



भारतीय प्रबंधन संस्थान जम्मू
INDIAN INSTITUTE OF MANAGEMENT JAMMU

An Institute of National Importance, Ministry of Education, Government of India
Jagti, Jammu 181221, India Phone: +91-191-2741400
Website: www.iimj.ac.in

**E- Tender Document for the Engagement of
Public Relations (PR) Agency
for IIM JAMMU**

Online tendering through CPPP

<https://eprocure.gov.in/eprocure/app>
<http://www.iimj.ac.in/tender-and-notice>

INDEX

Sl. No	Description	Page No.
1	Notice Inviting tender details	03-04
2	Scope of Work and Deliverables	04-07
3	Instruction for Preparation & submission of Inline Bids	07-09
4	Bid Evaluation Process	09-10
5	Contract period	10
6	Payment terms	11
7	Performance Security	11
8	Other Terms & Conditions	12
9	Annexure-I: Submission of EMD	14
10	Annexure-II- Financial Bid (BOQ)	15-16



Notice Inviting Tender for the Engagement of Public Relations (PR) Agency for IIM Jammu

Tender No.: IMJ/NIT/PR-Agency/2024-25/10

Date- 11/09/2024

IIM Jammu invites e-tender (online tender through CPP Portal) from reputed and experienced agencies under QCBS system, Presentation of the technically qualified bidders (Part-I) & Financial Bid (Part-II) for the engagement of PR Media Agency for IIM Jammu.

The schedule and other details of Tender are as under:

Tender Description	Engagement of Public Relations Agency for IIM Jammu	
Period of Contract	Initially for One year which may be extended further up 2 years on same rate and terms & conditions:	
EMD Value (Rs.)	Rs. 1,00,000 /- (Rupees One Lakh Only)	
Performance Security (Rs.)	Rs. 10,00,000 /- (Rupees Ten Lakhs Only)	
Tender Publish Date & Time	13/09/2024	10.30AM
Tender Download Date & Time	13/09/2024	11.30 AM
Pre-Bid Date & Time	18/09/2024	11.00 AM
Bid Submission Start date & time	19/09/2024	11.00 AM
Bid submission close date & time	02/10/2024	04.00 PM
Opening of Technical bid	03/10/2024	04.00 PM
Date of Presentation	Presentation date will be communicated after bid submission	

This tender document containing eligibility criteria, scope of work, terms and conditions, evaluation process under QCBS system, specification and other documents can be downloaded from the institute website: <http://www.iimjammu.ac.in> and from Central Public Procurement (CPP) Portal <http://eprocure.gov.in/epublish/app> and bid is to be submitted online only through the CPP Portal by the last date & time of submission of the tender.

The tenderer shall sign and stamp each page of this tender document as taken of having read, understood and comply with tender, the terms and conditions contained herein.

Manual bid/tender will not be accepted under any circumstances. Incomplete bid/documents shall be rejected without giving any reason.

1. ABOUT IIM JAMMU:

- 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 Campus is a blissful mix of modern architecture, culture and heritage of Jammu and Kashmir.
- 1.3 IIM Jammu is also operating from its temporary campus at the Old University Campus, Canal Road, Jammu, since August 2016.

- 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 is also opening an Off-Campus, at Leh, Ladakh.
- 1.6 IIM Jammu invites e-tender / online bids from Reputed Firm / Company for ENAGAGEMENT OF PUBLIC RELATIONS (PR) AGENCY IIM JAMMU. IIM Jammu wishes to hire a reputed PR Agency for increasing its visibility, branding, outreach and perception building.

1. EARNEST MONEY DEPOSIT:

The contractor/ Agency shall deposit Bid Security (EMD) for an amount of **Rs. 1,00,000/- (Rupees One Lakh only)** in the form of RTGS/ NEFT from any Nationalized/ Scheduled Bank in favour of Indian Institute of Management Jammu should be submitted as per **Annexure-I**. The EMD should be valid for a period of 45 days.

The bank account details are mentioned below:

BANK DETAILS:

Name: INDIAN INSTITUTE OF MANAGEMENT JAMMU

Bank Name: THE JAMMU & KASHMIR BANK LTD

Account Number: 1250040500000042

Bank Address: E/C GOVT. COLLEGE OF
ENGINEERING CANAL ROAD

IFSC Code: JAKA0EGCENG

Email: purchase@iimj.ac.in

- a) Micro and Small Enterprises (MSEs) firms as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or the firms registered with the Central Purchase Organization or the concerned Ministry or Department or Start-ups as recognized by Department of Industrial Policy & Promotion (DIPP) are exempted from EMD. However, they have to enclose valid self-attested registration certificate (s) along with the bid documents.
- b) The Bid security (EMD) without interest shall be returned to the unsuccessful bidder after finalization of contract and successful bidder EMD may be adjusted as Security deposit.
- c) The EMD shall be forfeited, if successful bidder fails to undertake the work.
- d) No interest will be paid on the EMD (if any) / Performance Security deposited / remitted.

2. SCOPE OF WORK FOR PR MEDIA SERVICES

IIM Jammu wishes to hire a PR Agency for increasing its visibility, branding, outreach and perception building. The broad scope of work for providing PR Media services and other terms & conditions for Manpower deployment is mentioned below:

2.1. Print/Electronic/Digital Media:

- a) Press Conference/ Press briefing/ Media Roundtables/ Events/ workshops/seminars
- b) Press Release (Pre & Post) dissemination on developments/ new announcements /case studies
- c) Interactions (pitching for media engagements – One-on-One interviews, spokesperson profiling – Leadership profiling and Institutional profiling, relationship building meetings)
- d) Opinion/ Authored articles by Director and professors, faculty etc.
- e) Trend/ Industry Stories
- f) Speaker placements in relevant industry platforms/ forums
- g) Filmmaking
- h) Event Management
- i) Outdoor Branding and Advertising

j) Account Management

The detailed SOW of Print Media Deliverables is mentioned below:

1)	Print/Electronic/ Web Media Deliverables Scope of Work	Yearly Frequency
a)	<p>Press Conference/ Press briefing/ Media Roundtables/ Events/ workshops / Conferences/ seminars</p> <ul style="list-style-type: none"> • Activity strategy & planning • Media invitation, media call round & attendance follow up • Press kit material development - draft/localize release, update executive, profiles and • Company backgrounder & develop quotes • Draft briefing for client/spokesperson (including key messages & Q&A) • Attend press conference/event and on-site Media management • Facilitate on-site 1-1s with client/spokesperson and attendance as best possible • Strategy and planning of events (ideation) • Coordination with event agency for key media requirements at the venue/branding checklist • Issue pre and post event press release to relevant media (National Dailies) • Follow up and report coverage 	12
b)	<p>Press Release (Pre & Post) dissemination on developments/ new announcements /Case studies/ launches/ Important Event of the Institute/ VVIP Visits</p> <ul style="list-style-type: none"> • Creating/ identifying key messages for press release • Drafting and finalizing press release with approval from the client • Identifying media and region of relevance that are most likely to carry the news • Dissemination of the press release to relevant media • Follow up and report on coverage 	12
c)	<p>Interactions (pitching for media engagements – One-on-One interviews, spokesperson profiling – Leadership profiling and Institutional profiling, relationship building meetings)</p> <ul style="list-style-type: none"> • Identify the right media persons and efficiently pitch for interactions for positive outcome • Prepare media information kit-profiles • Co-ordinate between client and media/ to create the feature and achieve the required result • Follow up with media for additional information • Report coverage to the client contact person 	6
d)	<p>Opinion/ Authored articles by Director, Dean and faculty</p> <p>Identify the right media persons and efficiently pitch for interactions for positive outcome</p> <ul style="list-style-type: none"> • Prepare media information kit-profiles • Co-ordinate between client and media/ to create the feature and achieve the required result • Follow up with media for additional information • Report coverage to the client contact person 	6

e)	Trend/ Industry Stories Identification of relevant topics to participate in relevant industry stories via quotes, mentions etc. to build industry leadership in the domain amongst competitors <ul style="list-style-type: none"> • Identify the right industry stories and efficiently pitch for quotes and mentions • Co-ordinate between client and media/ to create the feature and achieve the required result • Report coverage to the client contact person 	6
f)	Speaker placements in relevant industry platforms/ forums Identification of relevant industry fora/platforms and topics wherein key spokespeople viz. Dean, Director, Professors can - to build industry leadership in the domain amongst competitors	4
g)	Filmmaking <ul style="list-style-type: none"> • Agency will produce documentaries, Campus AV highlighting Institute legacy and profiling of the Institute by involving popular and reputed documentary Directors and Production Houses • Cost will be determined as per project requirements as per DAVP rates 	06
h)	Event Management <ul style="list-style-type: none"> • Agency shall help in identification and finalization of venue across India for important events to be held for the Institute across India • The execution of the event and management across India and in-Campus • Any collateral and promotional material to be billed separately 	06
i)	Outdoor Branding and Advertising <ul style="list-style-type: none"> • Agency will provide services for Outdoor Branding (Hoardings, kiosks, etc. across India by providing prominent outdoor branding opportunities including In-Flight Advertising, In-film branding, Railways Branding, etc. 	06
j)	Account Management <ul style="list-style-type: none"> • Communication Strategy & Quarterly Planning • Strategy & Roll Out Plans • Identification of 6 to 8 USPs of IIM Jammu • Day-to-day client liaison, strategy & planning • Low-level issues & Crisis management • Account Services <ul style="list-style-type: none"> - Fortnightly Update Meeting: Core team - Monthly Strategy & Planning - Quarterly Planning & Review • Monthly Activity & Coverage Report 	2 times in a year

2.2. Digital Media:

- a) Managing & Maintaining Social Media profile of the Institute
- b) Conducting digital campaign/promotion across social media platforms including Google, Facebook, Instagram, Twitter etc.)
- c) Repacking Content
- d) Social media- Creatives & Graphic Design
 - Regular manual tracking of the official properties to monitor any negative comments or complaints; also identified positive feedback.
 - Draft interim responses for queries and direct queries to relevant on-ground teams for resolution.

The detailed Scope of Work of Digital/ Electronics Media Deliverables is mentioned below:

1)	Digital Media Deliverables SOW	Yearly Frequency
a)	Managing & Maintaining Social Media Profile of the Institute Social Media Management based on themed key messages <ul style="list-style-type: none"> To effectively manage, develop and use the social media, SEO and SMO Marketing (Unique) Campaign integrated with social media- Facebook, Twitter, LinkedIn, Instagram, You Tube etc. of IIM Jammu to communicate with the social media audience, providing them with satisfactory resolutions. Conceptualizing content with key messages/Online Campaigns/ Audience Engagement activities Updating Social Media profiles specific to developments & activities and regular posts to inform and involve target audience Reports and best recommendations for the account Ideation for conducting campaigns- teasers, content campaigns, interactions, live streaming etc. Weekly/fortnightly content calendar Post suggestions based on new developments/ current events/ news 	12
b)	Conducting digital campaign/promotion across social media platforms including (Google, Facebook, Instagram, Twitter etc.) <ul style="list-style-type: none"> Making of creatives, captions, videography required for preparing promotional videos or documentaries for the institute. <p>Note: The expenses incurred towards digital campaign/promotion across social media platforms including Google, Facebook, Instagram, Twitter etc. to be borne by the IIM Jammu, as and when required.</p>	6
c)	Repackaging Content <ul style="list-style-type: none"> Repackaging the existing content to make it social-media-friendly and share it on the IIM Jammu social media properties for amplification to the audiences, e.g.: sharing media coverage on the social media platforms Feasibility of the content being optimized for social media purposes to be accessed and communicated by advisory Basis the assessment, the textual and image/graphic content to be created 	4
d)	Social Media– Creatives & Graphic Design Provide creative services to make the social media properties visually appealing. Conceptualization and/or creation of graphic design which includes two pronged activities: <u>Using already existing creatives/ images/photographs</u> <ul style="list-style-type: none"> Creating photographic imagery using photographs sourced from client Creating branded photographs of up-to-date events and information <p><i>Note: Videos to be provided by client and/or to be produced at extra cost billable as third-party cost</i></p> <u>Creating new creatives/images</u> <ul style="list-style-type: none"> Creating online graphics or illustrations that fit the brand guidelines Template creation for social media Photo/image manipulation using pre-existing photo archives Infographics generated from data/information shared by client <p><i>Note: Creative graphics to be generated only for social media purpose</i></p>	4

2.3. Manpower Deployment to IIM Jammu:

- a) The agency who has obtained the work order/contract will have to depute a manpower (Key Account & Event Manager, Creative Graphics Designer, Social Media Experts across all platforms) as and when required subject to the requirement and prior approval of the institute administration. He/she will be responsible for the support of all PR media activities.
- b) Accommodation in campus will be given to the team on payment basis, if available
- c) The resource person should have educational qualifications as a Graduate with a minimum of 3 years of relevant experience in similar activities ranging from account and event management, media, film making, and social media expertise in similar activities. Proof of the same should be submitted by the agency at the time of deployment at IIM Jammu.

3. INSTRUCTION FOR PREPARATION & SUBMISSION OF ONLINE BIDS

As per the directives of Department of Expenditure, this tender document has been published on the Central Public Procurement Portal (URL: <http://eprocure.gov.in>). The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submit their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at:

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

- a) Technical bid should be submitted in PDF format & financial bid should be submitted in Xls. Format (CPP).
- b) In case of financial bids, a standard BOQ format has been provided in PDF/Xls format. Bidders are required to download the BOQ file and fill their financial offer in the same BOQ format. After filling in the same, submit it online in PDF/Xls. format, without changing the financial template format. If the BOQ format file is found to be modified by the bidder, the bid will be rejected.
- c) The 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 formats. Bid documents may be scanned with 100 dpi with black and white option.
- d) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
- e) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- f) Kindly upload scanned PDF of all relevant documents in a single PDF file like compliance sheet, OEM/Principal Certificate etc.
- g) 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.
- h) The bidder should log into the site well in advance for bid submission so that he/she uploads the bid in time i.e. on or before the bid submission time. The bidder will be responsible for non-submission of bids in time or any delay due to other issues.
- i) The technical and financial bids should be submitted online through CPP portal <http://eprocure.gov.in/eprocure/app> in original. The financial bid should include all the cost and other taxes (As per Central govt. norms) mentioned in the BOQ. If there is any separate cost, then that will be not

acceptable.

3.1. Registration:

- a) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>) by clicking on the link "Click **here to Enroll**" on the CPP Portal is free of charge.
- b) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- c) 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.
- d) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sift' / TCS / nCode / eMudhra etc.), with their profile.
- e) 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 DSC's to others which may lead to misuse.
- f) The bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

3.2. Searching for Tender Document:

- a) 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 published on the CPP Portal.
- b) 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.
- c) 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.

4. BID VALIDITY PERIOD:

The bid will remain valid for 3 months from the date of opening as prescribed by IIM Jammu. A bid valid for a shorter period shall be rejected, being non-responsive.

5. BID EVALUATION PROCESS:

It may be noted that the tenderer will be selected on the basis of ranking and evaluation of Technical and Financial bids by a committee and the committee's decision would be final. The procedure for selection of the party /agency shall be based on **Quality & Cost base selection (QCBS)** system for evaluation by the committee. Please refer Evaluation Sheet Format to understand the process of evaluation of Technical bid and Financial Bid. For successful bidder, process of selection would be as under:

- (a) **Technical Bid Evaluation:** The duly constituted Tender Evaluation Committee shall evaluate the technical proposals based on the documents/information submitted by the bidder(s), marks will be provided for the technical capabilities of each bidder as per the weightages given below;

Sl. No	Particulars	Max. Marks	Supporting Documents
1	Average Annual Turnover of last three financial years i.e., 2021-22, 2022-23, 2023-24. (i) Rs. 10 Cr. and above - 25 Marks (ii) Between Rs. 7 Cr. - Rs. 9.99 Cr. - 20 Marks (iii) Between Rs. 4 Cr. - Rs. 6.99 Cr. - 15 Marks	25	Audited Balance sheet of last three FY
2	Total no. of Similar type of PR Media services experience in any Central Govt. Academic Institution/Central PSUs/ Large Private Institute during last 7 years (i) 9 and above - 25 Marks (ii) 6 to 8.99 - 20 Marks (iii) 3 to 5.99 - 15 Marks	25	Work Order/Work Completion Certificate
3	Similar type of PR experience in any IIMs/IITs during last 7 years (i) Any 3 IIM/IITs- 20 marks (ii) Any 2 IIM/IIT- 15 marks (iii) Any 1 IIM/IIT- 10 marks (iv) No Exp. in any IIM/IIT- 0 marks	20	Work Order/Work Completion Certificate
4	Presentation Presentation Venue and date will be communicated after bid submission. The presentation will be approximately for 30 min. and will consists of following parts: (i) Branding Strategy of IIM Jammu -10 Marks (ii) Strategy for enhancing the presence of IIM Jammu in Mass Media - 10 Marks (iii) Understanding of IIM Jammu PR Media requirement - 10 Marks	30	
Total Marks		100	

The evaluated bid will be given a Technical Score (TS). The minimum technical score required to qualify the technical evaluation including presentation is 60 marks out of 100. A bid will be considered unsuitable and will be rejected at this stage if it fails to achieve the minimum technical score i.e. 60 marks. IIM Jammu will notify bidders who fail to score the minimum technical score about the same and the financial bid of such bidders will not be opened.

The technically qualified bidders are required to make the presentation for not more than 30 min. Presentation Venue and date will be communicated after the bid submission.

(b) Financial bid Evaluation: The financial bids will be considered only of those bidders who secure a minimum of 60 marks and above in the technical evaluation out of 100. The price indicated in the financial bid shall be deemed as final. The price quoted by the bidder shall be inclusive of all taxes. The final selection will be based on the scores secured by it in the technical bid and the price quoted by it in the financial bid:

The following formula will be used to evaluate the overall score of the qualified bidders.

- (i) 70% weightage will be considered for Technical Score (TS) obtained in the technical bid evaluation.
- (ii) 30% weightage will be considered for total weightage score obtained in the weightage calculation of financial bid.

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

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	250	97.60	First (H1)
Company B	80	240	90.97	Third (H3)
Company C	80	230	92.22	Second (H2)

Note: The top scorer H1 would be a successful bidder i.e. eligible for an award of work.

6. Contract Period:

- a) The work order shall be initially for a period of 1 year commencing from the issuing of the work order and may be extended further by another 2 years (1+1) subject to satisfactory performance with the same terms and conditions and without any financial implication. The subsequent extension on satisfactory performance will be at the sole discretion of IIM Jammu.
- b) Based on the work order issued to the successful bidder, a contract agreement should be signed on a legal stamp paper between the vendor and the client within 30 days of the issuing of the work order. The Performance Security shall be submitted by the successful bidder within 15 days from the date of Award of Contract.

7. Payment Terms:

- a) No advance payment shall be paid under any circumstances.
- b) The PR Agency will need to submit Quarterly Work Completion Report to the Institute; on the basis of which the Payment for the same will be released quarterly through NEFT/RTGS (online transfer).
- c) The PR Agency shall submit the invoice within 15 days of after completion of each quarter along with required documents/proof of completion of assigned deliverables and assignment of each quarter. The annual amount will be proportionate to quarterly charges. However, for delayed payment, the Contractor will not charge any penalty or interest to IIM Jammu.
- d) The invoices and the supporting documents submitted by the PR agency will be certified by the IIM Jammu designated official for the processed quarterly payment.
- e) Bill to be made in the name of Indian Institute of Management Jammu and agency GST No, Pan No and account details should be clearly mentioned on the bill.
- f) The GST shall be paid extra as applicable.
- g) TDS/ Income Tax etc. are to be deducted at source from the bills of Contractor as per rule.

8. PERFORMANCE SECURITY:

- a) The successful bidder will have to deposit the performance security in the form of Bank Guarantee/ FDR/RTGS for an amount of Rs. 10,00,000/- (Rupees Ten lakhs) within 15 days from the date of issue of the work order. No interest will be paid by the IIM Jammu on the deposit.
- b) Performance security will be refunded to the vendor, after it duly performs and completes the contract

period in all respect obtained NOC from the institute.

- c) Performance Security will be fortified if the firm fails to perform/abide by any of the terms or conditions of the contract.
- d) In case of breach of contract, 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.
- e) In case, the firm fails to provide the required services within specified time period, the same services will be obtained from open market and the cost for the same will be recovered from the Performance Security or from the bills of from both in case the recoverable amount exceeds the amount of performance security.
- f) In case, the contract is being renewed/extended up to one/two years, the performance Security shall be renewed.

9. Termination for Insolvency:

- a) The IIM Jammu may at any time terminate the Contract by giving a written notice to the awarding firm, without compensation to the firm, if the firm becomes bankrupt or otherwise insolvent as declared by the competent Court, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to the department.
- b) The courts of Jammu alone will have the jurisdiction to try any matter, dispute or reference between the parties arising out of this purchase. It is specifically agreed that no court outside and other than Jammu Court shall have jurisdiction in the matter.

10. Force Majeure:

- a) Should any force majeure circumstances arise, each of the contracting parties be excused for the non-fulfilment or for the delayed fulfilment of any of its contractual obligations, if the affected party within 15 days of its occurrence informs in a written form the other party.
- b) Force Majeure shall mean fire, flood, natural disaster or other acts such as war, turmoil, sabotage, explosions, epidemics, quarantine restriction, strikes, and lockouts i.e. beyond the control of either party.

11. Termination of Contract:

In case of performance of the agency in one part or the entire contract is not found to be satisfactory as per operational parameters set out of the contract or not in conformity with the terms & conditions of the tender, then that part or the entire contract shall be terminated even before the scheduled time by giving advance notice of one month (30 days) to this effect. In the event of premature closure of contract for reasons mentioned herein above, the Bank Guarantee shall be absolutely forfeited.

12. Arbitration & Jurisdiction:

- a) That in case of any dispute between party of first part and the party of other part arising out of or in relation to the agreement, the dispute shall be referred to arbitration of a sole arbitration to be appointed by the Director, IIM Jammu. The award of the said arbitrator shall be binding on both parties.
- b) Canvassing in connection with the tenders is strictly prohibited and tenders submitted by the tenderers who resort to canvassing will be liable to rejection. Any bribe, commission or advantage offered or promised by or on behalf of the tenderer to any officer or staff of IIM Jammu shall block his/ her tender from being considered. Canvassing on the part or on behalf of the tenderer will also make his tender liable to rejection.
- c) The courts at Jammu shall have the exclusive jurisdiction to try all disputes, if any, arising out of this agreement between the parties.

12.1. Other Terms Conditions:

- a) The bidder has to upload the relevant & readable files only as indicated in the tender documents. In case of any irrelevant or non-readable files, the bid may be rejected.
- b) IIM Jammu reserves the right to accept/reject any or all the bids received without assigning any reason whatsoever. The bids in which any of the particulars and prescribed information is missing or is incomplete in any respect and/or the prescribed conditions are not fulfilled, shall be considered non-responsive and are liable to be rejected. Bids not meeting the bid evaluation criteria as stipulated in the document shall be summarily rejected.
- c) IIM Jammu reserves the right to accept or reject any or all the tenders in part or in full or may cancel the tender, without assigning any reason thereof.
- d) IIM Jammu reserves the right to relax / amend / withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof. Any inquiry after submission of the quotation will not be entertained.
- e) IIM Jammu reserves the right to modify/change/delete/add any further terms and conditions prior to issue of purchase order.
- f) In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the tender, Earnest Money/Performance Security shall be forfeited.
- g) Conditional tenders will not be considered in any case.
- i) The Institute shall have the right to adjust, readjust or deduct any of the amounts as aforesaid from the payment to be made to the Agency under this Contract.
- j) IIM Jammu shall not be responsible for non-receipt or non-submission of the EMD & Tender Fee.
- k) **IIM Jammu may issue corrigendum to tender documents before due date of Submission of bid. The bidder is required to read the tender documents in conjunction with the corrigendum, if any, issued by IIM Jammu.**

ANNEXURE-I

To,

Chief Administrative Officer
Indian Institute of Management Jammu
Jagti, Jammu 181221, India

Subject: Submission of Earnest Money Deposit (EMD)

IMJ/NIT/PR-Agency/2024-25/09

Notice Inviting Tender for the Engagement of Public Relations (PR) Agency for IIM Jammu

Dear Sir/Madam,

The following DD/Banker Cheque/NEFT in favour of IIM Jammu are enclosed herewith towards EMD (Earnest Money Deposit):

Details of DD/Banker Cheque/NEFT	DD/Banker Cheque/NEFT Number	Bank Name
EMD		

I/we have gone through all terms and conditions of the tender document before submitting the same.

Thanking You

Yours faithfully,

(Authorized Signatory with Seal)

Tender Inviting Authority: IIM Jammu					
Name of Work: Notice Inviting tender for Engagement of Public Relations (PR) Agency for IIM Jammu					
Contract No: IMJ/NIT/PR-Agency/2024-25/10					
Name of the Bidder/ Bidding Firm / Company					
<div>PRICE SCHEDULE</div> <div>(TENDERS - RATES ARE TO GIVEN IN RUPEES (INR) ONLY)</div> <div>(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)</div>					
A	TEXT #	NUMBER #	NUMBER #	NUMBER #	TEXT #
Sr. No.	Item Description	Quantity (Yearly Frequency)	Rate per Qty. (Excluding GST)	TOTAL AMOUNT (Excluding GST)	TOTAL AMOUNT In Words
1	2	4	7	13	15
01	Press Conference /Press Briefing/ Media Roundtables /Events /Workshops /Seminars	12		0.00	INR Zero Only
02	Press Release dissemination on developments / new announcements /case studies	12		0.00	INR Zero Only
03	Interactions (Pitching for media engagements- One on One interview, spokesperson profiling - Leadership profiling and Institutional profiling, relationship building meetings)	6		0.00	INR Zero Only
04	Opinion/ Authored articles by Dean, Director and distinguished professors	6		0.00	INR Zero Only
05	Trend/ Industry Stories	6		0.00	INR Zero Only
06	Speaker Placements in relevant industry Platforms / forums	4		0.00	INR Zero Only
07	Film Making	6		0.00	INR Zero Only
08	Event Management	6		0.00	INR Zero Only
09	Outdoor Branding and Advertising	6		0.00	INR Zero Only
10	Managing & Maintaining Social Media Profile of the Institute	12		0.00	INR Zero Only
11	Conducting digital campaign/ promotion across social media platforms including (Google, Facebook, Instagram, Twitter etc.)	6		0.00	INR Zero Only
12	Social Media - Creatives & Graphics Design	4		0.00	INR Zero Only
13	Repacking Content	4		0.00	INR Zero Only
Total in Figures				0.00	INR Zero Only
Quoted Rate in Words		INR Zero Only			

Terms & Conditions:

- The Bidders are required to quote as per the above-mentioned requirement/ Category. However, the scope of Work not included in the above BoQ shall be inclusive.
- GST shall be paid as per applicable rate over and above the quoted rates. (Rates are to be quoted exclusive of GST)
- No escalation on any account will be payable on the quoted amount.
- The bidders are required to quote their rate in Indian Rupees only.
- The rate quoted shall be inclusive of all the charges like Service Charges, Content creation, Campaign management charges and any other interface charges etc. for the prescribed minimum quantity.

- f) The payment shall be done on the actual number of deliverables/leads for programs.
- g) The Service charges shall be inclusive of all the charges including content creation, Campaign management charges etc.
- h) The rates offered should be fixed for the entire term of the contract and net to IIM Jammu. No other charges would be borne by IIM Jammu. Submission of incorrect or incomplete information or with arithmetical errors in complication of the data would be at the bidder's sole risk, and the decision of IIM Jammu in such cases would be final and binding.

Certified that:

- 1. There is no hidden cost to IIM Jammu over and above the net remuneration.
- 2. We agree to keep the quoted offer firm till completion of the contract.
- 3. We have read, understood and agree to comply with the terms & conditions of the tender.