

INDRAPRASTHAINSTITUTE OF INFORMATION TECHNOLOGY DELHI
OKHLA PHASE-III
NEW DELHI-110020

TENDER FOR EMPANELMENT OF PUBLIC RELATIONS AGENCY

(No.:- IIITD/ER/PR Agency Empanelment 1(1), dated 15/5/2016)

Date of Issuing of Tender	1 st August 2016
Last date for submission of Tender	31 st August 2016
Date of Opening of Tenders	31 st August 2016
Tender Fee	1000 Rs

GENERAL

Indraprastha Institute of Information Technology Delhi is a State University created by the Act of Govt. of NCT of Delhi and has its Campus at Okhla Phase-III Delhi-110020 spread over an area of 25 acres. The Institute is interested to empanel Public Relations Agency, from among the Agencies based in Delhi for undertaking a wide range of Branding and other Public Relations Work. The purpose of this tender is to short list and empanels the agency based on parameters specified below.

1. Scope of Work:

Public Relations and Promotion activities (Mentioned in detail in **Annexure I**).

2. Technical Bid

The technical bid details may be submitted as per enclosed format at **Annexure II**

3. Award of Work

Those who meet the technical criteria as above will be considered for the opening of financial bid. The agency quoting the lowest rate shall be considered for award of work. IIT, Delhi does not bind itself to accept the lowest or any other offer and reserves the right to accept or reject any or all the offers either in full or in part without assigning any reason. The work shall be awarded for an initial period of **one year**.

4. Financial Bid

Interested agencies may submit a financial bid as per enclosed format (**Annexure III**), duly authenticated and stamped. Bid Form must be filled in completely, without any errors, erasures or alterations. The Financial Bid should not contradict the technical offer in any way. The rates will remain unchanged during the period of the contract.

5. Payment Terms

The monthly bill by the 7th day of next month shall be raised for as per the agreed rates plus service Tax/other taxes, as applicable. Payment shall be released within 15 days of raising bill.

6. How to submit

The interested agencies may submit their proposal along with the documents mentioned in Annexure II, by subscribing the envelope "**Tender Submission for Empanelment of PR Agency**" enclosing separate sealed envelopes marked as **Technical Bid** and **Financial Bid**, so as to reach the Registrar, **IIT-DELHI Okhla Industrial Estate, Phase III New Delhi 110020** by **31st August 2016**

7. Eligibility Criteria:

- a) Must have at least 3 years of experience in the field. In this regard copy of the registration certificate need to be enclosed.
- b) Must have an average turnover of at least Rs. 1.5 crore in in last two audited financial years i.e. 2014-15 & 2015-16. In this regard, the/ Agency should produce a certificate from their Audit Firm.
- c) Should preferably be registered with Directorate of Industries or Small Scale Industries or any other appropriate authorities.
- d) Must have valid TIN Number for registration under VAT.
- e) Must have PAN for Income Tax purposes.
- f) Must have owned/tied-up in-house design team, printing facility any other facility which may be required on an everyday basis.

8. Guidelines for Submission of Bid

The Bid should be submitted in a sealed cover containing the following documents:

- a) Documents as proof in respect of criteria in technical bid
- b) Profile and track record of the Agency
- c) A variety of Samples of Publicity work done (preferably in education or government sector) in the last 3 (three) years.
- d) A copy of authenticated annual accounts for the years mentioned above.
- e) Tender Document Fee of Rs.1000/- (non-refundable) in the form of Demand draft drawn in favor of IITD payable at Delhi.
- f) The envelope should be sealed and super scribed "**Tender Submission for Empanelment of PR Agency**" and addressed to the Registrar
- g) It should also contain the name of the Agency, address, telephone number, e-mail address etc. The sealed

packet should be submitted on or before **31st August 2016** IIITD will not be responsible for any courier/ postal delays/ non-receipt for any reason. The tenders will be opened on the same day in the presence of the present bidders.

9. Selection Process and Assigning of Work

Assessment of the proposal will be carried out by a Committee/Team constituted for this purpose. Those agencies that have submitted all necessary enclosures and fulfill eligibility criteria; their profile track record, and quality of work done will be evaluated by the Committee and their offer will be shortlisted for empanelment. The empanelment will be for a period of one year extendable on a yearly basis for a maximum period of three years.

5. Other Important Information

- a. Applications/offers in a consortium would not be permitted.
- b. IIITD reserves the right to reject any offer without assigning any reason whatsoever.
- c. The proposals should be complete in all respect. Conditional / incomplete proposals are liable to be rejected
- d. The Empanelment is valid for a period of One year only. However, IIITD reserves its right to annul the empanelment at any time without assigning any reason and call for a fresh empanelment.
- e. IIITD will periodically review the performance of the empaneled PR Agencies and will take action as deemed fit in the case of underperformance. If required, their PG will be forfeited
- f. To ensure that there is an adequate response to the bid called by IIITD, from time to time, IIITD reserves the right to de-empanel the Agencies who abstain from submitting their bids regularly.

10. Terms of Payment: No advance payment will be considered. However advance can be considered, if the agency submits Bank Guarantee of equal amount as required. Payment for work awarded will be made to the agency, after completion of work to the satisfaction of IIITD. The Empaneled PR Agency, who has been awarded PR and Digital Media job, will submit pre-receipted bills in triplicate for settlement.

11. IIITD is not bound to accept the lowest or any other bid received from the empaneled agencies or to assign any reason for non-acceptance. IIITD reserves its right to accept the tender either in full or in part. Conditional Bids will be rejected outright.

12. IIITD will review the performance of the selected empaneled agencies periodically and reserves its right to withdraw their empanelment at any time.

13. Approval before Sending to any external party: The Agency will have to work in coordination with the representative of the IIITD for each assignment. The entire document or any sort of information which goes to the media or any other external party has to be approved by the IIITD representative.

14. Termination by Default: IIITD reserves its right to terminate the contract of agency in case of a change in the Government procedures or unsatisfactory services.

15. Bid Evaluation: The bid will be evaluated on the basis of Technical and Financial Bid with a 60:40 weightage to them

16. Force Majeure: Neither party will be liable in respect of failure to fulfill its obligations if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify the other party of such an event and will also notify the unaffected party on cessation of disability resulting from such Force Majeure act.

17. Arbitration: Venue of arbitration will be Delhi and will be governed by provisions of the Indian Arbitration & Reconciliation Act.

18. Jurisdiction: The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.

19. The purpose of performance incentive: The purpose of performance incentive is only to motivate the agency for high performance.

20. What will get counted a coverage : online coverages will not be a part or incentive scheme, unless it is in a A+ news portal

21. In case of any conflict, the decision of Director, IIIT-Delhi will be final

ANNEXURE-I [Scope of Work]

Activity	
Media support	• Media support will be provided by The PR Agency
Deliverables	15 media coverages a month(maximum 5 will be counted for a single activity)
Content Deliverables	<ul style="list-style-type: none"> • <u>Pitch Note</u>: Agency will create pitch notes for the media houses to make them aware. • <u>Press Releases</u> : Agency will create Pre- and Post-event press release documents and disseminate it to all the media houses • <u>Article Writing</u> : Developing articles and stories around talk points for dissemination to publications and newspapers
Relationship Building Meetings (RBM)	<ul style="list-style-type: none"> • Initiating 1-2 RBM opportunities monthly with the senior media professionals to introduce the Institute to media and develop top of mind recall amongst the media people
Media monitoring	<ul style="list-style-type: none"> • Agency will aggressively track the media coverage. Agency will track news on daily basis for education industry updates / media analysis / direct coverage for days leading up to the event
Media Invite	<ul style="list-style-type: none"> • Team will draft and share media invite to the media post client's approval
Media Rounds	<ul style="list-style-type: none"> • Team will conduct media rounds to share personal invitations to the editor level media
Event Coordination	<ul style="list-style-type: none"> • Team will coordinate with the media at the event to share the required information
Media Interactions	<ul style="list-style-type: none"> • Team will pitch and coordinate one-on-one media interactions with the spokespersons on the basis of talk points at the event
Press Releases dissemination	<ul style="list-style-type: none"> • Agency will share the event press release along with the pictures to the media universe
Target Media	<ul style="list-style-type: none"> • Entire media gamut will be targeted for the PR Activity
Designing work	<ul style="list-style-type: none"> • As and when required(not more than 5 item a month on an average)

ANNEXURE-II [Technical Bid]

1	Name of Organization	
2	Constitution of the Agency (Proprietorship / Partnership / Private Limited Company / Public Limited Company)	
3	Registration No of agency	
4	Correspondence Address	
5	Contract Person	
6	Details Tel No Fax No Email Add	
7	Profile of the agency (Please attach)	
8	Recommendation letters (if any)	
9	Experience (No. Of Years) in the field of providing Public Relations and Media	
10	Number of Staff in each division i.e. PR and Digital Media	
11	A CA certificate certifying the turnover of the applicant bidder for the last 2 financial years i.e. 2014-15 & 2015-16 . The turnover should be in the name of applicant organization only and not that of group/ sister organizations.	
12	Self-attested photocopies of latest Income Tax Returns for the last 3 years.	
13	Permanent Account No. (Self-certified copy)	
14	Services Tax/VAT No. (Self-certified copy)	
15	TAN (Self certified copy)	
16	List of Clients in education, corporate and government sector (please attach details)	
17	A self-certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.	
18	Awards , Certificates and recognitions (in last 3 years)	
19	Other relevant details	

I/We hereby certify that the information given above is true and nothing has been corrected therein. It is further certified that neither the organization nor any of the officials of the organization has resorted to unethical practices and no investigation/vigilance agencies/courts.

Date:

Signature of the Authorized Signatory with Seal of the Agency/ Firm

ANNEXURE-III [Financial Bid]

1. Name Of Agency

(Full Name and address With Tel No)

2. Fee

Particulars	
Fixed Monthly Fee*(The agency is required to bid for a monthly fee, based on the scope of work in ANNEXURE-I) The monthly fee will include all the expenses listed in the Table B	

***We also have incentive scheme for the higher performance, explained In 'Table A' below**

3. Basis For Coverage

- a. The coverage should have minimum 50-100 word about the institute
- b. Only a mention(name in some article) will not be counted as a coverage
- c. Newspaper coverage should be in the target publications only (Table C)
- d. Online coverages will only be counted if it is, in a good news portal (for ex: mint, business standard, education diary etc.... or in a news portal with similar Alexa Ranking)

Table A

If in any given month the agency outperforms their fixed monthly targets, the institute will regard them with incentives based on their fixed monthly bid, as explained in the table below

Number of coverage	Incentives
16-20 Coverage	5% of the fixed monthly charges
21-25 Coverage	10 % of the fixed monthly charges
26-30 Coverage	15% of the fixed monthly charges
31+ Coverage	20% of the fixed monthly charges

Table B

The agency fees would include the below mentioned expenditures and no further bill has to be generated for any of these expenses.
All costs of executive/secretarial time.
All travel expenses for Consultant's staff within the city where the Consultant has offices.
All local telephone and fax charges.
All ordinary mailing and postage charge
All photocopying and other office expenses.
All expenses incurred in the preparation of press releases excluding translation in regional languages.
The cost of electronic media monitoring.

Table C

Publication	
Tier 1	Tier 2
The Times of India	Deccan Herald
Hindustan Times	New Indian Express
The Hindu	The Telegraph
Mint	The Tribune
Business Standard	Pioneer
Hindu Business Line	The Statesman
The Economic Times	Curriculum Magazine
Hindustan Hindi	Asian Age
Dainik Jagran	Millennium Post
Amar Ujala	Punjab Kesari
Navbharat Times	Navodaya Times
India Today Aspire	Rashtriya Sahara
Outlook	Rajasthan Patrika
The Week	
Indian Express	
Mail Today	
The Financial Express	
Business India	
BusinessWorld	
Business Today	
Career 360	
Education World	

Date:**(Signature of the authorized signatory)**(Note; To be put in a separate sealed cover marked as "Financial Bid")

We agree to supply the above Services at the rates quoted above for the duration of the Contract i.e. for the period of one year. We also agree to supply the items not mentioned in the format above at the market determined rate to the satisfaction of the IIITD.

Date:

(Name and Signature of Authorized Signatory with Seal of the PR Agency)