

भारतीय प्रबंध संस्थान इंदौर
INDIAN INSTITUTE OF MANAGEMENT INDORE

प्रबंध शिखर, राऊ-पीथमपुर रोड, इंदौर - 453 556
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निविदा क्रमांक Tender No: IIMI/2016-17/22



दिनांक/ Date: October 6, 2016

पीजीपीएमएक्स के 7 वें बैच के प्रवेश के लिए डिजिटल विपणन के लिए निविदा आमंत्रण सूचना
Notice Inviting Tender for Digital Marketing for Admission to 7th Batch of PGPMX

भारतीय प्रबंध संस्थान इंदौर (आईआईएम इंदौर) एकल बोली प्रणालि में निम्नलिखित के लिए प्रतिष्ठित एजेंसियों से बोली आमंत्रित करता है |

Indian Institute of Management Indore (IIM Indore) invites bids in single 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.)
पीजीपीएमएक्स के 7 वें बैच के प्रवेश के लिए डिजिटल विपणन के लिए निविदा आमंत्रण सूचना NIT for Digital Marketing for Admission to 7th Batch of PGPMX	500/-

निविदा की महत्वपूर्ण तिथियाँ Critical Dates of NIT:

क्रमांक S. No.	विवरण Particulars	दिनांक Date	समय Time
01	बोली और निविदा शुल्क जमा करने की समाप्ति तिथि / Closing date & time for Submission of Bid & Tender Fee	17-10-2016	1000 Hrs.
02	बोलियों का खोला जाना/Opening of Bids	17-10-2016	1030 Hrs.

Agencies are required to submit in a sealed envelope superscripted "NIT for Digital Marketing for Admission to 7th Batch of PGPMX" at the following address on or before 17-10-2016 at 1000 hrs.

Officer (Stores & Purchase)
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

Officer (Stores & Purchase)



विषय सूची
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1. OVERVIEW

1.1 About PGPMX

The IIM Indore two-year, alternate weekend Post Graduate Diploma Programme in Management for Executives (PGPMX), offered in Mumbai, is uniquely designed for working executives and entrepreneurs, who would like to take the opportunity to become transformational leaders and innovative solution creators in their respective organizations, but find it difficult to pursue a full-time programme in management. PGPMX is designed to provide flexibility to working executives to be engaged in their respective professions and to upgrade their knowledge base simultaneously.

1.2 Admission to 7th batch of PGPMX

Applications for admission to the 7th batch of PGPMX would be invited from eligible candidates in October 2016.

1.3 Objective of Digital Marketing Campaign:

The Institute proposes to engage the services of a digital marketing agency to create greater awareness about PGPMX and to attract larger number of applications to the 7th batch of PGPMX offered in Mumbai.

2. SCOPE OF WORK

- Design and implement a comprehensive digital marketing campaign strategy for admission to the 7th batch of PGPMX. Proposed channels for advertisement are Google Ad network, Facebook & LinkedIn.
- Content writing and creation of advertisement graphics/banners.
- Design a landing page with a form for capturing leads. The landing page is to be hosted on IIM Indore domain.
- Generate leads through advertisement channels such as Google Ad network, Facebook & LinkedIn.
- Provide access to leads generated through advertisements.
- Content writing of email with program details and automate it such that the candidates receive it on filling the form on the landing page.
- Send reminder emails at different stages of the admission process. (Content of these emails to be decided mutually by the agency and IIM Indore)
- Keep track of advertisement spend across platforms such that the campaign is evenly spread and sustained for the planned duration within the budget provided.
- The agency will present a detailed report of the campaign on monthly basis consisting of following data channel-wise:
 - Impressions served
 - Clicks (Click through rate)

- Cost Per Click
- Leads generated
- Cost Per Lead
- Conversion Rate
- Any other relevant analysis useful for future campaigns
- **Target Audience:** Graduates with minimum five years of managerial experience.
- **Target Geographical area:** Mumbai, Pune and places close to Mumbai & Pune.

S. No.	Particulars / Activity / Services	Remarks
1	<p>PART-A</p> <ul style="list-style-type: none"> i) Conceptualize, design and implement digital marketing campaign to generate leads for admission to PGPMX ii) Landing Page & Lead Capturing Form- Design & Integration with IIMI website iii) Design Banners & Text Advertisements iv) Provide a lead management system v) Provide tracking and analysis for optimizing ad performance vi) Design HTML emailers and send to prospective candidates (5 emailers. 1 on filling the form and 4 at different stages of the admission process) vii) Any other services that can be provided. 	Details to be provided by the bidder with technical bid
2	<p>PART-B</p> <p>Budget for Digital Marketing campaign using three media channels, namely Google PPC, Facebook Sponsored Posts/Ads and LinkedIn Sponsored Content is Rs.2,50,000/- per month.</p> <p>Bidders are to submit appropriate media plan with unit rates. It is understood that the media plan submitted is tentative in nature, as actual plan will be dynamic based on unfolding campaign, within overall monthly budget.</p> <p>Payment of advertisement spend would be made by the Institute directly to media the channels using Corporate Credit Card. However, bidders will have to submit to the Institute monthly statement on advertisement spends received from the media channels.</p> <p>Note: Institute retains the right to increase the monthly budget for media campaign at any point in time during the campaign duration.</p>	Details (Media plan with unit rate) to be provided by the bidder with technical bid

3. TENDER FEE DETAILS

- a) **Tender Fee of Rs. 500/- (Rupees Five Hundred only)** inclusive of all taxes 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) The firms registered with DGS&D / National Small Industries Corporation (NSIC) for **all these services only**, are exempted from Tender fee. However, they have to enclose valid self-attested registration certificate(s) alongwith the tender to this effect.

4. OID, ELIGIBILITY CRITERIA & TECHNICAL CRITERIA

4.1 OID (Other Important Documents)

OID viz. Firm Incorporation Certificate, PAN details, TIN/CST/ST/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 NIT 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 firm should have at least 2 years of experience in digital marketing of educational programmes for admission. The bidder should attach list of Purchase Order / Work Order where the similar type of work executed during the two years. The details of the same along with supporting document are to be submitted as per the Annexure-IV.

4.3 Technical Criteria

Bidders should comply the specification of the NIT item in all respect. The detailed format is attached at Annexure-VI. The bidder is to complete the same in all respect and submit accordingly.

5. FINANCIAL BID DETAILS

The priced financial bid should be given strictly as per the format available with the tender failing which the offer is liable for rejection. Kindly quote your offer with inclusive of all taxes and charges.

6. TIME SCHEDULE

S. No.	Particulars	Date	Time
01	Closing date & time for Submission of Bid & Tender Fee	17-10-2016	1000 Hrs.
02	Opening of Bids	17-10-2016	1030 Hrs.

7. BID VALIDITY PERIOD

The bid remain valid for 60 days from the date of opening. A bid valid for a shorter period shall be rejected, being non-responsive.

8. BID SUBMISSION

8.1 It is required to submit in a sealed envelope superscripted “NIT for Digital Marketing for Admission to 7th Batch of PGPMX” at the following address on or before 17-10-2016 at 1000 hrs.

Officer (Stores & Purchase)
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

8.2 Packet should consist of following documents:

1. Duly Completed Copy of PAN Card.
2. Duly Completed Copy of Registration Certificate Details.
3. Duly Completed Copy of Service Tax.
4. Duly Completed Copy of Bidder Address Details.
5. Duly Completed copy of Annexure-I with original DD or Banker's Cheque for Tender Fee.
6. Duly Completed copy of Annexure-II.
7. Duly Completed copy of Annexure-III.
8. Duly Completed copy of Annexure-IV with supporting Documents.
9. Duly Completed copy of Annexure-V with supporting Documents.
10. Duly Completed copy of Technical Bid as per Annexure-VI
11. A brief Introduction about the agency.
12. Step by step description of the process the agency proposes to follow in designing and running the marketing campaign.
13. Clientele of the agency in the last one year (especially educational institutes)
14. Duly Completed copy of Financial Bid as per Annexure-VII

9. BID OPENING

- a) Bids will be opened on 17-10-2016 at 1030 Hrs.
- b) Bids should be summarily rejected, if required documents & original tender fee are not submitted within stipulated date / time.

10. BID EVALUATION

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.

11. PAYMENT TERMS

- No advance payment will be made in any case. The Institute will pay the service charges of the agency on monthly basis on presentation of invoice preferably within 30 working days from the date of receipt of the original invoice from the agency.
- Payment of advertisement spend would be made by the Institute directly to media advertisement channels (like Google, Facebook, LinkedIn etc.) using Corporate Credit Card. However, bidders will have to submit to the Institute monthly statement on advertisement spends received from the media channels.

12. LIQUIDATED DAMAGES

In case of delay in work completion by the stipulated date, IIM Indore reserves the right of imposing penalty @ 0.5 % per week on the overall value of the work order subject to maximum 10 % of the total cost of work order.

13. PERFORMANCE SECURITY DETAILS

- a) The successful bidder will have to deposit the performance security of Rs.10,000/- valid for 06 months in the form of TDR/FDR/Bank Guarantee within 10 days from the date of issue of the award letter. No interest will be paid by IIM Indore on the deposit.
- b) Performance Security will be refunded to the supplier, after it duly performs and completes the contract/warranty 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.
- d) In case, the firm fails to deliver the required service within specified delivery period, the same service will be procured from open market and the difference of cost, if any, will be recovered from Performance Security or from pending bill(s) of the defaulting firm or from both in case the recoverable amount exceeds the amount of Performance Security.

14. WORK SCHEDULE

The successful bidder should start the work within 7 days from the date of receipt of the order. The initial period of contract will be for 2 months with the provision to extend the contract for further period subject to satisfactory performance, on the same rates, terms & conditions at the absolute discretion of IIM Indore.

15. TERMS AND CONDITIONS

15.1 Termination for Insolvency

- a. 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.
- b. 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

15.2 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.

15.3 Arbitration

In the event of any dispute or difference arising under this supply, the Director, IIM Indore or his nominee is the arbitrator and the decision of the arbitration will be binding on both parties.

15.4 Other Conditions

- a) In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the NIT, Performance Security shall be forfeited.
- b) IIM Indore reserves the right to accept or reject any or all the NITs 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 NIT Document without assigning any reason thereof. Any inquiry after submission of the quotation will not be entertained.
- d) Conditional Bids will not be considered in any case.
- e) IIM Indore reserves the right to modify/change/delete/add any further terms and conditions prior to issue of NIT/financial bid.
- f) IIM Indore shall not be responsible for any postal delay, non-receipt or non-delivery of the Tender.
- g) IIM Indore may issue corrigendum to NIT documents before due date of Submission of bid. The bidder is required to read the NIT documents in conjunction with the corrigendum, if any, issued by IIM Indore. The bidder is not supposed to incorporate the amendment in the body of the NIT document.**

Date:

Authorized Signatory

Name:

Place:

Designation:

Contact No.:

ANNEXURE – I

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

Sub: - Tender Fee Details.

Ref : - Tender No. IIMI/2016-17/22 dated 06/10/2016
(Notice Inviting Tender for Digital Marketing for Admission to 7th Batch of PGPMX)

Dear Sir,

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

Detail of DD	Amount	DD No. & Date	Bank Name
Tender Fee (Including tax)	Rs. 500/-		

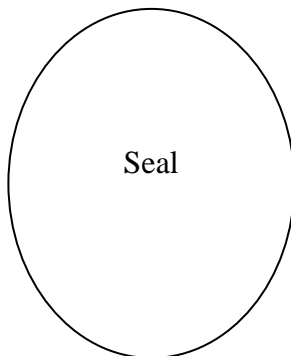
Thanking you

Yours faithfully,

(Authorized Signatory with Seal)

Date:

Place:



Authorized Signatory

Name:

Designation:

Contact No.:

ANNEXURE – II

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

Sub: - Self Declaration Certificate

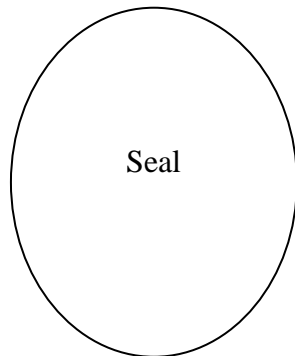
Ref : - Ref : -Tender No. IIMI/2016-17/22 dated 06/10/2016
(Notice Inviting Tender for Digital Marketing for Admission to 7th Batch of PGPMX)

Dear Sir,

With reference to the above, I am/ We are offering our **Bid for Digital Marketing for Admission to 7th Batch of PGPMX**, I / We hereby reconfirm and declare that I / We have carefully read, understood & complying the above referred tender document including instructions, scope of work, terms & conditions, specifications, schedule of quantities, unloading and all the contents stated therein.

Date:

Place:



Authorized Signatory

Name:

Designation:

Contact No.:

Email ID:

ANNEXURE – III

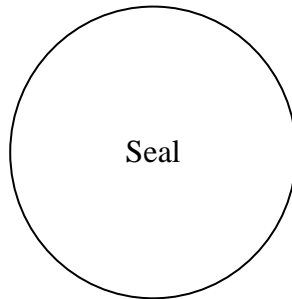
CERTIFICATE

(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:

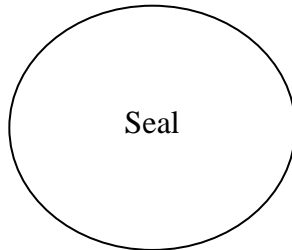
Contact No.:

ANNEXURE – IV

Work Order Details:

Evaluation Criteria	Name of the Client	Order No. and Date	Amount	Remark
List of Purchase Order / Work Order where the similar type of Work executed by you during the last 2 years				Supporting Documents are to be attached along with the Annexure-IV

Date:



Place:

Authorized Signatory

Name:

Designation:

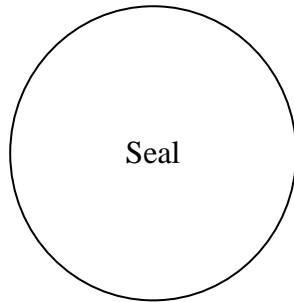
Contact No.:

ANNEXURE – V

Annual Turnover Details:

Evaluation Criteria			Remark
Bidder's Annual Turnover for last three Financial years	Financial Year	Turnover in Rs.	-
	2014-15		Supporting Documents are to be attached along with the Annexure-V
	2013-14		

Date:



Place:

Authorized Signatory:

Name:

Designation:

Contact No.:

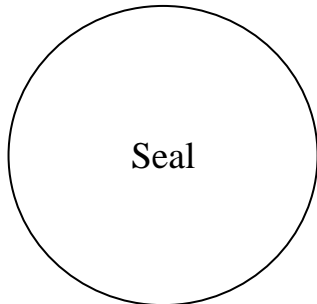
ANNEXURE – VI

TECHNICAL BID

SN	Particulars/Activity/Services (Detailed Scope of Work as per Tender Clause No.2)	Remarks	Complied Yes/No
1	<p>PART-A</p> <ul style="list-style-type: none"> i) Conceptualize, design and implement digital marketing campaign to generate leads for admission to PGPMX ii) Landing Page & Lead Capturing Form- Design & Integration with IIMI website iii) Design Banners & Text Advertisements iv) Provide a lead management system v) Provide tracking and analysis for optimizing ad performance vi) Design HTML emailers and send to prospective candidates (5 emailers. 1 on filling the form and 4 at different stages of the admission process) vii) Any other services that can be provided. 	Details to be provided by the bidder with technical bid	
2	<p>PART-B</p> <p>Budget for Digital Marketing campaign using three media channels, namely Google PPC, Facebook Sponsored Posts/Ads and LinkedIn Sponsored Content is Rs.2,50,000/- per month.</p> <p>Bidders are to submit appropriate media plan with unit rates. It is understood that the media plan submitted is tentative in nature, as actual plan will be dynamic based on unfolding campaign, within overall monthly budget.</p> <p>Payment of advertisement spend would be made by the Institute directly to media the channels using Corporate Credit Card. However, bidders will have to submit to the Institute monthly statement on advertisement spends received from the media channels.</p> <p>Note: Institute retains the right to increase the monthly budget for media campaign at any point in time during the campaign duration.</p>	Details (Media plan with unit rate) to be provided by the bidder with technical bid	

Date:

Authorized Signatory:



Name:

Designation:

Place:

Contact No.:

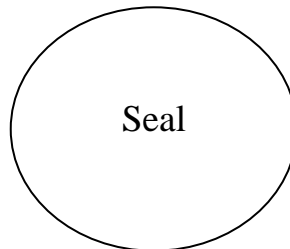
ANNEXURE – VI**FINANCIAL BID****Notice Inviting Tender for Digital Marketing for Admission to 7th Batch of PGPMX****Tender No: IIMI/2016-17/22 Dated: 06-10-2016****PART A**

SN	Particulars/Activity/Services (Detailed scope of work as per tender clause-2)	Service Charges Per Month in Rupees
1	i) Conceptualize, design and implement digital marketing campaign to generate leads for admission to PGPMX ii) Landing Page & Lead Capturing Form- Design & Integration with IIMI website iii) Design Banners & Text Advertisements iv) Provide a lead management system v) Provide tracking and analysis for optimizing ad performance vi) Design HTML emailers and send to prospective candidates (5 emailers. 1 on filling the form and 4 at different stages of the admission process) vii) Any other services that can be provided (as provided in technical bid)	
2	Applicable Taxes (If, any)	
Total amount per month in Rs.		

PART B

Budget for Digital Marketing campaign using three media channels, namely Google PPC, Facebook Sponsored Posts/Ads and LinkedIn Sponsored Content is Rs.2,50,000/- per month. Bidders are to submit appropriate media plan with unit rates alongwith the Technical Bid-Annexure-VI.

Payment of advertisement spend would be made by the Institute directly to media the channels using Corporate Credit Card. However, bidders will have to submit to the Institute monthly statement on advertisement spends received from the media channels.

Date:**Authorized Signatory:****Place:****Name:****Designation:****Contact No.:**