

INDIAN INSTITUTE OF MANAGEMENT SHILLONG
Umsawli, Shillong-793018

Website: www.iimshillong.ac.in

Tender No: V1-1601/10/2022-SPO

Dated 16 /11/2022



Notice Inviting e-Tender (NIeT)
For
Empanelment of Advertising Agencies for releasing Advertisements,
Tenders, Notices, Recruitments etc. in Local and National newspapers for
Indian Institute of Management Shillong

Phone: 0364-2308000,

Tender document and other details can be obtained from <http://www.iimshillong.ac.in> and
CPP Portal website: <https://eprocure.gov.in/eprocure/app>

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DETAILED NOTICE INVITING e-TENDER

Online bids are invited on behalf of Director, IIM Shillong from the Interested Creative Advertising Agencies with INS Accreditation through online portal for **“Empanelment of Advertising Agencies for releasing advertisements, tenders, notices, recruitments etc. in Local and National newspapers for Indian Institute of Management Shillong”**.

NIT No	
Name and Location of Work	“Empanelment of Advertising Agencies for releasing Advertisements, Tenders, Notices, Recruitments etc. in Local and National newspapers for Indian Institute of Management Shillong” .
Period of the Empanelment	2 years from the date of issue of LoI/ Work Order. Extendable for a period of another 1 year if the performance found satisfactory
Date of Issue/Publishing at CPPP website https://eprocure.gov.in/eprocure/app	16 th November 2022 at 1800 Hrs
Document Download Start Date and time at CPPP website https://eprocure.gov.in/eprocure/app	16 th November 2022 at 1800 Hrs
Document Download End Date and Time at CPPP website https://eprocure.gov.in/eprocure/app	06 th December 2022 at 1500 Hrs
Tender Queries should reach by	Latest by 28 th Nov 2022 till 17:00 Hrs. Tender queries received later than the date and time as mentioned above shall not be entertained. Pre-Bid queries should only be emailed to spo@iimshillong.ac.in
Last Date and Time for receipts of Tender online at CPPP website https://eprocure.gov.in/eprocure/app	06 th December 2022 at 1500 Hrs
Date and Time for opening of Tender at CPPP https://eprocure.gov.in/eprocure/app	07 th December 2022 at 1530 Hrs
Address for Correspondence	IIM Shillong, Umsawli, East Khasi Hills, Shillong-793018, Meghalaya Office Contact No : 0364-2308012/2308070 Email: spo@iimshillong.ac.in

Sd/-

Chief Administrative Officer
IIM Shillong

1.0 INSTRUCTIONS FOR ONLINE BID SUBMISSION:

- 1.1 Bidders would be required to register on the Central Public Procurement Portal (CPPP) at <https://eprocure.gov.in/eprocure/app> using a valid Digital Signature Certificate (DSC) and valid email address to be able to participate in the bidding process. On registration with the Portal they will be provided with a user id and password by the system through which they can submit their bids online.
- 1.2 Digital Signature Certificate (DSC) may be obtained from any authorized agencies registered with the Certifying Authority (CA), through National Informatics Center (NIC) in India.
- 1.3 Bidders can download the bid document from Central Public Procurement Portal website at <https://eprocure.gov.in/eprocure/app> and required to submit the bid online by scanning and uploading all the relevant documents through the online Portal only.
- 1.4 Tender information is also available in the Institute's website at <https://www.iimshillong.ac.in/tender-notice/>. Any further detail regarding Amendment /Addendum /Extension/ Corrigendum (if any) will be upload online only at both the given websites.
- 1.5 The bid submitted shall become invalid if-
 - i The bidder doesn't upload all the relevant testimonials as mentioned in this tender document.
 - ii The Bidders will be required to produce the original copies of the eligibility criteria documents along with other document mentioned in the tender whenever needed at the various stages of tendering {if required}. Any discrepancy is noticed in the uploaded documents with reference to the original documents, the bid will be treated as invalid.
- 1.6 The tender document shall be uploaded in one part only as follows:
 - 1.6.1 **"TECHNICAL BID"**: This stage shall contain the Techno-Commercial Bids comprising along with list of the documents.
- 1.7 Payment to the vendor for supply of items/services at IIM SHILLONG shall be made through E-payment.

Sd/-
Chief Administrative Officer
IIM Shillong

2.0 GENERAL TERMS & CONDITIONS:

2.1 INSTRUCTIONS TO BIDDERS

General Conditions of Tendering

2.1.1 **Tender document:** One set of tender documents are uploaded in the CPPP portal. Bidder shall download the tender documents and are advised to read the instructions carefully to ensure that his response complies fully before participating in the CPPP portal along with their offer letter.

2.1.2 **Tender validity:** Tender shall remain valid for a period of 90 **days** from the date of opening of the bid. The bidder shall not be entitled during the said period to revoke or cancel his tender or to vary the tender given or any term thereof. Bids shall be revalidated for extended period as required by Institute and will be published in CPP Portal and Institute's website.

2.1.3 Tender submission:

1. Bidders must upload their documents by the time and date mentioned in the Notice Inviting e-Tender in the CPP Portal (www.eprocure.gov.in), within stipulated time. Bidder may go through the given special instruction before participation in e-Tendering.
2. The tender and all details submitted subsequent to the tender shall be e-signed by any one, legally authorised to enter into commitment on behalf of the bidder.
3. If bidder have a relative or relatives or in the case of a firm or a company, one or more of its shareholders or a relative or relatives of the shareholder(s) employed in IIM SHILLONG, the authority inviting tenders shall be informed of the fact at the time of submission of the tender, failing which the tender may be disqualified or, if such fact subsequently comes to light, the Institute reserves the right to take any other action as it deems fit in accordance with any applicable law, rules, regulations or the like in force for the time being.

2.2 Bidder's responsibility for bid & Clarification:

2.2.1 The details presented in this tender document consisting of conditions of contract/ supply, scope of work, technical specifications have been compiled with due understanding of the requirement, it is also the bidder's responsibility to ensure that the information provided are clearly understood.

2.2.2 Bidder may request clarification at any time up to the mentioned last date of seeking Clarification. Such clarification requests shall be addressed to the **Store & Purchase Officer, IIM Shillong (Email: spo@iimshillong.ac.in)**

2.3 Amendments.

Institute may issue clarifications/ amendments in the form of addendum/ corrigendum during the tendering period. For the addendum/ corrigendum issued during the tendering period, bidders are required to check CPP Portal (<https://eprocure.gov.in/eprocure/app>) and the Institute's website (www.iimshillong.ac.in) for details. No other mode of notice will be given.

2.4 Scope of Tender

The complete scope of work has been defined in the tender document. Only those Bidders who undertake total responsibility for the complete scope of work in line with basic scheme and

scope as defined in the tender document shall be considered.

2.5 Deviations in terms and condition

Bidders are required to submit offers strictly as per the terms and conditions and specifications given in the tender document and not to stipulate any deviations /exceptions. **Conditional tenders are liable to be summarily rejected.**

2.6 Institute's right

Institute reserves the right to accept or reject any or all tenders with or without notice or reasons. Such decisions by Institute will bear no liability whatsoever consequent upon such decisions.

2.7 Tender requirement

2.7.1 Technical Bid

2.9.1.1 The technical bids will be opened online by a committee duly constituted for the purpose at the time and date as specified in the tender document. All required documents against Notice Inviting e-Tendering documents need to be uploaded at CPP Portal as per checklist at Annexure II by the bidders and verified by the Digital Signature Certificate (DSC). The same will be downloaded for technical evaluation and the result of technical bid evaluation will be displayed on <https://eprocure.gov.in/eprocure/app> in which can be seen by all bidders who participated in the tender.

2.9.1.2 It is important that bidder clearly demonstrates his ability, giving to Institute a high level of confidence that the bidder will be able to perform the works within the schedule and meeting the other requirements listed in the tender document. Failure to do so may result in disqualification of the tender.

2.8 PERFORMANCE GUARANTEE :

The successful bidders is required to submit a Performance Bank Guarantee (PBG) or Performance Security Deposit of Rs 50,000/- (Rs Fifty Thousand only) within 15 days of issue of Letter of Intent (LOI). The empanelment will be completed after receipt of Performance Guarantee and intimation letter will be issued to the bidder for Empanelment. At the successful completion of the empanelment period the Performance Guarantee will be refunded to the bidder.

2.9 Liquidated Damages for delayed supply:

If the empaneled agency fails to publish the advertisement as per the work order issued time to time, the Performance Guarantee/ Security will be forfeited.

To continue the empanelment, the agency has to resubmit a Performance Guarantee/ Security of Rs 50,000/- (Rs Fifty Thousand only).

Failure to publish any advertisement second time, the empanelment of the agency will be cancelled.

2.10 Jurisdiction

Any dispute or difference which may arise shall be referred to the Director IIM Shillong for settlement whose decision shall be final and binding. Any dispute are subject to Shillong court's jurisdiction only.

3. ELIGIBILITY CRITERIA

The following are the eligibility criteria for empanelment of Advertising Agencies. The Advertising Agency should have –

3.1 Technical Qualifications:

3.1.1 The Agency should have PAN Number and GST Registration

3.1.2 The advertising agency should have **Indian Newspaper Society (INS)** accreditation as on the last date of submission of bid (A copy of certificate stating the current status to this effect from INS shall be submitted along with the bid). Bid without valid INS Accreditation will be outright rejected.

3.1.3 Resources to handle full-fledged multi-lingual publicity campaigns with high standard of Creativity in advertising befitting the expectations of a premier professional Institute.

3.1.4 Minimum **“5 (Five) years”** experience in advertising with experience of work undertaken for Government Dept./Public Sector Undertaking/Autonomous Body and reputed commercial organizations. Copies of work order or empanelment at least three of above mentioned organizations to be submitted providing similar services during last 5 years.

3.2 Financial Qualifications :

3.2.1 Average Annual turnover minimum **Rs 2.50 Cr** per annum during the last Five financial years. A practicing Chartered Accountant certificate to be submitted for annual turnover of last 5 years.

4. SCOPE OF WORK

4.1 The Institute's requirement for advertisement ranges from classified advertisements, tender advertisements, recruitment advertisement, admission advertisement and including full-fledged advertisement etc. for various requirements in national and local daily (Indicative list is enclosed at Annexure III). They are expected to be released in major newspapers all over the country at short notice.

4.2 To cater to such requirement's, Advertising Agency is required to have good infrastructure and have adequate experience in the field. These should include Design & release of Advertisements in Print media for NITs/Public notices/Event Advts./Recruitment/ Empanelment/Classified/ Announcements Advts. Etc. and creation of artwork, concept, design, editing & release of advertisements in Newspapers and Magazines.

5. SPECIAL TERMS & CONDITIONS AND PAYMENT TERMS/ SCHEDULE

5.1 AWARD OF CONTRACT

5.1.1 Those agencies who will qualify and submit the performance security, will be empaneled for publishing of advertisement from time to time by the institute.

5.1.2 Period of Empanelment: **The empanelment will be initially for a period of 2 (two) year** which may be extended for further one (01) year with mutual consent, subject to satisfactory performance.

5.1.3 The Successful Bidders should accept the offer of empanelment within 15 days from the date of receipt of “Letter of Offer”, failing which the offer will be cancelled

5.1.4 The Institute reserves the right to empanel one or more agencies at a time and to

- cancel the empanelment at any time without assigning any reason.
- 5.1.5 The Institute reserves the right to modify/change/delete/add any further terms and conditions prior to the closing date of tender.
 - 5.1.6 It is clearly understood by the parties that no financial liability of any type is created by issuance of the letter of empanelment.
 - 5.1.7 The Institute does not guarantee any minimum business or assignment. It will depend on the requirements, your participation in quote sought and quoted rates time to time during the empanelment period.

5.2 TERMS OF CONTRACT

- 5.2.1 Text of advertisement will be provided by the Institute in electronic format (MSword) and the designing/creative options/artwork should be done by the agency to the satisfaction of the Institute. No additional payment will be made for conceptualization, creation, designing and development of Advertisement issued through Newspapers/Magazines/Journals.
- 5.2.2 The empaneled agency shall arrange for publication of Institute's advertisement from time to time according to the specific instructions such as name of the newspaper(s) and edition (s), number of insertion(s), specific page and column(s), date of publication etc. These instructions will be communicated in writing by the Institute from time to time in the form of work order.
- 5.2.3 The Agency shall provide the service on 24-hour notice basis to design, translate and release the advertisement. The agency must ensure that the matter of advertisement given is correctly reproduce in the advertisement appearing in the newspaper.
- 5.2.4 IIM Shillong being a Premier Educational Institute, many of the requirements could be of emergent in nature. The Advertising Agency must respond to such requirements at short notice despite holidays/beyond office hours.
- 5.2.5 Publishing of the advertisement by the advertising agency shall be after approval of advertisement design/artwork. Advertisement is to be published on the specified dates on receipt of Work Order/Confirmation from IIM Shillong.
- 5.2.6 The Institute reserves the right to make necessary modification to the selected artwork, concept etc. and the concerned Advertising Agency will be required to carry out the modifications suggested in the artwork.
- 5.2.7 If the Advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum/correct Advertisement etc. thereof at their owncost at the earliest (within a week).
- 5.2.8 The empaneled Advertising Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Institute's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. IIM Shillong reserves the right to impose penalty in case of any violation of the above.
- 5.2.9 The Institute will have the right to drop any Agency from the empaneled list if satisfactory service is not provided.

5.3 PAYMENTS TERMS

- 5.3.1 Payment shall be made within 30 (thirty) days after receipt of the bill, duly supported by all the newspaper clippings (in original).
- 5.3.2 Bills will be raised every fortnight by the empaneled agency.
- 5.3.3 Bill to be made in the name of Indian Institute of Management Shillong.
- 5.3.4 No advance payment will be made to the empanel agency under any circumstances.
- 5.3.5 TDS for Income Tax and GST etc. are to be deducted at source from the bills of service provider as per rule.

6. CHECKLIST FOR SUBMITTED DOCUMENTS AS PER ELIGIBILITY CRITERIA

Copies of all supporting documents by the bidder in support of below particulars must be attached along with this checklist

Sr. No.	Particulars	Details/ Compliance (Y/N)	If Submitted, Mention Page No.	Remarks
1.	Proforma for submission of offer letter of e-tender document, declaration and bidder details As per Annexure – I			
2.	Valid INS Accreditation certificate indicating full accreditation by INS			
3.	Copy of Permanent Account Number (PAN)			
4.	Copy of GST Registration Certificate			
5.	Bidder's Annual Average Turnover Rs. 2.50 Cr for last 5 Financial Years. (Copy of Chartered accountant certificate to be attached)			
6.	List of major clients from Government Dept./Public Sector Undertaking /Autonomous Body and reputed commercial organizations (as per Annexure- II)			
7	Minimum " 5 (Five) years " experience in advertising with experience of work undertaken for Government Dept./Public Sector Undertaking/Autonomous Body and reputed commercial organizations. Copies of work order or empanelment at least three of above mentioned organizations to be submitted providing similar services during last 5 years			

PROFORMA FOR SUBMISSION OF OFFER LETTER OF E -TENDER DOCUMENT, DECLARATION AND BIDDER DETAILS

(THIS "OFFER LETTER" TO BE SUBMITTED IN BIDDER'S LETTER HEAD)

Ref no.

Date:

To

**The Chief Administrative Officer
IIM SHILLONG
Umsawli, Shillong – 793 018.**

Sub: " Empanelment of Advertising Agencies for releasing Advertisements, Tenders, Notices, Recruitments etc. in Local and National newspapers for Indian Institute of Management Shillong". against Tender No:_____ Dated ___/___/___

In reference to above, I/We are enclosing our irrevocable tender for empanelment for " **Advertising Agencies for releasing Advertisements, Tenders, Notices, Recruitments etc. in Local and National newspapers for Indian Institute of Management Shillong**" as per tender document within the time schedule mentioned therein and accepted by me/us accordance with terms and conditions, specifications as detailed in the tender document, . Having examined the detail given in Tender Notice and Bid Document for the above work, I/We hereby submit the relevant information.

1. I/ We are able to execute all kinds of advertising assignment as mentioned in the tender document.
2. I/ We had read entire tender documents and unconditionally accept all the terms and conditions laid down in the Tender document.
3. I/We enclose herewith evidence of my/our experience of execution of work of similar nature and magnitude carried out by me/us as per the eligibility criteria along with the other documents mentioned in the tender document.
4. I/ We confirm and declare that we are not blacklisted/ debarred/ de-registered by any Government department/ Public Sector Undertaking/ Autonomous bodies or any other agency for which we have executed/ undertaken the works/ services during the last 5 years.
5. It is certified that all the information given hereby as well as in the enclosed eligibility bid documents are correct to the best of my knowledge and believe. It is also certified that I/We shall be liable to be debarred, disqualified in case any information furnished by me/us found to be incorrect.

Date.....day of.....2022

Name of the Bidder with Address:

Name:

Address:

Signature of Bidder(s), with the seal of Firm

BIDDER's DETAILS

1.	Name of the Firm/Agency	
2.	Full address with Pin code, Telephone No/Mobile No. E-mail. Address Telephone/ Mobile no.: Email id:	
3.	Name & Designation of Contact Persons Name Designation Office Phone Number/ Mobile Number: E-Mail:	
4	Registration Details for Constitution of the Firm/ Agency (if any) (Attached copy)	
5	Nature of Business:	
6	a. GSTIN: b. PAN:	
7	Bank Account Particulars: Name of the A/c holder Bank Account No. Account type (SB/ CA) Name of the Bank Branch & Address Branch contact phone Nos. 11 digit IFS code: (Please attached a copy of cancelled cheque)	

Signature of the bidder with seal

Indicative List of National and Local Daily and its all Editions**Table - A (National Daily)**

Publication	
1	Times of India
2	Indian Express
3	Hindustan Times
4	Economics Times
5	The Hindu
6	Business Standard
7	Deccan Herald
8	The Telegraph
9	Dainik Bhaskar (Hindi)
10	Dainik Jagran (Hindi)
11	Navbharat Times (Hindi)
12	Hindustan (Hindi)
13	Employment News

Table - B (Regional Daily)

Publication	
1.	Shillong Times (Meghalaya)
2.	Mawphor (Meghalaya)
3.	Assam Tribune (Assam)
4.	Asomiya Pratidin (Assam)
5.	Nagaland Post (Nagaland)
6.	Morung Express (Nagaland)
7.	Tripura Times (Tripura)
8.	Dainik Sambad (Tripura)
9.	The Aizawl Post (Mizoram)
10.	Vanglaini (Mizoram)
11.	Arunachal Times (Arunachal Pradesh)
12.	Dawnlit Post (Arunachal Pradesh)
13.	Sangai Express (Manipur)
14.	The Imphal Free Press (Manipur)
15.	Sikkim Express (Sikkim)
16.	Sikkim Mail (Sikkim)