

INDIAN INSTITUTE OF MANAGEMENT SHILLONG
Umsawli, Shillong-793018

Website: www.iimshillong.ac.in

EOI No : IIM SHILLONG/EOI/Creative agencies/2023-24/01

Dated : 05 Feb 2024



Expression of Interest
for the
empanelment of creative agencies for developing
promotional/informational corporate video development services

EOI Ref No: IIM SHILLONG/EOI/Creative agencies/2023-24/01 Dated: 05.02.2024

EOI Document can be downloaded from following websites: <http://www.iimshillong.ac.in/EOI-and-notice>

Address To:

Chief Administrative Officer
Indian Institute of Management Shillong
Umsawli
Shillong – 793018

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DETAILED NOTICE INVITING EXPRESSION OF INTEREST

EOI is invited on behalf of Director, IIM Shillong from eligible, experienced agencies/ vendors for Expression of Interest for the empanelment of creative agencies for providing promotional/informational corporate video development services

EOI No	
Name and Location of Work	Expression of Interest for Empanelment of Creative Agencies for providing promotional/informational corporate video development services.
Date of Issue/e-Publishing at CPPP website https://eprocure.gov.in/eprocure/app	05 Feb 2024 at 17: 00 hrs
Document Download Start Date and time at CPPP website https://eprocure.gov.in/eprocure/app	05 Feb 2024 at 17: 00 hrs
Document Download End Date and Time at CPPP website https://eprocure.gov.in/eprocure/app	26 Feb 2024 at 17: 00 hrs
EOI Queries should reach by	Latest by 12 th Feb 2024 till 17:00 Hrs. EOI 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	13 th Feb 2024 at 11.00 Hrs (tentative)
Last Date and Time for receipts of EOI online at CPPP website https://eprocure.gov.in/eprocure/app	26 st Feb 2024 till 17.00 Hrs
Date and Time for opening of EOI at CPPP website https://eprocure.gov.in/eprocure/app	27 nd Feb 2024 at 17.00 Hrs
Qualifying process	<ol style="list-style-type: none">1. The bidders must satisfy all the eligibility criteria2. Bidder must demonstrate capability to deliver as per the expectation of the Institute (to be demonstrated through a presentation)
Address for correspondence	Store and Purchase Office, 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 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 EOI information is also available in the Institute's website at <https://www.iimshillong.ac.in/EOI-notices/>. Any further detail regarding Amendment
- 1.5 /Addendum /Extension/ Corrigendum (if any) will be upload online only at both the given websites.
- 1.6 The bid submitted shall become invalid if- The bidder doesn't upload all the relevant testimonials as mentioned in this EOI document.
- 1.7 The Bidders will be required to produce the original copies of the eligibility criteria documents along with other documents mentioned in the EOI whenever needed at the various stages of EOI{if required}. Any discrepancy is noticed in the uploaded documents with reference to the original documents, the bid will be treated as invalid.

Sd/-

Chief Administrative Officer
IIM Shillong

2.0 GENERAL TERMS & CONDITIONS:

2.1 INSTRUCTIONS TO BIDDERS

- 1) EOI document: One set of EOI documents are uploaded in the CPPP portal. Bidder shall download the EOI 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.

3.0 EOI submission:

- 3.0.1 Bidders must upload their documents by the time and date mentioned in the Notice Inviting e-EOI in the CPP Portal (www.eprocure.gov.in), within stipulated time. Bidder may go through the given special instruction before participation in e-EOI.
- 3.0.2 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)

3.1 EOI requirement

- 3.3.1 The technical bids will be opened online by a committee duly constituted for the purpose at the time and date as specified in the EOI document. All required documents against Notice Inviting EOI 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 EOI.
- 3.3.2 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 EOI document. Failure to do so may result in disqualification of the EOI.

3.4 BACKGROUND:

IIM Shillong was established as the seventh Indian Institute of Management of the country during 2007 by Government of India. It is involved in the following activities:

- 3.4.1 Running degree programs – Post Graduate Program (PGP) in Management, Post Graduate Program for Executives (PGPEX), Post Graduate Program for Working Executives (PGPWE)
- 3.4.2 Running doctoral programs – Doctoral Program in Management, and Doctoral Program in Management for Working Professionals
- 3.4.3 Running other short-term programs, Management development programs, Certificate programs, etc.
- 3.4.4 Helping entrepreneurs to develop through its IIMS Foundation for Incubation and Enterprises
- 3.4.5 Helping the local community to enhance their employability through the Centre for Development of North Eastern Region (CeDNER)
- 3.4.6 Helping the governments in the region with cross functional research and data for policy development through the Dr. APJ Abdul Kalam Centre for Policy Research and Analysis

4. Scope of Work and Deliverables:

Given the above activities, the Institute desires to have corporate videos showcasing the Institute, programs, centres, and its other programs, achievements, and miscellaneous activities. There can be multiple corporate video requirements to highlight each of the above as well as other aspects of Institutional life. The scope of work will include:

4.1. Video Conceptualization:

- Develop creative concepts / storyboards for corporate videos that align with the Institute's values and objectives. This would also involve proposing innovative ideas to showcase the desired aspect or the varied aspects of the Institute, as the case may be.

4.2. Script Development:

- Draft compelling and informative scripts for each video, ensuring alignment with the Institute's messaging and branding guidelines.

4.3. Video Production:

- Directing and conducting on-site filming at IIM Shillong to capture relevant footage.
- Utilize professional equipment and techniques to ensure high-quality video production.
- Incorporate engaging visuals, graphics, and animations where necessary.

4.4. Post-Production:

- Edit and enhance video content to create polished, cohesive, and visually appealing final products.
- Add background music, voiceovers, and other elements to elevate the overall viewing experience.

4.5. Feedback and Revisions:

- Allow for iterative feedback sessions to incorporate input from stakeholders at IIM Shillong.
- Provide timely revisions based on feedback to ensure the final videos meet the Institute's expectations.

4.6. Delivery:

- Deliver the finalized corporate videos in various formats suitable for online platforms, presentations, and other promotional channels.

5. Period of assignment:

- The period of the empanelment will be initially for a period of two years, which can be extended for 2 more years based on satisfactory performance of the concerned agency.

6. ELIGIBILITY CRITERIA:

- 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 bidder, a certified copy of the Partnership Deed.

- The Agency should have PAN Number and GST Registration.

7. EOI EVALUATION PROCESS:

7.1 Interested creative agencies should submit comprehensive proposals that include.

- 7.1.1 Previous experience in developing corporate videos for educational institutions/ other institutions/organizations/ corporations, etc.
- 7.1.2 Creative portfolio showcasing relevant work.
- 7.1.3 Detailed approach for video conceptualization, script development, and production.

7.2 The submitted EOI will be opened by a Committee duly constituted for this purpose. The proposals (complete in all respects) received will be opened as mentioned at “EOI Schedule” in the presence of the 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 a valid authorization letter.

7.3 The Agencies may depute their authorized representatives to remain present during the Proposal opening process subject to the submission of a valid authorization letter in the name of the representative to attend the Proposal opening process.

7.4 In case the day of the 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.

7.5 Any act on the part of the bidder to influence anybody in the institute is liable to rejection of his bid.

7.6 IIM Shillong reserves the right to reject any application without assigning any reason.

7.7 IIM Shillong reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the EOI Document without assigning any reason thereof.

7.8 The decision of Competent Authority, IIM Shillong will be final in all matters relating.

7.9 Presentation for empanelment of agencies :

- 7.9.1 A Separate online meeting for presentation will be conducted through Online platform as decided by IIM Shillong, to assess the competence of the bidders. (Annexure IV)
- 7.9.2 The presentation will be the part of evaluation of bids and the date for the presentation will be declared later on, after the opening of bids. The link to 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.
- 7.9.3 Maximum of two representatives per bidder will be permitted to attend online meeting for presentation, subject to the submission of valid authorization letter.
- 7.9.4 Basis Presentation and satisfying all criteria as mentioned in Annexures V, the

agencies will be shortlisted for empanelment.

7.9.5 This is a process of empanelment and does not assure any work to the empanelled agency.

7.10 Evaluation of bidders for allocation of work:

As and when a particular requirement arises, following process will be followed for the selection of agency for award of the work:

1. The Institute will provide the objectives for the particular video, along its desired duration to all the empanelled agencies.
2. The agencies are expected to provide a story-board for the video of the desired duration and make a presentation to a committee. The presentation may also include some sample script envisaged to be used in the video.
3. Some or all the empanelled agencies will be shortlisted for the work based on their presentation.
4. The Institute will then request the shortlisted agencies to submit the price bid for the given work.
5. The shortlisted agency with the lowest price bid will be awarded the work.

Name, Signature and Seal of Authorized Signatory of Agency

ANNEXURE-I
INDEX COMPLIANCE SHEET

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

Sr. No	Document Name	Compliance (Yes / No)	Page No		Remarks
			From	To	
1	Details of the Agency As per Annexure – II				
2	Copy of Permanent Account Number (PAN) in the name of the bidder, if not proprietorship bidder.				
3	Copy of GST Registration Certificate.				
4	Proof of Income / Turnover to claim the eligibility related to Turn Over (CA Certificate)				
5	Bid Compliance Sheet Annexure – III				
6	Proof of Experience: PO/ WO/ Agreement/ Experience Certificate/ Performance certificate from the clients.				
7	Bidder details as per Annexure-V				
8	Duly signed and stamped of the entire EOI document along with its addendum/corrigendum, if any				
9	All other documents, as required to claim eligibility				

Place:

Date:

(Signature with stamp of the Agency)

ANNEXURE-II

Expression of Interest for the empanelment of creative agencies for providing promotional/informational corporate video development services

Details of the Company

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

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-IV) in support of Experience related eligibility criteria.	
10	Annual Business turnover for last three financial years, duly certified by the Chartered Accountant	FY 2019-20: Rs FY 2020-21: Rs FY 2022-23: Rs
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:

ANNEXURE – III

BID COMPLIANCE SHEET

Expression of Interest for the empanelment of creative agencies for providing promotional/informational corporate video development services

Details of the Company

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

SL No	Description	Yes	No
01	Whether the bidder has a minimum of Five (05) years of experience in the field of Corporate videography.		
02	Whether the bidder has experience in the successful execution of at least 02 (two) contracts of corporate video from reputed organizations like IIMs/ IITs/ PSUs/government organizations/ Ministry/ Corporates etc		
03	Whether the bidder has competency in video conceptualization i.e. develop creative concepts/storyboards for corporate videos that align with the Institute's values and objectives. This would also involve proposing innovative ideas to showcase the desired aspect or the varied aspects of the Institute, as the case may be.		
04	Whether the bidder has competency in developing compelling and informative scripts for each video, ensuring alignment with the Institute's messaging and branding guidelines.		
05	Whether the bidder has competency in video production and can conduct on-site filming at IIM Shillong to capture relevant footage. utilize professional equipment and techniques to ensure high-quality video production, and incorporate engaging visuals, graphics, and animations where necessary.		
06	Whether the bidder has competency for Post-Production: Edit and enhance video content to create polished, cohesive, and visually appealing final products. Add background music, voiceovers, and other elements to elevate the overall viewing experience.		
07	Whether the bidder has a competent team to address the iterative feedback sessions to incorporate input from stakeholders at IIM Shillong and to make timely revisions based on feedback to ensure the final videos meet the Institute's expectations.		
08	Whether the bidder has the delivery capability: To deliver the finalized corporate videos in various formats suitable for online platforms, presentations, and other promotional channels.		
09	Whether the bidder has proven track of client satisfaction through the submission of testimonials		

Note: The bidder 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 Bidder

**ANNEXURE – IV
DETAILS OF EXPERIENCE**

(To be submitted on the letterhead of the Agency)

Expression of Interest for the empanelment of creative agencies for providing promotional/informational corporate video development services

Sr. No	Name of the organization/ Institute where goods /services were provided with	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)
	Name of Contact Person, Contact No. & email id.		From (MM/YYYY)	To (MM/YYYY)		
1						
2						
3						
4						
5						
6						
7						
8						

Add more line if required

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 mayadd additional sheet also.
- The bidder 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.:

Annexure V
Presentation Requirements

Expression of Interest for the empanelment of creative agencies for providing promotional/informational corporate video development services

Details of the Company

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

S.no	Particulars to be evaluated in the Presentation	Yes/ No
1	Whether the portfolio of the bidder demonstrated aligns with the requirements and objectives of the Institute.	
2	Whether the bidder demonstrated, relevant experience in creative videography in educational institutions/ corporates/ PSUs/ Govt etc	
3	Whether the bidder demonstrated, quality of the productions in the portfolio is as per the expected standards of the institute	
4	Whether the level of creativity, innovation, and conceptualization demonstrated in the bidder's previous projects aligns with the requirements of the institute.	
5	Whether the bidder has demonstrated the technical capabilities (the capability of post-production, Image and video editing, VFX, animation, etc.)	

ANNEXURE-VI
SELF-DECLARATION ABOUT NON-BLACK-LISTING
(To be submitted on the letterhead of the Agency/ Bidder)

To
Chief Administrative Officer,
Indian Institute of
Management Shillong

Date:

Subject: Self Declaration About Non-Black-Listing

Sir,

In response to EOI under reference, I/ We hereby declare that presently our bidder/ 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 / bidder / 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)

Annexure VII
BIDDER's DETAILS

	Name of the Bidder/Agency	
	Full address with Pin code, Telephone No/Mobile No.E-mail. Address Telephone/ Mobile no.: Email id:	
	Name & Designation of Contact Persons Name Designation Telephone/ Mobile no.: Email id:	
	Registration Details for Constitution of the Bidder/Agency (if any) (Attached copy)	
	Nature of Business:	
	a. GSTIN: b. PAN:	
	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)	

Signature of the bidder with seal