

INDIAN INSTITUTE OF FOREST MANAGEMENT, BHOPAL

Corrigendum to Tender Notice for Engagement of Public Relations Agency (Tender No. IIFM/PUR/TENDER/PR/2022-23 dated 31-10-2022)

In the above Tender Notice, following are revised :

I. Clause 2 (Scope of Work) is revised as follows :

- a) Handling the public relations, corporate communications, digital marketing, Strategic media outreach for IIFM-Press release, media interaction, media visits to the campus, support for major events such as placement, admissions, convocation, foundation day, alumni engagement etc. for media outreach, Social media outreach- including management and monitoring of LinkedIn, Facebook, You Tube, Twitter, Instagram etc. This will include infographics, graphs, short videos, run campaigns on special occasions such as placements, admissions, convocation, foundation day etc.
- b) Creative part of managing IIFM website Webpages and accuracy and attractiveness of Contents
- c) Proofreading and editing, Implement Search Engine Optimization (SEOs) for website and Social Media Using analytics (Google, Facebook and other social media management tool) for effective social media presence and positive brand image of IIFM, Create and control the content calendar, Liaise with internal teams such as clubs, committees, cells, programmes, externally funded projects, theme based events etc., for content creation and management. Liaise with in-house designers and photographers, to produce creative assets and to share on different media channels.
- d) Copy-edit manuscripts and reports, for focus, coherence, logic, consistency, and flow.
- e) The news distribution should include print, electronic, regional media and online media including international media outreach. The focus must be to achieve a Pan-India reach. In case of regional media news distribution, the agency must provide translation service from the agency's end. The agency must develop a media list covering all media – Print, Electronic, and Online – with journalists covering management education, start-ups, entrepreneurship, innovation, design thinking, public policy, sustainability, SDGs. The media list must be updated and shared with the institute on a regular basis for all key metros and other cities. For Internal Communications: Update IIFM community, including faculty, staff, associates, and residents with Institute's news and activities.
- f) Build relationships and contacts with relevant print, broadcast, and online journalists in India and overseas. Employ multiple media (print, television,

electronic, social, personal) to communicate in coherent and integrated manner. Respond, or ensure that appropriate person(s) respond, to enquiries received from press or public or lying in public domain affecting IIFM reputation. Review IIFM's work and research regularly to identify possible stories, and undertake proactive media engagement, including writing press releases and pitching feature articles. Arrange media interviews for IIFM faculty and administration and draft briefings for them, when appropriate.

The following is added as Clause 2A

2 A Agency Reporting and Monitoring / Measuring Outcomes

- The agency will work under the guidance of IIFM Brand Council
- The agency will submit a detailed analysis of the coverage garnered for the Institute in national media and other online media, and its impact on a monthly, quarterly and annual basis.
- The agency will continuously monitor the media for ensuring the presence of IIFM, Bhopal in management education industry stories- Media Scanning/ Feedback: Maintain-media watch/media intelligence for any development that may impact IIFM, Bhopal.

In Clause 3 (General Terms and Conditions), the following is added as paragraph 26.

26. Data Security: The Bidder shall use inputs provided by IIFM Bhopal 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 IIFM Bhopal in writing 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 IIFM Bhopal as vested whether trademarked, copyrighted or not. In event of any dispute or difference arising out of or in connection with the Contract including the interpretation of its clauses or any other matter arising out of the Contract between the Parties, the same shall be resolved by mutual discussion and if any dispute or difference arising out of this Contract or interpretation of the Contract or any other matter related to it. If the contract still remains unresolved; it shall be then referred to the Sole Arbitrator who shall be appointed by the Director, IIFM Bhopal alone.

Clauses 4 B and 4 C are revised as follows :

4B The PR Agency must have at least 2 (two) year's experience of providing PR support to National Level Higher Education Institutes.

4C. The average Annual Turnover of the PR Agency during the last three financial years should be at least Rs.100 lakh

Clause 6 (Evaluation of the Technical Proposal) is revised as follows :

6A. Pre-Qualification Criteria:

Following criteria prescribed as the 'Pre-Qualification' Criteria for bidder interested in undertaking the assignment shall be applicable.

The bidder shall fulfil all the following pre- conditions and must also submit documentary evidence in support of fulfilment of these conditions while submitting the bid. Claims without documentary evidence will not be considered.

- (a) The Bidder should give self-declaration certificate duly filled as per the Annexure-II.
- (b) The agency must have PAN India presence and branch/local offices at minimum two places at these locations, Delhi- NCR, Mumbai, Kolkata, Pune, Lucknow, Hyderabad, Bangalore, Chandigarh, Chennai. Proof should be submitted.
- (c) The Agency should have excelled in providing corporate / branding communication services in various areas including Corporate Reputation Management, Financial Communications, Issues and Crisis Communications, Media Relations & allied activities like Media Monitoring, Perception Research, and particularly in the context of an Higher Education Institution
- (d) Agency Should attach list of work orders/documentary evidence where the similar type of work has been executed during previous five years from the date of publication of tender as detailed below:
 - I. Three similar work of 60% of the estimated cost i.e. Rs. 12,96,000/- OR
 - II. Two similar work of 80% of the estimated cost i.e. Rs. 17,28,000/- OR III. One similar work of 100% of the estimated cost i.e. Rs. 21,60,000/-
- (e) The average annual turnover should be at least of 100 lakhs (Rupees Hundred lakhs) during last three financial years April 2019 _ March 2022. Certificate from the Chartered Accountant with UDIN number OR Copies of audited balance sheet, profit & loss accounts for last three consecutive financial years (i.e. 2019-20, 2020-21 and 2021-22)
- (f) The Net Worth of the agency should be positive during each of the previous three financial years (April 2019 - March 2022). Certificate from the Chartered Accountant should be enclosed.

- (g) The agency should have worked with at least one of the following institutes of national importance: IIT / IIM / IISc / NIT / IISER / NISER / NIFT / NID / IIFT.
- (h) **Consultant's Profiles:** The Bidder should provide detailed qualifications and experiences of its named consultants and also of the consultants it proposes to put for IIFM, Bhopal project. The minimum requisite qualification is appended below:

Sl. No.	Description	Minimum Qualification
01	Key Personnel/Professionals/ technical persons to be deployed for project	Professionals/technical persons with qualifications or experience of Communications/Branding/Advertising or other relevant field i) Team leader :- with minimum 15 years of relevant experience ii) PR Consultant :- with minimum 07 years of relevant experience iii) Social Media Expert :- with minimum 05 years of relevant experience
(The details of the key personnel's along with their requisite qualifications and work experience is to be submitted along with the bid).		

6 B TECHNICAL EVALUATION

i) Technical Qualification Criteria :

The firms that qualify on the basis of pre-qualification criteria **shall make a presentation** of their work at the institute or through an on-line presentation to the Technical Evaluation Committee constituted by the competent authority.

The Presentation should include:

- (a) Plan for visibility and branding of IIFM, Bhopal
- (b) Profile of agency

ii) The entire bid process will be of three steps as follows –

Step 1 – Evaluation of Pre- Qualification Criteria as per the Tender document.

Step 2 – Technical Evaluation: The Presentation (online or offline) shall be taken by the Evaluation Committee as mentioned in 6B(i) above. Firms/Bidders meeting the pre-qualification criteria will be invited to make a presentation to the Technical

Evaluation Committee. The Evaluation committee will assess the competency of the firm, their capacity of understanding the needs, experience, and sensitivity to provide services to IIFM, Bhopal. The procedure for selection of the Firm / Bidder shall be based on Quality & Cost base selection (QCBS) system for evaluation by the Committee. The Technical Evaluation Committee shall evaluate the proposal / presentation on the basis of following technical qualification criteria. Firms/ Bidders will be awarded technical score on the following dimensions:

Sl. No.	Criteria	Maximum Marks
1	IIFM, Bhopal specific overall branding strategy	10
2	IIFM, Bhopal specific research coverage and branding strategy	10
3	IIFM, Bhopal specific PG program coverage and branding strategy	10
4	IIFM, Bhopal specific executive program coverage and branding strategy	10
5	Insights and Knowledge about Education Industry	10
6	Response to Scope (overall PR Approach)	20
Total Marks		70

Note: The Technical Evaluation Committee will recommend the bidders who are found to be technically in compliance to the requirements of the institute.

Step 3 - The total mark for **Financial Bid** is **30 Marks**.

- (a) The Institute will open the Financial Bids of the technically qualified bidders only. The score for financial bids will be calculated as below –

$(\text{Lowest Tender price} * 30) / (\text{Tender price quoted by individual Firm or Company})$.

The PR Agency will be selected based on the highest marks scored as follows:

Overall score = (Technical Score as per step 2) + (Score from Financial bid)

In the event that the first lowest is more than one, then the financial capability of the firm (average of the turnover for last three years) is to be considered for finalizing the L-1 vendor. Decision taken by the committee, in this regard, shall be binding to all the applicants contesting for successful bidder position.

6 C Pre-Qualification Criteria

Sl. No.	Technical Criteria	Documentary Evidences certified to be attached with the Technical Bid
1	The Bidder should give self-declaration certificate for acceptance of all terms and conditions of tender documents. The Agency should be neither blacklisted by any government department nor there should be any criminal case registered/pending against the firm or its owner/partners anywhere in India. A duly completed certificate to this effect is to be submitted as per the Annexure-II.	Self-Declaration
2	The agency must have presence at PAN India and its office at minimum one location in Delhi- NCR, Mumbai, Kolkata, Pune, Lucknow, Hyderabad, Bangalore, Chandigarh, Chennai etc.) Proof should be submitted.	Address Proof / Firm Registration Certificate
3	The Agency should have excelled in providing communication services in various areas including Corporate Reputation Management, Issues and Crisis Communications, Media Relations and allied activities like Media Monitoring, Perception Research, etc.	Self-Certificate should be submitted

4	<p>Agency Should attach list of work orders/documentary evidence where the similar type of work has been executed during previous Seven years from the date of publication of tender as detailed below:</p> <p>Three similar work of 60% of the estimated cost i.e. Rs. 12,96,000/-</p> <p>OR</p> <p>Two similar work of 80% of the estimated cost i.e. Rs. 17,28,000/- OR</p>	<p>Copy of work Orders/ agreements/award letter issued from the client</p>
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	<p>One similar work of 100% of the estimated cost i.e. Rs. 21,60,000/-</p>	
5	<p>The average annual turnover should be at least of 100 lakh (Rupees Hundred lakhs) during last three financial year April 2019 . March 2022. Relevant certificate from CA's will be required.</p>	<p>Certificate from the Chartered Accountant with UDIN number. OR Audited Balance sheet of last three financial years with CA certified.</p>
6	<p>The Net Worth of the agency should be positive during each of the previous three financial years (April 2019- March 2022).</p>	<p>Profit & Loss Statement report of last three financial years with CA Certified.</p>
7	<p>The agency should have worked with at least one of the following institutes of national importance: IIT / IIM / IISc / NIT / IISER / NISER / NIFT / NID / IIFT.</p>	<p>Copy of Work Order / Work Completion report</p>

8	Key Personnel/Professionals/technical persons to be deployed for project	Professionals/technical persons with qualifications or experience of Communications / Branding / Advertising or other relevant field i) Team leader :- with minimum 15 years of relevant experience ii) PR Consultant :- with minimum 07 years of relevant experience iii) Social Media Expert :- with minimum 05 years of relevant experience
9	EMD is not required to be submitted by those MSE Bidders who are registered as Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or are registered with the Central Purchase	
	Organization or the concerned Ministry or Department. Exemptions, if any must be supported with legitimate documents. Or Undertaking as per Rule No.170(iii) of GFR 2017 to be submitted.	

Clause 8 (Financial Bid Format) is revised as follows :

**FINANCIAL BID Tender No. IIFM/PUR/TENDER/PR/2022-23 dated 31-10-2022
(Revised)**

Sl. No.	Description of work	Amount	Taxes (if any)	Total (inclusive of taxes)	Amount of a II
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1.	Charges of PR Agency Work services for IIFM Bhopal per annum (Yearly basis)			

Amount in words (inclusive of all taxes)

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Certified that:

- (a) There is no hidden charges/cost to IIFM Bhopal and above amount quoted is final in all respect.
- (b) I/We agree that the quoted offer will be valid till completion of the Contract. No escalation will be charged if any by the IIFM Bhopal above the quoted prices by our firm/agency.
- (c) I/We have read, understood and agree to comply with terms and references of the tender.

Signature of the Tenderer with Firm's Seal
BIDDER'S SIGNATURE WITH SEAL

All bidders must submit an undertaking in the following format :

**UNDERTAKING Tender No. IIFM/PUR/TENDER/PR/2022-23 dated 31-10-2022
(Revised)**

To,
The Indian Institute of Forest Management,
Bhopal

Name of the Bidder _____ Date: _____

Sir,

1. This is to certify that I/We before signing this bid have read and fully understood all the terms and conditions and instructions contained therein and undertake myself/ourselves abide by the said terms and conditions of the NIT.

2. This is to certify that my/our firm/ agency is neither blacklisted by any government department nor there is any criminal case registered/pending against the firm or its owner/partners anywhere in India.

(Signature of the Bidder)
BIDDER'S SIGNATURE WITH SEAL

Accordingly, the Tender Notice No. **IIFM/PUR/TENDER/PR/2022-23 dated 31-10-2022 is revised and uploaded in our website as Tender No. IIFM/PUR/TENDER/PR/2022-23 dated 31-10-2022 (Revised).**

In order to take care of the above changes, the last date of submission of Expression of Interest (Eoi) is hereby extended up to 30-11-2022 (5.00 pm).

CHIEF ADMINISTRATIVE OFFICER