

INDIAN INSTITUTE OF MANAGEMENT SHILLONG
Umsawli, Shillong-793018

Website: www.iimshillong.ac.in

EOI No : V1-1601/10/2022-SPO/25-26/15

Dated : 02/12/2025



Expression of Interest
for Content Creation, Perception Management and Branding
Services

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 Content Creation, Perception Management and Branding Services

EOI No	
Name and Location of Work	Expression of Interest for Content Creation, Perception Management and Branding Services
Date of Issue/e-Publishing at CPPP website https://eprocure.gov.in/eprocure/app	02/12/2025 at 17: 00 hrs
Document Download Start Date and time at CPPP website https://eprocure.gov.in/eprocure/app	02/12/2025 at 17: 00 hrs
Document Download End Date and Time at CPPP website https://eprocure.gov.in/eprocure/app	22/12/2025 at 15: 00 hrs
EOI Queries should reach by	Latest by 15/12/2025 at 15: 00 hrs till 17:00 Hrs. EOI queries received later than the date and time as mentioned above shall not be entertained. All queries should only be emailed to srmgr.stores@iimshillong.ac.in
Last Date and Time for receipts of EOI online at CPPP website https://eprocure.gov.in/eprocure/app	22/12/2025 at 15: 00 hrs
Date and Time for opening of EOI at CPPP website https://eprocure.gov.in/eprocure/app	23/12/2025 at 15: 00 hrs
Qualifying process	<ol style="list-style-type: none">1. The agencies must satisfy all the eligibility criteria2. Agency 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: srmgr.stores@iimshillong.ac.in

Sd/-
Chief Administrative Officer
IIM Shillong

1.0 INSTRUCTIONS FOR ONLINE EOI SUBMISSION :

- 1.1 Agencies 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 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 expressions 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 Agencies can download the EOI document from Central Public Procurement Portal website at <https://eprocure.gov.in/eprocure/app> and required to submit the EOI 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 EOI submitted shall become invalid if- The agency doesn't upload all the relevant testimonials as mentioned in this EOI document.
- 1.7 The Agency 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 EOI will be treated as invalid.

Sd/-

Chief Administrative Officer
IIM Shillong

2. Introduction

IIM Shillong invites EOI from reputed and experienced consulting agencies with a proven track record and experience working with clients in the education sector and other reputed industries to meet its public relations, content creation, perception management and branding requirements. IIM Shillong intends to enter a contract (as per the strategy mentioned below) for a tenure of two years, which may be extended based on performance. The contract will involve conceptualizing, creating, and implementing IIM Shillong's Branding & Public Relations (B&PR) strategy across print, electronic, and other media platforms at national and regional levels. The assignment will require professional services of a branding or/and media marketing agency, including but not limited to assessment of current brand status, targeted brand-building initiatives for perception enhancement, media coverage of events, conferences, and summits, promotional activities and engagements in national/regional media (both print and digital), strategic promotional campaigns for target audiences, drafting and dissemination of press releases, identifying story development needs and working towards developing the stories, publishing authored articles and interviews with faculty, industry leaders and senior officials, and engagement with celebrity speakers.

3. Objectives

- Enhancement of the overall visibility and reputation of the Institute.
- Positioning the Institute as a thought leader in management education, research, and policy engagement.
- Improving stakeholder perceptions (students, alumni, recruiters, media, academia, policymakers, and the public).
- Strengthening the Institute's digital and media presence through strategic communication and brand storytelling.

4. Strategy

The Strategy includes but is not limited to the following:

A. Brand Strategy and Positioning

- **Build Positive Perception**
Craft and communicate a compelling narrative that highlights IIM Shillong's strengths, values, and impact to foster trust and admiration across India.
- **Creative Development and Brand Enhancement**
Design visually engaging and culturally relevant content that reinforces the Institute's identity and appeals to diverse audiences.
- **Understanding of Target Audience**
Analyze demographic and psychographic data to tailor messaging that resonates with students, professionals, and academic stakeholders nationwide.
- **Cultural Fit**
Ensure all branding efforts align with the ethos and vision of IIM Shillong while respecting regional sensitivities and preferences.
- **Strategic Thinking**
Apply data-driven insights and long-term planning to position the Institute as a thought leader and preferred destination for management education in India.
- **Brand Consulting**
Help IIM Shillong in understanding and focusing its various activities towards the brand objectives to enhance its standing and perception among different stakeholders including corporate and academic leaders.

B. Media and Public Relations

- **Media Relationships**
Establish and maintain strong connections with leading media houses to ensure consistent and credible coverage of the Institute's initiatives.
- **Press Releases**
Draft and disseminate timely, well-crafted press releases to announce key developments, events, and achievements of IIM Shillong.
- **Crisis Communication to Address Negative Publicity**
Develop and execute strategic communication plans to manage reputational risks and respond effectively to any adverse media coverage.
- **Provide PR for Major Events, Programs, and Successes in Major Domestic and Global Media**
Ensure wide visibility of the Institute's milestones by securing coverage in prominent national and international media outlets.

C. Digital and Social Media Strategy

- **Social Media Platform Management**
Handle day-to-day operations and content scheduling across platforms like Facebook, Instagram, LinkedIn, X, and YouTube to maintain a consistent and engaging online presence.
- **Campaigns**
Design and execute targeted digital campaigns to promote institutional events, achievements, and initiatives, driving engagement and reach across India, with a focus to enhance followings organically, targeting to different interest groups.
- **Growth Metrics**
Monitor and analyze performance indicators such as reach, engagement, follower growth (organic), and conversion rates to refine strategy and demonstrate impact.

D. Stakeholder Engagement

- **Planning Efforts to Reach Out to Alumni, Industry Partners, and Policymakers**
Design and implement outreach strategies to strengthen relationships with key stakeholders and expand the Institute's influence across sectors and regions.
- **Develop Success Stories and Testimonials of Institutional Impact**
Curate and publish compelling narratives and endorsements that highlight the achievements and societal contributions of IIM Shillong and its community.

E. Internal Communication

- **Enhance Inter-Department and Inter-Stakeholder Communication**
Develop streamlined communication channels and protocols to improve coordination and information flow across departments and stakeholders.
- **Consistent Internal Communication with the Brand Mix**
Align internal messaging with the Institute's overall brand identity to ensure coherence and reinforce institutional values among staff and faculty.

F. Enhancing Pan-India Presence of the Institute

- **Organize High-Impact Networking Events**
Conceptualize and help conduct CXO meets, Vice-Chancellors' conclaves, and leadership summits and such events in key cities to build strategic visibility and institutional partnerships across India.

- **Facilitate Regional Outreach Programs and Thought Leadership Forums**
Conceptualize and help launch region-specific academic and industry engagement initiatives to showcase IIM Shillong's expertise and expand its footprint nationwide.

G. Website Management

- **Website Design and Navigation**
Review and if required, redesign the website for an intuitive layout to improve user experience and have key information easily accessible.
- **Integrate Dynamic Content Modules**
Enhance interactive elements such as event highlights, media galleries, success stories, and campus tours to keep the site engaging and informative.
- **Optimize for Search Engines and Mobile Responsiveness**
Ensure the website is SEO-friendly and fully responsive and optimized across devices to enhance visibility and accessibility for users nationwide.

Success Metrics and KPIs

- **Brand Awareness:** Measured by recognition among target audiences, share of voice in digital and media channels, and branded search queries.
- **Brand Sentiment:** Tracked via sentiment analysis of social media, traditional media, and stakeholder surveys.
- **Stakeholder Engagement:** Quantified through social media interactions, event attendance, and volunteer participation rates.
- **Website Traffic:** Number of unique and repeat visitors, page views, and time spent on key landing pages.
- **Enrollment Metrics:** Application lift, conversion rates from marketing campaigns, and referral rates from current students and alumni.
- **Alumni Involvement:** Participation in events, giving and engagement rates, and advocacy behaviors.
- **Media Coverage:** Quantity and quality of coverage in top-tier publications and broadcast outlets.
- **Internal Communications Effectiveness:** Staff and faculty understanding, alignment with organizational goals, and crisis management outcomes.
- **Thought Leadership:** Content in media (with special focus to reputed print media) involving Institute faculty, Corporate and Public Leaders related to topics that can portray IIM Shillong's thought leadership.
- **Cost Effectiveness:** Cost per inquiry, cost per acquisition of students, and ROI of perception management campaigns.

Deployment of Manpower at IIM Shillong

The agency shall deploy adequate and qualified personnel at the IIM Shillong campus on a full-time basis, subject to prior approval from the Institute. These personnel will be responsible for fulfilling the Institute's requirements related to photography, videography, and associated tasks such as photo and video editing for digital media. The vendor shall also ensure effective and seamless communication to facilitate and support collaborative activities between the agency and IIM Shillong. In the event of unsatisfactory performance as communicated by the Institute, or in circumstances such as termination, resignation, or any other form of absence exceeding one week, the agency shall promptly replace the deployed personnel to ensure uninterrupted service delivery.

5. Eligibility Criteria

The agency must:

- Be a registered entity in India with at least 3 years of experience in strategy, marketing communications, brand management, and/or public relations.
- Have prior experience working with educational institutions, government bodies, or reputed organizations.
- Demonstrate capability in brand communications, media management (both digital and print) and perception tracking.
- The Agency should have PAN Number and GST Registration

5. Period of assignment:

- The period of the empanelment will be initially for a period of one year, which can be extended for 1 more year based on satisfactory performance of the concerned agency.

6. EOI EVALUATION PROCESS:

6.1 Interested creative agencies should submit comprehensive proposals that include.

- 6.1.1 Previous experience in public relations, content creation, perception management and branding services for educational institutions/ other institutions/organizations/ corporations, etc.
- 6.1.2 Creative portfolio showcasing relevant work.
- 6.1.3 Detailed approach to public relations, content creation, perception management and branding for the Institute

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

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

6.4 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.

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

6.6 Presentation of Agencies :

- 6.6.1 A Separate meeting for presentation will be conducted as decided by IIM Shillong, to assess the competence of the agencies. The presentation will be conducted in IIM Shillong. The option for an online meeting will not be available. The Presentation will include the scope given at Point Number 3 and 4 but not restricted to it. Agencies may also incorporate and suggest creative & innovative ideas in the interest of Institute's Perception and Brand Management.
- 6.6.2 The presentation will be the part of evaluation of expressions and the date for the presentation will be declared later on, after the opening of bids. Only those agencies who qualify the minimum eligibility criteria and whose application would have been received by the closing time and date as indicated in the beginning of this document.

- 6.6.3 Maximum of two representatives per agency will be permitted to attend meeting for presentation, subject to the submission of valid authorization letter. The travel and logistics will be borne by respective agencies.

6.7 Evaluation of EOI's for allocation of work:

Based on the technical evaluations of EOI's received and on the presentations submitted by the agencies, financial bids will be sought only from those agencies who have been ranked in the top three and have been found technically eligible for the service required. The agency quoting the lowest rate will be awarded the contract.

Name, Signature and Seal of Authorized Signatory of Agency

ANNEXURE-I
INDEX COMPLIANCE SHEET
 (To be submitted on the letterhead of the Agency/ Agency)

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 agency, if not proprietorship agency.				
3	Copy of GST Registration Certificate.				
4	Proof of Income / Turnover to claim the eligibility related to Turn Over (CA Certificate)				
5	Proof of Experience: PO/ WO/ Agreement/ Experience Certificate/ Performance certificate from the clients.				
6	Agency details as per Annexure-V				
7	Duly signed and stamped of the entire EOI document along with its addendum/corrigendum, if any				
8	All other documents, as required to claim eligibility				

Place:

Date:

(Signature with stamp of the Agency)

ANNEXURE-II

Details of the Company

(To be submitted on the letterhead of the Agency)

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-III) in support of Experience related eligibility criteria.	
10	Annual Business turnover for last three financial years, duly certified by the Chartered Accountant	FY 2024-25: Rs FY 2023-24: 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 EOI will be automatically rejected.

Signature of authorized signatoryName:

Seal:

ANNEXURE – III
DETAILS OF EXPERIENCE

(To be submitted on the letterhead of the Agency)

Sr. No	Name of the organization/ Institute where 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
	Name of Contact Person, Contact No. & email id.		From (MM/ YYYY)	To (MM/ YYYY)		(Yes/No)
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 may add additional sheet also.
- The agency 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-IV
SELF-DECLARATION ABOUT NON-BLACK-LISTING
(To be submitted on the letterhead of the Agency)

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 agency/ 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 / agency / 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 V
AGENCY's DETAILS

	Name of the Agency/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 Agency/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 agency with seal