

**E-TENDER
FOR
EMPANELMENT OF PUBLIC RELATIONS AGENCY**



Tender No. : IITMANDI/S&P/PUR-44/2021-22/1955-56

Tender date: 29th July, 2021

Last Date of submission of bids: 20th August, 2021 at 03.00 PM

Date of opening of bids: 21st August, 2021 at 03.00 PM

**Indian Institute of Technology Mandi (IIT Mandi),
Store & Purchase Section,
2nd Floor, A7 Building, South Campus,
Kamand – 175 075, District – Mandi (H.P), India**

Tel.: 01905-267048

Email: aditi@iitmandi.ac.in & drsp@iitmandi.ac.in

Indian Institute of Technology Mandi, Kamand invites online Bids for **Empanelment of Public Relations Agency**. All offers should be written in both figures and words. Tender forms can be downloaded from the CPP Portal (<http://eprocure.gov.in/eprocure/app>) & 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.

Instructions to bidders:

1. There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, organization name, location, date, value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as organization name, form of contract, location, date, other keywords etc. to search for a tender publishing on the CPP Portal.
2. Bidder should take into account any corrigendum published on the tender document before submitting their bids.
3. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents – including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
4. The tenders will be received online through portal <http://eprocure.gov.in/eprocure/app>. In the Technical Bids, the bidders are required to upload all the documents in .pdf format. All quotation **(both Technical and Financial should be submitted in the E-procurement portal)**.
5. Possession of a Valid Class II/III Digital Signature Certificate (DSC) in the form of smart card/e-token in the company's name is a prerequisite for registration and participating in the bid submission activities through <http://eprocure.gov.in/eprocure/app>. Digital Signature Certificates can be obtained from the authorized certifying agencies, details of which are available in the web site <http://eprocure.gov.in/eprocure/app> under the link “Information about DSC”.

Instructions for Preparation & Submission of bids:

1. Technical Bids should be submitted in PDF format & Financial Bids should be submitted in Excel format.
2. **In case of financial bids**, a standard BOQ format has been provided in Excel format. Bidders are required to download the BoQ Excel file and fill their financial offer on the same BOQ format. After filling the same, submit it online in Excel format, without changing the financial template format. However, if bidder wants to modify in its financial offer, then bidder can modify.
3. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF/Excel formats. Bid documents may be scanned with 100 dpi with black and white option.
4. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
5. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
6. **Kindly add scanned PDF of all relevant documents in a single PDF file like, compliance sheet etc.**
7. Bidder should log into the site well in advance for bid submission so that he/she upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
8. Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
9. Each bidder should be marked with the following reference on the top of bids submitted online: **“IITMANDI/S&P/PUR-44/2021-22/1955-56/Empanelment of Public Relations Agency, dated 29th July, 2021”**.
10. The rates should be quoted in figures (typed or printed) and cutting should be avoided. The final amount should be in figures as well as in words. If there are cuttings, they should be duly initialed, failing which the bids are liable to be rejected.
11. **Tender Cost:** The bidder should submit a demand draft of **Rs. 1,180 (Tender Fee inclusive GST) in Words Rupees One Thousand One Hundred & Eighty only** towards non-refundable tender fee, drawn in favour of **“The Registrar, IIT Mandi”** payable at Mandi in a sealed envelope superscribed as **Tender fee & NIT No. “IITMANDI/S&P/PUR-44/2021-22/1955-56/Empanelment of Public Relations Agency, dated 29th July, 2021”** on or before last date & time of submission of bids. **In the absence of tender fee, bids for evaluation shall not be accepted.**

12. Earnest Money Deposit (EMD):

EMD amount - Nil.

However, As per GOI guidelines (OM No. F.9/4/2020-PPD, dated 12.11.2020) bidders are required to submit 'Bid Security Undertaking' in lieu of EMD (Annexure-V)

- **Note: Both (tender fee & EMD-Bid Security Undertaking) envelops should be placed in another sealed envelope and addressed to:**

**“Dy. Registrar,
Stores and Purchase
Indian Institute of Technology Mandi (IIT Mandi),
S & P Section, 2nd Floor, A7 Building, South Campus,
Kamand – 175 075, Distt. – Mandi (H.P), India”**

The envelop having tender fee & EMD (Bid Security Undertaking) should reach on or before last date and time of submission of bid.

13. Any bidder currently engaged in litigation with other Organizations, must inform their status in writing.
14. Communication with bidders will be carried out electronically and /or in hard copy. All bidders must provide their current E-mail address.
15. Bidder should log into the site well in advance for bid submission so that he/she upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay.
16. All the Bids will be opened in the presence of bidder's representatives, who, chooses to attend the s a m e as per the date and time specified in the Tender Document.

General Terms & Condition:

1. While sending rates, the firm shall give an undertaking to the effect that **“the terms/conditions mentioned in the enquiry letter/Tender Notice against which the rates are being given are acceptable to the firm.” in .pdf/Excel format.** In case the firms do not give this undertaking, their rates may not be considered.
2. The quantity shown against the item is approximate and may vary as per demand of the Institute at the time of placing order.
3. Bids received after **03:00 P.M. on 20th August, 2021**, shall not be considered.
4. The Technical Bids will be opened on **21st August at 03:00 P.M.** The date & time for opening of Financial Bids will be informed later on to the technically qualified bidders.
5. The tenders will be received online through portal <http://eprocure.gov.in/eprocure/app>. All tender documents received after the specified date and time shall not be considered.

For any correspondence regarding tenders is on below address:

**“Dy. Registrar,
Stores and Purchase
Indian Institute of Technology Mandi (IIT Mandi),
S & P Section, 2nd Floor, A7 Building, South Campus,
Kamand – 175 075, Distt. – Mandi (H.P), India”**

6. **Arbitration Clause:** In the event of any dispute or difference(s) between the vendee Institute (IIT Mandi) and the vendor(s) arising out of non-supply of services or the services not found according to requirements or any other cause whatsoever relating to the purchase order before or after it has been executed, shall be referred to “The Director, IIT Mandi”, Kamand who may decide the matter himself or may appoint arbitrator(s) under the arbitration and conciliation Act, 1996. The decision of the arbitrator shall be final and binding on both the parties.
 - a) The venue of the arbitration shall be the place from where the order is issued.
 - b) The place of arbitration and the language to be used in arbitral proceedings shall be decided by the arbitrator.
 - c) All disputes shall be subject to Mandi Jurisdiction only.
7. All tenders in which any of the prescribed conditions is not fulfilled or any condition is put forth by the bidder shall be summarily rejected.
8. The bidders or their authorized representatives may also be present during the opening of the Technical Bid, if they desire so, at their own expenses.

Note: Price bids of only those bidders will be opened whose technical bids are found suitable by the committee appointed for the purpose. Date and time of opening of price bids will be decided after technical bids have been evaluated by the committee. Information in this regard will be intimated only to the technically qualified bidders. In exceptional situation, an authorized committee may negotiate price with the qualified bidder quoting the lowest price before awarding the contract.

9. Clarifications:

In case the bidders require any clarification regarding the tender document, they are requested to submit their queries on the e-mail aditi@iitmandi.ac.in & drsp@iitmandi.ac.in on or **before 16th August, 2021**

10. Assistance to bidders: Any queries relating to the tender document and the terms & conditions contained therein should be addressed to tender Inviting Authority for a tender or relevant contact person indicated in the tender.

11. Validity:

The bid should be valid for acceptance up to a period of 180 Days. The Bidders should be ready to extend the validity, if required without any additional financial implications.

12. Tender expenses and documents: All costs incurred by the bidder in the preparation of the tender shall be at the entire expense of the bidder.

13. Tender Evaluation Criteria: The technical bids will be opened and evaluated by a duly constituted committee. After evaluation of the technical bid, the financial bid for only those offers which have qualified in the evaluation of technical bid will be opened.

14. Bidders should go through the tender terms, conditions and specifications carefully and fill in the attached compliance statement accurately and unambiguously. They should ensure that all the required documents are furnished along with the bid.

Terms for the service of Public Relations Agency

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

- Improvement in public perception of the Institute
- Positioning IIT Mandi as the “IIT of choice” among prospective students and guardians
- Highlighting the multicultural campus of IIT Mandi
- Showcasing the cutting edge R&D work being done on campus
- Positioning IIT Mandi as top Institute for International Collaborations – highlighting industry-friendliness of campus
- Highlighting entrepreneurship opportunities fostered by IIT Mandi
- Highlighting IIT Mandi’s contribution towards societal development
- Other efforts desired to the interest of IIT Mandi.
- Media training to the key administrators and researchers of the Institute
- Better rapport of the Institute with media in general

Target audience of the Public Relations Agency would be:

- Students and potential students (JEE and GATE/Post-graduate)
- Academia and potential faculty candidates from India and abroad
- Industry
- 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 3 years experience in the field of public relation services with one higher educational/research institutions/Institute of eminance like IITs,NITs, IISc,IISERs as client.
 - The agency should have at least 10 permanent employees throughout the period of contract.
 - The agency should have annual turnover of minimum Rs. 75 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 reserves the right to change the condition at any later stage.
- The proposals should be complete in all respects. 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, if not persuaded, 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 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.

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 with mutual consent of both the parties.

Scope of Work

1. **Media Strategy:** 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 agency will be required to work closely with institute's community to highlight the campus, research, achievements and on going student-activities.
2. **Workshops and Training:** Bi-annual workshops to train the Institute officials on effective message delivery and Do's and Don'ts.
3. **Crisis Management/Communications:** The agency must provide ongoing counsel during crisis situations. 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 general strategy for crisis communication.
The agency must also conduct a crisis communication workshop for Institute leadership to prepare them to communicate effectively during crisis situations.
4. **Improving Institute's perception by highlighting the following:**
 - (a) Campus and its multicultural
 - (b) Campus/Research facilities
 - (c) Research by faculty and students
 - (d) Achievements of the Institute and the campus community in general
 - (e) Events and workshops
 - (f) Placement details
 - (g) Startup opportunities and success stories
 - (h) Social contributions of the institute

Mandatory expectations:

- 1) **No. of visits by the PR Agency-team:** Senior team from the agency should visit the campus bi-annually and interact with the key officials and researchers of the Institute for reviewing the progress and for planning strategy. During these visits, work-shops and training sessions may be organized as mentioned above (Point no.2, Scope of the work).

- 2) **Expected media coverage** : The coverage should include print (national, local, regional), electronic (national, local, regional), local media and online media, including international media outreach. The media languages covered should include English, Hindi, and other regional languages.
- 3) **Placement of a person on campus** : One full time staff member of the agency should be placed on campus exclusively for taking care of the works of the Institute. This staff should assist in drafting the media articles including appropriate quotes etc.
- 4) **Publication expectations: Atleast 12 press releases per quarter and 50 for entire year**
- 5) The agency must place at least two authored articles per quarter from faculty in the Institute in mainline national media. The articles should be developed using the rough draft provided by the faculty. The agency should assist in developing the draft into a good article for publication.
- 6) **Visit and interactions with reputed media journalists:**Agency should organize relationship-building meetings for the Institute’s leadership with editors and senior journalists of reputed media bi-annually The agency must also 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 happening on campus.
- 7) **Panel invitation:** The agency should source/explore opportunities for interested faculty of the Institute to be invited as panelist for discussions in national/regional TV channels, online platforms, major events etc
- 8) **Daily monitoring:** The staff deputed on campus should monitor the print, online and electronic media on a daily basis, keep records of news/articles that are of interest to the Institute 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.

- 9) The agency must submit bi-annual dossier with the key innovation news and send to the reputed relevant industries and ministries.
- 10) **Translation:** The agency should take care of the translation of news articles for media from English to Hindi or other regional languages
- 11) **Meeting with Researchers:** The agency must routinely meet faculty across different Schools of the Institute, on an average 10 faculty per month in rotation, including new faculty members, for possible news articles related to research and other achievements. As an output, at least 6/8 large format media stories per quarter on research activities should be the target.
- 12) **Coverage of Major Events of the Institute:** Agency must provide wider media coverage and outreach support for major announcements of the Institute, major events, seminars and other activities of media relevance happening on campus.
On an average, 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 ensured.
- 13) **Catalyst Activities:** The agency should highlight the activities and success stories of the companies incubated by the IIT Mandi Catalyst.
- 14) **Placement cell activities:** The agency should work with the placement cell of the Institute to highlight the success stories of students during every placement season of the campus.
- 15) **Societal activities of the Institute:** The agency shall help showcasing IIT Mandi’s contributions towards societal development.
- 16) **Local Media outreach:** The agency must take measureable steps to communicate and engage with the local media.

- 17) **Agency must upload the documents in YUKTI portal as required.**

- 18) The agency must coordinate all media activities with the Institute's social media team for appropriate social media amplification including Youtube.
- 19) The agency may also submit quote for handling Institute's social media platform like Facebook, Twitter, LinkedIn as an optional item.

Agency reporting and monitoring / measuring outcomes

- The agency will work with the Institute's Media Cell 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 conduct the bi-annual reviews 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. This will include statistics of the progress such as the News items per month, workshops organized, coverage of events etc.
- The agency will be required to submit the action plans for the coming quarter in advance for approval.
- 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 3-5 years of experience should be placed on campus as an exclusive resource for IIT Mandi from the agency (as per details mentioned in point 3). Resources must be made available always for execution of strategy for IIT Mandi at national level.

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.

Performance security:

A successful bidder should submit performance Security amounting to Rs. 1,00,000/- (Rupees One Lakh Only) in the shape of DD from a scheduled bank in India drawn in favour of "The Registrar, IIT Mandi" payable at Mandi.

Review of Performance and right to withdraw the empanelment

IIT Mandi will review the performance of the selected agency periodically and reserves its right to withdraw the empanelment at any time.

Approval before Sending to any external party

The Agency will have to work in coordination with the representatives 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.

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.

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.

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.

In case of any conflict, the decision of Director, IIT-MANDI will be final and binding to both the parties.

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.

Sd/-
Dy. Registrar
(Stores & Purchase)

COMMERCIAL BID

Sl. No	Details	Monthly Fee in INR
1	Public Relation Services for IIT Mandi for a period of one year from the date of acknowledgement of the work order	
2	Translation of press releases of IIT Mandi from English to Hindi (or other languages as required)	
3	<u>Optional Item:</u> quote for handling Institute's social media platform like Facebook, Twitter, LinkedIn etc.	
Sub Total		
GST@_____ %		
Total price (Inclusive all taxes)		

(Note:- Commercial terms and conditions in Excel format must also be uploaded)

Date:

Signature _____

Name & Address of the Firm _____

Mobile No. _____

CLIENT DETAILS

(On Company/firm's Letter head)

Date:

To,

The Registrar
 Indian Institute of Technology Mandi
 IIT Mandi, Administrative Block, A-7, South Campus
 Kamand – 175 075, District – Mandi, H.P.

Sir,

Ref. IITMANDI/S&P/PUR-44/2021-22/1955-56/Empanelment of Public Relations Agency, dated 29th July, 2021 tender for Empanelment of Public Relations Agency at IIT Mandi.

I/we hereby mention following list of our clients which mentions successfully completed rate contracts in any of the IITs/NITs/CSIR/IISER/ISC/Govt. Institute/Govt. University for the similar services. Copies of such rate contracts and purchase orders of each rate contract are enclosed with the offer:

Sr. No.	Name of Client	Purchase order/rate contract details	Period	Amount of order

Yours faithfully,

(Signature of the Bidder).....

Name & Designation Seal.....

Business Address:.....

Date:

Encl: As above

DECLARATION OF ANNUAL TURNOVER

(On Company /firm's Letter head)

To,
 The Registrar
 Indian Institute of Technology Mandi
 IIT Mandi, Administrative Block, A-7, South Campus
 Kamand – 175 075, District – Mandi, H.P.

Sir,
Ref: IITMANDI/S&P/PUR-44/2021-22/1955-56/Empanelment of Public Relations Agency, dated 29th July, 2021 tender for Empanelment of Public Relations Agency at IIT Mandi

I/we hereby declare that, our firm's Annual Turnover for similar/subjected services is more than **Rs. 75 Lakh**, and I/we have also supported an Audited Accounts for your references:

F.Y. 2017-18	FY.2018-19	FY.2019-20

Yours faithfully,

(Signature of the Bidder).....
 Name & Designation Seal.....
 Business Address:.....

Date:

Encl: Documents with respect to proof of turnover

Income Tax Returns

To,

The Registrar
 Indian Institute of Technology Mandi
 IIT Mandi, Administrative Block, A-7, South Campus
 Kamand – 175 075, District – Mandi, H.P.

Sir,

Ref: IITMANDI/S&P/PUR-44/2021-22/1955-56/Empanelment of Public Relations Agency, dated 29th July, 2021 tender for Empanelment of Public Relations Agency at IIT Mandi

I/we hereby declare that, our firm had filed Income Tax Returns for any of the last three year's i.e. out of A.Y. 2017-18, 2018-19 & 2019-20 and the same is supported with copies of ITR of three assessment years.

F.Y. 2017-18	FY.2018-19	FY.2019-20

Yours faithfully,

(Signature of the Bidder).....
 Name & Designation Seal.....
 Business Address:.....

Date:

Encl: Copies of three year's ITR

BID SECURITY UNDERTAKING
(To be issued by the bidder on company's letterhead in lieu of EMD)

To,
The Registrar,
I.I.T. Mandi,
Kamand, – 175 075,
District – Mandi, Himachal Pradesh, India

We, M/s _____ (Name of the Firm), with ref. to Tender No. **IITMANDI/S&P/PUR-44/2021-22/1955-56/Empanelment of Public Relations Agency, dated 29th July, 2021 for Empanelment of Public Relations Agency at IIT Mandi**, hereby undertake that:

- 1) We accept all terms and conditions of the tender document.
- 2) We accept that, we will not modify our bid during the bid validity period and will honour the contract after the award of contract.
- 3) In the event of any modification to our bid by us or failure on our part to honour the contract after final award, our firm may be debarred from participation in any tender/ contract notified by IIT Mandi for a period of one year. We undertake that we shall not appeal against such debarment in any court of law.

Yours faithfully,

(signature)

Name:

Date:

Office Seal: