decision of the Competent Authority, IIM Raipur will be final in all matters relating to empanelment and decision thereof.
27. IIM Raipur reserves the right to reject any application without assigning any reason.
28. The rate of discount shall only be mentioned by the bidder in the Financial bid except optional category for social media advertising.
29. The work for the social media advertisement via twitter, facebook, you tube, Instagram, linkedin, google plus etc. may be given to empaneled agency on the basis of reimbursement of actual bill amount & commission on agreed terms & conditions.

NIT No. IIMR/Tender/2020-21/02 date 29/05/2020.

**Technical Bid - (Part-'A')**  
**(To be printed on bidder's letterhead)**

Brief profile of the Advertising Agency (Please enclosed complete details of information)

1. Name of the Advertising agency: -----  
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2. Date of Establishment: -----  
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3. Registered office address (with telephone no. & e-mail address): -----  
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4. Registration number/Trade license number (if any): -----
5. The website, if any: -----
6. Address of office: -----  
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7. Status of organization (Proprietary/Partnership/Private Limited/ Public Ltd Company): -----  
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8. Name of the Director /Partner/Proprietor: -----  
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9. Name & address of Chief Executive/Proprietor: -----  
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10. Name of the Representative(s) indicating designation, who would be calling on us and attending to our jobs. (designation, email id and mobile phone number): -----  
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11. Details of infrastructure available on corporate office: -----  
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12. Total number of employees: Creative ----- Other-----
13. Annual business turnover for the last three (03) years: -----  
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14. Name of the banker with full address: -----  
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15. Enclose a list (in below mentioned format) of large corporate clients, whom similar services are being provided, including Banks/PSUs/Autonomous Organization/Government Organization/ reputed companies/ Educational institutes, such as IIMs/IITs

S. No.	Name of the client	Period of contract (Start date & End date)	Name, designation and contact details of concerned officials
The above list if enclosed at Annexure-----			

16. Credentials (List out major campaign handled): -----  
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17. Whether the agency faced any litigation with any organization earlier, if yes kindly furnish the same with the name of the company and brief details of litigation. -----  
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**18. Essential for Technical Evaluation:**

Please provide the following information and enclose documentary evidence in respect of the same:

- (a) Minimum 5(five) years of experience in advertising with experience of work undertaken for Government / Public Sector Undertakings / Autonomous Body and Professional Education Institutes. The bidder should have minimum similar active five clients at present. (Documentary evidence, work orders/certificates, to this effect should be enclosed): -----  
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- (b) Minimum turnover of Rupees 3 crores annually for the last three years i.e., 2016-17, 2017-18 & 2018-19 in advertisement services. (A self-attested copy of certificate issued by a Chartered Accountant or Audited Annual Report shall be enclosed.): ---  
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- (c) GST registration Number (Enclose certificate): -----
- (d) Do you have Accreditation of Indian Newspaper Society (INS) for Press Advertisement? If yes, please enclose valid updated documentary evidence to this effect. -----
- (e) Do you have office in registered office, if yes, provide both the address and with contact numbers: -----  
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- (f) Are you ready to provide corporate rates for publication of advertisement (Yes/ No)? Those who are ready to provide discount shall only mention the percentage of discount in the Financial Bid: -----
- (g) Have ever been blacklisted by any organization? If yes, provide details thereof. If no, please enclosed an undertaking stating that you have never been blacklisted by any organization at any point of time. -----  
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- (h) Have your enclosed signed copy of the full tender document and Declaration by Bidder (format is given on next page): -----

IIMR/Tender/2020-21/02 date 29/05/2020.

**DECLARATION BY BIDDER**  
**(To be printed on bidder's letterhead)**

I/we ..... declare and confirm that the information furnished, and attachments submitted with the application are true and correct.

I/we are aware that any false information provided here in will result in the rejection of my/our application for empanelment.

I/we shall be bound the acts of the duly authorized signatory who has signed this application and of any other person, who in future, may be appointed by us in his place whether or not an intimation of such changes has been given.

I/we undertake to communicate promptly to IIM Raipur any changes in the conditions or working of the firm.

No employee or direct relation of any employee of IIM Raipur is in a way connected as Partner/ Shareholder/Director/Advisor/Consultant/Employee etc. with the bidder/firm.

I/we have read and understood IIM Lucknow's terms and conditions for empanelment and agree to abide by the same in all respects.

Signature

Place:.....

Name:  
(In Capital Letter)

Designation:

Date:.....

(Seal of bidder)

**FINANCIAL BID**  
**(PART - "B")**

(To be Filled Online through CPP Portal)

(a)	(b)
<b>Description of work</b>	Percentage (%) of Discount on Corporate Rate / invoiced rate (To be deducted from Corporate / invoiced rate of original publication)
Releasing advertisements, tenders, notices, recruitment, notices etc. in Local/ National/ International newspapers, magazines and other similar publications for IIM Raipur.	_____%

Note:

1. The bidder quoting the highest rate (percentage) of discount on Corporate Rates for publication of advertisements will be empanelled. The Institute may empanel more than one agency, at its discretion, at the rate quoted by the bidder / agency offering highest rate of discount.
2. GST will be payable extra, as applicable, on the net bill amount of the empaneled agency before GST. [Example Corporate Rate Rs.100/- less discount offered @ 15% = Rs. 85/- (This is net bill amount before GST). GST will be payable on Rs.85/-].
3. The payment shall be made within 30 days after receipt of the final bill of the empaneled agency duly supported by all the newspaper clippings (in original) & invoice of the original publication (newspaper agency). GST will be payable extra as per the condition/calculation mentioned in Sr.No.02.

Signature

Place:.....

Name:  
(In Capital Letter)

Designation:

Date:.....

(Seal of bidder)