

भारतीय प्रबंध संस्थान इंदौर
INDIAN INSTITUTE OF MANAGEMENT INDORE

प्रबंध शिखर, राऊ-पीथमपुर रोड, इंदौर - 453 556
PRABANDH SHIKHAR, RAU-PITHAMPUR ROAD, INDORE - 453 556
फ़ोन PHONE: +91-731-2439630/2439631; फ़ैक्स FAX: +91-731-2439800

निविदा क्रमांक Tender No: IIMI/2016-17/46



दिनांक/ Date: February 22, 2017

ओपन प्रबंधन विकास कार्यक्रम हेतु विपणन एजेंसी की नियुक्ति के लिए निविदा आमंत्रण सूचना
Notice Inviting Tender for Hiring of Marketing Agency for Open MDP Programmes

(E-PROCUREMENT MODE ONLY)

भारतीय प्रबंध संस्थान इंदौर (आईआईएम इंदौर) दो बोली प्रणाली में निम्नलिखित के लिए प्रतिष्ठित एजेंसियों से ऑनलाइन बोली (ई- टेंडर) आमंत्रित करता है |

Indian Institute of Management Indore (IIM Indore) invites online bids (e-tender) in two bid systems from specialized agencies for the following:

निविदा का संक्षिप्त विवरण Brief Details of Tender:

मद का विवरण Item Description	निविदा फीस (सभी टैक्स मिलाकर) Tender Fee (inclusive of all taxes) (Rs.)	अग्रिम जमा EMD (Rs.)
ओपन प्रबंधन विकास कार्यक्रम हेतु विपणन एजेंसी की नियुक्ति / Hiring of Marketing Agency for Open MDPs	500/-	10,000/-

निविदा दस्तावेज <http://eprocure.gov.in/eprocure/app> से डाउनलोड किया जा सकता है और केवल इसी पोर्टल के माध्यम से जमा किये जाने की अंतिम तिथि और समय तक प्रस्तुत किया जाना चाहिए |

The Tender Document can be downloaded from Central Public Procurement (CPP) Portal <http://eprocure.gov.in/eprocure/app> and bid is to be submitted **online** only through the same portal up to the last date and time of submission of tender.

निविदा की महत्वपूर्ण तिथियाँ Critical Dates of Tender:

क्रमांक S. No.	विवरण Particulars	दिनांक Date	समय Time
01	निविदा के ऑनलाइन प्रकाशन / डाउनलोड की तिथि एवं समय Date & Time of Online Publication/Download of Tender	22-02-2017	1730 Hrs.
02	बोली जमा करने की प्रारंभ तिथि एवं समय Bid Submission Start Date & Time	22-02-2017	1730 Hrs.
03	बोली जमा करने की अंतिम तिथि एवं समय Bid Submission Close Date & Time	08-03-2017	1100 Hrs.
04	मूल अग्रिम जमा राशि और निविदा शुल्क जमा करने की अंतिम तिथि एवं समय Closing date & time for Submission of original EMD & Tender Fee	08-03-2017	1100 Hrs.
05	तकनीकी बोलियों का खोला जाना Opening of Technical Bids	09-03-2017	1100 Hrs.

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1. ABOUT IIM INDORE

Indian Institute of Management Indore (IIM Indore) is an Autonomous Institute under Ministry of Human Resource Development, Govt. of India.

2. TECHNICAL SPECIFICATION (Schedule of Requirement):

- To provide end-to-end Go to Market strategy for acquiring participants for IIM Indore's Open Management Development Programmes as per calendar of FY 2017-18.
- To initiate first round of communication through emailers to the selected Target Group for every programme, followed by an outbound Lead / Demand Generation and qualification process which will generate a funnel of interested cases.
- All qualified Interested cases and closures will be reported on a real time basis to designated contacts in IIM Indore.
- The bidder should be a data driven direct marketing company.

3. TENDER FEE & EARNEST MONEY DEPOSIT DETAILS

- a) **Tender Fee of Rs.500/- (Rupees Five Hundred only)** including tax, in the form of Demand Draft/Banker's Cheque from Nationalized/scheduled bank in favour of Indian Institute of Management Indore, payable at Indore should be submitted.
- b) **EMD of Rs.10,000/- (Rupees Ten Thousand only)** in the form of Demand Draft/Banker's Cheque from Nationalized/scheduled bank in favour of Indian Institute of Management Indore, payable at Indore, should be submitted. The EMD should be valid for at least 90 days.
- c) The firms registered with DGS&D / National Small Industries Corporation (NSIC) for **all these items only**, are exempted from Tender fee/EMD. However, they have to enclose valid self-attested registration certificate(s) with their tender to this effect.
- d) EMD of all unsuccessful bidders will be returned after finalization of the tender. EMD of the successful bidder will be returned only after receipt of Security Deposit towards Performance Guarantee as per Sl. No. 13 (a).
- e) In case of successful tenderer, the EMD may be adjusted towards the Performance Security deposit on request.
- f) The amount of EMD is liable to be forfeited, if the tenderer withdraws from the offer after submission of the tender or after the acceptance of the offer and fails to remit the Performance Security Deposit.
- g) No interest will be paid on the EMD / Performance Security deposited / remitted.
- h) The details pertaining to Tender fee/EMD are to be filled as per Annexure-I.

4. OID, ELIGIBILITY CRITERIA & TECHNICAL CRITERIA

4.1 OID (Other Important Documents)

OID viz. Firm Incorporation Certificate, PAN details, TIN/CST/Service Tax etc. details are to be provided.

4.2 Eligibility Criteria

- a) The Bidder should give self-declaration certificate for acceptance of all terms & conditions of tender documents. A duly completed certificate to this effect is to be submitted as per the Annexure-II.
- b) The firm should be neither blacklisted by any Government Dept., nor is any criminal case registered / pending against the firm or its owner / partners anywhere in India. A duly completed certificate to this effect is to be submitted as per Annexure-III.
- c) The agency should have at least 2 years of experience in marketing Executive Training Programmes of at least **any of 2** Indian Institutes of Management Ahmedabad/ Indian Institutes of Management Kolkata / Indian Institutes of Management Bangalore / Indian Institutes of Management Lucknow / Indian Institutes of Management Kozhikode / Indian School of Business (ISB) / Management Development Institute Gurgaon (MDI)/ XLRI. The bidder should attach copies of the purchase orders / contracts and satisfactory report to this effect.
- d) The bidder must be minimum of a Private Limited Company registered with Registrar of Companies.

4.3 Technical Criteria

Bidders should comply the specification of the tendered item in all respect, No deviations are acceptable. The detailed format is attached at Annexure-IV. The bidder is to complete the same in all respect and submit accordingly.

5. FINANCIAL BID DETAILS

Financial bid i.e. BOQ given with tender to be uploaded after filling all relevant information. The priced BOQ should be uploaded strictly as Annexure-VI available with the tender failing which the offer is liable for rejection. Kindly quote your offer on FOR IIM INDORE (inclusive of all taxes and charges).

Vendor should quote prices in BOQ only, offers indicating rates anywhere else shall be liable for rejection.

6. TIME SCHEDULE

क्रमांक S. No.	विवरण Particulars	दिनांक Date	समय Time
01	निविदा के ऑनलाइन प्रकाशन / डाउनलोड की तिथि एवं समय Date & Time of Online Publication/Download of Tender	22-02-2017	1730 Hrs.
02	बोली जमा करने की प्रारंभ तिथि एवं समय Bid Submission Start Date & Time	22-02-2017	1730 Hrs.
03	बोली जमा करने की अंतिम तिथि एवं समय Bid Submission Close Date & Time	08-03-2017	1100 Hrs.
04	मूल अग्रिम जमा राशि और निविदा शुल्क जमा करने की अंतिम तिथि एवं समय Closing date & time for Submission of original EMD & Tender Fee	08-03-2017	1100 Hrs.
05	तकनीकी बोलियों का खोला जाना Opening of Technical Bids	09-03-2017	1100 Hrs.

7. AVAILABILITY OF TENDER

The tender document can be downloaded from <http://eprocure.gov.in/eprocure/app> and be submitted only through the same website.

8. BID VALIDITY PERIOD

The bid will remain valid for 90 days from the date of opening as prescribed by IIM Indore. A bid valid for a shorter period shall be rejected, being non-responsive.

9. BID SUBMISSION

9.1 Instruction to Bidder

Bidders are required to enrol on the e-Procurement module of the **Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>)** by clicking on the link "**Online Bidder Enrolment**" on the CPP Portal. **The registration is completely free of charge.**

Possession of a valid Class II/III DSC in the form of smart card / e-token is a prerequisite for registration and participating in the bid submission activities. DSCs can be obtained from the authorised certifying agencies recognized by CCA India (e.g. Sify/TCS/nCode/eMudhra etc).

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.

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.

The Bidders are required to log in to the site through the secured log-in by entering their respective user ID / password and the password of the DSC.

The CPP portal also has user manuals with detailed guidelines on enrollment and participation in the online bidding process. The user manuals can be downloaded for reference.

Any queries related to process of online bid submission or queries related to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The **Toll Free** contact numbers for the helpdesk are 1800 3070 2232, 7878007972 and 7878007973.

9.2 Online Bid Submission Procedure

OID: The file should be saved in a PDF version and should comprise of the following items:

1. Packet-1: Duly Completed Scanned PDF of PAN Card.
2. Packet-2: Duly Completed Scanned PDF of Registration Certificate Details.
3. Packet-3: Duly Completed Scanned PDF of Service Tax.

Cover-1: The file should be saved in a PDF version and should comprise of the following items:

1. Packet-1: Duly Completed Scanned PDF copy of Annexure-I with copy of DD or Banker's Cheque for Tender Fee & EMD.
2. Packet-2: Duly Completed Scanned PDF copy of Annexure-II.
3. Packet-3: Duly Completed Scanned PDF copy of Annexure-III
4. Packet-4: Duly Completed Scanned PDF copy of Work/Purchase Orders as mentioned in para 4.2(c).
5. Packet-5: Duly Completed Scanned PDF copy of Company registration Certificate as per mentioned in para 4.2(d).
6. Packet-6: Duly Completed Scanned PDF copy of Annexure-IV
7. Packet-7: Duly Completed Scanned PDF copy of Annexure-V

Cover-2: The BOQ should be downloaded from the website and should comprise of the following items.

1. Packet-1: Financial Bid as per Annexure-VI in PDF version Filled with all relevant information.

9.3 Offline Submission of Tender Fee & EMD

It is also required to submit Tender Fee & EMD along with duly completed Annexure-I in original in a sealed envelope superscripted “**Notice Inviting Tender for Hiring of Marketing Agency for Open MDP**” at the following address on or before 08-03-2017 at 1100 hrs.

Stores & Purchase Department
First Floor, Administrative Block
Indian Institute of Management Indore
Prabandh Shikhar, Rau-Pithampur Road
Indore-453 556 (M.P), India
Phone: 0731-2439631-34
Email: stores@iimidr.ac.in

10. BID OPENING

- a) Technical Bids will be opened on 09-03-2017 at 1100 Hrs.
- b) Financial Bids of the eligible bidders will be opened on a later date. The date and time for opening of Financial Bids will be announced later.
- c) Bids should be summarily rejected, if tender is submitted other than through online or original EMD & Tender Fee are not submitted within stipulated date / time.

11. BID EVALUATION

- a) The offer which meets the NIT requirements, technically (including eligibility criteria) and commercially, shall be eligible for further consideration. Before opening of the financial bids, offers of all techno-commercially acceptable tenderers shall be at par.
- b) Based on results of the Technical evaluation, IIM Indore evaluates the Commercial Bid of those Bidders who qualify in the Technical evaluation. The Commercial Bid with the lowest price will be the highest evaluated bid.

12. PAYMENT TERMS

- a) **No advance payment will be made in any case.**
- b) Agency shall raise invoices on successful completion of each programme. Payment will be made within 30 days on receipt of bills.
- c) TDS and any other Government levies applicable on bills as per Government instructions/ notifications issued from time to time shall be applicable and deducted from Contractor's bills.

- d) No fixed fee will be payable to the agency. The awardee will be paid as per the lowest quote.
- e) Programmes will be run only if a minimum number of candidates confirm their participation by paying their applicable fees. Agency will not be paid if this minimum subscription is not available and programme gets cancelled due to that reason.

13. PERFORMANCE SECURITY DETAILS

- a) The EMD of successful tenderer will be converted into the performance security and retained with the Institute till completion of contract period plus three months. No interest will be paid by IIM Indore on the deposit.
- b) Performance Security will be refunded to the agency, after it duly performs and completes the contract period in all respect.
- c) Performance Security will be forfeited if the firm fails to perform/abide by any of the terms or conditions of the contract.

14. CONTRCT PERIOD

- a) The contract will be initially till 31-03-2018 from the date of issue of the order. Based on satisfactory performance, the contract may be extended maximum up to another two years (one year at a time) on mutually agreed terms and conditions.
- b) IIM Indore can terminate the contract with one-month notice in case the services are not found satisfactory.

15. DELIVERY SCHEDULE

The successful bidder should provide the service as per the Programme schedule provided by IIM Indore.

16. TERMS AND CONDITIONS

16.1 Termination for Insolvency

The IIM Indore 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.

The courts of Indore 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 Indore Court shall have jurisdiction in the matter.

16.2 Force Majeure

- a) Should any force majeure circumstances arise, each of the contracting parties be excused for the non-fulfillment or for the delayed fulfillment 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.

16.3. 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 Indore. The award of the said arbitrator shall be binding on both parties.
- b) The courts at IIM Indore shall have the exclusive jurisdiction to try all disputes, if any, arising out of this agreement between the parties.

16.4. Other Conditions

- a) 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.
- b) IIM Indore reserves the right to accept or reject any or all the tenders in part or in full, without assigning any reason thereof.
- c) IIM Indore 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.
- d) Conditional tenders shall not be considered.
- e) IIM Indore reserves the right to modify/change/delete/add any further terms and conditions prior to issue of purchase order.
- f) **IIM Indore may issue corrigendum to tender documents before due date of Submission of bid. The tenderer is required to read the tender documents in conjunction with the corrigendum, if any, issued by IIM Indore. The tenderer is not supposed to incorporate the amendment in the body of the tender document.**

ANNEXURE – I

To
Officer (Stores and Purchase)
Indian Institute of Management Indore
Prabandh Shikhar,
Rau – Pithampur Road
Indore

Sub: - Tender Fee Details.

Ref : - Tender No. IIMI/2016-17/46 dated 22-02-2017
(Notice Inviting Tender for Hiring of Marketing Agency for Open MDP)

Dear Sir,

The following DD in favour of IIM Indore are enclosed herewith towards Tender Fee & EMD

Detail of DD	Amount	DD No. & Date	Bank Name
Tender Fee (Including Tax)	Rs. 500/-		
EMD	Rs. 10,000/-		

Thanking you

Yours faithfully,

(Authorized Signatory with Seal)

ANNEXURE – II

To
Officer (Stores and Purchase)
Indian Institute of Management Indore
Prabandh Shikhar,
Rau – Pithampur Road
Indore

Sub: - Self Declaration Certificate

Ref : - Tender No. IIMI/2016-17/46 dated 22-02-2017
(Notice Inviting Tender for Hiring of Marketing Agency for Open MDPs)

Dear Sir,

With reference to the above, I am/ We are offering our competitive bids for Notice Inviting Tender for Hiring of Marketing Agency for Open MDP, I / We hereby reconfirm and declare that I / We have carefully read, understood & complying the above referred tender document including instructions, terms & conditions, specifications, schedule of quantities and all the contents stated therein.

I / We also confirm that the rates quoted by me / us are inclusive of all taxes, duties etc., applicable as on date and are FOR IIM Indore, and free delivery, unloading at IIM Indore.

Date:

Authorized Signatory

Name:

Place:

Designation:

Contact No.:

Email ID:

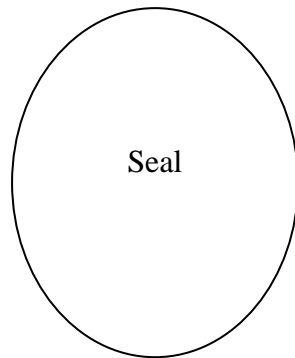
ANNEXURE – III

**CERTIFICATE
(to be provided on letter head of the firm)**

I hereby certify that the above firm neither blacklisted by any Central/State Government/Public Undertaking/Institute nor is any criminal case registered / pending against the firm or its owner / partners anywhere in India.

I also certify that the above information is true and correct in any every respect and in any case at a later date it is found that any details provided above are incorrect, any contract given to the above firm may be summarily terminated and the firm blacklisted.

Date:



Place:

Authorized Signatory

Name:

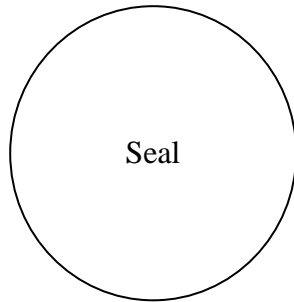
Designation:

Contact No.:

ANNEXURE – IV**TECHNICAL BID**

Sl.	Notice Inviting Tender for Hiring of Marketing Agency for Open MDPs as per the following Scope of Work	Compliance by the Vendor (Yes / No.)
(a)	To provide end-to- end Go to Market strategy for acquiring participants for IIM Indore's Open Management Development Programmes as per calendar of FY 2017-18.	
(b)	To initiate first round of communication through emailers to the selected Target Group for every programme, followed by an outbound Lead / Demand Generation and qualification process which will generate a funnel of interested cases.	
(c)	All qualified Interested cases and closures will be reported on a real time basis to designated contacts in IIM Indore.	
(d)	No fixed fee will be payable to the agency. The awardee will be paid as per the lowest quote.	
(e)	Programmes will be run only if a minimum number of candidates confirm their participation by paying their applicable fees. Agency will not be paid if this minimum subscription is not available and programme gets cancelled due to that reason.	
(f)	The bidder should be a data driven direct marketing company.	
(g)	The agency will not collect any fees directly from the participants of the programme. Programme fee will be directly payable to IIM Indore by the participants.	

Date:



Place:

Authorized Signatory:

Name:

Designation:

Contact No.:

ANNEXURE –V

Statutory Documents

Name of the Party		
Date of Incorporation / Establishment		
PAN Number		
Sales / Service Tax Registration Number		
Registered Office Address		
Authorized Signatory Details	Name	
	Designation	
	Email	
	Phone	
Details of Contact other than Authorized Signatory	Name	
	Designation	
	Email	
	Phone	

Signature and Seal of the Tenderer:

Name in Block Letter:

Designation:

Contact no.

Date:

Full Address:

ANNEXURE –VI

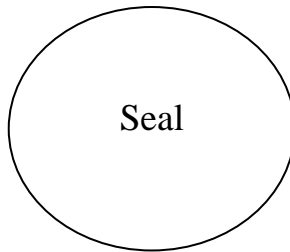
FINANCIAL BID (BOQ)

Particulars	Percentage of the programme fee per participant referred to IIM Indore (inclusive of all taxes and charges)
Open MDPs Programme Marketing Fee	_____ %

Percentage in words _____

Date:

Place:



Authorized Signatory:

Name:

Designation:

Contact No.