

EOI No: IIMI/2015-16/06

May 19, 2015

Expression of Interest (Eoi) for Hiring of PR Firm

Due Date: 03-06-2015 & Time: 3:00 PM

IIM Indore invites Eoi for hiring of PR Firm from reputed & experienced agencies for a period of one year extendable on mutually agreeable basis.

Important Dates & Time

Sl. No.	Particulars	Date	Time
1.	Last date & time for submission of EOI	03.06.15	3.00 PM
2.	Date & time of opening of EOI	03.06.15	3.30 PM

The parties may submit their Eois along with the requisite details latest by **03 June 2015 03.00 PM** to the following address:

The Stores & Purchase Officer
Indian Institute of Management Indore
Rau-Pithampur Road,
Indore (M.P.) 453556
Contact No:-0731-2439630-634

The interested parties shall submit:

1. Covering letter
2. Particulars (Annexure 1)
3. Filled in check list (Annexure 2)
4. Documents as mentioned under "Qualifying Criteria' below

Yours Sincerely,


Stores & Purchase Officer



Objectives

- Enhanced visibility in the traditional, electronic and social media compared to peer institutions.
- Enhance visibility and acceptance with the corporate sector for all the programmes and especially the 5-year integrated Programme in management.
- Support existing marketing efforts in traditional and digital media.

Scope of services

To develop and deliver a plan for the institute image building (including all its academic and executive programmes and events, but not limited to it).

This may include:

1. Coordination with faculty members and senior staff of the Institute to create content.
2. Evaluation of institute's current positioning and propose future strategies.
3. Visibility and acceptance of IIM Indore's academic/executive programmes among domains like recruiters, executive training, consulting, government, media, prospective/existing employees and students, society etc.
4. Propose annual budget for brand building.
5. Assure deliverables and suggested models of charges/service fees.
6. Ensure sufficient news coverage of IIM Indore programs & activities every month in local and national newspapers.
7. Press/Media management during seminars, workshops and other events organized at the campus and as and when conducted at different cities.
8. Collate information and provide news coverage in the form of a structured report to National/ Regional/ Trade/ Print and Electronic including press, media and other digital channels.
9. Draft pre and post event press releases, shooting of short movies, creation of collaterals, banners, posters and press tours.
10. Coordination with relevant news channels and other media houses including Media invitation for events and following up for news coverage
11. Compile analytics and provide every 15 days all the coverage in soft and hard copies supported with original cuttings / clippings.
12. Other Service offered (such as media interactions, media coverage, electronic media monitoring and providing CDs of the coverage, design and printing, organizing analyst meets, press meets, market research, seminars, conferences, designing web creative for social media communications, etc., costs of which are chargeable at actuals).

Period of Contract:

The selected firm will work on a continuous basis for one year from the date of award of the contract. However, if IIM Indore is satisfied with performance of the agency, it may decide to renew the contract for another year but maximum for 2 more years after the expiry of original one year contract.



Pre-qualifying Criteria

The bidders are required to fulfil the following criteria:-

1. The agency should have domain expertise in providing PR/communication services in various areas like CRM, Media relations, media monitoring etc.
2. The agency should have the requisite resources, expertise, infrastructure and experience in providing the above services.
3. The agency should have been in existence in India since 2010.
4. The agency must have earned a fee from PR services at least of Rs. Twenty Five Lakhs during the financial year 2014-15. Relevant certificate from auditors are to be required.
5. The net worth of the agency should be profitable during each of the previous three financial years (2011-12 to 2013-14). Copies of duly audited balance sheet and profit & loss accounts, duly certified by auditor along with the auditor's report should be enclosed.
6. Agencies which have worked with educational institutions would be preferred.
7. Apart from the above criteria, the agency is also required to give the following information:
 - Ownership and nature of entity (public company, partnership firm etc.).
 - Physical locations including address of all branches and number of staff in each branch (at officer level).
 - Income tax returns for past three years (2012-13 to 2014-15).
 - Satisfactory client certification from a different client for each of last three years.
 - All clients who were added and those who seceded in the past three years.

Decision of selection by IIM Indore shall be final and binding

Presentation by bidders

Bidders who meet the above eligibility criteria will be called for a presentation at IIM Indore campus. Date and time of the presentation will be communicated to the eligible bidders.

Evaluation Criteria (maximum marks 60):

S. No.	Criteria	Rating (out of 10)
1	Credentials (Clients, Expertise etc.)	
2	Research and understanding of Context	
3	Strategic Insight	
4	Creativity and Appropriateness of action Programmes	
5	Chemistry and Attitude	
6	Overall Impression	

Only the agencies scoring 45 marks or more out of 60 will be short-listed for financial bidding.



Important

1. **No price bids are to be submitted at this stage.**
2. The qualifying criteria enumerated above are only indicative and not exhaustive.
3. In the next phase, Invitation to financial bid will be issued to only shortlisted bidders. The decision of IIM Indore for shortlisting the bidder based on overall suitability for issuing the financial bid will be binding and final.
4. IIM Indore reserves the right to verify/confirm all original documentary evidence submitted by the bidder in support of above mentioned clauses. Failure to produce the same within the period as and when required shall result in summary rejection of the EoI.

Procedure for submission:

1. The sealed envelope superscribed as **“EOI FOR HIRING OF PR FIRM”** should be dropped in the **tender box** placed in the office of Stores and Purchase Officer before the due date and time. Those who send the EOI documents by post, have to ensure that the documents reach before the prescribed time and date. The Institute will not take any responsibility under any circumstances for courier/postal delays.
2. One authorized representative of the bidder can be present while opening the EOI.
3. The Financial bid document will be issued to the qualified agencies after evaluation of EOI.
4. The Technical Evaluation Committee of the Institute constituted for the purpose shall assess the ability of the agencies to render the requisite services based on the company profile, rating and on such other criteria as it may fix and the Financial Bids of only those firms qualifying the technical evaluation will be considered.
5. The bidder should sign on each page of the EOI documents.
6. EOI which are late/vague/ conditional/ incomplete /not confirming to the laid down procedure in any respect will be rejected.
7. EOIs sent by fax & e-mail will not be considered.
8. In case of any unsatisfactory service, suitable penalties as decided by the Competent Authority shall be levied after issuing notice.
9. In case of failure in settlement of claims within the time frame, the penalty will be enforced as per Institute norms.
10. IIM Indore reserves the right to modify/change/delete/add any further terms and conditions prior to issue of agreement.



Annexure 1

PARTICULARS

Name of the Party	
Address of the Party	
Name of the Contact Person	
Telephone / Fax	
Mobile Nos.	
Email ID:	
Year of Establishment/incorporation (Certificate to be attached)	
Income Tax PAN/TAN (attach copy of PAN card)	
ST/CST No/Service Tax Registration Number (Copy of relevant documents to be attached).	
Customer Profile (Attach supporting documents): a)Name of the organization b)Central Government/ State Government/ Government Undertaking c)Financial Year d)Order Value	
Turnover in last three years 2011-12 2012-13 2013-14 <i>Attach audited Balance sheet</i>	

Signature & Seal
(The authorized representative of the Party)



Annexure 2

Checklist

Sl. No.	Points	Yes/No./N.A.
1	Have you attached copy of establishment/incorporation Certificate	
2	Have you attached copy of PAN Card	
3	Have you attached ST/CST No/Service Tax Registration	
4	Have you attached Relevant documents of Ownership and nature of entity (public company, partnership firm etc.)	
5	Have you attached Relevant Documents of Physical locations including address of all branches and number of staff in each branch (if any)	
6	Have you attached Relevant Certificate of Income tax returns for past three years (2012-13 to 2014-15)	
7	Have you attached Copies of Satisfactory client certification from a different client for each of last three years	
8	Have you attached Details of All clients who were added and those who seceded in the past three years	
9	Do you have domain expertise in providing PR/communication services in various areas like CRM, Media relations, media monitoring etc. If yes, Relevant certificates are to be Attached	
10	Do you have the requisite resources, expertise, infrastructure and experience in providing PR/communication services. If yes, Relevant certificates are to be Attached	
11	Does your agency have been in existence in India since 2010. If yes, Relevant certificates are to be Attached	
12	Does your agency have earned a fee from PR services at least of Rs. Twenty Five Lakhs during the financial year 2014-15. If yes, relevant certificates from auditors are to be Attached.	
13	Does the net worth of your agency be profitable during each of the previous three financial years (2011-12 to 2013-14)? If Yes, Copies of duly audited balance sheet and profit & loss accounts, duly certified by auditor along with the auditor's report are to be enclosed.	
14	Does your Agency have worked with educational institutions? If yes, relevant certificates are to be Attached	



Signature & Seal
(The authorized representative of the Party)