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05.11.2020

ICSR, IIT MADRAS

Corrigendum-1

Tender Reference no: ICSR/2020/027/SOCIAL MEDIA

Name of the Item: Social Media Management and Development of Content for Social Media

Corrigendum details: Extension of Bid Submission Date & Response for the Queries raised in the pre-bid meeting

Extension of Bid Submission Date;

The due date for the submission of bid has been extended to 20/11/2020 @ 5 pm & the technical bid opening 20/11/2020 @ 5.15 pm.

Response for the Queries raised in the pre-bid meeting

Query raised by the vendors in the pre-bid meeting	Responses
Is there any MSME exemption towards EMD payment?	Yes, EMD is exempted for Micro, Small and Medium Enterprises (MSME) and Startups as recognized by Department of Industrial Policy & Promotion (DIPP)
Can Vendor submit the EMD in the form of Bank Guarantee?	Yes. (BG Format has been enclosed)
Is it mandatory to have an office in Chennai?	Yes. (a team of employees should be placed in Chennai with team leader /manager)
<p>On page no. 5 of the Tender Document Item no. 2.2 - At least Rs. one crore turnover should have been done over last three financial years i.e. FY 2017- 2018, 2018-2019 and 2019-2020 specific to social media management.</p> <p>Whether the turnover mentioned above is for all three years combined or individually.</p>	Annual turnover of Rs. One Crore

<p>Page no.5 of the Tender Document Item no. 2.3- Should have a minimum of 5 years of experience in handling social media platforms, preferably for Academic Institutions and comparable organizations. Testimonials, Recognition and Awards specific to social media management received from customers across the last 5 years would be an added advantage.</p> <p>Is this condition mandatory or would IITM be considering agencies with less than 5 years' experience?</p>	<p>5 years' experience is mandatory</p>
<p>Can the Bid be submitted in the form of Soft Copy?</p>	<p>No.</p> <p>Bid cover (Technical & Financial) has to be submit only in the form of Hard Copy</p>
<p>Can the performance security amount (5% of contract value) be waived?</p>	<p>Yes. PSA is waived in this case.</p>
<p>Is it possible to share the login access and current KPI data of IITM?</p>	<p>Login access cannot be shared.</p> <p>Current KPI data will be shared.</p>
<p>When should MSME certificate be submitted?</p>	<p>Copy of MSME certificate should be submitted along with the BID documents.</p>
<p>Clarification On Response Management</p>	<p>Response Management should alert/notify the concerned IITM authorities instantly at the earliest (within few hours) about the trend about IITM on Social Media (positive/ negative post).</p>
<p>Will the experience in handling social media platforms of foreign universities be considered?</p>	<p>Yes.</p>
<p>Is it mandatory to be experienced in handling social media with academic Institution?</p>	<p>Preferred</p>

All other terms and conditions remain the same.

Tender Inviting Authority:

The Senior Manager,
Project Purchase,
IC&SR Building, IIT Madras
Chennai 600036

IIT Madras Key Performance Indicators

	May 2020	June 2020	July 2020	August 2020	September 2020	October 2020
*Social Media	*Below figures are in Numbers					
Facebook Fans	195K	196K	197K	198K	198K	199K
Facebook Engagement	11K	30K	16K	16K	11K	15K
Twitter Followers	72K	75K	78K	80K	82K	84K
Twitter Engagement	2K	4K	1.9K	2.5K	2.7K	3.7K
Instagram Followers	24K	25K	26K	27K	28K	28K
Instagram Engagement	11K	14K	7.8K	12K	14K	15K
Linkedin Followers	123K	127K	132K	136K	140K	144K
Linkedin Engagement	9.6K	17K	13K	16K	15K	20k

Note: Above figures are derived with a minimum of two posts per day

MODEL BANK GUARANTEE FORMAT FOR PERFORMANCE SECURITY

To
The Registrar, IIT Madras

WHEREAS.....(name and address of the supplier) (hereinafter called the supplier”) has undertaken, in pursuance of contract no... ,dated.....to supply (description of goods and services) (herein after called “the contract”).

AND WHEREAS it has been stipulated by you in the said contract that the supplier shall furnish you with a bank guarantee by a scheduled commercial recognized by you for the sum specified therein as security for compliance with its obligations in accordance with the contract;

AND WHEREAS we have agreed to give the supplier such a bank guarantee;

NOW THEREFORE we hereby affirm that we are guarantors and responsible to you, on behalf of the supplier, up to a total of(amount of the guarantee in words and figures), and we undertake to pay you, upon your first written demand declaring the supplier to be in default under the contract and without cavil or argument, any sum or sums within the limits of (amount of guarantee) as aforesaid, without your needing to prove or to show grounds or reasons for your demand or the sum specified therein.

We hereby waive the necessity of your demanding the said debt from the supplier before presenting as with the demand.

We further agree that no change or addition to or other modification of the terms of the contract to be performed thereunder or of any of the contract documents which may be made between you and the supplier shall in any way release as from any liability under this guarantee and we hereby waive notice of any such change, addition or modification.

This guarantee shall be valid until the day of , 20.

(Signature of the authorized officer of the Bank)

Name and designation of the officer

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.....

Seal, name & address of the *Bank* and address of the *Branch*