

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

NOTICE INVITING TENDER

“To appoint a specialist Social Media Agency to help it to achieve and maintain heightened awareness among its key audiences”

Tender Enquiry No.: **NIT/IIMC/SMA/54/21-22**

Date: **February 18, 2022**

E-tenders are invited by Indian Institute of Management Calcutta (IIMC) under two-bid system i.e. Technical Bid and Financial Bid from eligible and reputed Social Media Agencies on the terms and conditions enumerated in details in tender document. The tender can be downloaded from the website <http://eprocure.gov.in/cppp/app> or www.iimcal.ac.in and bid to be submitted online through the CPP Portal up to the last date and time of submission of tender.

Brief Details of Tender:

Description
To appoint a specialist Social Media Agency to help it to achieve and maintain heightened awareness among its key audiences for a period of one year which may be extended for another one year subject to satisfactory performance and requirement of the Institute.

Time Schedule of tender activities

SL No.	Particulars	Date	Time
1	Date & Time of online publication of tender	18/02/2022	15:30 Hrs.
2	Bid submission start Date & Time	18/02/2022	17:00 Hrs.
3	Bid Submission close Date & Time	10/03/2022	14:00 Hrs.
4	Closing Date & Time for submission of Tender Fee	10/03/2022	14:00 Hrs.
5	Opening of technical Bid	11/03/2022	14:15 Hrs.
6	Opening of financial Bid	To be intimated in due course	

Requirement of a Social Media Agency:

Currently, the social media is the most important route of media promotion for Institutes and organizations at large. So we have to give due importance to this media for regular presence with proper posts, engaging key performance indicators (KPIs) like Awareness, Engagement and Lead Generation.

An active social media presence develops trust and reliability among the target audience. Moreover, it allows for a two-way exchange of information between the B-school and its stakeholders, primarily students and alumni. We essentially require a Social Media agency for our regular promotion through Institute's official social media handles - Facebook, Twitter, LinkedIn and sometime Instagram.

In recent years, the social media promotion has garnered major upliftment in our Institute with the addition of regular promotion from Financial Research & Trading Lab for their events and publication - Artha, regular updates from MDP, LDP, MBAEx, PGPEX VLM and PGDBA, regular updates based on coverage on alumni, apart from all other events, activities, announcements, faculty and student achievements etc. We have also introduced posts on recruitment advertisements since last year.

Understanding the growing importance of social media promotion, we require a Kolkata-based agency (for proximity and urgent access to their team members whenever required at a zero deadline) to do the task. The

integrated promotion will be possible with close coordination of events and activities which require pre and post media coverage as well as social media promotion. Repost or update helps us to have consolidated coverage since it ensures putting together on the same platform for wider audience. Our own handles ensures greater viewership since it reaches to our targeted audience.

The Social Media agency would be responsible to create posts, share content, and engage with users on social media strategically. Sometimes we shall send them the lead and they have to prepare the plan of schedules with creative (post copy and image/graphics). There will be on an average 15 to 20 posts per week with 12x5 presence or 12x7 presence

On each social media channel, the agency can see how our posts are performing, and who is engaging with them. A monthly/quarterly review report should be shared by them with regard to the performances of the posts which went live recently, since it takes time to develop an engaged social media audience and to continuously grow their presence across different social networks.

Finally, comparative analysis with the performance of IIM Ahmedabad, IIM Bangalore and Indian School of Business on social media domain is required to be furnished annually by the agency and the next plan of action should be done accordingly with an objective to put us on the leading edge.

Scope of Work:

1a) Social Media Posts (Design + Content + Posting on Facebook, Twitter, LinkedIn and Instagram- 20 posts/week) – 12x5 and/or 12x7 presence

1b) Social Media Posts (Design + Content + Posting on Facebook, Twitter, LinkedIn and Instagram- 15 posts/week) - 12x5 and/or 12x7 presence

2) Social Media Channel Monitoring (12x5 and/or 12x7 presence)

3a) Monthly Reports

3b) Quarterly Reports

4) Annual Comparative Analysis Report

Note: a) On special cases and for dated posts on any Saturday/Sunday/ Public Holiday, requests for posts should be adhered to.

b) Quotation should be given with respect to each section as mentioned above and not in lot.

Payment Schedule:

Payments will be made quarterly after execution of each quarter. No monthly billing will be honoured.

ELIGIBILITY CRITERIA

Minimum Criteria for Qualifying:

Sl. No.	Description	Remarks
1	The Social Media agency should be professionally-managed with a full operation in Kolkata	Relevant Valid current document needs to be submitted
2	Should have full-time designer, content writer and social media executive for posting and monitoring of posts.	Relevant Valid current document needs to be submitted
3	Should have at least 5 years of experience in consulting with leading corporates and government organizations on social media promotion.	Relevant Valid current document needs to be submitted
4	Must have handled the Social Media Account of a top Educational Institution (National Importance) or at least a Client which has similar requirements as an Educational Institution in the last 5 years	Valid document needs to be submitted
5	Must have a successful & measurable track record of having built brands & positioned them in a desired manner through effective use of Social Media promotion	Valid document needs to be submitted
6	Must provide at least three references of well-known companies in the claimed area of expertise	Valid document needs to be submitted
7	Must have a sound financial background with a minimum average annual turnover of Rs.50 lakhs minimum for the last 5 years	Valid document needs to be submitted
8	Last 5 years' audited financial statements (a) P&L account statement and (b) balance sheet.	Valid document needs to be submitted
9	List of Owner/partners of the firm and their contact numbers	Valid document needs to be submitted
10	Copy of PAN & Service Tax Registration / the Bidder should possess a valid GST registration number.	Valid document needs to be submitted
11	Brief on Social Media assignments handled during the last 5 years.	Valid document needs to be submitted
12	List of at least 5 Leading Companies/Educational Institutes which are clients of the Social Media Agency.	Valid document needs to be submitted
13	List of Offices/Branches in India with complete address.	Valid document needs to be submitted
14	Copies of MoA/Partnership/Partnership deeds should include "Public Relation" in the scope of Work.	Valid document needs to be submitted
15	Clientele details of last three years.	Valid document needs to be submitted
16	Statutory Registrations.	Valid document needs to be submitted
17	Bidder's Company/Firm's work experience in years.	Valid document needs to be submitted
18	Bidders Details Form	As per prescribed format mentioned in the Tender Document
19	Company Staff Details	Valid document needs to be submitted

Additional Documents to be submitted:

Intending Bidders who meet the following mandatory eligibility criteria may submit their Bids. The Bid submittals should accompany the required documentary evidence to prove their eligibility, failing which, the Bid may be rejected. The Bidder should submit the following documentary evidence:

INSTRUCTION TO BIDDER

- a) Bidders are required to enroll on the e-procurement module of the Central Public Procurement Portal (CPPP) (**URL: <https://eprocure.gov.in/eprocure/app>**) by clicking the link “**Online Bidder Enrolment**” on the CPPP Portal.
- b) Possession of a valid class II/III DSC in the form of smart card/e-token is a prerequisite for registration and participating in the bid submission activities. DSC’s can be obtained from the authorized certifying agencies recognized by CCA India. (E.g. Sify/TCS/nCode/eMudra etc.)
- c) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
- d) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC’s to others which may lead to misuse.
- e) The bidders are required to log in to the site through the secured log-in by entering their respective user ID/Password and the password of the DSC.
- f) The CPP Portal also has user manuals with detailed guidelines on enrollment and participation in online bidding process. The user manuals can be downloaded for reference.
- g) Any queries related to process of online bid submission or queries related to CPP Portal in the general may be directed to the 24 X 7 CPP Portal Helpdesk. The **Toll Free** Contact numbers for the helpdesk are 1800 3070 2232.

ONLINE BID SUBMISSION PROCEDURE

- (i) Help for bidders, FAQ, Information about DSC and Bidders Manual Kit containing the detailed guidelines for e-Procurement system are also available on Central Public procurement Portal. [<https://eprocure.gov.in/eprocure/app>]
- (ii) It is mandatory for all the bidders to have a valid Digital Signature Certificate (in the name of person having power of attorney to sign the Bid) from any of the licensed Certifying Agency (Bidders can see the list of licensed CA’s from the link www.cca.gov.in) to participate in e-Procurement of IIM CALCUTTA.
- (iii) It is mandatory for the bidders to get their firm /company registered with e-procurement portal <https://eprocure.gov.in/eprocure/app> to have user ID and Password.
- (iv) Tender documents will be available online on website <https://eprocure.gov.in/eprocure/app> which can be downloaded.

- (v) Bidders may download and refer the “Instructions for Online Bid Submission” from (<https://eprocure.gov.in/eprocure/app>).
- (vi) The tender documents shall be submitted online in the prescribed format given on the websites and technical bids received online shall be opened as per NIT or Corrigendum thereof. No other mode of submission is acceptable. Detailed credentials as per the requirement of eligibility criteria and all tender papers except Bill of Quantities are to be submitted in “Technical Bid”.
- (vii) Bill of Quantities with rates duly filled in is to be submitted in the format provided online in the name of “Price Bid”. Hence, physical submission of the documents is limited to submission of original Earnest Money and Tender document fee. Deposit in the form of Demand Draft as per provision given in NIT.
- (viii) Representative of the bidder, who chooses to attend, may attend the online opening of the technical bids on the scheduled date and time of Bid opening. However, such representatives shall be allowed to attend the opening of the Technical Bids, only, if such person presents the signed letter of authority issued in his name by the bidder on his letter head.
- (ix) Bidders cannot submit the tender after the due date and time of e-bid submission. Time being displayed on Central Public Procurement Portal <https://eprocure.gov.in/> eprocure/app (“Server System Clock Time”) shall be final and binding on the bidder. E-Bids are required to be submitted by bidders, only as per the Indian Standard Time (IST) and not the time as per their location/country.
- (x) The bidders are advised to submit their e-bids well before the e-bid due date. IIM CALCUTTA shall not be responsible for any delay in submission of e-bids for any reason including server and technical problems.
- (xi) The Technical and Price Bid shall be digitally signed by the Authorized Signatory of the bidder & submitted “on-line”. The authorized signatory of the bidder must be in possession of Power of Attorney before submitting the digitally signed bid. Scanned copies of various documents can be prepared in .pdf file format.
- (xii) Any tender received without original Earnest Money and Tender document fee in the form as specified in NIT shall not be accepted/considered and shall be summarily rejected.
- (xiii) Physical submission of the documents is to be as per the following in one envelop only in the Drop Box at the Office of Senior Administrative Officer(Purchase), Administrative Building, Ground Floor, East Side, IIMC Campus, Joka, Kolkata – 700104.
 - a) Original Demand Draft for the cost of the tender

FINANCIAL BID DETAILS

Financial bid i.e. BOQ given in the tender to be uploaded after filling all relevant information. The priced BOQ should be uploaded strictly as per published BOQ in the Tender document, failing which the offer is liable for rejection.

Vendor should quote prices in BOQ only, offers indicating rates anywhere else shall be liable for rejection.

BID VAILIDITY PERIOD

The bid will remain valid for 90 (Ninety) days from the date of opening as prescribed by IIM Calcutta. A bid valid for shorter period shall be rejected, being non-responsive.

BID OPENING

- a) Technical bids will be opened on **11/03/2022 at 14:15 HRS.**
- b) Financial Bids of the eligible bidders will be opened on a later date. The date and time for opening of financial bids will be announced later.
- c) **Bids should be summarily rejected, if tender is submitted other than through online within stipulated date/time.**

BID EVALUATION

Based on result of the Technical Evaluation IIM Calcutta evaluates the Financial Bid of those Bidders who qualify in the Technical Evaluation. The Commercial Bid with the lowest price (L1) will be selected

Intellectual Property Rights (IPR)

- a. The Bidder undertakes not to, in any manner, claim all or any part of the IPR or commercially exploit all or any of the proprietary rights generated and developed by IIMC as vested whether trademarked, copyrighted or not.
- b. The Bidder acknowledges that all IPR relating to the entire content of the existing IIMC website, and all the output relating to the service belongs to and vests exclusively with IIMC and under no circumstances whatsoever the Bidder shall claim all or any rights proprietary or otherwise over all or any portion of the IPR belonging to IIMC.
- c. **Work made for hire:** The Bidder expressly acknowledges that the material contributed by it hereunder, and its services hereunder, are being specially ordered and commissioned by IIMC for use in connection with the service. The work contributed by the Bidder hereunder shall be considered a "work made for hire" as defined by the copyright laws. IIMC shall be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of the Bidder's services hereunder in whatever stage of completion. If for any reason the results and proceeds of the Bidder's services hereunder are determined at any time not to be a "work made for hire", the Bidder hereby agrees to irrevocably transfer and assign to IIMC all right, title and interest therein, including all copyrights, as well as all renewals and extensions thereto.

Data Security: The Bidder shall use inputs provided by IIMC solely for performing its obligations under this Contract, and will not, at any time, transfer, save, download, print, disclose, or in any other way use the inputs other than as directly required for the provision of the services under this Contract or as directed by IIMC in writing.

Confidentiality: Both the Parties hereby undertake that under no circumstances whatsoever they shall disclose any of the Terms of this Contract and all or any Confidential Information belonging to the other party like financial plans, business plans, and others, declared confidential to which they might have access during the association with one another in terms of this Contract, except to the extent that is already in public knowledge/ domain. The Confidential Information as hereinabove detailed shall not be disclosed during the subsistence of this Contract and thereafter for a period of five years from the date of termination

of this Contract for whatever reason.

Indemnity: Either Party (Indemnifying Party) shall indemnify, defend and hold harmless the other Party (Indemnified Party), its directors, officers and employees from and against any and all claims, demands, liabilities, and reasonable attorney's fees but only in proportion to and to the extent such claims, liabilities, and attorney's fees arise from any errors and any act/commission/omission on part of the Indemnifying Party or in connection with any work, authority or jurisdiction delegated to the Indemnifying Party under this Contract.

Conciliation and Arbitration

Any dispute, if arises, in connection with the work, shall be tried to be settled mutually by asking references to conditions of tender documents or prevailing local practices etc., but if not settled mutually, shall be referred to arbitration. Such arbitration shall be governed by the provisions of the Indian Arbitration and Conciliation Act, 1996 or as amended from time to time. The Venue for such arbitration will be in Kolkata. The award of the Arbitrator shall be final, conclusive and binding on all parties.

Jurisdiction: This Contract shall be governed and construed in accordance with the Indian Laws and subject to the exclusive jurisdiction of competent courts at KOLKATA, India.

Termination:

- a) IIMC have to the right to foreclose the Contract at any time during the tenure of the contract without assigning any reason whatsoever by giving notice of at least thirty days to you of its intension to do so, without any claim of damages by you.
- b) In the event of unsatisfactory service or failure on your part, deadline or if you neglect to execute the work without due diligence or expedition or refuse or neglect to comply with any reasonable order given to you by IIMC shall have the option to declare the contract as cancelled and any get the work execute by any alternate sources at your risk and cost. In such event you will have no claims whatsoever against IIMC in consequence of such termination of the contract. The decision of IIMC Authority in terminating the contract will be final and binding on you. In the event of Termination Contract, the remaining payment shall be forfeited and you will not have any claim in this regard.

Assignment: The Bidder shall not transfer, assign or sublet the Contract or any part thereof without the prior written consent of IIMC. Any permitted transfer/assignment or subletting shall not relieve the Bidder of any of his obligations which might have arisen before such permission was given.

Notice: All notices, including notice of address change, required to be sent hereunder shall be in writing and shall be deemed to have been delivered when mailed by first class mail or reputed courier service return receipt requested, to the address stated in the first page of the SLA. Electronic communications are admissible provided these are sent with delivery confirmation receipt and followed by physical copy mailed as set forth above.

Force Majeure: No Party shall be in default under this Contract by reason of its failure or delay in the performance of its obligation, if such failure or delay is caused by acts of God, Government Laws and Regulations, Strikes/lock-outs, war, natural calamities or any other cause beyond its control and without its fault or negligence.

The Party claiming the relief under force majeure shall notify the other Party thereof without undue delay

and if the impediment continues for more than three (3) months due to such causes as mentioned above, either party shall be entitled to terminate the Contract by written notice to the other party without incurring any liability for breach of contract.

SECURITY DEPOSIT DETAILS

- a) The successful bidder will have to submit the security deposit valid for the contract period in the form of DD in favour of Indian Institute of Management Calcutta, payable at Kolkata @ 3% of the approved value of order at the earliest from the date of issue of the award letter but not later than 30 (thirty) days. No interest will be paid by IIM Calcutta on the security deposit.
- b) Security deposit will be refunded to the supplier without any interest, after it duly performs and completes the contract period in all respect.
- c) Security deposit will be forfeited, if the Agency fails to perform/abide by any terms or conditions of the contract.

Others Conditions

- a) The bidder has to upload the relevant and readable files only as indicated in the tender documents. In case of any irrelevant or non-readable files, the bid may be rejected.
- b) The Bidder should have Service Office/Branch Office at Kolkata.
- c) IIM Calcutta reserves the right to accept or reject any or all the tenders in part or full or may cancel the tender without any assigning any reason thereof. IIM Calcutta reserves the right of relax/amend/withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof. Any inquiry after the submission of the quotation will not be entertained.
- d) IIM Calcutta reserves the right of modify/change/delete/add any further terms and conditions prior to issue of Purchase Order.
- e) In case of successful bidders are found in breach of any condition(s) at any stage of the Contract, Security Deposit shall be forfeited.
- f) Conditional tenders will not be considered in any case.
- g) Bidders are hereby advised to see the sample which is laying IIM Calcutta in the Hostel before submitting the tender document.
- h) IIM Calcutta may issue amendment/corrigendum to the tender documents before due date of submission of bid. Any amendment/corrigendum to the tender document, if any, issued by IIM Calcutta will be posted on CPP Portal. For the bidders, submitting bids on downloaded tender documents, it is bidder's responsibility to check for any amendment/corrigendum on the website of IIM Calcutta or check for the same in CPP portal before submitting their duly completed bids.

Senior Administrative Officer (Purchase)

(On the Firm Letter Head)

CERTIFICATE

I hereby certify that the above firm neither blacklisted by any Central/State Government/Public Undertaking/Institute nor is any criminal case registered / pending against the firm or its owner / partners anywhere in India.

I also certify that the above information is true and correct in any every respect and in any case at a later date it is found that any details provided above are incorrect, any contract given to the above firm may be summarily terminated and the firm blacklisted.

Authorized Signatory with Seal

Contact No.:

Name: Designation

BIDDER DETAIL FORM

Sl. No.	Description	Details
1	Name of the Agency/ Organization	
2	Complete Address	
3	Name of the Contact Person	
4	Contact Numbers E-mail id	
5	Savings /Current account number	
6	Name of the Bank	
7	Name of the Branch Complete Address & Branch Code	
8	IFSC Code	
9	PAN Number (photocopy of PAN card to be attached)	
10	TIN No. (Enclose the copy of certificate issued by the Authorities)	
11	GST Registration No. (Enclose the copy of certificate issued by the Authorities)	