

Indian Institute of Management Shillong

Umsawli, Shillong-793018

Website: www.iimshillong.ac.in

Tender No: IIM/RFP/DM/2023-24/01

Dated: 02.05.2023



Notice Inviting e-Tender (NleT)
for
Engagement of Agency for
Social Media & Digital Marketing Services

RFP Document can be downloaded from following websites:

<http://www.iimshillong.ac.in/tender-and-notice>

DETAILED NOTICE INVITING e-TENDER

Online tenders, in two bid system are invited on behalf of Director, IIM Shillong from eligible, experienced agencies/ vendors for Engagement of Agency for Social Media and Digital Marketing Services for IIM Shillong.

NIT No	Description
Name and Location of Work	Engagement of Agency for Social Media and Digital Marketing Services for IIM Shillong
Estimated Cost:	25,00,000/-
EMD (Ernest Money Deposit) Refundable	Rs.50,000/- to be paid via following Payment link Online: - https://erp.iimshillong.ac.in/fee/PaymentPortal/GeneralPayment.aspx?p=unPpDMmNMgyLM9LLfrXUhXoSTjyLVw6DxTjCWVtMbdUcKbkE3r0UFO2awToHNiypw%2bxEv9efzPIR5mTEJU6rMV9LHFcPNYS%2fDLy43Jrh6QFQXTKQnCKNS2Bvcipuso4sz0Jc2xMrGRNRNVjF9nGrEfNgyu53ZOxsOLDI9JqwRpU1Id0n7Ukqt1%2bzPzSgbsshrTsW%2bw3fBybNZq0epFx0YDn12f7soFnm
Date of Completion of the Work	365 days from the date of issue of Lol/ Work Order.
Date of Issue/e-Publishing at CPPP website https://eprocure.gov.in/eprocure/app	01.05.2023 at 7:00 PM
Document Download Start Date and time at CPPP website https://eprocure.gov.in/eprocure/app	01.05.2023 at 7:00 PM
Document Download End Date and Time at CPPP website https://eprocure.gov.in/eprocure/app	22.05.2023 at 7:00 PM
Tender Queries should reach by	Latest by 11 th May 2023 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
Pre-Bid Meeting	15.05.2023 at 3:00 PM

Last Date and Time for receipts of Tender at CPPP website https://eprocure.gov.in/eprocure/app	22.05.2023 till 7:00 PM
Date and Time for opening of Tender at CPPP website https://eprocure.gov.in/eprocure/app	23.05.2023 at 7:00 PM
No. of Bids	02 (Two bids) {Technical and Financial}
Bid Validity days	180 days
Address for correspondence	Store and Purchase Office, IIM Shillong, Umsawli, East Khasi Hills, Shillong-793018, Meghalaya Office Contact No : 0364-2308011/2308012 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 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-notices/>. Any further detail regarding Amendment/ Addendum /Extension/ Corrigendum (if any) will be upload online only at both the givenwebsites.
- 1.5 Earnest Money Deposit (EMD)(Refundable) as mentioned at **Detailed Notice Inviting e-Tender** above, has to be deposited as per online link provided. Bidders are required to upload the transaction receipts. A copy of the same has to be mailed spo@iimshillong.ac.in and accountsofficer@iimshillong.ac.in clearly mentioning the firm's name and Tender ID no. along with tender description, **No other mode of EMD payment will be accepted.**
- 1.6 The submitted bid shall become invalid if-
 - i. The bidder doesn't pay EMD to the Institute on or before the last date and time of online submission of the tender document.
 - ii. The bidder doesn't upload all the relevant testimonials as mentioned in this tender document.
 - iii. 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 treatedas invalid.
- 1.7 The tender document shall be uploaded in two parts as follows:
 - i. **"TECHNICAL BID"**: This stage shall contain the Techno-Commercial Bids comprising along with list of the documents.
 - ii. **"FINANCIAL BID"**: This stage shall contain only the Price Bids
- 1.8 Payment to the vendor for supply of items/services at IIM SHILLONG shall be made throughE-payment.

Sd/-
Chief Administrative Officer
IIM Shillong

2.0 **GENERAL TERMS & CONDITIONS:**

2.1 **INSTRUCTIONS TO BIDDERS**

2.1.1 **Tender document:** One set of tender documents along with one set of BOQ are uploaded in the CPPP portal along with the drawings/ specifications/brochures etc (if any). 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 **180 days** from the date of opening of the financial bid. The bidder shall not be entitled during the said period to revoke or cancel his tender or to vary the tender given. In case of bidder revoking or cancelling his tender, the Institute will forfeit the earnest money paid by him along with the tender. 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 works/ supply/ service contract, scope of work, technical specifications/ requirements 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 The bidder shall be deemed to have inspected, examined and understood the site of/ supply/ service and including surroundings and other information in connection therewith and to have satisfied himself before submitting his/her tender as to all the prevailing conditions and deemed to have obtained all necessary information as to the risks, contingencies and other circumstances which may influence or effect his/her tender. Bidder's quote is the responsibility of bidder and no relief or consideration can be given for errors and omissions.

2.2.3 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 **Pre-Bid meeting:** Techno-commercial discussion with the Bidders will be arranged {if required}. The bidder shall depute his representative(s) with authority for attending the discussion.

2.4 **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.

2.5 **Scope of Tender**

The complete scope of works/ supply/ service has been defined in the tender document. Only those Bidders who undertake total responsibility for the complete scope of works/supply/ service in line with basic scheme and scope as defined in the tender document shall be considered.

2.6 **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.**

2.7 **Institute's right**

Institute reserves the right to accept a tender other than the lowest and to accept or reject any tender in whole or in part, or to reject all tenders with or without notice or reasons. Such decisions by Institute will bear no liability whatsoever consequent upon such decisions.

2.8 **Earnest money**

2.8.1 The tender is to be accompanied by Earnest Money (interest free) for the amount indicated in NleT.

2.8.2 **The intending bidder registered with the competent government authorities as a Micro or Small Enterprises under MSME Scheme (having Valid Registration) shall be exempted from payment of EMD as per the existing government policies.** Such intending bidder shall furnish valid registration certificate issued by the competent government authorities and the registration certificate must cover the item/work/service tendered to get EMD exemptions. If the bidder fails to submit valid registration certificate his claim for EMD exemptions shall not be entertained.

2.8.3 If the bidder, after submitting his/her tender, revokes his/her offer or modifies the terms and conditions thereof during the validity of his/her offer except where the Institute has given opportunity to do so, the earnest money shall be liable to be forfeited.

2.8.4 After placement of Work Order on successful bidder, the earnest money will be refunded to the unsuccessful Bidders. For successful bidder, the EMD will be converted to Security Deposit without any interest and will be refunded after one month of successful completion of Defect Liability Period.

2.8.5 In case of cancellation/ withdrawal of this 'NleT' i.e. Notice Invitation to e- Tender by the Institute, which it shall have the right to do at any time, the earnest money paid with the tender will be refunded to Bidders without any interest.

2.9 **Tender requirement: Technical and Price Bid**

2.9.1 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.

2.9.2 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/ supply/ service within the schedule and meeting the other requirements listed in the tender document. Failure to do so may result in disqualification of the tender.

2.9.3 Priced bid of Technically qualified bidders will be opened on designated date.

2.10 Performance Guarantee :

As Performance Security, EMD of the successful bidder shall be retained by the Institute as a Performance Guarantee. At the successful completion of contract/ supply/ work/ service the Performance Guarantee will be refunded to the bidder. MSME registered firms who have sought exemption for submission of EMD will require to furnish a Performance Bank Guarantee (PBG) to the amount of 3% of the contract/ supply/ service value within 1 month of receipt of work/supply order.

2.11 Completion Certificate:

Upon satisfactory completion of contract/supply/work, a Completion Certificate will be issued by the Institute.

2.12 Liquidated Damages for delayed completion/ supply:

If the successful bidder fails to perform within the stipulated time then penalty at the rate of 0.5% per week or part thereof subject to a maximum of 10% of the Work/contract/ supply order value will be levied and deducted from the payment due to the firm.

2.13 Work/ Purchase at Risk and Cost

The institute reserves the right to get the whole or part of the work/ purchase executed by some other agency at the risk and cost of the bidder to whom the contract has been awarded if it is found that the quality and/or the progress in respect of whole or part of the Work/ contract/ supply is not satisfactory.

2.14 Insurance

The bidder shall take insurance to cover any accident or accidents of nature, for an amount as required for the type of Work/ contract/ supply against damage /loss/ injury to property or person or loss of life during the complete period of the supply/contract.

2.15 Indemnity

The bidder shall indemnify and keep indemnified the institute against all losses and claims for injuries and or damages to any person or property.

2.16 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 is subject to Shillong court's jurisdiction only.

3. BACKGROUND:

- 3.1 Indian Institute of Management Shillong, hereinafter known as IIM Shillong 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, postgraduate programme in management equivalent to MBA, Doctoral level programmes and executive training programs in all the functional areas of Management.
- 3.2 The 120 acres of state-of-the-art campus started in Umsawli, 14 Kms. from Shillong City and 24 Kms. from Shillong Airport.
- 3.3 IIM Shillong invites proposals for Engagement of SOCIAL MEDIA AND DIGITAL MARKETING SERVICES. The Institute proposes to engage an agency to enhance the brand value of IIM SHILLONG as a new age IIM focused on research, teaching and training amongst its key stakeholders.
- 3.4 Interested and eligible agencies and/or individuals can send their proposals in details supported by documentary evidence for consideration by the Institute. Based on the details submitted and evaluation carried out by the Institute, shortlisted agencies will be required to make presentation as per the schedule communicated for further consideration.

4. Scope of Work and Deliverables:

- 4.1 IIM SHILLONG, through this engagement wishes to develop and execute their communication strategy to address all stakeholders, including potential students, IIM Shillong Alumni, corporates and policy makers in business and management. This shall cover, Ph.D. program (Full/Part time), Executive MBA, and Executive Education programs (Online- Offline). Indian Institute of Management Shillong (IIM Shillong) is a premier Institution for Management Education, Research & Consultancy in the country. It has its offices in Shillong (Umsawli) with Extension Centres in Guwahati and Arunachal Pradesh.
- 4.2 IIM Shillong invites quotations from reputed and experienced Social Media Agencies with a proven track record and having experience with clientele in the Education industry for meeting its Social Media and Digital branding requirements. IIM Shillong intends to enter into a contract (for the scope of work mentioned below) for a tenure of One year; may be extended based on performance. The contract would involve conceptualizing, creating and implementing IIM Shillong's Digital / Social Media strategy at national and regional levels. The job would require professional services of a digital media marketing agency which include but not limited to Management of Social Media of the Institute, promotional activities, Strategic Promotional Campaigns for target audience, Lead Generation Campaigns, Outreach initiatives to access the present status and targeted brand building initiatives for perception enhancing.
- 4.3 Specific objectives of the Social Media Marketing and Digital Campaign initiative:
 - 4.3.1 The Institute wishes to undertake Digital Campaign and Social media marketing such that the target audience is suitably reached.
 - 4.3.2 To Increase brand visibility and enhance the brand image of the institute, and work towards perception-building activity among leaders of Industry and academia, alumni, aspiring applicants and policy makers.
 - 4.3.3 Positioning of IIM Shillong as the premier management institution in education and consultancy.
 - 4.3.4 Convert the challenges as an opportunity
 - 4.3.5 To revisit and streamline the focus Social Media Plan for the institute and identify its stakeholders
 - 4.3.6 To build thought leadership for the institute in Digital media

4.4 The task under this project has been divided into the following scope elements:

SL No	Description of Scope or work	Timeline	Complied/ Not-complied (Yes/ No)
A	Managing and maintaining of Social Media of the Institute		
01	Successful Bidder will be responsible for a complete takeover of the existing Social Media channels of IIM Shillong.	On getting the agreement signed	
02	Understand IIM Shillong's current social media landscape. Conduct a social media audit to benchmark the existing status in social media and provide clear guidelines and chart out a detailed Creative & Branding Strategy aligning with a social media strategy that would meet all the key objectives for IIM Shillong.	Half Yearly	
03	Identify a list of key performance indicators (KPI) that will help IIM Shillong track the performance of its social media efforts.	Quarterly	
04	<p>Social Media Plan for Institutional activities considering the Creative & Branding Strategy and KPIs mentioned above:</p> <p>The agency will develop a quarterly plan with innovative content, campaigns etc in order to have a proper communication strategy for various social media platforms to enhance the reach of content in real time basis. The Plan should be prepared in consultation with the internal Corporate Communications and PR team and execute the approved plan in a time-bound and systematic manner to meet the above-stated objectives.</p> <p>The Plan should be prepared considering the following</p> <ol style="list-style-type: none"> 1. Annual event calendar 2. Annual MDP Calendar 3. Industry engagements 4. Any other inclusions on real time basis 	Quarterly	
05	<p>Promotional and marketing plan through Digital Media considering the Creative & Branding Strategy and KPIs mentioned above: the KPIs mentioned above:</p> <p>The agency shall be responsible to suggest a Digital Media Promotional and marketing plan that will meet the objectives of the Digital campaigns for better coverage, promotion, and branding etc as the per requirement of IIM Shillong. The promotional activities have to be carried out digitally through (but not limited to) the following activities:</p> <ol style="list-style-type: none"> i. Social Media Advertising (Sponsored) on Twitter, Facebook, LinkedIn, Youtube and Instagram ii. Keyword- based search advertising (Google search/ Display Ads) 	Quarterly	
06	<p>Regular management of Social Media</p> <ol style="list-style-type: none"> i. Regular Updation and posting of content in the mainstream media across online and digital platforms. Daily maintenance of official Facebook, Twitter, Instagram, LinkedIn, YouTube, and any other social media tools which emerge in the due course of time, as and when required on 24X7 basis. 	<p>(frequency: continuous;</p> <p>50-60 tweets / posts in a month)</p>	

	<ul style="list-style-type: none"> ii. Regular monitoring, feedback and reporting of the relevant trends (as identified in consultation with IIM Shillong) on social media sites including sites in major foreign and Indian languages. iii. Publicity information on various upcoming events/activities knowledge-sharing activities and achievements of the Institute on SM iv. Create relevant tagging/linkages of content on all SM platforms v. The Agency must maintain uniformity while uploading content on the platform. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platform instantly. vi. Twitter will be the primary channel; create engaging posts on a monthly basis 50-60 tweets with relevant designs and content (2-3 tweets/ weekday) based on trends of the day/relevance. To include announcements, polls share accomplishments, milestones, achievements and positive PR content etc. vii. Manage Facebook and Instagram handle; Facebook (2-3 posts/ weekday) viii. Instagram features (2-3 posts/ weekday). Use of Facebook features such as story posts to be replicated on Instagram ix. YouTube Videos to be uploaded as and when required x. Moderation of content on social media platforms, and dealing with spams, inappropriate content etc. xi. Round-the-clock running of IIM Shillong's social media sites, updating, analyzing social media trends, moderation and intervention as and when required. xii. The Social Media Platforms content to be developed must be operational on all electronic devices such as PCs, Laptops, Mobiles, and Tabs etc. Failure of any one of which may be considered an incomplete execution of work order. xiii. Aesthetic look: Agency to work on aesthetic look of Social Media Platforms and give a new look Bi-weekly by putting up new creative features, theme lines, links etc. xiv. Creation and timely updating and removal of template, banners, etc as per standard norms in Social media and IIM Shillong website in consultation with IIM Shillong as and when required. 		
B	<p>Conducting Digital Campaigns across social media platforms</p> <ul style="list-style-type: none"> i. Promotional Campaigns for brand-building activities ii. The Campaigns are through GIFs, Videos, Banners, infographics etc. iii. The agency will provide access to all the campaign data in real-time. Reference details for expected Outcome. 	<p><i>frequency: as and when. Min two campaigns per Qtr.</i></p>	

C	<p>Admission campaigning, branding, and Lead Generation for Academic Programs</p> <ul style="list-style-type: none"> i. The agency is required to plan, create, develop and report for specific campaign programs such as Lead campaigns for admissions, executive programs like PGPEX and MBA-WE, Ph.D. program (Full/Part-time) and Executive Education programs (Online-Offline)., MDP, conferences etc. ii. To Google Ads, admission landing page (about 10,000 Visits to the Landing Page) iii. The Proposed Lead campaigns should include the approximate cost of media platform fee and all incidental charges for minimum: 500 leads (approx. 1 to 2 nos) and 200 – 300 leads (approx. 1 to 2 nos) iv. Throughout the campaign period, the agency should provide weekly reports to IIM Shillong summarizing, name, contact number, email address and location, recorded by each type of promotional campaign, the number of unique customers reached out to, the campaign expenditure and how customers interact with the campaigns among other relevant analytics. v. The agency should share administrative access of the dashboards to IIM Shillong wherever applicable such that IIM Shillong will be able to monitor the progress of the campaigns. vi. Any Campaign will be for 30 days 	<p><i>Frequency: as and when required.</i></p>	
D	<p>Social Media Monitoring</p> <ul style="list-style-type: none"> i. The Social Media Monitoring will undertake monitoring across 150-200 keywords as advised by IIM Shillong. ii. Based on the analytic report and KPIs the agency has to create a social and digital media strategy to increase traffic to Social Media sites for primary and secondary stakeholders for IIM Shillong. iii. Sentiment Analysis- Identify and analyse key topics of conversations happening around the keywords iv. Hashtag/ Campaign Analysis- Suggest recommendations to run better campaigns v. Social Media Monitoring will create and manage a Monitoring platform which will be both predictive and reactive in approach. vi. Monitor electronic and online coverage of IIM Shillong and provide a monthly report on the KPIs that are being tracked 	<p><i>(frequency: submit report once in month)</i></p>	

E	<p>Social Media target</p> <ul style="list-style-type: none"> i. The agency will have to complete the target that will be given by IIM Shillong for Facebook Likes, Tweet/ make followers on Twitter etc. ii. To work towards enhancing audience engagement like past engagement with IIM Shillong on all social media channels by designing and implementing videos and interviews etc. Generate buzz about IIM Shillong activities and engage citizens over IIM Shillong initiatives. iii. To target a minimum increase of 5% increase of followers (of the existing numbers per Quarter) in all official social media sites of IIM Shillong iv. Report to be submitted as per KPIs “as was” and “as is” to analyse the performance growth of Social media sites of IIM Shillong. 	<p><i>Frequency: Quarterly report to be submitted with proof of change</i></p>	
F	<p>Crisis Management and Response System</p> <ul style="list-style-type: none"> i. Should have credible contingency plan to effectively handle crisis and emergencies. ii. Feedback/Comment Management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/advertisement/ inappropriate contents, appropriate tagging etc iii. Manage response from IIM Shillong on social accounts by setting up standard response management processes. All queries must be responded to within 24 hours of receiving it. 	<p><i>Frequency: Continuous</i></p>	
G	<p>Digital Outreach Initiative</p> <p>The task is not limited to public outreach but also drive IIM Shillong's brand positioning on a National & International level, hence requires relevant, emotional and appealing content that would engage audiences. The strategy should not be limited to IIM Shillong branding but also have a greater impact in making IIM Shillong part of the major initiatives.</p> <ul style="list-style-type: none"> i. Planning and Executing a “Outreach and Influencer Initiative” on Social Media platforms. ii. The Outreach and Influencer initiative will aim at connecting with 10 key individuals per Quarter. iii. The Outreach and Influencer initiative will focus on blogs & forums and other social channels. iv. Cross-channel collaboration with popular channels to create a greater impact. v. The Influencer program will need to generate content for social channels and blogs, web listings, directory submissions etc. and spread awareness about IIM Shillong and the Social Media campaigns.’ 	<p><i>Frequency: Monthly report to be submitted with 10 key individuals to be connected</i></p>	

H	<p>Allocation of Social Media Executive</p> <ul style="list-style-type: none"> i. To maintain the Social Media / Digital Media of IIM Shillong. ii. Should have a thorough knowledge of social media including understanding of social media analytics and trend analysis. iii. To develop and execute a monthly digital media event/ festivals/ content calendar based on information provided by the Institute as well as information secured from different areas/ program offices/ centres/ other sources. iv. Point of contact for generating content for events and official functions and engagements. v. To coordinate with campaign manager of the agency on promotional campaigns and Digital marketing campaigns. vi. To visit faculties of respective areas/ Editor-IIMS Journal/ respective Chairpersons of programs & committees, coordinator/ others. vii. Real-time & pro-active engagement with CA&PR Office. viii. To provide graphics support, including photos, videos, original infographics, and other visual audience. ix. Should manage the Media Cell (Digital Content/ Photos/ Videos repository) x. To visit the institute, (minimum 6 times in a year) as per requirement to IIM Shillong. xi. To be part of all online and Hybrid events 	<p><i>Review: Six Monthly Review</i></p>	
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Criteria of Evaluation of Performance:		
S. No.	Key Performance Indicators	Minimum criteria
1.	The agency should increase follower base on Facebook, Instagram	5% users per quarter
2.	The agency should increase the follower base on Twitter and LinkedIn	100 users per month
3.	Populating, publishing and updating of content on a 24*7 basis	The frequency shall be on a continuous daily basis
4.	Content should be posted across all social media channels	Twice a day (when required)
5.	Relevant interactions on Twitter and Instagram	As 2 per day (in a special/event days nolimits are fixed)
6.	Cross Collaborations a month – Agency to make relevant collaborations with Social Media Influencers. This could be web series, blog, listing or article.)	Minimum 30 every month

7.	Visual content and posts	60 Visual (Jpeg & gif's)per month 50-60 posts per month 2 video posts per month Quantity can increase on a requirement basis
8.	Champaign/Events of city branding and on other special themes.	Minimum 3 in a month and as per requirement

All materials developed for the purpose of the campaign will be handed over to IIM Shillong at the end of the campaign (on a CD / DVD).

5. TERMS AND CONDITIONS OF CONTRACT:

- 5.1 **Period of Contract:** Contract period will be initially for one year. This period may be extended on yearly basis extension on same terms & conditions subject to the satisfactory performance or with some addition/ deletion/ modification for a further period of maximum up to 3 years.
- 5.2 **Sub-Contracting:** The contractor shall not assign, sub-contract or sub-let the whole or any part of the contract in any manner. In case of an unavoidable circumstance, the contractor shall be able to do it with the approval of the Institute. However, the job shall be sublet only to the party approved by the Institute.
- 5.3 **Exit Clause:** The contract can be terminated by giving one-month notice period by the Institute and three-month notice by the contractor. However, in any instant contract will be terminated if service of the vendor is not found satisfactory.
- 5.4 Campaign Budget, Duration, and other related factors will be based on the requirement of IIM Shillong.
- 5.5 The rates as per award of contract shall remain same throughout the contract period and shall not be changed in any circumstances.
- 5.6 The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.
- 5.7 IIM Shillong shall have the discretion to give any work to any empaneled agency selected through a tendering process and the other agency will not have to claim for the work.
- 5.8 IIM Shillong reserves the right to cancel the contract at any time without assigning any reasons whatsoever.

5.9 PAYMENTS TERMS:

- 5.9.1 The payment will be done after the successful delivery/completion of the assignment and submission of the invoice. IIM Shillong will normally settle the bill within 30 days from the receipt of the bill. However, for delayed payment, the Contractor will not charge any penalty or interest to IIM Shillong.
- 5.9.2 The payment under this agreement shall be made on satisfactory completion of job contract services to be certified by the Corporate affairs and PR dept of IIM Shillong, through NEFT/RTGS/IMPS (online transfer). The final payment shall, however, be made only after adjusting all the dues/claims of the IIM Shillong.

5.9.3 Payment shall be made on following basis:

Unit Mentioned	Payment Clearance Cycle
Quarterly	Quarterly Payment
Each	As and When basis. The payment shall be made along with other payments at the end of quarter; after due proof of task completion is submitted

5.9.4 The GST shall be paid extra as applicable.

5.9.5 The Agency will need to submit MONTHLY Work Completion Report (if not mentioned otherwise) to the Institute; basis which the payment would be released per quarter. The performance would be reviewed every six-months based on the Monthly Work Completion Reports; a repeated deviation in performance of the measurables may result in cancellation of the Contract.

5.9.6 Bill to be made in the name of Indian Institute of Management Shillong. GST No, Pan No and account details should be clearly mentioned on the bill.

5.9.7 No advance payment will be made under any circumstances.

5.9.8 TDS/ Income Tax etc. are to be deducted at source from the bills of Contractor as per rule.

5.10 Performance Security:

5.10.1 The EMD of successful bidders shall be automatically converted to Performance Security which would be returned on successful completion of the contract. In case of exemption of EMD, The successful bidder is required to deposit an amount, equal to EMD through NEFT as security deposit, within 30 days from the date of award of contract.

5.10.2 Performance Security would be returned on successful completion of the contract. No interest shall be payable on performance security.

5.10.3 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.

5.11 **FORCE MAJEURE:** If at any time, during the continuance of this contract, the performance in whole or in part by either party, of any obligation under this contract, shall be prevented or delayed by Force Majeure situation. The Agency/ Firm shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, its delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

5.11.1 For purposes of this Clause, "Force Majeure" means an event beyond the control of the Agency/ Firm and not involving the Agency/ Firm's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of the Institute either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.

5.11.2 If a Force Majeure situation arises, the Agency/ Firm shall promptly notify the Institute in writing of such conditions and the cause within 7 days from the date of occurrence thereof. Unless otherwise directed by the Institute in writing, the Agency/ Firm shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.

5.11.3 Neither party shall be due to reason of such event be entitled to terminate this contract nor shall either party have any such claim for damages against the other in respect of such non-

performance or delay in performance.

- 5.12 The decision of IIM Shillong in regard to interpretation of the Terms & Conditions and the Agreement shall be final and binding on the Agency.
- 5.13 With mutual consent between the IIM Shillong and the Contractor, any other point can be included in the agreement at the time of its execution.
- 5.14 In case of any disputes on execution of the work during the period of contract, the decision of the Director, IIM Shillong shall be binding and final, agreeable in full by both the parties.
- 5.15 **ARBITRATION CLAUSE:** In the event of any dispute or difference(s) between the vendee Institute (IIM Shillong) and the vendor(s) arising out of non-supply of material or supplies not found according to specifications or any other cause whatsoever relating to the supply or purchase order before or after the supply has been executed, shall be referred to “The Director, IIM Shillong”, who may decide the matter himself or may appoint the arbitrator(s) under the Arbitration and Conciliation Act, 1996. The decision of the arbitrator shall be final and binding on both parties.
 - 5.15.1 The venue of the arbitration shall be the place from where the order is issued.
 - 5.15.2 The place of arbitration and the language to be used in arbitral proceedings shall be decided by the arbitrator.
 - 5.15.3 Further, any legal dispute arising out of any breach of contract shall be settled in the court of competent jurisdiction located within the local limits of Shillong, Meghalaya.

6. ELIGIBILITY CRITERIA:

- 6.1 The bidder should be registered as a Company as per the Companies act. Appropriate documents/certificates issued from appropriate authorities should be enclosed to support this and if it is a partnership firm, a certified copy of the Partnership Deed.
- 6.2 The Agency should have PAN Number and GST Registration.
- 6.3 The bidders should possess the technological and human capabilities required to design and successfully execute digital marketing campaigns to the targeted customers.
- 6.4 The bidder must have an average annual turnover of minimum Rs. 1Crore per annum during the last three financial year, and more than Rs. 35 Lakh of this revenue, must have been from the provision of Digital Marketing services. The agency should also attach a proof certified by a Chartered accountant or Customer Satisfaction Certificate.
- 6.5 The Agency should be renowned agency or individual with Minimum 5 (five) years' experience of similar work in media and marketing for academic institutions in Govt./State Govt./Govt. Autonomous Institute /large reputed institution / organization preferably at IIM Shillong/IITs. Proven record of having established and marketed popular brands in the market. Please include the list of clients that the Digital Marketing agency has worked for. Evidence of carrying digital marketing campaign for reputed IIMs like IIM A, IIM B etc would be an added advantage. WO / Agreement / Experience Certificate / Performance certificate from the clients is to be submitted.
- 6.6 The bidders should have executed at least one digital campaign work of more than Rs.10 lakhs or two digital campaign work of more than Rs. 5 lakhs or three digital campaign work of more than Rs. 3 lakhs in the past three years. They should be able to supply testimonials and supporting evidence of having carried out such campaigns in the past. Bidders with prior experience in promoting executive education programmes will be given preference.

- 6.7 The Agency should have not been debarred / black listed / terminated / ceased without completing the entire duration of contract period by any Central/State Govt. Department, Public Sector Undertaking, Autonomous Bodies, Academic Institutions, CFTIs etc. during past five years from the last date of submission of Proposals.

7. SUBMISSION OF BID (INSTRUCTIONS FOR ONLINE BID SUBMISSION):

The bidders are required to submit soft copies of their bids electronically on the e-tender Portal, using valid Class 3 Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the e-tender Portal, and submitting their bid online on the e-tendering portal as per uploaded bid. **Prepare their bids in accordance with the requirements and submitting their bids online on the e-tender Portal.**

The offer/bid should be submitted in two bid systems (i.e.) Technical bid and financial bid. The technical bid should consist of all technical details along with commercial terms and conditions. Financial bid should indicate item wise price for the items mentioned in the technical bid. Financial Bids to be submitted in BOQ format only.

7.1.1 TECHNICAL BID SUBMISSION:

- 7.1.1.1 Bidder should number the pages submitted in form of Technical Bid and provide an INDEX/ Compliance Sheet (As per Annexure-I) indicating the page number of each document submitted. The index should be placed on the top of the Technical Bid, without which the tender will be considered incomplete and hence, summarily rejected.
- 7.1.1.2 The Technical Bid should be accompanied by the relevant documents, duly signed and stamped by the authorized signatory on each page of Technical Bid & relevant documents and all supportive documents to be attached with related annexure only, without which the tender will be considered incomplete and hence, summarily rejected.
- 7.1.1.3 Due date: The tender has to be submitted online on or before the due date. The offers received after the due date and time will not be considered.
- 7.1.1.4 The Technical Bid should be accompanied by a copy of this Tender Document with each page duly signed by the authorized signatory of the bidders, who has signed the bid, as taken of having read, understood and complied with tender, the terms, and conditions contained herein. Bids not accompanied by a duly signed copy of the Tender Document will not be considered.
- 7.1.1.5 The bid should be precise, complete in all respect and in the prescribed format as per the requirement of the bid document. Failure to furnish all information required through the bidding document or submission of a bid not responsive to the bidding documents in every respect will be at the Bidder's risk and may result in rejection of the bid.
- 7.1.1.6 The bid should be clear and without any condition. Conditional bids shall be summarily rejected.
- 7.1.1.7 **Pre-Bid Meeting:** An Online Pre-bid meeting will be conducted through Google Meet/ Zoom/ Other Online Platforms, to clarify doubts that may arise before the submission of the bids. Bidders/Representatives are invited to participate in this pre-bid meeting. Such attendees have to send a request along with a letter of authorization from their firm (or firms they are representing) by email to spo@iimshillong.ac.in for attending the Pre-bid meeting. Bidders are requested to mail the doubts prior to the pre bid meeting if possible, to enable us to clarify the doubts in the pre-bid meeting itself. The link of Online Pre-Bid Meeting will be shared with only those prospective bidders, who would have requested for attending the Pre-bid meeting as mentioned above. Maximum of two representatives per

bidder will be permitted to attend Pre-Bid Meeting, subject to the submission of valid authorization letter.

7.1.1.8 Any change/corrigendum/extension of closing/ opening dates in respect of this tender shall be issued through e-tender portal of IIM Shillong website only and no press notification will be issued in this regard. Bidders are therefore requested to regularly visit IIM Shillong website for updates.

7.1.2 **ONLINE BIDS SUBMISSION:** The Online bids (complete in all respect) must be uploaded online in two covers as explained below:

COVER – 1 (TECHNICAL BID)			
(Following documents to be provided as single PDF file)			
Sr. No.	Documents	Content	File Types
1.	Technical Bid	Index (As per Annexure-I) indicating the page number of each document submitted	.PDF
2.		Technical Bid As per Annexure - II	.PDF
3.		Proof of Tender Fee and EMD.	.PDF
4.		Acceptance of Terms & Conditions of RFP as per Annexure-III.	.PDF
5.		Copy of Permanent Account Number (PAN) in the name of the firm, if not proprietorship firm.	.PDF
6.		Copy of GST Registration Certificate.	.PDF
7.		Detail of Experience as per Annexure-V , along with the copy of work order and completion / performance certificates in the same sequence.	.PDF
8.		Proof of Income / Turnover to claim the eligibility related to Turn Over.	.PDF
9.		Self-Declaration about Non-Black Listing as per Annexure-VI.	.PDF
10.		Duly signed and stamped of the entire RFP document along with its addendum/corrigendum, if any	.PDF
11.		All other documents, as required in terms of the tender, to claim eligibility.	.PDF
Note: Institute may ask the vendor to submit any other certificate/document as it may deem fit.			
COVER – 2 FINANCIAL BID (PRICE-BID)			
Sr. No.	Types	Content	File Types
1.	Financial Bid	Price Bid in given format BOQ only.	.xls

7.2 **Bid Validity:** The bids shall remain valid for a period of 180 days from the date of opening of financial bid. In case the Bidder withdraws, modifies or changes his offer during the validity period, bid is liable to be rejected and the earnest money deposit shall be forfeited without assigning any reason thereof. The Bidder should also be ready to extend the validity, if required, without changing any terms, conditions etc. of their original tender.

In case the Bidder withdraws, modifies or change his offer during the validity period, bid is liable to be rejected and the earnest money deposit shall be forfeited without assigning any reason thereof. The Bidder should also be ready to extend the validity, if required, without changing any terms, conditions etc. of their original tender.

- 7.3 The Submission of bids does not entitle any Agency for automatic grant of award.
- 7.4 Any enquiry after submission of the proposal will not be entertained.

8. BIDS OPENING & EVALUATION:

- 8.1 The technical bids will be opened by a Committee duly constituted for this purpose. The proposals (complete in all respect) received will be opened as mentioned at “RFP Schedule” in presence of Agency’s representative if available. Only one representative will be allowed to participate in the Proposal opening and evaluation process, subject to the submission of valid authorization letter.
- 8.2 The Agencies may depute their authorized representatives to remain present during the Proposal opening process subject to submission of valid authorization letter in the name of the representative to attend the Proposal opening process.
- 8.3 **The Technical Proposal** will be opened first and evaluated. **The Financial Proposal** of only those Agencies whose qualifies the minimum eligibility and scores minimum 50% marks in the presentation round will be opened.
- 8.4 **Presentation:** A Separate online meeting for presentation will be conducted through Google Meet or any other platform as decided by IIM Shillong, to assess the technical competence of the bidders. The bidders can use this presentation as an opportunity to present their thoughts on how they plan to execute the digital campaign for IIM Shillong.
- 8.4.1 The presentation will be evaluated based on the following parameters:
- 8.4.1.1 Bidder’s Understanding of different programs of IIM Shillong like PGP, PhD, EMBA, MBA-WE & proposed executive training programs.
- 8.4.1.2 Proposed digital marketing plan for IIM Shillong programs.
- 8.4.1.3 Presentation on Next One-year Digital Marketing Plan for IIM Shillong.
- 8.4.1.4 Must submit CVs of Social Media Executive for IIM Shillong, so as to understand the technological and human capabilities to execute the promotional campaigns and Digital marketing. The Social Media Executive should have following qualifying criteria and responsibilities.
- (i) Should have a thorough knowledge of social media including understanding of social media analytics and trend analysis.
 - (ii) Preferably should be a certified Social media/ digital media professional.
 - (iii) Should explore all possibilities in identifying the content and provide content creation for Social Media.
 - (iv) Should have proficiency in English and Hindi language.
 - (v) To develop the posting strategy for social media platforms including Twitter, Facebook, LinkedIn & Instagram.
 - (vi) To develop and execute a monthly digital media event/ festivals/ content calendar based on information provided by the Institute as well as information secured from different areas/ program offices/ centres/ other sources.
 - (vii) Real-time & pro-active engagement with CA&PR Office.
 - (viii) To provide graphics support, including photos, videos, original infographics, and other visual audience.
 - (ix) Should manage the Media Cell (Digital Content/ Photos/ Videos repository)

8.4.2 This presentation will be the part of evaluation of technical bids and the date for presentation will be declared later on, after Technical Bids opening. The link of Online meeting for presentation will be shared with only those bidders, whose bid/ application would have been received by the closing time and date as indicated in the beginning of this document. Maximum of two representatives per bidder will be permitted to attend online meeting for presentation, subject to the submission of valid authorization letter.

8.5 **SELECTION OF SUCCESSFUL AGENCY:** IIM Shillong will use Cost Evaluation under Combined Quality Cum Cost Based System (CQCCBS), the technical proposals will be allotted weightage of 30% while the financial proposals will be allotted weightages of 70%. Proposals with the lowest cost may be given a financial score of 70 and other proposals given financial scores that are inversely proportional to their prices. Total score, both technical and financial, shall be added.

TECHNICAL EVALUATION CRITERIA:

8.5.1 The technical evaluation will be for 70 marks and will be based on the following scheme.

Description	Marking Scheme	Max. Marks	Min. Marks required for Qualification
The firm having experience in excess of minimum requirement of Five (05) years in the field of providing Social Media Services	2 marks for each additional year subject to a maximum of 10 marks.	10	NA
The firm having experience in excess of requirement as per the 6.6 of eligibility criteria.	10 marks for each additional set of contracts as per the eligibility criteria. i.e. 1 work order of Rs. 10 lakhs or 2 work orders of Rs.5 Lakhs or 3 work orders of 3 lakhs.	30	NA
The firm having average turnover in excess of minimum requirement of Rs. 1 Crore in the last 3 years.	2 marks for each additional 50 lakhs. subject to a maximum of 10 marks.	10	NA
Presentation on the Digital Marketing Plan for IIM Shillong	Evaluation by Technical Committee.	50	25
Total		100	

8.5.2 A bidder has to score at least the minimum eligibility under each category and 50% in presentation.

8.5.3 The financial evaluation will be for 70 marks and will be only for the technically qualified bidders. The lowest priced qualified bidder will get the maximum financial score (70) while the others will have a pro-rated score lower than 70. More specifically, the financial score of a technically qualified bidder is calculated as Financial score = 70 * (lowest price bid)/(price bid of the bidder).

8.5.4 The bidder with the highest total score (technical + Financial) will be declared as the successful bidder. In case of tie, the bidder having higher financial score will be declared successful.

8.5.5 The following formula will be used to evaluate the overall ranking of the qualified tenders and award of work.

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

8.5.6 Selection of tender will be based on overall score calculated from the formula.

8.6 Technical Bid containing commercial details or Revelation of Prices in any form or by any

reason before opening the Financial Proposal shall not be considered.

- 8.7 IIM Shillong reserves the right to negotiate the quoted price with the successful Agency to arrive at the fair and reasonable price.
- 8.8 The IIM Shillong is not bound to award contract at the lowest price received in the Tender and reserves the right to decide on fair and reasonable price of the services tendered for any counter offer the same to the bidders. All other terms and conditions of the tender shall remain operative even if a counter offer rate is offered to the bidders.
- 8.9 The institute reserves the right to seek clarifications or additional information/ documents from any Agency regarding its technical Proposal. Such clarification(s) or additional information/document(s) shall be provided within the time specified for the purpose. Any request and response thereto shall be in writing. If the Agency does not furnish the clarification(s) or additional information/document(s) within the prescribed date and time, the proposal shall be liable to be rejected.
- 8.10 The bidders may depute their authorized representatives to remain present during the bid opening process subject to submission of valid authorization letter in the name of the representative to attend the bid opening process.
- 8.11 In case the day of opening of proposals is declared as a Public Holiday or there is non-functioning of the Institute due to any unavoidable reason, the next working day will be treated as a day for the purpose. No separate intimation will be given.
- 8.12 Any act on the part of the bidder to influence anybody in the institute is liable to rejection of his bid.
- 8.13 IIM Shillong reserves the right to reject any application without assigning any reason.
- 8.14 IIM Shillong reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof.
- 8.15 The decision of Competent Authority, IIM Shillong will be final in all matters relating.

9. AWARD OF CONTRACT:

- 9.1 The Successful Bidder should accept the offer within 10 days from the date of receipt of "Letter of Offer", failing which the offer will be cancelled.
- 9.2 In case the successful bidder backing out before actual award or execution of agreement or declines the offer of contract, for whatsoever reason(s), IIM Shillong will have right to forfeit the EMD.
- 9.3 IIM Shillong reserves the right to empanel more than one agency through this tendering process or to engage one or more agencies at a time.
- 9.4 It is clearly understood by the parties that no financial liability of any type is created by issuance of work order. The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.

Sd/-
Chief Administrative Officer
Indian Institute of Management Shillong

Name, Signature and Seal of
Authorized Signatory of Agency

INDEX/ COMPLIANCE SHEET

(To be submitted on the letterhead of the Agency/ Firm)

Sr. No	Document Name	Compliance (Yes / No)	Page No		Remarks
			From	To	
1.	Technical Bid As per Annexure - II				
2.	Proof of Tender Fee and EMD.				
3.	Acceptance of Terms & Conditions of RFP as per Annexure-III.				
4.	Copy of Permanent Account Number (PAN) in the name of the firm, if not proprietorship firm.				
5.	Copy of GST Registration Certificate.				
6.	MANDATE FORM FOR Electronic Fund Transfer/ RTGS TRANSFER As per Annexure- IV.				
7.	Proof of Income / Turnover to claim the eligibility related to Turn Over (CA Certificate)				
8.	Details of work experience (as per Annexure-V)				
9.	Proof of Experience: PO/ WO/ Agreement/ Experience Certificate/ Performance certificate from the clients.				
10.	Self-Declaration about Non Black Listing as per Annexure-VI				
11.	Duly signed and stamped of the entire RFP document along with its addendum/corrigendum, if any				
12.	All other documents, as required to claim eligibility				

Place:

Date:

(Signature with stamp of the Agency)

TECHNICAL BID

(To be submitted on the letterhead of the Agency/ Firm)

Copies of all supporting documents duly signed and stamped by the Agency in support of below particulars must be attached along with this checklist

1.	Name of the Agency (In Block Letters)	::	
2.	Registered Office Address (With telephone no. & email address)	::	
3.	Status of the organization Proprietary/Partnership/Pvt. Ltd./Public Ltd. Company	::	
4.	Year of incorporation /constitution of agency	::	
5.	PAN No.	::	
6.	GST No.	::	
7.	Authorized Signatory Details	::	Name: _____ Designation: _____ Mobile No: Email:
8.	Details of Contact Person Other than Authorized Signatory:	::	Name: _____ Designation: _____ Mobile No: Email:
9.	Total No. of Year of Similar Experience Details of work experience (as per Annexure-V) in support of Experience related eligibility criteria.	::	
10.	Annual Business turnover for last Three financial years, duly certified by the Chartered Accountant	::	

11. Volume of business revenue during the last two years	::
12. Total number of employees	::
13. Whether the Agency faced any litigation with any organization earlier, if yes, kindly furnish the same with name of the organization and brief details of litigation.	::
14. Any other information	::

Verification:

The details furnished in the application are true and correct to the best of my/our knowledge and that in case of furnishing any false information or suppression of any material information. The application shall be liable to be rejected besides initiation of panel proceedings by IIM Shillong, if it deems fit.

Note: 1) Please enclose all supporting documents.

2) If documents are not included in the application, the bid will be automatically rejected.

Signature of authorized signatory

Name:

Seal:

ACCEPTANCE OF TERMS & CONDITIONS OF RFP

(On the letter head of the Agency/ Firm)

To

Date:

Chief Administrative Officer,
Indian Institute of Management Shillong
SHILLONG, MEGHALAYA)

Sub: Acceptance of Terms & Conditions of RFP for 'ENGAGEMENT OF SOCIAL MEDIA MARKETING SERVICES' vide RFP Ref No: Tender No: IIM/RFP/DM/2023-24/01 Dated: 02.05.2023.

Dear Sir,

I/We have downloaded / obtained the RFP document(s) for the above mentioned "Work" from the web site(s) namely as per your notice given in the above mentioned website(s).

1. I/We hereby certify that I / we have read the entire terms and conditions of the RFP documents (including all documents like annexure(s), schedule(s), etc.), which form part of the contract and I / we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by your department/ organization with this RFP has also been taken into consideration, while submitting this acceptance letter.
3. I/We hereby unconditionally accept the terms and conditions of above mentioned RFP document(s) / corrigendum(s) in its totality / entirely.
4. I / We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking.
5. No employee or direct relation of any employee of IIM Shillong is in way connected as Partner/Shareholder/Director/Advisor/Consultant/Employee etc. with the Agency / Firm / Company.
6. I/We certify that all information and data furnished and attachments submitted with the application by our Agency / Firm / Company are true & correct.
7. I/We are aware that if any information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason thereof summarily reject our Proposal or terminate our contract, without prejudice to any other rights or remedy including the forfeiture of the full said Earnest Money Deposit/ Performance Security absolutely.

Yours Faithfully,

(Signature of the Agency, with Official Seal)

DETAILS OF EXPERIENCE

(To be submitted on the letterhead of the Agency)

Sr. No	Name of the organization/ Institute where goods /services were provided with Name of Contact Person, Contact No. & email id.	Value of the contract in INR	Duration of contract		Total years of experience (YY/MM)	Copy of contract along with the performance report (Yes/No)
			From (MM/YYYY)	To (MM/YYYY)		
1.						
2.						
3.						
4.						
5.						
6.						
7.						
8.						

Note:

- Agencies are required to provide the information on above format only in reverse chronological order (start from latest/recent most organization to oldest organization) and also attach Copy of contract / performance certificate in same sequence. Agencies may add row / rows in the above format, if No of organizations / Institutions are more or may add additional sheet also.
- The firm should provide the contact information (i.e., names of two contact persons, phone number, email address, URL of the company) of clients that IIM Shillong may contact in order to obtain the required information.

Signature of Agency

Name: _____

Designation: _____

Organization Name: _____

Contact No.: _____

SELF-DECLARATION ABOUT NON BLACK-LISTING

(To be submitted on the letterhead of the Agency/ Firm)

To

Date:

Chief Administrative Officer,
Indian Institute of Management Shillong

Subject: Self Declaration About Non-Black-Listing for Engagement of Agency for Social Media Marketing Services RFP No: IIM/RFP/DM/2023-24/01 Dated: 02.05.2023.

Sir,

In response to RFP under reference, I/ We hereby declare that presently our firm/ agency/ company is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations.

We further declare that presently our agency / firm / company is also not blacklisted/ debarred and not declared ineligible for any reason other than corrupt & fraudulent practices by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations in last five years from the last date of submission of Proposal.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD / Performance Security may be forfeited in full and the proposal if any to the extent accepted may be cancelled.

Yours faithfully,

(Name & signature with stamp of the Agency)

FINANCIAL BID
(To be submitted online)

1. The bidders should download the BOQ.xls from CPP Portal and fill in the blank spaces provided for mentioning the name of bidder and rates. Bidders need not modify any other text or background shown in the BOQ template or replace it with any other copy of same BOQ in .xls format. The Central Public Procurement Portal(<https://eprocure.gov.in/eprocure/app>) will accept the BOQ template only and hence the rate should not be quoted in any other place except BOQ template.
2. A sample BOQ is placed herewith in excel sheet format.
3. If any column is not applicable, keep the sheet as it is or quote '0'. The BOQ is in excel sheet, as such only number will be taken calculable.

Sample Financial Bid

Tender Inviting Authority: Director, IIM Shillong							
Name of Work: Social Media Marketing Services for IIM Shillong							
RFP No. –							
Name of the Bidder/ Bidding Firm / Company/Agency :							
PRICE SCHEDULE (DOMESTIC EOI - RATES ARE TO GIVEN IN RUPEES (INR) ONLY) (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 EOI. Bidders/Agencies are allowed to enter the Bidder Name and Values only)							
NUMBER #	TEXT #	NUMBER #	TEXT #	TEXT #	NUMBER #	NUMBER #	TEXT #
Sl. No.	Item Description	Quantity	Units	Quoted Currency in INR	BASIC RATE (Excluding GST) In Figures To be entered by the Bidder in Rs.	TOTAL AMOUNT (Excluding GST) col (7) = (3) x (6) in Rs.	TOTAL AMOUNT in Words
1	2	3	4	5	6	7	8
1.01	Managing and maintaining of Social Media of the Institute	4.0	Quarters (Per 3 Month)	INR		0.00	
1.02	Conducting Digital Campaigns across Social Media Platforms	4.0	Quarters (Per 3 Month)	INR		0.00	
1.03	Admission and Lead Generation Campaign for Academic Programs (Refer eligibility criteria 4.4 C) Approx. 500 leads per month	1.0	Each	INR		0.00	
1.04	Admission and Lead Generation Campaign for Academic Programs (Refer eligibility criteria 4.4 C) Approx. 200 leads per month	1.0	Each	INR		0.00	

1.05	Social Media Monitoring	4.0	Quarters (Per 3 Month)	INR		0.00	
1.06	Social Media target	4.0	Quarters (Per 3 Month)	INR		0.00	
1.07	Crisis Management and Response	4.0	Quarters (Per 3 Month)	INR		0.00	
1.08	Digital Outreach Initiative	4.0	Each	INR		0.00	
1.09	Allocation of Social Media Executive (Refer SL No 4.4 H)	1.0	Each	INR		0.00	

Terms & Conditions:

1. GST shall be paid as per applicable rate over and above the quoted rates. (Rates are to be quoted exclusive of GST)
2. The Bidders are required to quote their rate in Indian rupees only.
3. **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. However, GST will be extra and will be paid as actual.**
4. The payment shall be done on the actual number of deliverables/leads for programs
5. The Service charges shall be inclusive of all the charges including content creation, Campaign management charges etc.

Place:

Date:

(Signature with stamp of the Agency)

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)

To
The Chief Administrative Officer
IIM Shillong
Umsawli

**Sub: "Engagement of Agency for Social Media and Digital Marketing Services for IIM Shillong."
against Tender No: IIM/RFP/DM/2023-24/01 Dated: 02.05.2023**

1. In reference to above, I/We are enclosing our irrevocable tender for execution of the work for "Engagement of Agency for Social Media and Digital Marketing Services for IIM Shillong." as per tender document within the time schedule mentioned therein and accepted by me/us, at the value quoted by me/us for the whole works/ supply/ service in 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 aboveworks/supply/service, I/We hereby submit the relevant information.
2. I/We had paid the EMD or I/ We are exempted being MSME registered firm. A valid certificate is enclosed.
3. I/ We had read entire tender documents and unconditionally accept all the terms and conditions laid down in the Tender document.
4. I/We enclose herewith documentary evidence of my/our experience of execution of work/supply/ service 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.
5. 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/ supply /services during the last 5 years.
6. 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 understood that I/We shall be liable to be debarred, disqualified in case any information furnished by me/us found to be incorrect.

Date:

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 Telephone/ Mobile no.: Email id:	
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 Beneficiary Bank Account Number Bank's Branch IFS code: Account type (SB/ CA) Name of the Bank Branch name & Address (Please attached a copy of cancelled cheque)	
8	Details of EMD paid: EMD Amount: Rs. Receipt No.	

Signature of the bidder with seal