

**NOTICE INVITING TENDER (NIT)**  
**(E-PROCUREMENT MODE)**  
**ENGAGEMENT OF AGENCY**  
**FOR**  
**ONLINE ADVERTISING AND SOCIAL MEDIA**  
**MARKETING SERVICES**

**NIT Ref No: IIMJ/NIT/Digital-Marketing/2023-24/16**

**Dated: 03.11.2023**

Tender Document can be downloaded from following websites:

<http://www.iimj.ac.in/tender-and-notice>

<https://www.eprocure.gov.in/eprocure/app>

<https://www.eprocure.gov.in/epublish/app>

Address To:

Chief Administrative Officer

Indian Institute of Management Jammu

NH-44, Jagti, Nagrota, Jammu -181221 (J&K)

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## NOTICE INVITING TENDER (E-Procurement Mode)

### ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES

NIT Ref No: IIMJ/NIT/Digital-Marketing/2023-24/16

Dated 03.11.2023

Indian Institute of Management Jammu, an autonomous body, under the Ministry of Education, Government of India invites E-Tenders / online proposals (E-PROCUREMENT MODE ONLY) for ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES for IIM JAMMU. Interested Agencies meeting the eligibility criteria as per terms & conditions RFP document may submit their Proposals complete in all respect.

#### TENDER SCHEDULE/ BID-DATA SHEET:

Date of Issue/Publishing	:-	04.11.2023
Pre bid Meeting	:-	09.11.2023 at 11:30 AM through Google Meet.
Start date and time of submission of Bid	:-	10.11.2023 at 01 PM onwards
Last Date and Time for Uploading of Bids	:-	17.11.2023 till 03:00 PM
Date and Time of Opening of Technical Bids (Cover-I)	:-	18.11.2023 @ 11.00 AM
Date of Opening of Financial Bids (Cover-II)	:-	Shall be Communicated after the technical evaluation.
Number of Covers	:-	02 (Two)- Cover-I (Technical Bid) and Cover-II (Financial Bid)
Tender Processing Fee (Non-Refundable) Not Exempted	:-	Rs. 1180/- (Rupees One thousand Eighty Only) including GST
Performance Security	:-	Rs. 3,50,000/- (Rupees Three Lakhs Fifty thousand only) by way of NEFT in the name of <b>Indian Institute of Management JAMMU</b>
Contact detail	:-	Chief Administrative Officer, 0191-2585835, <a href="mailto:cao@iimj.ac.in">cao@iimj.ac.in</a> , Purchase Department: +91-7298076792, <a href="mailto:purchase@iimj.ac.in">purchase@iimj.ac.in</a>
Bid Validity	:-	90 days from the date of opening of financial bid

**Note:**

- (i) Bids submitted with incomplete information or information not in conformity with the Bid Documents will summarily be rejected. While submitting the Bids, the Bidders must exercise utmost care to fill up the bid in all respect as per the specified terms and conditions.
- (ii) The bidders are requested to read the tender document carefully and ensure compliance with all specifications/instructions herein. Non-compliance with specifications/instructions in this document may disqualify the bidders from the tender exercise.
- (iii) In case, the last date of receipt of tenders and / or the day of opening of tender is declared as a Public Holiday or there is non- functioning of the Institute due to any unavoidable reason, the next working day will be treated as a day for the purpose at same time. No separate intimation will be given.

**Chief Administrative Officer  
IIM Jammu**

## 1. BACKGROUND:

- 1.1 Indian Institute of Management Jammu, hereinafter known as IIM Jammu is one of the Institutions of National Importance (INIs) in India governed by the Indian Institute of Management Act 2017 under the Ministry of Education (MOE), Government of India. The Institute imparts quality/ world class education in Management and conducts MBA program, IPM Program, Doctoral level programmes and executive training programs in all the functional areas of Management.
- 1.2 IIM Jammu is operating from its permanent campus at Jagti, the 200 acres of state-of-the-art campus at Jagti, 14 Kms. from Jammu City, about 16 Kms from Jammu Railway Station and 18 Kms. from Jammu Airport. The proposed Campus is a blissful mix of modern architecture, culture and heritage of Jammu and Kashmir.
- 1.3 IIM Jammu is also operating from Canal road, Jammu.
- 1.4 IIM Jammu is also operating its transit Satellite campus for Executive's Education Programs at Srinagar-190015 J&K.
- 1.5 IIM Jammu invites the proposals for ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES. The Institute proposes to engage an agency to enhance the brand value of IIM JAMMU as a new age IIM focused on research, teaching and training amongst its key stakeholders.

## 2. SCOPE OF WORK:

- 2.1 IIM JAMMU, through this engagement wishes to develop and execute their communication strategy to address all stakeholders, including potential students, IIM JAMMU Alumni, corporate and policy makers in business and management. This shall cover, Ph.D program (Full time/Working professional), EMBA, EMBA (CA&M),IPM and short term Executive Education programs (Online-Offline).
- 2.2 Specific objectives of the digital marketing initiative:
  - 2.2.1 To, undertake an appropriate branding exercise and create awareness about various programmes of IIM Jammu;
  - 2.2.2 All materials developed for the purpose of the campaign will be handed over to IIM Jammu at the end of the campaign (on a CD / DVD).
  - 2.2.3 The agency should enhance the brand image of the Institute in the market to reflect what the institute stands for and create brand recall in the industry, prospective students, alumni and policy makers.
- 2.3 To provide support to the IIM Jammu for specific programs such as admissions, launch of certificate programs, conferences etc.
- 2.4 To design and execute digital campaigns for Ph.D program (Full time / Working Professional), EMBA ,EMBA (CA&M),IPM and Executive Education programs (Online-Offline).
- 2.5 The Institute wishes to undertake online advertising (Paid campaign) and social media marketing such that the target audience is suitably reached.

- 2.6 The agency shall be responsible to suggest a marketing plan that will meet the objectives of Digital campaigns as per requirement of IIM Jammu. The promotional activities have to be carried out digitally through (but not limited to) the following activities:
- 2.6.1 Keyword-based search advertising (Google search/Display Ads).
  - 2.6.2 Online advertising, plan for social media marketing. Social Media Advertising on Facebook, LinkedIn, You tube, Instagram and Twitter.
  - 2.6.3 Social Media posts for different programs with an objective to generate & convert leads.
  - 2.6.4 Targeted Email campaigns with customized emailer, creatives and third-party database.
  - 2.6.5 Lead generation and management system or software for tracking conversion without any additional cost.
  - 2.6.6 Targeted SMS/ WhatsApp Campaign, Ad copy, Third party database.
  - 2.6.7 Search Engine Optimization.
  - 2.6.8 Design and managing the Landing page for Admissions without any additional cost.
  - 2.6.9 Carrying out analytics to prioritize admission leads.
  - 2.6.10 Specific websites and platforms need to be identified,
  - 2.6.11 The strategy to be pursued on each of these platforms need to be delineated.
  - 2.6.12 The strategy to be pursued over the duration of the campaign (timeline) needs to be delineated.
  - 2.6.13 Identify specific parameters (i.e., key performing indicators) that will be tracked and measured during the duration of the campaign.
  - 2.6.14 The agency will provide access to all the campaign data in real time.
  - 2.6.15 Conduction of online Webinar minimum 04 for each programmes/campaign.
  - 2.6.16 Reference details for expected Outcome.

Sr. No.	Use Case	Outcome Expected
(a)	EMBA and EMBA (CA&M) Program (2-year blended mode course)	Convert leads into EMBA applicants. This program has intake of 100 students.
(b)	Ph.D	Convert leads into applicants. The program has 40 (Full time 15+ Working professional 25) participants (tentative)
(c)	IPM Program (5-year	Convert leads into applicants for JIPMAT test. This

Sr. No.	Use Case	Outcome Expected
	course)	program has intake of 120 students.
(d)	Short term executive Programs	This program is bespoke programs for participants drawn from a single or consortium of organizations. The target audience for this program are HR, learning & development managers from organizations. Target Applicants 60-120.
(e)	Promotion of Conference, events, Seminars	There are multiple international and national level conference organized during the year along with significant events ranging from HR Conclave, Leadership Summit, HxMDP etc. The intention is to create mass awareness about such conferences, events and seminars conducted at IIM Jammu to strengthen the IIM Jammu brand value

2.6.16.1 Executive Program includes Certificate Program in Digital Marketing, Executive Program in General Management (EPGM), Finance and non-finance related programs etc.

2.6.16.2 This is a tentative list, not exhaustive list. IIM Jammu plan to scale up executive training program.

- 2.7 The agency should enhance the brand image of the Institute in the market to reflect what the institute stands for and create brand recall in the industry, prospective students, alumni and policy makers.
- 2.8 The Agency will be responsible for helping to plan and execute media strategies for marketing campaign launches, analysing campaign data and optimizing advertising for maximum impact, managing and guiding media plans in partnership with our media cell.
- 2.9 The agency will be responsible to define and augment the IIM JAMMU Brand to enhance visibility across the stakeholders and enhance the competitiveness.
- 2.10 The agency will be responsible to prepare the creative/ contents for advertising and event campaigns to showcase the strengths and unique features of the Institute.
- 2.11 The agency will be responsible to Propose and execute Digital Marketing plans on behalf of the institute for various programs of the institute on different platforms like Face book, Google, YouTube, Instagram and LinkedIn etc.
- 2.12 **Period of delivery:** The time duration of the digital marketing campaign would be around 50 to 100 days for each programme; the exact dates will be intimated after the award of the contract as per the requirement of IIM Jammu.
- 2.13 The agency should have access to (or demonstrate an ability to procure) information and browsing patterns of the customers in the target segment.
- 2.14 The agency should design Admissions/ Branding brochure for each campaign and be able to customize promotional campaigns to the specific needs of IIM Jammu.

- 2.15 The agency should be responsible to assign dedicated team to make calls (Tele calling) on the leads generated by campaign and convert leads into application.
- 2.16 The agency is expected to ensure a minimum conversion rate of 10% from leads to application, beyond which the agency will be incentivised. E.g., Let's assume the agency generates 1000 leads then the agency is expected to convert at least 100 applications from 1000 leads. If the agency converts more than 100 applications, then each application above 100 will be incentivised. (The rate of incentivization to be quoted by the agency)
- 2.17 The agency should carry out the various activities from designing to launching promotional campaigns at their own cost. IIM Jammu will work closely with the agency to only suggest inputs and finalize the promotional campaign designs/videos. IIM Jammu will pay all the charges to agency only after successful completion of campaign at once (all inclusive- Branding, Content Development, Social Media Management, PPC Management, etc.) and will not be responsible to pay any charge to third party or for any work included separately.
- 2.18 The agency has to verify all campaign materials with IIM Jammu before executing any part of the digital promotional campaign.
- 2.19 Throughout the campaign period, the agency should depute a dedicated senior campaign manager and provide weekly reports to IIM Jammu summarizing the number of impressions / conversions 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.
- 2.20 The agency should share administrative access of the dashboards to IIM Jammu wherever applicable such that IIM Jammu will be able to monitor the progress of the campaigns.
- 2.21 Number of Campaign will be based on the requirement of IIM Jammu. All the information will be shared to agency on campaign to campaign basis as per requirement of the IIM Jammu.
- 2.22 Campaign on any other social media other than Facebook, LinkedIn, YouTube, Twitter, Instagram and Google, may also be considered, if required by IIM Jammu.
- 2.23 The agency should be responsible for sharing of minutes of meeting of each review meetings.
- 2.24 **LOCATIONS:** IIM Jammu is having offices at following locations:
  - (i) **Location 1:** Permanent Campus of IIM Jammu at Jagti, Jammu.
  - (ii) **Location 2:** Transit Campus, Old University Campus, Canal Road, Jammu-180016.

### 3. TERMS AND CONDITIONS:

- 3.1 **Period of Contract:** Contract period will be initially for one year. This period may be extended on yearly basis extension on same rate and terms & conditions subject to the satisfactory performance or with some addition/ deletion/ modification subject to a maximum period of 3 years.
- 3.2 **Sub-Contracting:** The contractor shall not assign, sub-contract or sub-let the whole or any part of the contract in any manner. In case of an unavoidable circumstance, the contractor shall be able to do it with the approval of the Institute. However, the job shall be sublet only to the party approved by the Institute.



- 3.3 **Exit Clause:** The contract can be terminated by giving one-month notice period by the Institute and three-month notice by the contractor. However, in any instant contract will be terminated if service of the vendor is not found satisfactory.
- 3.4 Campaign Budget, Duration, and other related factors will be based on the requirement of IIM Jammu.
- 3.5 The rates as per award of contract shall remain same throughout the contract period and shall not be changed in any circumstances.
- 3.6 The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.
- 3.7 IIM Jammu shall have discretion to give any work to any empanelled agency selected through tendering process and the other agency will not have to claim for the work.
- 3.8 IIM Jammu reserves the right to cancel the contract at any time without assigning any reasons whatsoever.
- 3.9 IIM Jammu may empanel one or more agencies. Empanelled agencies may be allotted work depends on the requirement and at the sole discretion of IIM Jammu.
- 3.10 The L1 rates in the BoQ shall be offered to the other technically qualified agencies to match for the empanelment process.
- 3.11 If the services of the agency are not found satisfactory, the Director, IIM Jammu shall have the right to cancel the empanelment at any time without assigning any reason and without any financial compensation to the agency.
- 3.12 **PAYMENTS TERMS:**
- 3.12.1 The payment will be done after the successful delivery/completion of the assignment and submission of the invoice. IIM Jammu will normally settle the bill within 30 days from the receipt of the bill. However, for delayed payment, the Contractor will not charge any penalty or interest to IIM Jammu.
- 3.12.2 The payment under this agreement shall be made through NEFT/RTGS/IMPS (online transfer) subject to satisfactory completion of job contract services to be certified by concerned Office of IIM Jammu, The final amount of payment depends on completion of the campaigns and assessment by the concerned department. In case of the campaign being unsatisfactory, the concerned department/committee reserve the right to deduct payment amount as deemed suitable. However, the final payment shall, be made only after adjusting all the dues / claims of the IIM JAMMU.
- 3.12.3 Bill to be made in the name of Indian Institute of Management Jammu. GST No, Pan No and account details should be clearly mentioned on the bill.
- 3.12.4 No advance payment will be made under any circumstances.
- 3.12.5 TDS/ Income Tax etc. are to be deducted at source from the bills of Contractor as per rule
- 3.12.6 The payment of incentives (Application conversion basis) will be paid at the end of the campaign after due assessment.

### 3.13 PENALTY CLAUSES:

- 3.13.1 (i) In case the Firm fails to commence/ execute the work as stipulated in the agreement or there is a breach of any terms and conditions of the tender and reserves the right to impose the penalty as detailed below:
- 3.13.2 2% of cost of order/ agreement per week, up to 2 weeks delay.
- 3.13.3 After 2 weeks delay, IIMJ reserves the right to cancel the contract and withhold the agreement and get this job be carried out from other firm (s) from open market at the competitive rates. The defaulting firm will be blacklisted for a period of 3 years.
- 3.13.4 For any breach of contract, IIMJ shall impose a penalty to the extent of Rs. 10,000/- only on the first occasion upon the firm in the event of breach, violation or contravention of any of the terms and conditions contained herein brought to the notice of IIMJ.
- 3.13.5 If the lapse is repeated, the extent of penalty will be doubled on each such occasion.
- 3.14 **Governing Language:** English language version of the Contract shall govern its interpretation. All correspondence and other documents pertaining to the Contract, which are exchanged by the parties, shall be written in the same language.
- 3.15 **Non-disclosure of Contract documents:** Except with the written consent of the Buyer, the Seller/Service provider/other party shall not disclose the contract or any provision, specification, plan, design, pattern, sample or information thereof to any third party.
- 3.16 **INTERPRETATION:** All the terms and conditions of contract shall be read in conjunction with all other documents forming part of this contract. Notwithstanding the subdivisions of the documents into these separate sections, every part of which shall be deemed to be supplementary to and complimentary of every part and shall be read with and into the contract.
- 3.17 In case of any disputes on execution of the work during the period of contract, the decision of the Director, IIM Jammu shall be binding and final, agreeable in full by both the parties.
- 3.18 **FORCE MAJURE:** If at any time, during the continuance of this contract, the performance in whole or in part by either party, of any obligation under this contract, shall be prevented or delayed by Force Majeure situation. The Agency/ Firm shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.
- 3.18.1 For purposes of this Clause, "Force Majeure" means an event beyond the control of the Agency/ Firm and not involving the Agency/ Firm's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of the Institute either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.
- 3.18.2 If a Force Majeure situation arises, the Agency/ Firm shall promptly notify the Institute in writing of such conditions and the cause within 7 days from the date of occurrence thereof. Unless otherwise directed by the Institute in writing, the Agency/ Firm shall continue to perform its obligations under the Contract as far as is

reasonably practical and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

- 3.18.3 Neither party shall be due to reason of such event be entitled to terminate this contract nor shall either party have any such claim for damages against the other in respect of such non-performance or delay in performance..
- 3.19 The decision of IIM Jammu in regard to interpretation of the Terms & Conditions and the Agreement shall be final and binding on the Agency.
- 3.20 With mutual consent between the IIM Jammu and the Contractor, any other point can be included in the agreement at the time of its execution.
- 3.21 In case of any disputes on execution of the work during the period of contract, the decision of the Director, IIM Jammu shall be binding and final, agreeable in full by both the parties.
- 3.22 **ARBITRATION CLAUSE:** In the event of any dispute or difference(s) between the vendee Institute (IIM Jammu) and the vendor(s) arising out of non-supply of material or supplies not found according to specifications or any other cause whatsoever relating to the supply or purchase order before or after the supply has been executed, shall be referred to “The Director, IIM Jammu”, 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.
- 3.22.1 The venue of the arbitration shall be the place from where the order is issued.
- 3.22.2 The place of arbitration and the language to be used in arbitral proceedings shall be decided by the arbitrator.
- 3.22.3 Further, any legal dispute arising out of any breach of contract shall be settled in the court of competent jurisdiction located within the local limits of Jammu, J&K
- 3.23 **Pre-Bid Meeting:** An Online Pre-bid meeting will be conducted through Google Meet/ Zoom/ Other Online Platform, to clarify doubts that may arise before submission of the bids. Bidders/Representatives are invited to participate in this pre-bid meeting. Such attendees have to send a request along with a letter of authorization from their firm (or firms they are representing) by email to [purchase@iimj.ac.in](mailto:purchase@iimj.ac.in) and [aao.admissions@iimj.ac.in](mailto:aao.admissions@iimj.ac.in), for attending the Pre-bid meeting. Bidders are requested to mail the doubts prior to the pre bid meeting if possible, to enable us to clarify the doubts in the pre-bid meeting itself. The link of Online Pre-Bid Meeting will be shared with only those prospective bidders, who would have requested for attending the Pre-bid meeting as mentioned above. Maximum of two representatives per bidder will be permitted to attend Pre Bid Meeting, subject to the submission of valid authorization letter.

## 4. ELIGIBILITY CRITERIA:

- 4.1 The bidder should be registered as a Company as per the Companies act. Appropriate documents/certificates issued from appropriate authorities should be enclosed to support this and if it is a partnership firm, a certified copy of the Partnership Deed.
- 4.2 The Agency should have PAN Number and GTS Registration.

- 4.3 The bidders should possess the technological and human capabilities required to design and successfully execute digital marketing campaigns to the targeted customers.
- 4.4 The bidder must have an average annual turnover minimum Rs. 1 Crores or more per annum during the last three financial year i.e., FY 2020-21, 2021-22 and 2022-23. The agency should also attach a proof certified by a Chartered accountant.
- 4.5 The Agency should be renowned agency or individual with Minimum 3 (Three) years' experience of similar work in media and marketing for academic institutions in Govt. /State Govt./Govt. Autonomous Institute /large reputed institution / organization preferably at IIMs/IITs. Proven record of having established and marketed popular brands in the market. Please include the list of clients that the Digital Marketing agency has worked for. Evidence of carrying digital marketing campaign for large corporate like BSE 100 / BSE 500 would be an added advantage. WO / Agreement / Experience Certificate / Performance certificate from the clients is to be submitted.
- 4.6 The bidders should have executed at least two digital marketing campaigns in the past with a minimum value of Rs. 10 Lakhs. They should be able to supply testimonials and supporting evidence of having carried out such campaigns in the past. Bidders with prior experience in promoting executive education programmes will be given preference.
- 4.7 Demonstrated capability comprising of highly adaptable and innovative members working across multiple teams with superb attention to detail and ability to think strategically.
- 4.8 The Agency should have not been debarred / black listed / terminated / ceased without completing the entire duration of contract period by any Central/State Govt. Department, Public Sector Undertaking, Autonomous Bodies, Academic Institutions, CFTIs etc. during past five years from the last date of submission of Proposals.

## 5. TENDER FEE & EARNEST MONEY DEPOSIT (EMD):

- 5.1 The Bidder should submit Tender Fee of **Rs 1180/-** (Rupees One thousand one hundred and eighty only) – Non-Refundable / Not-Exempted and an EMD of **Rs. 1,40,000/-** (Rupees One Lakhs forty thousand) –Refundable in the form of NEFT/RTGS in the name of “Indian Institute of Management Jammu”.

### **Bank Details of IIM Jammu for NEFT/RTGS:**

**NAME OF THE ACCOUNT HOLDER:** INDIAN INSTITUTE OF MANAGEMENT JAMMU

**NAME OF BANK:** THE JAMMU & KASHMIR BANK LTD.

**BRANCH NAME:** E/C GOVT. COLLEGE OF ENGINEERING CANAL ROAD

**ADDRESS OF BANK:** GCET CANAL ROAD JAMMU

**IFSC CODE:** JAKA0EGCENG

**A/C NUMBER:** 1250040500000042

**MICR CODE:** 180051027

- 5.2 The Technical Bid without Tender Fee would be considered as UNRESPONSIVE and will not be accepted.
- 5.3 The Tender Fee shall be denominated in Indian Rupees only.

## 6. SUBMISSION OF BID (INSTRUCTIONS FOR ONLINE BID SUBMISSION):

The bidders are required to submit soft copies of their bids electronically on the e-tender Portal, using valid Class 3 Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the e-tender Portal and submitting their bid online on the e-tendering portal as per uploaded bid. **Prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal (URL:<http://eprocure.gov.in/eprocure/app>).** For more information, bidders may visit the CPP Portal <http://eprocure.gov.in/eprocure/app>. Tender document can also be downloaded from IIM Jammu Website ([www.iimj.ac.in](http://www.iimj.ac.in))

### 6.1 REGISTRATION:

- 6.1.1 Bidders to enroll on the e-Procurement module of the portal <http://eprocure.gov.in/eprocure/app> by clicking on the link “Click here to Enroll”. Enrolment on the CPP Portal is free of charge.
- 6.1.2 The bidders to choose a unique username and assign a password for their accounts. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- 6.1.3 Bidders to register upon enrolment their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India with their profile.
- 6.1.4 Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to Ensure that they do not lend their DSCs to others which may lead to misuse. Foreign bidders are advised to refer “DSC details for Foreign Bidders” for Digital Signature requirements on the portal.
- 6.1.5 Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / eToken.

### 6.2 SEARCHING FOR TENDER DOCUMENTS:

- 6.2.1 Various built-in options are available in the CPP Portal to facilitate bidders to search active tenders by several parameters. These parameters include Tender ID, organization, location, date, value, etc.
- 6.2.2 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 published on the CPP Portal.
- 6.2.3 Once the bidders have selected the tenders they are interested in; they may download the required documents / tender schedules. These tenders can be moved to the respective ‘My Tenders’ folder. This would enable the CPP Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.

6.2.4 The bidder should make a note of the unique Tender ID assigned to each tender; in case they want to obtain any clarification / help from the Helpdesk.

### 6.3 PREPARATION OF BIDS:

6.3.1 Bidder should consider any corrigendum published on the tender document before submitting their bids.

6.3.2 Bidder should take into account any corrigendum published on the tender document before submitting their bids.

6.3.3 Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid.

6.3.4 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.

6.3.5 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 / XLS / RAR / DWF formats. Bid documents may be scanned with 100 dpi with black and white option.

6.3.6 To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard Documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

### 6.4 SUBMISSION OF BIDS (GENERAL INSTRUCTIONS):

6.4.1 Bidder should log into the website well in advance for the submission of the bid so that it gets uploaded well in time i.e., on or before the bid submission time. Bidder will be responsible for any delay due to other issues.

6.4.2 The bidder must digitally sign and upload the required bid documents one by one as indicated in the tender document as a token of acceptance of the terms and conditions laid down by RGIPT, Jais.

6.4.3 Bidder must select the payment option as "e-payment" to pay the tender fee / EMD as applicable and enter details of the instrument.

6.4.4 Bidder should prepare the EMD as per the instructions specified in the tender document. The EMD in original should be posted/couriered/given in person to the concerned official before the Online Opening of Financial Bid. In case of non-receipt of EMD amount in original by the said time, the uploaded bid will be summarily rejected.



- 6.4.5 Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. If the price bid has been given as a standard BOQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BOQ file, open it and complete the white Coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BOQ file is found to be modified by the bidder, the bid will be rejected.
- 6.4.6 The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.
- 6.4.7 All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid opener public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 6.4.8 The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- 6.4.9 Upon the successful and timely submission of bid click "Complete" (i.e., after Clicking "Submit" in the portal), the portal will give a successful Tender submission acknowledgement & a bid summary will be displayed with the unique id and date & time of submission of the bid with all other relevant details.
- 6.4.10 The tender summary has to be printed and kept as an acknowledgement of the submission of the tender. This acknowledgement may be used as an entry pass for any bid opening meetings.

## 6.5 BID SUBMISSION PROCESS:

The offer/bid should be submitted in two bid systems (i.e.) Technical bid and financial bid. The technical bid should consist of all technical details along with commercial terms and conditions. Financial bid should indicate item wise price for the items mentioned in the technical bid. Financial Bids to be submitted in BOQ format only.

### 6.5.1 TECHNICAL BID SUBMISSION:

- 6.5.1.1 Bidder should number the pages submitted in form of Technical Bid and provide an INDEX/ COMPLIANCE SHEET (**As per Annexure-I**) indicating the page number of each document submitted. The index should be placed on the top of the Technical Bid, without which the tender will be considered incomplete and hence, summarily rejected.

- 6.5.1.2 **The Technical Bid should be accompanied by the relevant documents, duly signed and stamped by Authorised Signatory on each page of Technical Bid & relevant documents and all supportive documents to be attached with related annexure only, without which the tender will be considered incomplete and hence, summarily rejected.**
- 6.5.1.3 **Due date:** The tender has to be submitted online on or before the due date. The offers received after the due date and time will not be considered.
- 6.5.1.4 The Technical Bid should be accompanied by a copy of this Tender Document with each page duly signed by the authorized signatory of the bidders, who has signed the bid, as taken of having read, understood and complied with tender, the terms, and conditions contained herein. Bids not accompanied by a duly signed copy of the Tender Document will not be considered.
- 6.5.1.5 The bid should be precise, complete in all respect and in the prescribed format as per the requirement of the bid document. Failure to furnish all information required through the bidding document or submission of a bid not responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of the bid.
- 6.5.1.6 The bid should be clear and without any condition. Conditional bids shall be summarily rejected.
- 6.5.1.7 IIM Jammu reserves the right to modify, expand, change, alter, restrict, scrap, refloat or cancel the Tender at any stage without assigning any reason whatsoever.
- 6.5.1.8 IIM Jammu reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof. Any enquiry after submission of the quotation will not be entertained.
- 6.5.1.9 Any change/corrigendum/extension of closing/ opening dates in respect of this tender shall be issued through e-tender Portal (URL:<http://eprocure.gov.in/eprocure/app>) and IIM Jammu website only and no press notification will be issued in this regard. Bidders are therefore requested to regularly visit IIM Jammu website for updates.
- 6.5.1.10 Bids submitted with incomplete information or information not in conformity with the Bid Documents will summarily be rejected. While submitting the Bids, the Bidders must exercise utmost care to fill up the bid in all respect as per the specified terms and conditions.
- 6.5.1.11 The bidder is expected to examine all instructions, Forms, Annexure, and Terms & Conditions in the NIT document. Failure to furnish all information required by the NIT document or submission of an NIT not substantially



responsive to the NIT document in every respect will be at the bidder's risk and may result in rejection of his bid.

6.5.1.12 No alterations should be made in any of the contents of the bid document by scoring out/removing any pages online/editing the contents of the bid document etc. In the submitted bid, no variation in the conditions shall be admissible. Bids not complying with the terms & conditions listed in this part are liable to be rejected.

## 6.5.2 FINANCIAL BID SUBMISSION:

- 6.5.2.1 A standard BOQ format has been provided with the tender document to be filled by all the bidders. Bidder to note that they should necessarily submit their financial bids in the prescribed format and no other format is acceptable.
- 6.5.2.2 The Financial Bid (Price Bid) shall be submitted in electronic form only in conformity with the tender specifications on the portal only by the time & date as specified in NIT.
- 6.5.2.3 The financial cover shall contain price bid in the enclosed "Price Bid format" i.e. in BOQ format. Submission of the Financial Bid (Price Bid) by any other means shall not be accepted by the Institute in any circumstances.
- 6.5.2.4 The Bidder shall not tamper/modify Financial Bid Format in any manner. In case, if the same is found to be tempered/modified in any manner, tender will be completely rejected and EMD would be forfeited.
- 6.5.2.5 All duties, taxes and other levies payable by the vendor shall be included in the total price. However, GST will be paid extra as actual.
- 6.5.2.6 Online submission of the bid will not be permitted on the portal after expiry of submission time and the Bidder shall not be permitted to submit the same by any other mode.
- 6.5.2.7 The bidders are required to quote their rates in Indian Rupees (INR) only.
- 6.5.2.8 The rate quoted shall be inclusive of all the charges like Service Charges, content creation, Campaign management charges etc However, GST will be extra and will be paid as actual.
- 6.5.2.9 Approx / Expected number of acquisition/application/leads are given for the calculation of total amount.
- 6.5.2.10 The payment shall be done on the actual number of acquisition/application/leads for programs
- 6.5.2.11 \*Executive programs include Certificate Program in Digital Marketing, Executive Program in General Management (EPGM), Finance and non-finance related programs etc.
- 6.5.2.12 Bidders are required to mention their service charges in percentage of the budget of campaign.

6.5.2.13 The Service charges shall be inclusive of all the charges including content creation, Campaign management charges etc.

6.5.2.14 Total Cost of Campaign (Bill Amount) = Campaign Budget (Platform Charges for Advertisement) + Agency Service Charges + Applicable taxes.

6.5.2.15 The budget of each event may differ as per IIM Jammu budgetary provision. Total Cost of Campaign = Campaign Budget (Platform Charges for Advertisement) + Agency Service Charges + Applicable taxes.

### 6.5.3 ONLINE BID SUBMISSION:

The Online bids (complete in all respect) must be uploaded online in two covers as explained below:

<b>COVER – 1 (TECHNICAL BID)</b>			
All Documents establishing conformity to the Eligibility Criteria (Following documents to be provided as single PDF file)			
Sr. No.	Documents	Content	File Types
1.	Technical Bid	Index ( <b>As per Annexure-I</b> ) indicating the page number of each document submitted	.PDF
2.		Technical Bid As per <b>Annexure - II</b>	.PDF
3.		Proof of Tender Fee and EMD.	.PDF
4.		Acceptance of Terms & Conditions of RFP as per <b>Annexure-III</b> .	.PDF
5.		Copy of Permanent Account Number (PAN) in the name of the firm, if not proprietorship firm.	.PDF
6.		Copy of GST Registration Certificate.	.PDF
7.		MANDATE FORM FOR Electronic Fund Transfer/ RTGS TRANSFER As per <b>Annexure- IV</b> .	
8.		Detail of Experience as per <b>Annexure-V</b> , along with the copy of work order and completion / performance certificates in the same sequence.	.PDF
9.		Proof of Income / Turnover to claim the eligibility related to Turn Over.	.PDF
10.		Self-Declaration about Non-Black Listing <b>as per Annexure-VI</b> .	.PDF
11.		Duly signed and stamped of the entire RFP document along with its addendum/corrigendum, if any	.PDF
12.		All other documents, as required in terms of the tender, to claim eligibility.	.PDF
Note: Institute may ask the vendor to submit any other certificate/document as it may deem fit.			

### COVER – 2 FINANCIAL BIDS (PRICE-BID)

Sr. No.	Types	Content	File Types
1.	Financial Bid	Price Bid in given format BOQ only. (Format is given at Annexure-VII for reference only)	.xls

## 6.6 ASSISTANCE TO BIDDERS:

6.6.1 Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

6.6.2 Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is 1800 233 7315.

## 6.7 GENERAL INSTRUCTIONS TO THE BIDDERS:

6.7.1 The tenders will be received online through portal <https://eprocure.gov.in/eprocure/app>. In the Technical Bids, the bidders are required to upload all the documents in .pdf format.

6.7.2 Possession of Valid Class II/III Digital Signature Certificate (DSC) in the form of smart card/ eToken in the company's name is a prerequisite for registration and participating in the bid submission activities through <https://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 <https://eprocure.gov.in/eprocure/app> under the link 'Information about DSC'.

6.7.3 Bidders are advised to follow the instructions provided in the 'Instructions to the Bidders for the eSubmission of the bids online through the Central Public Procurement Portal for e-Procurement at <https://eprocure.gov.in/eprocure>.

6.8 **BID VALIDITY:** The bids shall remain valid for a period of 90 days from the date of opening of financial bid. In case the Bidder withdraws, modifies or changes his offer during the validity period, bid is liable to be rejected and the earnest money deposit shall be forfeited without assigning any reason thereof. The Bidder should also be ready to extend the validity, if required, without changing any terms, conditions etc. of their original tender.

In case the Bidder withdraws, modifies or change his offer during the validity period, bid is liable to be rejected and the earnest money deposit shall be forfeited without assigning any reason thereof. The Bidder should also be ready to extend the validity, if required, without changing any terms, conditions etc. of their original tender.

6.9 The Submission of bids does not entitle any Agency for automatic grant of award.

6.10 Any enquiry after submission of the proposal will not be entertained.

6.11 Canvassing/marketing /offering promotional services etc. in any form whether directly or indirectly in connection with the tender is strictly prohibited and the tenders submitted by the Agency/ Firm / Company who resort to canvassing will be liable for rejection without any further reference.

6.12 IIM JAMMU reserves the right to reject all or any tender in whole, or in part, without assigning any reasons thereof.

## 7. BID OPENING:

7.1 The bids will be opened by a Committee duly constituted for this purpose. The proposals (complete in all respect) received will be opened as mentioned at “RFP Schedule” in presence of Agency’s representative if available. Only one representative will be allowed to participate in the Proposal opening and evaluation process, subject to the submission of valid authorization letter.

7.2 The Agencies may depute their authorized representatives to remain present during the Proposal opening process subject to submission of valid authorization letter in the name of the representative to attend the Proposal opening process.

7.3 **The Technical Proposal** will be opened first and evaluated. **The Financial Proposal** of only those Agencies whose technical bid is found to be technically responsive by the Committee will be opened. The Financial Proposals of ineligible Agencies will not be opened.

7.4 **Presentation:** A Separate online meeting for presentation will be conducted through Google Meet or any other platform as decided by IIM Jammu, 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 Jammu.

7.4.1 The presentation will be evaluated based on the following parameters:

7.4.1.1 Bidder’s Understanding of different programs of IIM Jammu like IPM, PhD, EMBA & proposed executive training programs.

7.4.1.2 Proposed digital marketing plan for IIM Jammu programs.

7.4.1.3 Must submit CVs of account manager for IIM Jammu, technological and human capabilities to execute the promotional campaigns, and

7.4.1.4 Presentation on Next One-year Digital Marketing Plan for IIM Jammu.

7.4.2 This presentation will be the part of evaluation of technical bids and the date for presentation will be declared later on, after Technical Bids opening. The link of Online meeting for presentation will be shared with only those bidders, whose bid / application would have been received by the closing time and date as indicated in the beginning of this document. Maximum of two representatives per bidder will be permitted to attend online meeting for presentation, subject to the submission of valid authorization letter.

7.5 **SELECTION OF SUCCESSFUL AGENCY:** IIM Jammu will use Cost Evaluation under Combined Quality Cum Cost Based System (CQCCBS), the technical proposals will be allotted weightage of 70% while the financial proposals will be allotted weightage of 30%. Proposals with the lowest cost may be given a financial score of 100 and other proposals given financial scores that are inversely proportional to their prices. Total score, both technical and financial, shall be obtained by weighing the quality and cost scores and adding them up.

## TECHNICAL EVALUATION CRITERIA:

7.5.1 The technical evaluation will be for 70 marks and will be based on the following scheme.

Description	Marking Scheme	Max. Marks
The firm should have a minimum of 03 years of experience in the field of providing such services.	5 marks for each year of experience subject to a maximum of 25 marks	25
The firm should have at least 02 (two) contracts in corporate/ Educational Institute with Contract value not less than 10 Lakhs each.	5 marks for each contract of Rs. 10 Lakhs per annum (Additional 5 marks each for contracts above 20 Lakhs subject to maximum of 15 marks)	25
Minimum average turnover of Rs. 1 Crore annually for the last 3 FY i.e., 2020-21, 2021-22, 2022-23 in the relevant field / activity.	Maximum of 20 marks	20
Presentation to the technical committee and evaluation of the response by the technical committee.	Evaluation by Technical Committee.	30
	<b>Total</b>	<b>100</b>
	<b>Minimum eligibility; 60 marks out of 100</b>	

7.5.2 A bidder has to score at least the minimum marks i.e., 60 in the technical evaluation in order to be technically qualified.

7.5.3 The financial evaluation will be for 30 marks and will be only for the technically qualified bidders. The lowest priced qualified bidder will get the maximum financial score (30) while the others will have a pro-rated score lower than 30. More specifically, the financial score of a technically qualified bidder is calculated as Financial score = 30 \* (lowest price bid) / (price bid of the bidder).

7.5.4 The bidder with the highest total score (technical + Financial) will be declared as the successful bidder. In case of tie, the bidder having higher financial score will be declared successful.

7.5.5 The following formula will be used to evaluate the overall ranking of the qualified tenders.

$$\text{Overall Score} = \frac{\text{Score of Technical Bid} \times 70}{\text{Highest Score of Best Technical Bid}} + \frac{\text{Lowest Financial Bid} \times 30}{\text{Price of Financial Bid}}$$

7.5.6 Selection of tender will be based on overall score calculated from the formula. An Example of the same is presented below:

Bidder	Score of Technical Bid	Price of Financial Bid	Overall Score	Overall Rank
Company A	90	280	97.85	First
Company B	80	270	91.10	Third
Company C	80	260	92.22	Second

7.6 For evaluation purpose, the total amount of Sr. No. 1.01, 2.01, 3.01, 4.01 of (BoQ) Financial Bid shall be taken into consideration.

7.7 Revelation of Prices in any form or by any reason before opening the Financial Proposal shall not be considered.

7.8 IIM Jammu reserves the right to negotiate the quoted price with the successful Agency to arrive at the fair and reasonable price.

7.9 The IIM Jammu is not bound to award contract at the lowest price received in the Tender and reserves the right to decide on fair and reasonable price of the services tendered for any counter offer the same to the bidders. All other terms and conditions of the tender shall remain operative even if a counter offer rate is offered to the bidders.

7.10 The institute reserves the right to seek clarifications or additional information/ documents from any Agency regarding its technical Proposal. Such clarification(s) or additional information/document(s) shall be provided within the time specified for the purpose. Any request and response thereto shall be in writing. If the Agency does not furnish the clarification(s) or additional information/document(s) within the prescribed date and time, the proposal shall be liable to be rejected.

7.11 The bidders may depute their authorized representatives to remain present during the bid opening process subject to submission of valid authorization letter in the name of the representative to attend the bid opening process.

7.12 In case the day of opening of proposals is declared as a Public Holiday or there is non-functioning of the Institute due to any unavoidable reason, the next working day will be treated as a day for the purpose. No separate intimation will be given.

7.13 Any act on the part of the bidder to influence anybody in the institute is liable to rejection of his bid.

7.14 IIM Jammu reserves the right to reject any application without assigning any reason.

- 7.15 IIM Jammu reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof.
- 7.16 The decision of Competent Authority, IIM Jammu will be final in all matters relating.

## 8. AWARD OF CONTRACT:

- 8.1 The Successful Bidder should accept the offer within 10 days from the date of receipt of "Letter of Offer", failing which the offer will be cancelled.
- 8.2 IIM Jammu reserves the rights to award the contract/work in full or in parts to any Agency and also terminate the contract/work at any stage if the performance of the Agency is found to be Not Satisfactory.
- 8.3 The IIM Jammu is not bound to award contract at the lowest price received in the Tender and reserves the right to decide on fair and reasonable price of the services tendered for any counter offer the same to the bidders. All other terms and conditions of the tender shall remain operative even if a counter offer rate is offered to the bidders. IIM Jammu reserves the right to negotiate with first lowest bidder to arrive at the fair and reasonable price. In case of first lowest is more than one, then it would be at the discretion of the IIM Jammu.
- 8.4 It is clearly understood by the parties that no financial liability of any type is created by issuance of work order cum award of contract. The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.

## 9. PERFORMANCE SECURITY:

- 9.1.1 The EMD of successful bidders shall be automatically converted to Performance Security which would be returned on successful completion of the contract. In case of exemption of EMD, The successful bidder is required to deposit an amount, equal to EMD through NEFT as security deposit, within 30 days from the date of award of contract.
- 9.1.2 Performance Security would be returned on successful completion of the contract. No interest shall be payable on performance security.
- 9.1.3 In case of breach of contract or poor performance, performance security shall be forfeited, and the agency shall be blacklisted for such period as decided by the competent authority in addition to termination of the contract. Also suitable financial penalty may impose in that case without pre intimation.

**\*\*SD/-\*\***

Chief Administrative Officer  
Indian Institute of Management Jammu

## INDEX/ COMPLIANCE SHEET

(To be submitted on the letterhead of the agency)

Sr. No	Document Name	Compliance (Yes / No)	Page No		Remarks
			From	To	
1.	Technical Bid As per <b>Annexure - II</b>				
2.	Proof of Tender Fee and EMD.				
3.	Acceptance of Terms & Conditions of RFP as per <b>Annexure-III.</b>				
4.	Copy of Permanent Account Number (PAN) in the name of the firm, if not proprietorship firm.				
5.	Copy of GST Registration Certificate.				
6.	MANDATE FORM FOR Electronic Fund Transfer/ RTGS TRANSFER As per <b>Annexure-IV.</b>				
7.	Proof of Income / Turnover to claim the eligibility related to Turn Over (CA Certificate)				
8.	Details of work experience ( <b>as per Annexure-V</b> )				
9.	<b>Proof of Experience:</b> PO/ WO/ Agreement/ Experience Certificate/ Performance certificate from the clients.				
10.	Self-Declaration about Non Black Listing as per <b>Annexure-VI</b>				
11.	Duly signed and stamped of the entire RFP document along with its addendum/corrigendum, if any				
12.	All other documents, as required to claim eligibility				

Place:

Date:

(Signature with stamp of the Agency)



## TECHNICAL BID

(To be submitted on the letterhead of the Agency/ Firm)

**Copies of all supporting documents duly signed and stamped by the Agency in support of below particulars must be attached along with this checklist**

1.	Name of the Agency (In Block Letters)	::	
2.	Registered Office Address (With telephone no. & email address)	::	
3.	Status of the organization Proprietary/Partnership/Pvt. Ltd./Public Ltd. Company	::	
4.	Year of incorporation /constitution of agency	::	
5.	PAN No.	::	
6.	GST No.	::	
7.	Authorized Signatory Details	::	Name: _____ Designation: _____ Mobile No: _____ Email: _____
8.	Details of Contact Person Other that Authorized Signatory:	::	Name: _____ Designation: _____ Mobile No: _____ Email: _____
9.	Total No. of Year of Similar Experience Details of work experience (as per <b>Annexure-V</b> ) in support of Experience related eligibility criteria.	::	
10.	Annual Business turnover for last three financial years, duly certified by the Chartered Accountant	::	FY 2022-23: Rs _____ FY 2021-22: Rs _____ FY 2020-21: Rs _____
11.	Volume of business revenue during the last two years	::	

12. Total number of employees	::
13. Whether the Agency faced any litigation with any organization earlier, if yes, kindly furnish the same with name of the organization and brief details of litigation.	::
14. Any other information	::

Verification:

The details furnished in the application are true and correct to the best of my/our knowledge and that in case of furnishing any false information or suppression of any material information. The application shall be liable to be rejected besides initiation of panel proceedings by IIM Jammu, if it deems fit.

Signature of authorized signatory  
Name:  
Seal:

## TENDER ACCEPTANCE LETTER

(On the letter head of the Agency/ Firm)

To

Date:

Chief Administrative Officer,  
Indian Institute of Management Jammu  
Old University Campus, Canal Road  
Jammu-180016 (J&K)

**Sub: Acceptance of Terms & Conditions of RFP for 'ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES' vide RFP Ref No: IIMJ/RFP/Digital-Marketing/2023-24/16**

Dear Sir,

I/We have downloaded / obtained the tender document(s) for the above mentioned "Tender/Work" from the web site(s) namely as per your notice given in the above-mentioned website(s).

1. I/We hereby certify that I / we have read the entire terms and conditions of the tender documents (including all documents like annexure(s), schedule(s), etc.), which form part of the contract and I / we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by your department/ organization with this tender has also been taken into consideration, while submitting this acceptance letter.
3. I/We hereby unconditionally accept the tender conditions of above-mentioned tender document(s) / corrigendum(s) in its totality / entirely.
4. I / We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking.
5. No employee or direct relation of any employee of IIM Jammu is in way connected as Partner/Shareholder/Director/Advisor/Consultant/Employee etc. with the Agency / Firm / Company.
6. I/We certify that all information and data furnished and attachments submitted with the application by our Agency / Firm / Company are true & correct.
7. I/We are aware that if any information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason thereof summarily reject our bid or terminate our contract, without prejudice to any other rights or remedy including the forfeiture of the full said Earnest Money Deposit/ Performance Security absolutely.

Yours Faithfully,

(Signature of the Bidder, with Official Seal)

**DETAILS OF EXPERIENCE**

(To be submitted on the letterhead of the bidder)

Sr. No	Name of the organization/ Institute where goods /services were provided with Name of Contact Person, Contact No. & email id.	Value of the contract in INR	Duration of contract		Total Year of Experience (MM/YY)	Copy of WO/ Contract along with the performance report (Yes/No)
			From (DD/ MM/ YYYY)	To (DD/ MM/ YYYY)		
1.						
2.						
3.						
4.						
5.						
6.						

Note: Bidders are required to provide the information on above format only in reverse chronological order (start from latest/recent most organization to oldest organization) and also attach Copy of contract / performance certificate in same sequence. Bidders may add row / rows in the above format, if No. of organizations / Institutions are more or may add additional sheet also.

**Stamp and Signature of Bidder**

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

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

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

**MANDATE FORM FOR ELECTRONIC FUND TRANSFER/RTGS TRANSFER**

(To be submitted on the letterhead of the Agency/ Firm)

The Chief Administrative Officer  
 Indian Institute of Management Jammu  
 Jammu

Date: / /

Sub: Authorization for release of payment / dues from Indian Institute of Management Jammu through Electronic Fund Transfer/RTGS Transfer.

1. **Name of the Firm/Company/Institute:**
2. **Address of the Firm/Company/Institute:**

City \_\_\_\_\_

Pin Code \_\_\_\_\_

E-Mail ID \_\_\_\_\_

Mob No: \_\_\_\_\_

Permanent Account Number \_\_\_\_\_

3. **Particulars of Bank**

Bank Name		Branch Name	
Branch Place		Branch City	
PIN Code		Branch Code	
MICR No			
(9 Digit number appearing on the MICR Bank of the Cheque supplied by the Bank, Please attach a Xerox copy of a cheque of your bank for ensuring accuracy of the bank name , branch name and code number)			
IFS Code:(11 digit alphanumeric code)			
Account Type	Saving	Current	Cash Credit
Account Number:			

**DECLARATION:**

I hereby declare that the particulars given above are correct and complete. If any transaction delayed and not effected for reasons of incomplete or incorrect information, I shall not hold Chief Administrative Officer, Indian Institute of Management Jammu responsible. I also undertake to advise any change in the particulars of my account to facilitate updating of records for purpose of credit of amount through NEFT/RTGS Transfer.

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

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

**Signature & Seal of the Authorized Signatory of the Firm/Company/Institute:**

\_\_\_\_\_  
 Certified that particulars furnished above are correct as per our records

Bankers Stamp:

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

**Signature of the Authorized Official from the Bank**

**N.B: Please fill in the information in CAPITAL LETTERS, computer typed; please TICK wherever it is applicable.**

**SELF-DECLARATION ABOUT NON BLACK-LISTING**

(To be submitted on the letterhead of the bidder)

To

Date:

Chief Administrative Officer,  
Indian Institute of Management Jammu  
Old University Campus, Canal Road  
Jammu-180016 (J&K)

Subject: Self Declaration About Non-Black-Listing for **ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES'** vide NIT Ref No: IIMJ/NIT/Digital-Marketing/2023-24/16

Sir,

In response to tender under reference, I/ We hereby declare that presently our firm/ agency/ company is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations.

We further declare that presently our agency / firm / company is also not blacklisted/ debarred and not declared ineligible for any reason other than corrupt & fraudulent practices by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations in last five years from the last date of submission of bid.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD / Performance Security may be forfeited in full and the tender, if any to the extent accepted may be cancelled.

Date:

Yours faithfully,

(Name & signature with stamp of the bidder)

## FINANCIAL BID

(To be submitted online only in the BoQ)

Validate

Print

Help

Item Rate BoQ

Tender Inviting Authority: Chief Administrative Officer IIM Jammu

Name of Work: ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES

Contract No: IIMJ/NIT/Digital-Marketing/2023-24/16

Name of the Bidder/  
Bidding Firm /  
Company :**PRICE SCHEDULE**

(This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevant columns, else the bidder is liable to be rejected for this tender. Bidders are allowed to enter the Bidder Name and Values only)

NUMBER #	TEXT #	TEXT #	NUMBER #	NUMBER #	TEXT #
Sl. No.	Item Description	Units	BASIC RATE In Figures To be entered by the Bidder in Rs. P	TOTAL AMOUNT Without Taxes in Rs. P	TOTAL AMOUNT In Words
1	2	5	13	53	55
1	Facebook, LinkedIn, YouTube, Twitter, Instagram, Google, Other Website / Platform If any				
1.01	PhD(FT/Working Professional) Rate to be quoted per application (Please Note that if the Approx / Expected Number of leads are 5000 (minimum nos.), lead nurturing follow up resulting in applications should be 500 on portal i.e., expected minimum 10% conversion)	Nos per application		0.00	INR Zero Only
2.01	EMBA Rate to be quoted per application (Please Note that if the Approx / Expected Number of leads are 3000 (minimum nos.), lead nurturing follow up resulting in applications should	Nos per application		0.00	INR Zero Only

	be 300 on portal i.e., expected minimum 10% conversion.)				
3.01	EMBA (CA&M) Rate to be quoted per application (Please Note that if the Approx / Expected Number of leads are 2000 (minimum nos.), lead nurturing follows up resulting in applications should be 200 on portal i.e., expected minimum 10% conversion)	Nos per application		0.00	INR Zero Only
4.01	IPM (Please Note that Total no. of expected leads for JIPMAT Test conducted by NTA - 30,000)	Nos per application		0.00	INR Zero Only
5.01	Agency Service Charges of Budget (in Percentage)	Percentage		0.00	INR Zero Only
6.01	Email Campaign per 1000 Email	per 1000 Email		0.00	INR Zero Only
7.01	SMS/WhatsApp Campaign per 1000	per 1000		0.00	INR Zero Only
8.01	<b>Incentive:</b> The agency is expected to ensure a minimum conversion rate of 10% from leads to application, beyond which the agency will be incentivized. E.g., Let's assume the agency generates 1000 leads, then the agency is expected to convert at least 100 applications from 1000 leads. If the agency converts more than 100 applications, then each application above 100 will be incentivized. (Please quote the rate of incentivization to be quoted by the agency)	per application conversion		0.00	INR Zero Only
9.01	Social Media posts for different programs per post	per post		0.00	INR Zero Only
<b>Total in Figures</b>				<b>0.00</b>	INR Zero Only
<b>Quoted Rate in Words</b>	<b>INR Zero Only</b>				



**Note:**

1. The Bidders are required to quote their rate in Indian rupees only.
2. The rate quoted shall be inclusive of all the charges like Service Charges, content creation, Campaign management charges etc. However, GST will be extra and will be paid as actual.
3. Evaluation shall be done based on the Total of 1.01, 2.01, 3.01, 4.01 in the BoQ (financial bid). However, these Agencies may be asked to match the lowest rate (itemise) received for Sr. No. 5.01, 6.01, 7.01, 8.01 and 9.01.
4. The payment shall be done on the actual number of acquisition/application/leads for programs.
5. \*Executive programs include Certificate Program in Digital Marketing, Executive Program in General Management (EPGM), Finance and non-finance related programs etc.
6. Bidders are required to mention their service charges in percentage of the budget of campaign.
7. The Service charges shall be inclusive of all the charges including content creation, Campaign management charges etc.
8. Total Cost of Campaign (Bill Amount) =Campaign Budget (Platform Charges for Advertisement) + Agency Service Charges +Applicable taxes.
9. The budget of each event may differ as per IIM Jammu budgetary provision. Total Cost of Campaign=Campaign Budget (Platform Charges for Advertisement) + Agency Service Charges +Applicable taxes.