

**Minutes of On-line Pre-Bid Meeting
Regarding RFP of Engagement of Agency for Online Advertising and
Social Media Marketing Services**

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

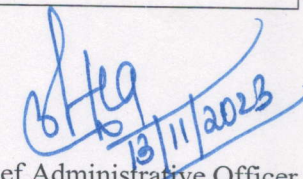
Date: 13.11.2023

An online Pre-Bid Meeting was held on 09.11.2023 at 11:30 AM through Google Meet, with prospective bidders to clarify doubts that may arise before submission of the bids in reference to the RFP for ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES.

Details of queries raised by prospective bidders and their replies furnished by IIM Jammu are as under:

Sr. No.	Pre-Bid Queries	Replies
1	In the technical bid section, it is mentioned in section 7.4.2 that the Presentation will be separately taken up and a date will be set for the same in coming days even though it is a part of the technical bid evaluation criteria. <u>Query is - Do we need to share/upload the strategy presentation while uploading the technical bid?</u>	Yes, Details shall be shared with the Technically qualified bidders after the technical evaluation.
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). - CAN THIS BE ON PEN DRIVE?	The editable files shall be shared in google drive.
3	Presently, is there any existing lead management / CRM software being used? This is not linked to the Application software; this is for the purpose of collecting interested candidates who have not yet attempted to fill the application form.	No, currently no LMS Software linked with application form
4	Does the institute have the following accounts setup? - FB Business account. - FB Ad Account - Google Ad Account - WhatsApp Business Account (paid)	FB and Google Ad account is available. WhatsApp business account not available.
5	For Conducting of online Webinar minimum 04 for each programme/campaign - WHAT IS EXPECTED HERE? DO WE NEED TO ARRANGE FOR THE TECH OF IT, OR ALSO SPEAKERS, INVITES, ETC?	Need to ensure right target audience will attend the webinar. Attendees may be from Lead or outside leads. Speakers and contents will be taken care by IIM Jammu
6	IPM Program - AT AN AVERAGE, HOW MANY STUDENTS APPLY FOR JIPMAT TEST EVERY YEAR?	Approx. 10,000
7	Can we get access to the entire application form?	No
8	Will campaigns for the various programs run in parallel? Asking since we do not know the dates yet.	Yes, each programs run parallelly.
9	Please share the leads generated through digital Marketing last year for the following courses. Please also mention the campaign duration. • EMBA • EMBA (CA&M) • IPM	<ul style="list-style-type: none"> • EMBA- Not possible to share leads at this point of time, as these leads are still alive. Campaign Duration December 21-March 31 • EMBA (CA&M)- Not possible to share leads at this point of time, as these leads are still alive. Campaign Duration April 10 to May 31 • IPM- Not possible to share leads at this point of time, as these leads are still alive. Campaign Duration - April 01 to April 30 • PhD- Not possible to share leads at this point of time, as these leads are still alive. Campaign Duration December 21-March 31

	<ul style="list-style-type: none"> • PhD • Short-term Executive Program 	<ul style="list-style-type: none"> • Short-term Executive Program- The concerned intending department will let you know later as per the type/duration of programme.
10	Can you please confirm if we have to generate leads or applications for short-term executive programs at page no. 4-5? In the BoQ we don't have an option to add the application or lead cost for short-term courses but in the SoW we saw short-term courses mentioned. Moreover, if yes, will there be a different budget allocated for short term courses or will it be under one head of the present BOQ.	At this point of time, the empanelment is for degree programmes, not for certificate programmes. The concern department will raise their requirement as per modality in future.
10	Regarding Performance Security - Is it fixed or later we need to submit some % of tender awarded value?	Performance Security is 5% of the tender awarded value.
11	<p>As per the Clause 4.6 "<i>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.</i>"</p> <p>How does IIM Jammu want us to showcase this?</p> <p>Is screenshot of campaign platform would suffice your requirement, or you are looking something in particular?</p>	Any type of documentary Proof is acceptable. The screenshot of the campaign will be supplementary.
12	<p>As per the Clause No. 4.7 "<i>Demonstrated capability comprising of highly adaptable and innovative members working across multiple teams with superb attention to detail and ability to think strategically.</i>" How does IIM Jammu want us to showcase this?"</p> <p>Is screenshot of campaign platform would suffice your requirement, or you are looking something in particular?</p>	Please share the details of credentials of the persons who have been part of team.
13	Is there any exemption for EMD for MSME registered company for service provider?	Yes, NSIC / MSME registered bidders must submit copy of valid NSIC / MSME Registration Certificate for exemption of EMD.
14	<p><i>Agency Service Charges of Budget (in Percentage) Percentage.</i></p> <p>In Financial Bid, we need to enter % against S. No. 5.01, and it has been taken as INR in total in the bid. Please explain, what we need to do?</p>	Yes, Sr. No. 5.01 shall be treated as Percentage only and Financial Bid (BoQ) shall be evaluated manually by IIM Jammu.
15	Number of monthly campaigns	At any point of time minimum 02 to 05 campaigns
16	What will be the monthly paid ad budget	Total Budget to be divided in different months as per discussion with the institute.
17	Will the paid ads beared by customer/company	By the empanelled Digital Marketing agency.
18	Social Media creative on daily basis	As per requirement of campaign, to be decided latter.
19	Requirement of manpower if any onsite/offsite List of keywords of SEO	No requirement onsite, however the agency has to employ competent manpower to run the campaign from any location.
20	List of keywords of SEO	To be discussed and decided as the moves ahead.


 Chief Administrative Officer
 IIM Jammu