NOTICE INVITING E-TENDER FOR PROVIDING DIGITAL MARKETING SERVICES FOR MBA (Working Executives) PROGRAM of IIM SHILLONG

TENDER No. V1-1601/10/2022-SPO/26-27/06 **Dated: 21. 10 2026**

Name of the Work	**NIeT providing digital marketing services for MBA (Working Executives) program of IIM Shillong**
Contract period	Two years.
EMD Amount (Refundable)	Rs 2,50,000/- to be paid via the payment link mentioned below: https://erp.iimshillong.ac.in/fee/PaymentPortal/GeneralPayment.aspx?p=unPpDMmNMgyLM9LLfrXUhRaBMECfZN%2fLVhdvVbZJFqJIr63OP%2bqeMtWDL60E%2b7VjuK%2buUuJNM79mrs6cer6UxINj6k7joSPmSOHetd35GkuCVmr5WRJ%2fTO%2b3q%2fO8d5asJoR%2bDwKrih9%2bIvpo%2biYV9I0ExEe7GHqg%2b2ng5aUjX2j4BT%2f%2fUG3TxVWhdWVGYJNhpQIAmUbF3BJ3ve5ranWiD3Uv9jpXO0T9oAxPfQHesaw%3d
Date of Issue/e-Publishing	21 Oct 2026 at 15:00 Hrs.
Document Download Start Date	21 Oct 2026 at 15:00 Hrs
Document Download End Date and Time	05 Nov 2026at 15:00 Hrs.
Pre- Bid Queries should reach by	Latest by 30 Oct 2026 till 15:00 Hrs. Pre-Bid queries received later than the date and time as mentioned above shall not be entertained. Pre-Bid queries should only be emailed to srmgr.stores@iimshillong.ac.in
Last Date and Time for receipts of Tender	05 Nov 2026 at 15:00 Hrs
Tentative Date and Time for opening of tender	06 Nov 2026at 15:30 Hrs
No. of Covers	02 (Technical and Financial)
Tender Validity days	180 days (From the date of opening of bid)
Email Address	srmgr.stores@iimshillong.ac.in
Registered Office	Umsawli, East Khasi Hills, Shillong-793018, Meghalaya

1.0 INSTRUCTIONS FOR ONLINE BID SUBMISSION :

1. **Online tenders for selection of Agency/Vendor for 'FOR PROVIDING DIGITAL MARKETING SERVICES FOR MBA (Weekend) PROGRAM OF IIM SHILLONG are invited by the Director, IIM Shillong as per the Terms and Conditions of the TENDERdocument**.

2. Bidders /Vendors/Agency 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.

3. Digital Signature Certificate (DSC) may be obtained from any authorized agencies registered with the Certifying Authority (CA), through National Informatics Center (NIC) in India.

4. Bidders /Vendors/Agency can download the document pertaining to the tender from Central Public Procurement Portal website at https://eprocure.gov.in/eprocure/app Bidders /Vendors/Agency are required to submit the tender online by scanning and uploading all the relevant documents through https://eprocure.gov.in/eprocure/app.

5. Tender information is also available in the Institute's website at https://www.iimshillong.ac.in . For further details regarding Amendment /Addendum /Extension/Corrigendum please visit website: https://eprocure.gov.in/eprocure/app and https://www.iimshillong.ac.in.

6. In the event, the date of opening of Technical/Financial packet being declared as a closed holiday for Purchaser's Office, the due date for opening of the tender online shall be the following working day at the appointed times.

7. The technical packet will be opened online by a committee duly constituted for the purpose at the time and date as specified in the tender document. All statements, documents, certificates, etc. uploaded by the bidders will be verified and downloaded for technical evaluation and the result of technical evaluation will be displayed on https://eprocure.gov.in/eprocure/app which can be seen by all the bidders who participated in the Tender.

9. At any time prior to the date of submission of the tender, Director, IIM Shillong may, for any reason, modify the bidding documents by an amendment. All prospective bidders/Vendors/Agencies who have received the document will be notified of the amendment in writing and the amendment shall be binding on them. In order to provide reasonable time to take the amendment into account in preparing the bid. Director, IIM Shillong may at his discretion, extend the date and time for submission of the tender.

10. Agencies are required to sign on all pages of the tender document and submit the same along with the technical bid.

11. The tender shall be valid for a period of 180 days from the date of opening of Technical portion.

12. **It will be the prerogative of the Institute to assign the work to a single agency or may at its discretion award the work to more than 1 (One) Agency depending upon the requirement of the Institute.**

13.**The Institute shall have the right to reject any tender without assigning any reason thereof. No correspondence will be entertained in this regard.**

14. Please note that this is a Multi Process Evaluation cum Tendering process and this tender does not bind the Institute for award of Work Order.

15. Payment of the approved Agency for providing Supplies/Services at IIM SHILLONG shall be made online through Public Financial Management System (PFMS).

17. Settlement of disputes – Director, IIM Shillong or his authorized representative shall be the final authority in all disputes and decision will be binding on all concerned.

18. Only Courts of the State of Meghalaya Shall have the jurisdiction in case of Disputes.

19. Institute reserves the right to terminate the contract by giving 1 (one) month notice without assigning any reasons thereof. If the agency wants to terminate the contract they need to serve a 3 (three) month's notice period.

20. For any queries please contact Store and Purchase Officer on +91.364.2308012 or at email spo@iimshillong.ac.in on any working day from 09:30 AM till 17:00 PM.

Sd/-

Chief Administrative Officer
IIM Shillong

2.0 GENERAL TERMS & CONDITIONS:

2.1 INSTRUCTIONS TO BIDDERS

General Conditions of Tendering

2.1.1 **Tender document:** One set of tender documents 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 uploaded 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: srmgr.stores@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 NIeT.

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/ Supply 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 'NIeT' 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**

2.9.1 **Technical and Price Bid**

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

2.9.1.2 It is important that bidder clearly demonstrates his ability, giving to Institute a high level of confidence that the bidder will be able to perform the works/ 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.

2.9.1.3 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 2 weeks of receipt of work/supply order.

2.11 **Completion Certificate:**

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

2.12 **Period of Contract**: The Period of contract will be for 2(two) years renewable annually based on the performance of the agency. It may be extended for one more year after the completion of two years based on mutually acceptable terms.

2.13 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.

2.14 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.

2.15 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.

2.16 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.

2.17 Jurisdiction

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

3. MINIMUM ELIGIBILITY CRITERIA

The following is the minimum eligibility criteria for bidders/agencies:

a) Provide Profile of your Firm/Company along with the Year of establishment and also the Contact Details (Name of the Organisation, Address, Email ID, Contact Person etc) of the clients for whom similar services have been provided by your Company/Agency.

b) Average Annual Turnover in the relevant field (last three Financial Years) of at least 5 Cr. **(CA certificate to be attached)**

c) Minimum consolidated group turnover of ₹3,500 crore in at least one of the last two audited financial years.

d) Prominent Project/Assignments of similar nature undertaken in the last 5 years. Should have executed at least three (3) orders in excess of Rs 10 lacs during the last three years.

e) Minimum five years' experience working with at least five globally ranked institutions, including institutions ranked among the top 20 in the applicable QS rankings.

f) Minimum five years' experience working with at least three Indian institutions ranked among the top 20 in the applicable NIRF Management rankings.

g) Minimum three years' experience marketing, recruiting and supporting learners for online or executive education programmes across India and at least three APAC markets.

h) The bidder must have an established India-based team or operating entity capable of managing marketing, admissions counselling, learner support, LMS operations and programme coordination.

i) Demonstrated capability to provide LMS, live-class infrastructure, onboarding, helpdesk, learner communications, reporting and escalation support.

j) Agency profile including profile of Core Leadership Team and the Account Lead who will be accountable for the daily Operation of IIM Shillong Account.

k) Exhaustive Client List relating to Media, Public Relation Services & Branding of academic/educational institutions if any, separately with details.

l) Print media coverage of at least 2 (two) of your clients during the last one year.

Notes:

- The bidder may be headquartered or incorporated outside India, provided it demonstrates an established India-based operating capability, relevant Indian institutional partnerships, and the ability to manage learner acquisition, admissions, technology and student support for the programme in India.
- Consolidated turnover of the bidder, its holding company or its group entity may be considered, provided the bidder submits appropriate audited financial statements and establishes the legal and operational relationship between the bidding entity and the entity whose financials are being relied upon.

4. INDICATIVE SCOPE OF WORK FOR DIGITAL MARKETING SERVICES.

The objective of this tender is to empanel competent agencies for providing service as explained in detailed scope of work mentioned below: The Scope of work and services enumerated below are indicative and may not be exhaustive.

The parties are expected to undertake the following:

1. **Providing Technology Platform and Marketing: D2D Mode:**

- **i.** Interested parties will undertake all necessary marketing activities to acquire the targeted participants for each program unless participants for any specific programs are sourced directly by IIMS.
- **ii.** IIMS expects the service provider to provide technology support facilitating participant enrolment.
- **iii.** The bidder has to submit the Marketing and Promotional plan for each program well in advance for IIMS approval. Bidder has to do the marketing as per approved Marketing plan.
- **iv.** The Service Provider will provide marketing and promotional services in respect of the awarded programme(s).
- **v.** The cost of all marketing, promotional and coordination activities, including advertisements, shall be borne by the Service Provider. All such marketing, and promotional materials used by the Service Provider needs to be approved by designated and authorised person from IIMS
- **vi.** The Service Provider would be using its technology platform to support IIMS in promoting e-Learning programmes through various websites either owned by the service provider or on websites that have partnership with the service provider or through other social media platform
- **vii.** The micro-site of the bidder can exclusively facilitate enrolment of participants to IIMS for the awarded online programme. Be linked to the main website of IIMS, i.e. www.iimshillong.ac.in direct all the participants to apply through IIMS payment gateway for payment of programme fees.
- **viii.** The Service Provider shall provide access to technology platform for participants via a dedicated user id and password.
- **ix.** To carry out an appropriate marketing activity, it is expected that bidder should have expertise in conceptualizing, designing, and creating digital marketing strategies and campaigns on various platforms like (LinkedIn, Facebook, Twitter, YouTube, Instagram etc.).
- **x.** The organization should have a dedicated team headed by an Account Executive, a fully charted out operational plan for the campaign ensuring maximum reach out to the target group, support for design of marketing strategies besides, an updated current database for mailing and call contact.
- **xi.** The Service Provider is expected to have direct relationships with various sources, over the course of its development, which may be harnessed for the marketing of various IIMS blended learning programmes.
- **xii.** The organization should also provide the key metrics like number of hits, number of impressions, No. of posts, no. of inbound links, no. of shares, no. of comments, percentage conversion etc. on an on-going basis, for the validation of the campaign plan. The service provider shall provide weekly performance report reports to IIMS.
- **xiii.** During marketing IIMS D2D programmes, requests/enquiries are likely from its clients and potential clients for customized / regular programmes. All such queries/request would have to be diligently passed on in quick time to nominated Executive of IIMS
- **xiv.** On receipt of the work order, the bidder will start planning for finalising the Programme Description Sheet [PDS] in coordination with the concerned Programme Chair. The Program Description Sheet [PDS] shall become part of contract document.
- **xv.** The Service Provider shall submit a separate Programme Description sheet [PDS] and agreed upon in writing prior to the Program launch. PDS shall include all details of the program covering Program Name, Year, duration, Brief contents, minimum number of participants, certification, student facilities, selection process, fee structures, timings, penalties for deficiencies in service etc.
- **xvi.** At the beginning of each program Bidder has to comply the minimum number of participants for each programme as agreed in Program Description Sheet [PDS], failure to which shall attract penalty as specify in PDS.

xvii. In case of registrations of participants below the numbers (applicants who meet the criteria for selection as decided by IIMS) as indicated in the Program Description Sheet, IIMS reserves the right to cancel, postpone the program, or take any other suitable action.

xviii. The service provider shall bring a minimum of 700 eligible applicants while IIMS will shortlist the candidates and conduct the admission process.

xix. The service provider will be expected to ensure the conversion of admission offers made to the shortlisted candidates.

2. **Providing Marketing Support**

a) The Interested service provider will undertake all necessary marketing activities to acquire the targeted participants for each programme unless participants for any specific programmes are sourced directly by IIMS.

b) The service provider will provide marketing and promotional services in respect of the awarded programme(s).

c) The cost of all marketing, promotional and coordination activities, including advertisements, shall be borne by the Service Provider. All such marketing, and promotional materials used by the Service Provider needs to be approved by designated and authorized person from IIMS

d) The service provider has to submit the Marketing and Promotional plan for each programme well in advance for IIMS approval. Bidder has to do the marketing as per approved Marketing plan.

e) The Service Provider would be using its technology platform to support IIMS in promoting e-Learning programmes through various websites either owned by the service provider or on websites that have partnership with the service provider or through other social media platform

f) The micro-site of the bidder can exclusively facilitate enrolment of participants to IIMS for the awarded online programme. Be linked to the main website of IIMS, i.e." www.iimshillong.ac.in" will direct all the participants to apply through IIMS payment gateway for payment of programme fees.

g) To carry out an appropriate marketing activity, it is expected that bidder should have expertise in conceptualizing, designing, and creating digital marketing strategies and campaigns on various platforms like (LinkedIn, Facebook, Twitter, YouTube, Instagram etc.).

h) The organization should have a dedicated team headed by an Account Executive, a fully charted out operational plan for the campaign ensuring maximum reach out to the target group, support for design of marketing strategies besides, an updated current database for mailing and call contact.

i) The Service Provider is expected to have direct relationships with various sources, over the course of its development, which may be harnessed for the marketing of various IIMS blended learning programmes.

j) The organization should also provide the key metrics like number of hits, number of impressions, No. of posts, no. of inbound links, no. of shares, no. of comments, percentage conversion etc. on an on-going basis, for the validation of the campaign plan. The service provider shall provide weekly performance report reports to IIMS.

k) During marketing IIMS e-Learning programmes, requests/enquiries are likely from its clients and potential clients for customized / regular programmes. All such queries/request would have to be diligently passed on in quick time to nominated Executive of IIMS

l) The services would include submitting and executing marketing plans, reaching out and contacting relevant officials including L&D Heads and others top level officials responsible for training decisions.

m) The activities expected to be performed cover the various stages of end-to-end marketing including but not limited to:

n) **Electronic data mailing**

i. Based on the discussion with IIMS team member's, the bidder is expected to communicate through e-mailers.

o) **Demand generation and follow- up**

i. The bidder is expected to facilitate the minimum number enrolment of the programme.

p) **Produce Creatives and Display advertisements for Social Media**

i. To provide end-to-end Go to market strategy for acquiring participants for EEP, IIMS Executive Education Programmes.

q) **Digital and Social Medial Marketing**

i. The bidder, after taking approval of IIMS must formulate a result-oriented comprehensive social media promotion strategy on the social media websites.

r) **Webinars Developing and Hosting Micro-Website for Lead Generation**

i. The bidder is responsible to conduct a webinar as and when the faculty chair/s of the programme request. The micro-website of the programme related information is for the lead generation.

s) **Weekly MIS and Lead Dashboard**

i. The bidder must submit the weekly MIS report to EEP, IIMS and leads dashboard. Brochures sent to corporates can be verified anytime and list of same can be asked for the verification

t) **Digital Media Campaign, Planning Preparing and releasing**

i. The bidder, after taking approval create a campaign for the programme. Planning and preparing the database as well as releasing the ads and execute the campaign.

ii. To provide end-to-end go to market strategy for acquiring participants for, IIMS's eLearning programme. To initiate first round of communications through emailers to the selected Target Group for every programme, followed by an outbound Lead / Demand Generation and qualification process which will generate a funnel of interested cases.

iii. The digital marketing campaign must flow from a promotional strategy for each programme and outline the high-level approach for the campaign. The strategy must cover the following:

1. The target audience for the programme (given)
2. Key benefits / takeaways from the programme (given)
3. How the proposed campaign proposes to reach out to the given target – describe in terms of the target fields available with each medium.
4. Why the suggested campaign is the best fit for reaching out to the target audience?
5. The campaign creatives must emphasize the key benefits from the programme

iv. The vendor must be adept in using the following digital marketing channels for marketing

1. LinkedIn – banner advertisements and sponsored updates
2. Google AdWords
3. Google display network
4. Remarketing

5. The vendor must use cookies to profile the visitors to our website and must apply "look-alikes" to extend reach.
6. Online news magazines and newspapers
7. Development of banner creatives
8. Development of creatives for the LinkedIn brand pages of Executive Education
9. Development of email creatives
10. Email campaign through third-party data bases.
11. Lead capture mechanism.

v. The selected bidder needs to submit a quarterly report on the performance of the facilities provided by the selected bidder. IIMS on its own can also conduct an independent assessment of the facilities provided by the bidder.

vi. Number of Online Programs offered by IIMS is generally not less than 03 per year, the award of such progammes to the empanelled bidder will be decided by IIMS

vii. The service provider shall enable programme delivery to participants in a Synchronous, asynchronous or through Video-Conferencing mode, which must be categorically mentioned in the technical bid.

viii. The relationship of the bidder with IIMS would be a Service Provider to IIMS, and shall not amount to a Franchisor-Franchisee relationship or a partnership.

ix. The use of IIMS brand and logo name by the Service Provider shall be strictly as per norms / specifications and guidelines defined by IIMS.

x. The service provider at its own discretion although not mandatory can create a Microsite with their own domain name.

xi. IIMS will collect programme fees from the offered participants, and to make the payment to Service Provider for the agreed revenue share receipt of invoice from the bidder as per Payment Term.

xii. All processes involved in the e-Learning programme such as selection of participants, enrolments, evaluation, teaching, assessment, certification etc. of the participants shall be carried out as per IIMS's policies and guidelines.

xiii. IIMS will decide about the course fee and develop and issue all the course material to the participants either through service provider or direct to the participants.

xiv. IIMS shall issue appropriate certificate as required to participants on closure of the awarded e-learning programme of IIMS as per policy.

xv. The term of empanelment shall be initially for a period of one year effective from the date of issuing empanelment letter and subsequently can be renewed for two years subject to satisfactory performance and review of the Service Provider.

xvi. On empanelling the bidder, for allotment of each programme an appropriate work order will be issued to the bidder for confirming the award of one e-learning programme.

5. IIM SHILLONG'S ROLE AND RESPONSIBILITY

As IIM Shillong will be the degree granting Institute, it will have absolute control over the academic standard and admissions. It would be responsible for:

1. Curriculum design, program development, and delivery of the same.

2. Setting up admission criterion for prospective participants into each of the Programs and conduct the admission.

3. Scheduling the lectures, deputation of the faculty for delivery of lectures and ensuring that the schedules drawn on faculty and timing are adhered to.

4. Provide access to physical and digital resources at IIM Shillong Library to all admitted students.

5. Set evaluation and exam criterion as per Institute's policy for each course.

6. Maintain academic standard, provide grading to each course.

7. Providing certification/degree as applicable to those students who have qualified the courses as per program rules, obtained necessary credits and found worthy of the same.

6. FINANCIAL BID

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.

4. Rate quoted is exclusive of GST

5. Bidder will have to quote in percentage of revenue share of total course fee collected.

Sample Financial Bid for providing digital marketing services for MBA (Weekend) program of IIM Shillong

Tender Inviting Authority:						
Name of Work:						
Contract No:						
Name of the Bidder/ Bidding Firm / Company :						
PRICE SCHEDULE **(This BOQ template must not be modified/replaced by the bidder and the same should be uploaded after filling the relevent columns, else the bidder is liable to be rejected for this tender. Bidders are allowed to enter the Bidder Name and Values only)**						
NUMBER #	**TEXT #**	**NUMBER #**	**TEXT #**	**NUMBER #**	**NUMBER #**	**TEXT #**
Sl. No.	**Item Description**	**Quantity**	**Units**	**PERCENTAGE RATE IN TERMS OF PERCENTAGE SHARE of Total revenue collected**	**PERCENTAGE RATE**	**TOTAL RATE AMOUNT In Words**
1	**2**	**4**	**5**	**13**	**53**	**55**
1.01	**Bidders percentage share of total revenue collected**	1	job		**0.00**	INR Zero Only
Total in Figures					**0.00**	INR Zero Only
Quoted Rate in Words		**INR Zero Only**				

ANNEXURE I

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

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

Ref no. *Date:*

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

***Sub**:*
"_____
_____**."** *against Tender No:* ____
Dated _____/____/_____

1. In reference to above, I/We are enclosing our irrevocable tender for execution of the work "_____
_____**."** 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 above works/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.....day of.....2022

Name of the Bidder with Address:

Name:

Address:

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

BIDDER's DETAILS

1.	**Name of the Firm/Agency**	
2.	**Full address with Pin code, Telephone No/Mobile No.** **E-mail.** Address Telephone/ Mobile no.: Email id:	
3.	**Name & Designation of Contact Persons** Name Designation 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

ANNEXURE II

INTEGRITY PACT

To,

The Intending Bidders,

……..,

……..

Sub: NIT No. ……for the work "_____"

Dear Sir,

It is here by declared that IIM, Shillong is committed to follow the principle of transparency, equity and competitiveness in public procurement.

The subject Notice Inviting Tender is an invitation to offer made on the condition that the Bidder will sign the Integrity Agreement, which is an integral part of tender/bid documents, failing which the bidder will stand disqualified from the biding process and the bid of the bidder would be summarily rejected.

This declaration shall form part and parcel of the Integrity Agreement and signing of the same shall be deemed as acceptance and signing of the Integrity Agreement on behalf of the IIM, Shillong.

Yours faithfully

Sd/-

Chief Administrative Offer

IIM Shillong.

INTEGRITY PACT

To,

The Director,

IIM, Shillong

Sub: Submission of tender / Bid for the **"**_____

_____**"**

Dear Sir,

I/We acknowledge that IIM, Shillong is committed to follow the principles thereof as enumerated in the Integrity Agreement enclosed with the tender/bid document.

I/We agree that the Notice Inviting Tender / Bid is an invitation to offer made on the condition that I/We will sign the enclosed integrity Agreement, which is an integral part of tender/bid documents, failing which I/We will stand disqualified from the biding process. I/We acknowledge that THE MAKING OF THE BID SHALL BE REGARDED AS AN UNCONDITIONAL AND ABSOLUTE ACCEPTANCE of this condition of the NIT.

I/We confirm acceptance and compliance with the Integrity Agreement in letter and spirit and further agree that execution of the said Integrity Agreement shall be separate and distinct from the main contract, which will come into existence when tender/bid is finally accepted by IIM, Shillong. I/We acknowledge and accept the duration of the Integrity Agreement, which shall be in the line with Article 1 of the enclosed Integrity Agreement.

I/We acknowledge that in the event of my/our failure to sign and accept the Integrity Agreement, while submitting the tender/bid, IIM, Shillong shall have unqualified, absolute and unfettered right to disqualify the tenderer / bidder and reject the bid/bid is accordance with terms and conditions of the tender/bid.

Yours faithfully

(Duly authorized signatory of the Bidder along with Name and Designation)

This document has to be on the Letter Head of the Vendor / Bidder.

To be signed by the bidder and same signatory competent / authorized to sign the relevant contract on behalf of IIM.

INTEGRITY AGREEMENT

This Integrity Agreement is made at ..... on this..... day of .....2019.

BETWEEN

IIM Shillong represented through **Chief Administrative Officer** (Hereinafter referred as the '**Principal/Owner**', which expression shall unless repugnant to the meaning or context hereof include its successors and permitted assigns)

AND

.....

(Name and Address of the Individual/firm/Company) through.....(Hereinafter referred to as the (Details of duly authorized signatory) "**Bidder/Contractor**" and which expression shall unless repugnant to the meaning or context hereof include its successors and permitted assigns)

Preamble

WHEREAS the Principal / Owner has floated the Tender (NIT No. ** .) (hereinafter referred to as "**Tender/Bid**") and intends to award, under laid down organizational procedure, contract "_____ _____"

hereinafter referred to as the "**Contract**".

AND WHEREAS the Principal/Owner values full compliance with all relevant laws of the land, rules, regulations, economic use of resources and of fairness/transparency in its relation with its Bidder(s) and Contractor(s).

AND WHEREAS to meet the purpose aforesaid both the parties have agreed to enter into this Integrity Agreement (hereinafter referred to as "**Integrity Pact**" or "**Pact**"), the terms and conditions of which shall also be read as integral part and parcel of the Tender/Bid documents and Contract between the parties.

NOW, THEREFORE, in consideration of mutual covenants contained in this Pact, the parties hereby agree as follows and this Pact witnesses as under:

Article 1: Commitment of the Principal/Owner

1) The Principal/Owner commits itself to take all measures necessary to prevent corruption and to observe the following principles:

(a) No employee of the Principal/Owner, personally or through any of his/her family members, will in connection with the Tender, or the execution of the Contract, demand, take a promise for or accept, for self or third person, any material or immaterial benefit which the person is not legally entitled to.

(b) The Principal/Owner will, during the Tender process, treat all Bidder(s) with equity and reason. The Principal/Owner will, in particular, before and during the Tender process, provide to all Bidder(s) the same information and will not provide to any Bidder(s) confidential / additional information through which the Bidder(s) could obtain an advantage in relation to the Tender process or the Contract execution.
(c) The Principal/Owner will endeavor to exclude from the Tender process any person, whose conduct in the past has been of biased nature.

2) If the Principal/Owner obtains information on the conduct of any of its employees which is a criminal offence under the Indian Penal code (IPC)/Prevention of Corruption Act, 1988 (PC Act) or is in violation of the principles herein mentioned or if there be a substantive suspicion in this regard, the Principal/Owner will inform the Chief Vigilance Officer and in addition can also initiate disciplinary actions as per its internal laid down policies and procedures.

Article 2: Commitment of the Bidder(s)/Contractor(s)

1) It is required that each Bidder/Contractor (including their respective officers, employees and agents) adhere to the highest ethical standards, and report to the Government / Department all suspected acts of **fraud or corruption or Coercion or Collusion** of which it has knowledge or becomes aware, during the tendering process and throughout the negotiation or award of a contract.

2) The Bidder(s)/Contractor(s) commits himself to take all measures necessary to prevent corruption. He commits himself to observe the following principles during his participation in the Tender process and during the Contract execution:
a) The Bidder(s)/Contractor(s) will not, directly or through any other person or firm, offer, promise or give to any of the Principal/Owner's employees involved in the Tender process or execution of the Contract or to any third person any material or other benefit which he/she is not legally entitled to, in order to obtain in exchange any advantage of any kind whatsoever during the Tender process or during the execution of the Contract.
b) The Bidder(s)/Contractor(s) will not enter with other Bidder(s) into any undisclosed agreement or understanding, whether formal or informal. This applies in particular to prices, specifications, certifications subsidiary contracts, submission or non-submission of bids or any other actions to restrict competitiveness or to cartelize in the bidding process.
c) The Bidder(s)/Contractor(s) will not commit any offence under the relevant IPC/PC Act. Further the Bidder(s)/Contract(s) will not use improperly, (for the purpose of competition or personal gain), or pass on to others, any information or documents provided by the Principal/Owner as part of the business relationship, regarding plans, technical proposals and business details, including information contained or transmitted electronically.
d) The Bidder(s)/Contractor(s) of foreign origin shall disclose the names and addresses of agents/representatives in India, if any. Similarly, Bidder(s)/ Contractor(s) of Indian Nationality shall disclose names and addresses of foreign agents/representatives, if any. Either the Indian agent on behalf of the foreign principal or the foreign principal directly could bid in a tender but not both. Further, in cases where an agent participates in a tender on behalf of one

manufacturer, he shall not be allowed to quote on behalf of another manufacturer along with the first manufacturer in a subsequent/parallel tender for the same item.

e) The Bidder(s)/Contractor(s) will, when presenting his bid, disclose (with each tender as per Proforma enclosed) any and all payments he has made, is committed to or intends to make to agents, brokers or any other intermediaries in connection with the award of the Contract.

3) The Bidder(s)/Contractor(s) will not instigate third persons to commit offences outlined above or be an accessory to such offences.

4) The Bidder(s)/Contractor(s) will not, directly or through any other person or firm indulge in fraudulent practice **means a wilful misrepresentation or omission of facts or submission of fake/forged documents in order to induce public official to act in reliance thereof, with the purpose of obtaining unjust advantage by or causing damage to justified interest of others and/or to influence the procurement process to the detriment of the Government interests.**

5) The Bidder(s)/Contractor(s) will not, directly or through any other person or firm use Coercive Practices (means the act of obtaining something, compelling an action or influencing a decision through intimidation, threat or the use of force directly or indirectly, where potential or actual injury may befall upon a person, his/ her reputation or property to influence their participation in the tendering process).

Article 3: Consequences of Breach

Without prejudice to any rights that may be available to the Principal/Owner under law or the Contract or its established policies and laid down procedures, the Principal/Owner will have the following rights in case of breach of this Integrity Pact by the Bidder(s)/Contractor(s) and the Bidder/ Contractor accepts and undertakes to respect and uphold the Principal/Owner's absolute right:

1) If the Bidder(s)/Contractor(s), either before award or during execution of Contract has committed a transgression through a violation of Article 2 above or in any other form, such as to put his reliability or credibility in question, the Principal/ Owner after giving 14 days' notice to the contractor shall have powers to disqualify the Bidder(s)/Contractor(s) from the Tender process or terminate/determine the Contract, if already executed or exclude the Bidder/Contractor from future contract award processes. The imposition and duration of the exclusion will be determined by the severity of transgression and determined by the Principal/Owner. **Such exclusion may be forever or for a limited period as decided by the Principal/Owner.**

2) **Forfeiture of EMD/Performance Guarantee/Security Deposit**: If the Principal/Owner has disqualified the Bidder(s) from the Tender process prior to the award of the Contract or terminated/determined the Contract or has accrued the right to terminate/determine the Contract according to Article 3(1), the Principal/Owner apart from exercising any legal

rights that may have accrued to the Principal/Owner, may in its considered opinion forfeit the entire amount of Earnest Money Deposit, Performance Guarantee and Security Deposit of the Bidder/Contractor.

3) **Criminal Liability:** If the Principal/Owner obtains knowledge of conduct of a Bidder or Contractor, or of an employee or a representative or an associate of a Bidder or Contractor which constitutes corruption within the meaning of Indian Penal code (IPC)/Prevention of Corruption Act, or if the Principal/Owner has substantive suspicion in this regard, the Principal/Owner will inform the same to law enforcing agencies for further investigation.

Article 4: Previous Transgression

1) The Bidder declares that no previous transgressions occurred in the last 5 years with any other Company in any country confirming to the anticorruption approach or with Central Government or State Government or any other Central/State Public Sector Enterprises in India that could justify his exclusion from the Tender process.

2) If the Bidder makes incorrect statement on this subject, he can be disqualified from the Tender process or action can be taken for banning of business dealings/ holiday listing of the Bidder/Contractor as deemed fit by the Principal/ Owner.

3) If the Bidder/Contractor can prove that he has resorted / recouped the damage caused by him and has installed a suitable corruption prevention system, the Principal/Owner may, at its own discretion, revoke the exclusion prematurely.

Article 5: Equal Treatment of all Bidders/Contractors/Subcontractors

1) The Bidder(s)/Contractor(s) undertake(s) to demand from all subcontractors a commitment in conformity with this Integrity Pact. The Bidder/Contractor shall be responsible for any violation(s) of the principles laid down in this agreement/Pact by any of its Subcontractors/sub-vendors.

2) The Principal/Owner will enter into Pacts on identical terms as this one with all Bidders and Contractors.

3) The Principal/Owner will disqualify Bidders, who do not submit, the duly signed Pact between the Principal/Owner and the bidder, along with the Tender or violate its provisions at any stage of the Tender process, from the Tender process.

Article 6- Duration of the Pact

This Pact begins when both the parties have legally signed it. It expires for the Contractor/Vendor 60 months after the completion of work under the contract or till the continuation of defect liability period, whichever is more and for all other bidders, till the Contract has been awarded.

If any claim is made/lodged during the time, the same shall be binding and continue to be valid despite the lapse of this Pacts as specified above, unless it is discharged/determined by the Competent Authority, Bidder.

Article 7- Other Provisions

1) This Pact is subject to Indian Law, place of performance and jurisdiction is the **Headquarters of the Division** of the Principal/Owner, who has floated the Tender.

2) Changes and supplements need to be made in writing. Side agreements have not been made.

3) If the Contractor is a partnership or a consortium, this Pact must be signed by all he partners or by one or more partner holding power of attorney signed by all partners and consortium members. In case of a Company, the Pact must be signed by a representative duly authorized by board resolution.

4) Should one or several provisions of this Pact turn out to be invalid; the remainder of this Pact remains valid. In this case, the parties will strive to come to an agreement to their original intensions.

5) It is agreed term and condition that any dispute or difference arising between the parties with regard to the terms of this Integrity Agreement / Pact, any action taken by the Owner/Principal in accordance with this **Integrity Agreement/ Pact or interpretation thereof shall not be subject to arbitration**

Article 8- LEGAL AND PRIOR RIGHTS

All rights and remedies of the parties hereto shall be in addition to all the other legal rights and remedies belonging to such parties under the Contract and/or law and the same shall be deemed to be cumulative and not alternative to such legal rights and remedies aforesaid. For the sake of brevity, both the Parties agree that this Integrity Pact will have precedence over the Tender/ Contact documents with regard any of the provisions covered under this Integrity Pact.
IN WITNESS WHEREOF the parties have signed and executed this Integrity Pact at the place and date first above mentioned in the presence of following witnesses:

.....
(For and on behalf of Principal/Owner)

.....
(For and on behalf of Bidder/Contractor)
WITNESSES:

1. .....
(Signature, name and address)

2. .....
(Signature, name and address)

Place:

Dated: