

**TENDER FOR EMPANELMENT OF PUBLIC RELATIONS AGENCY**



**Tender No. : IITMANDI/S&P/PUR-397/2017-18/12139**

**Tender date: 22<sup>nd</sup> March, 2018**

**Last Date of submission of bids: 12<sup>th</sup> April, 2018 at 3.00 PM**

**Date of opening of bids: 12<sup>th</sup> April, 2018 at 3.30 PM**

**Indian Institute of Technology Mandi  
IIT Mandi, Administrative Block at Bamboo Hut, Near  
Director Office, Kamand - 175005**

Tel.: 01905-267039

Email: [chandan@iitmandi.ac.in](mailto:chandan@iitmandi.ac.in)

Indian Institute of Technology Mandi, Kamand invites online Bids for **EMPANELMENT OF PUBLIC RELATIONS AGENCY**. All offers should be made in English and should be written in both figures and words. Tender forms can be downloaded from Institute website <http://iitmandi.ac.in/administration/tenderseoi.php>.

The bidders are requested to read the tender document carefully and ensure compliance with all specifications/instructions herein. Non-compliance with instructions in this document may disqualify the bidders from the tender exercise. The Director, IIT Mandi, Kamand reserves the right to select or to reject any quotation wholly or partly without assigning any reason. Incomplete tenders, amendments and additions to tender after opening or late tenders are liable to be ignored and rejected.

### **Notice inviting tender for the service of Public Relations Agency**

**IIT Mandi seeks the services of Public Relations Agency to meet out the following objectives.**

- Positioning IIT Mandi as the “IIT of choice” among prospective students
- Highlighting IIT Mandi as a multicultural campus
- Positioning IIT Mandi among prospective faculty highlighting the high-end R&D work being done on campus
- Positioning IIT Mandi as top Institute for International Collaborations – highlighting industry-friendliness of campus
- Highlighting innovation and entrepreneurship culture of campus

**Target audience of the Public Relations Agency would be:**

- Students and potential students (JEE and GATE/Post-graduate)
- Faculty and potential faculty from India and abroad
- Industry
- Academic institutions – Indian and international
- R&D organizations
- Government – policy makers, Ministry of HRD and Ministry of Science & Technology
- State Government officials
- Public at large

### **Eligibility Criteria of the Public Relation Agency:**

- Minimum 5 years experience in the field of public relation services and preferably with one educational institution client.
- The agency should have atleast 10 permanent employees.
- The agency should have annual turnover of minimum 50 lakhs.  
The eligibility criteria should be sufficiently supported with all relevant documentary evidences.
- The agency is expected to submit a brief plan of action as to how the agency will deploy resources (including personnel) to achieve the desired objectives and should also give the detailed financial quote to provide the service to IIT Mandi.

### **Other Important Information**

- IIT Mandi reserves the right to reject any offer without assigning any reason whatsoever.
- IIT Mandi reserves the right to cancel the tender at any stage without assigning any reason. Also, IIT Mandi reserve the right to change the condition at any later stage.
- The proposals should be complete in all respect. Conditional / incomplete proposals are liable to be rejected
- IIT Mandi may enter into a parallel rate contract with more than one agency for the said purposes. Empanelment with this Institute does not ensure business of any quantum, whatsoever. Institute reserves the right to place an order for similar requirements on any other firm. Any deviation from the Terms & Conditions mentioned above will imply disqualification for the firm.
- The agency empanelled will have to execute an agreement with the IIT Mandi in the format approved by the IIT Mandi. The same will be provided after finalization of empanelment. If the selected Agency differs/does not agree on any conditions/terms of the contract, the IIT Mandi has the right to appoint the next ranked agency without any obligation or without assigning any reasons to anyone and shall not be held liable for any losses or damages caused by such action.

### **Submission of Bids:**

The bidder should submit the tender in two bid system i.e. Technical Bid and Price Bid in a separate cover. Both Technical Bid & Price Bid should be in separate cover with specification on the cover as “Technical Bid” & “Price Bid” as the case may be. Both the independent covers should be placed in one big cover and sealed with the superscription on the left hand side “Tender for the Services of Public Relation Agency for IIT Mandi”.

The technical bid should contain the details of eligibility criteria and the brief plan of action proposed by the agency. The price bid should contain the detailed financial quote for the services to be provided by the agency. **The Financial Bid should not contradict the technical offer in any way. The rates will remain unchanged during the period of the contract.** The rate quoted should be for monthly basis.

- **Tender Cost:** The bidder should submit a demand draft of **Rs. 1,000/- (Rupees One Thousand only)** towards non-refundable **tender fee, drawn in favour of “The Registrar, IIT Mandi”** payable at Mandi in a sealed envelope super-scribed as **“Tender fee & NIT No IITMANDI/S&P/PUR-397/2017-18/12139 dated 22<sup>nd</sup> March 2018”** on or before last date & time of submission of bids. In the absence of tender cost, the tender will not be accepted.
- Bidder should furnish an EMD of a refundable amount of **Rs. 5000/-** in the shape of DD from a scheduled bank in India drawn in favour of **“The Registrar, IIT Mandi” payable at Mandi**. This EMD should be submitted in sealed envelop super-scribed as **EMD & NIT No. “IITMANDI/S&P/PUR-397/2017-18/12139 dated 22<sup>nd</sup> March 2018”**. The bidders should enclose a pre-receipted bill for the EMD to enable us to return the EMD of unsuccessful bidders. Failure to deposit Earnest Money will lead to rejection of tender. In the event of the awardee bidder backing out, EMD of that bidder will be forfeited.

**EMD Exemption:**

The Institute may accept bids without EMD from those bidders who are registered with the Central Purchase Organization, National Small Industries Corporation (NSIC) or the concern Ministry or Department **as Manufacturer**. To claim the exemption, the bidder must be offering goods manufactured by themselves. Exemption will not be granted in case the bidder is acting as an agent for some other vendor.

**The tender cover should be sent to:**

The interested agencies may submit their proposal along with the documents, by subscribing the envelope **“Tender Submission for Empanelment of PR Agency”** enclosing separate sealed envelopes marked as **Technical Bid** and **Financial Bid**, to reach the Assistant Registrar (S&P), **IIT-MANDI at KAMAND MANDI 175005** by **12<sup>th</sup> April 2018 at 3.00 PM**

- **Note: Both (tender fee & EMD) envelops should be placed in main sealed envelope and address to: “Assistant Registrar, Stores and Purchase” Indian Institute of Technology Mandi (IIT Mandi), A7 Building, Kamand Distt. Mandi – 175005 (H.P), India”**

**The sealed envelop should reach on or before last date time of submission of bids.**

## **Selection Process and Assigning of Work**

Assessment of the proposal will be carried out by a Committee/Team constituted for this purpose. Those agencies that have submitted all necessary enclosures and fulfill eligibility criteria; their profile track record, and quality of work done will be evaluated by the Committee. The agencies that have submitted proposal may be asked to make a brief presentation on the plan of action and execution of work. After considering all the parameters the firms will be selected for empanelment. The shortlisted firms will only be called for opening of financial offers. Mere fulfilling the eligibility criteria does not lead to the empanelment. Empanelment will be for a period of one year extendable on a yearly basis for a maximum period of three years.

## **Scope of Work**

- The agency should develop and implement a detailed communication strategy to achieve the above objectives with well-defined metrics to measure the success of the strategy.
- The communication strategy should include print, electronic, regional media and online media including international media outreach.
- Senior team from the agency should conduct key message development workshops to develop key messages for the communication campaign.
- The agency must conduct media training workshops from time to time for key faculty and officers at the Institute to train them on effective message delivery and Do's and Don'ts.
- The agency must develop a media list covering all media – Print, Electronic, Online – with journalists covering education, startups, entrepreneurship, Science & Technology, innovation, etc. And the media list must be updated on an ongoing basis for all key metros.
- Agency must organize relationship-building meetings for the Institute's leadership with editors and senior journalists. Two or more relationship-building meeting per month to be organized.
- Agency must meet the Institute leadership from time to time to assess quarterly performance, understand priorities for the media outreach, develop outreach strategy, and execute accordingly.
- Agency must meet faculty across Departments, reaching out to at least 10 faculty per month, including new ones, across departments, to understand the research in progress and work out a case to case strategy for media outreach for such research to highlight the outcomes and the impact. At least ten large format media stories per quarter on research should be the targeted outcome.
- Agency must provide media outreach support for ongoing announcements and events, seminars and activities of media relevance on campus. An average of about three large events per quarter and about three small events per quarter will be held on campus for which media has to be invited and coverage to be managed.
- Ongoing media outreach with electronic media to cover student and faculty research, as well as events in the Institute, must be organized. 2 large format electronic media coverage, regional and national, to be organized per quarter.
- The agency must place at least two authored articles per quarter from key faculty in the Institute in mainline national media. The articles will be provided by the faculty.
- The agency must organize one visit of a senior journalist (preferably covering

Science & research) to campus from a national daily / magazine / TV to highlight the high-end research on campus.

- The agency must source opportunities for faculty of the Institute to be invited as panelist on discussions on Science research. This must be opportunities in national TV and regional TV channels.
- The agency must work with the placement cell of the institute to highlight the success stories of placements every season on campus.
- The agency will be required to work with student bodies on campus to highlight the research and activities of students.
- The agency will highlight the activities and success stories of the companies in the Research Park incubated by IIT Mandi.
- The agency must coordinate all media activities with the Institute's social media team for appropriate social media amplification.
- The agency must provide ongoing counsel during crisis. This should include alertness in media monitoring, counseling the Institute on crisis communication and preparing media statements and responses to media queries and coming up with a strategy for crisis communication.
- The agency must also conduct a crisis communication workshop for key faculty and leadership to prepare them to communicate during crisis situations.
- The agency must monitor print, online and electronic media on a daily basis and send the Institute a daily monitoring report of all news clips.
- The agency must submit a dossier of coverage along with analysis of the coverage on a monthly basis.

### **Agency reporting and monitoring / measuring outcomes**

- The agency will work with the Institute's Communication officer on a day-to-day basis for the above activities.
- The agency will submit a weekly report on activities in progress, a monthly report, a monthly plan and quarterly review with the Director and Deans.
- The agency will submit a detailed analysis of the coverage garnered for the Institute in national media and its impact on a monthly, quarterly and annual basis.
- The measurement of the success of the communication strategy will be based on achieving key objectives mentioned above.

### **Agency resources**

The agency must have a senior team counseling the Institute on the communication strategy. An on-site resource person with about 8-10 years of experience should be placed on campus as an exclusive resource for IIT Mandi from the agency. Resources must be made available always for execution of strategy for IIT Mandi at national level.

- 10. Terms of Payment:** No advance payment will be considered. Payment for work awarded will be made to the agency, after completion of work to the satisfaction of IIT Mandi. The Empanelled PR Agency will submit pre-receipted bills in triplicate for settlement.

11. IIT Mandi will review the performance of the selected empanelled agencies periodically and reserves its right to withdraw their empanelment at any time.
12. **Approval before Sending to any external party:** The Agency will have to work in coordination with the representative of the IIT Mandi for each assignment. The entire document or any sort of information which goes to the media or any other external party has to be approved by the IIT Mandi representative.
13. **Termination by Default:** IIT Mandi reserves its right to terminate the contract of agency in case of a change in the Government procedures or unsatisfactory services.
14. **Force Majeure:** Neither party will be liable in respect of failure to fulfill its obligations if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify the other party of such an event and will also notify the unaffected party on cessation of disability resulting from such Force Majeure act.
15. **Arbitration:** Venue of arbitration will be MANDI and will be governed by provisions of the Indian Arbitration & Reconciliation Act.
16. **Jurisdiction:** The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.
17. The purpose of performance incentive: The purpose of performance incentive is only to motivate the agency for high performance.
18. In case of any conflict, the decision of Director, IIT-MANDI will be final

### **Rights in Intellectual Property and Material**

- All the rights relating to the Trade Marks and Copy Rights in respect of publicity work generated by the Agency on behalf of IIT MANDI and paid for by IIT MANDI shall vest with IIT MANDI. Provided that IIT MANDI would reimburse the Agency for any sums of money paid for the assignment / licensing of the copyright by way of fees, charges, or otherwise as provided by the guidelines, regulations, rules, or policies of any professional body or association, with prior approval from IIT MANDI.
- All concepts, communications etc. created or conceived by the Agency on behalf of IIT MANDI and involving name of IIT MANDI shall not form part of any award or competition or promotion unless prior written consent of IIT MANDI has been obtained therefor.

**Sd/-**  
**Assistant Registrar**  
**(Stores & Purchase)**