

	<p>भारतीय प्रौद्योगिकीसंस्थानमद्रासचेन्ने 600 036  <b>INDIAN INSTITUTE OF TECHNOLOGY MADRAS Chennai 600 036</b>  भंडार एवं क्रय अनुभाग  <b>STORES &amp; PURCHASE SECTION</b>  Email: <a href="mailto:adstores@iitm.ac.in">adstores@iitm.ac.in</a>  दूरभाष: (044) 2257 8285 / 8286 / 8287 / 8288 फ़ैक्स: (044) 2257 8292  Telephone : (044) 2257 8285/8286/8287/8288 FAX: (044) 2257 8292  GSTIN: 33AAAAI3615G1Z6</p>	
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**G. Chitrapavai**  
**Deputy Registrar (Stores & Purchase)**

**Date: 07.07.2020**

**Tender No. IITM/SPS/PR Agency/002/2020-21/SPL**

**Due Date: 27.07.2020**  
**Before 2.00 p.m.**

Dear Sirs,

On behalf of the Indian Institute of Technology Madras, Tenders are invited in three bid system, namely pre-qualification bid, technical bid and financial bid for the:

**“Service of Public Relations Agency for IIT Madras”**

Conforming to the specifications enclosed.

Tender Documents may be downloaded from Central Public Procurement Portal <https://etenders.gov.in/e procure/app>. Aspiring Bidders who have not enrolled / registered in e-procurement should enroll / register before participating through the website <https://etenders.gov.in/e procure/app>. The portal enrolment is free of cost. Bidders are advised to go through instructions provided at “**Help for contractors**”. [Special Instructions to the Contractors/Bidders for the e-submission of the bids online through this eProcurement Portal].

Bidders can access tender documents on the website (For searching in the NIC site, kindly go to Tender Search option and type ‘IIT’. Thereafter, Click on “GO” button to view all IIT Madras tenders). Select the appropriate tender and fill them with all relevant information and submit the completed tender document online on the website <https://etenders.gov.in/e procure/app> as per the schedule attached.

**No manual bids will be accepted.** All tender documents including pre-qualification, Technical and Financial bids should be submitted in the E-procurement portal.

<b>1</b>	<b>LAST DATE for receipt of Tender</b>	:	<b>27.07.2020 before 02.00 p.m</b>
	<b>Date &amp; Time of opening of Tender</b>	:	<b>28.07.2020 @ 04.00 p.m</b>
	<b>PreBid Meeting</b>	:	Due to Pandemic COVID-19 restrictions, the Pre-bid Meeting will be conducted via Google Meet on 14th July 2020 from 03:00 pm to 04:00 pm. Please see the below link to join the meeting <a href="https://meet.google.com/ebv-swmt-pvh">https://meet.google.com/ebv-swmt-pvh</a>  <b>Bidders are requested to join Google Meet before 2.30 pm on 14<sup>th</sup> July 2020 and register your participation. Before joining this meeting, bidders should send their details of person who will attend this meeting and their company details along with your queries to <a href="mailto:adstores@iitm.ac.in">adstores@iitm.ac.in</a></b>
	<b>Technical Presentation</b>	:	<b>Date for Presentation through Video Conferencing will be intimated to the bidders</b>
<b>A</b>	<b>Submission of Tender</b>	:	As per the directives of Department of Expenditure, this tender document has been published on the Central Public Procurement Portal  URL: <a href="https://etenders.gov.in/e procure/app">https://etenders.gov.in/e procure/app</a>

		<p>The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.</p> <p>More information useful for submitting online bids on the CPP Portal may be obtained at: <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a> . All tender documents including pre-qualification bid, Technical Bid &amp; Financial Bid should be submitted separately in online CPP portal as per the specified format only. Right is reserved to ignore any tender which fails to comply with the above instructions. <b>No manual bid submission will be entertained</b></p>
<b>B</b>	<b>Instructions for online bid submission</b>	<p><b>: REGISTRATION</b></p> <ol style="list-style-type: none"> <li>i. Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal URL:<a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a> by clicking on “Online Bidder Enrollment”. Enrolment on the CPP Portal is free of charge.</li> <li>ii. As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.</li> <li>iii. 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.</li> <li>iv. Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class II or Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / TCS / nCode / eMudhra etc.)</li> <li>v. <a href="https://etenders.gov.in/eprocure/app?component=%24DirectLink&amp;page=DSCInfo&amp;service=direct&amp;session=T">https://etenders.gov.in/eprocure/app?component=%24DirectLink&amp;page=DSCInfo&amp;service=direct&amp;session=T</a> with their profile.</li> <li>vi. 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 DSCs to others which may lead to misuse.</li> <li>vii. Bidder then may log in to the site through the secured log-in by entering their user ID / password and the password of the DSC / eToken.</li> </ol>
<b>GUIDELINES, TERMS AND CONDITIONS OF TENDER</b>		
<b>C</b>	<b>Searching for tender documents</b>	<p><b>:</b></p> <ol style="list-style-type: none"> <li>i. There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, organization name, location, date, value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as organization name, form of contract, location, date, other keywords etc. to search for a tender published on the CPP Portal.</li> <li>ii. Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective “<b>My Tender</b>” folder. This would enable the CPP Portal to intimate the bidders through SMS / email in case there is any corrigendum issued to the tender document.</li> <li>iii. The bidder should make a note of the <b>unique Tender ID</b> assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.</li> </ol>
<b>D</b>	<b>Preparation of bids</b>	<p><b>:</b></p> <ol style="list-style-type: none"> <li>i. Bidder should take into account any corrigendum published on the tender document before submitting their bids.</li> <li>ii. Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.</li> </ol>

		<ul style="list-style-type: none"> <li>iii. Bidder, in advance, should prepare the bid documents to be submitted as indicated in the tender document / schedule and generally shall be in PDF / XLS formats as the case may be. Bid documents may be scanned with 100 dpi with black and white option.</li> <li>iv. To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, GSTIN Details, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use “<b>My Documents</b>” area available to them to upload such documents. These documents may be directly submitted from the “<b>My Documents</b>” area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.</li> </ul>
<b>E</b>	<b>Submission of bids</b>	<ul style="list-style-type: none"> <li>i. Bidder should log into the site well in advance for bid submission so that he/she can upload the bid in time i.e. on or before the bid submission date and time. Bidder will be responsible for any delay due to other issues.</li> <li>ii. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.</li> <li>iii. Bidder has to transfer the EMD as applicable by online mode only. The EMD should be transferred on or before the closure date and time of the tender. If the EMD is not transferred before the closure date and time, the tender will be summarily rejected. <b>The proof of transfer has to be submitted in the Pre-Qualification Bid. Otherwise, the tender will be summarily rejected.</b></li> <li>iv. A standard BOQ format has been provided with the tender document to be filled by all the bidders. Bidders are requested to note that they should necessarily submit their financial bids in the format provided and no other format is acceptable. Bidders are required to download the BOQ file, open it and complete the detail with their respective financial quotes and other details (such as name of the bidder). If the BOQ file is found to be modified by the bidder, the bid will be rejected.</li> <li>v. The server time (which is displayed on the bidders’ dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.</li> <li>vi. The <b>Tender Inviting Authority (TIA)</b> will not be held responsible for any sort of delay or the difficulties faced during the submission of bids online by the bidders due to local issues.</li> <li>vii. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.</li> <li>viii. Upon the successful and timely submission of bids, the portal will give a successful bid submission message &amp; a bid summary will be displayed with the bid no. and the date &amp; time of submission of the bid with all other relevant details.</li> <li>ix. Kindly add scanned PDF of all relevant documents in a single PDF file of compliance sheet.</li> </ul>
<b>F</b>	<b>Assistance to bidders</b>	<ul style="list-style-type: none"> <li>i. Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.</li> <li>ii. Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The contact number for the helpdesk is [0120-4200462, 0120-4001002, 0120-4001005]</li> </ul>

G	General Instructions to the Bidders	: <ul style="list-style-type: none"> <li>i. The tenders will be received online through portal <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a>. In the Technical Bids, the bidders are required to upload all the documents in pdf format.</li> <li>ii. Possession of a Valid Class II/III Digital Signature Certificate (DSC) in the form of smart card/e-token in the company's name is a prerequisite for registration and participating in the bid submission activities through <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a></li> <li>iii. Digital Signature Certificates can be obtained from the authorized certifying agencies, details of which are available in the web site <a href="https://etenders.gov.in/eprocure/app">https://etenders.gov.in/eprocure/app</a> under the "Information about DSC".</li> </ul>
H	Earnest Money Deposit (EMD)	: <ul style="list-style-type: none"> <li>i. <b>EMD of INR 70,000 (Rupees seventy thousand only) should be transferred through NEFT/RTGS to the following bank account on or before due date 27.07.2020 before 2:00 p.m.</b> <p style="margin-left: 40px;">Name : Registrar IIT Madras Bank : State Bank of India Account No. : 10620824305 Branch : IIT MADRAS IFSC CODE : SBIN0001055</p> </li> <li>ii. The EMD will be returned to unsuccessful Bidder(s), after finalization of the tender. The EMD shall be forfeited if any Bidder withdraws the offer before finalization of the tender.</li> <li>iii. The EMD amount <b>should not be sent through DD.</b></li> <li>iv. <b>Non-submission of EMD details on or before the due date and time will result in rejection of the e-bid.</b></li> <li>v. As per Rule 170 of GFR 2017, exemption of EMD will be given subject to submission of undertaking by the firm seeking such exemption. Copies of relevant orders/ documents regarding such exemption should be submitted along with the tender document</li> <li>vi. The successful bidder shall submit a Performance Guarantee of 5% of the bid amount by way of DD/ Bank Guarantee obtained from any commercial bank within 7 (seven) days from the date of issue of Letter of Intimation and Acceptance by IIT Madras. The tender inviting authority may extend the period for another 7 (seven) days on written request of the contractor for a valid reason for delay in submission of the performance guarantee.</li> </ul>
I	Marking on Pre-Qualification Bid	: <ul style="list-style-type: none"> <li>i. The bidder eligibility criteria for this tender are given in the tender document (Sl.No. 17). The Bidder shall go through the eligibility and submit the pre-qualification bid in the proforma given in <b>Annexure B</b> in the tender document along with the supporting documents.</li> <li>ii. The eligibility bid should be submitted <b>in pdf format only through online (e-tender). No manual submission of bid will be entertained.</b></li> <li>iii. The pre-qualification bid should have the page-wise <b>heading as "Pre-Qualification Bid" and page no.</b> in all pages with seal and signature of authorized signatory. The total no. of pages should be mentioned at the last page of the documents.</li> </ul>
J	Marking on Technical Bid	: <ul style="list-style-type: none"> <li>i. The technical specification and scope of work for this tender is given in <b>Annexure A</b>. The Bidders shall go through the specification and submit the technical bid in the proforma given in <b>Annexure C</b> in the tender document along with the supporting documents.</li> <li>ii. The Technical bid should be submitted <b>in pdf format only through online (e-tender). No manual submission of bid will be entertained.</b></li> <li>iii. The technical bid should have the page-wise <b>heading as "Technical Bid" and page no.</b> in all pages with seal and signature of authorized signatory. The total no. of pages should be mentioned at the last page of the documents.</li> <li>iv. The technical bid should consist of all technical details along with catalogue/brochure and other technical, commercial terms and conditions.</li> </ul>

K	<b>Marking on Financial Bid</b>	: Financial bid should be submitted in the prescribed proforma format given in <b>Annexure- D</b> as per BOQ in <b>xls format</b> through e-tender only. <b>No manual or other form of submission of Financial Bid will be entertained.</b>
2	<b>Preparation of Tender:</b> a) The rate quoted shall be all inclusive and no extra payment will be made other than statutory revisions as per the terms and conditions stipulated in this contract document. b) The offer/bids should be submitted through online only in <b>three</b> bid system i.e. pre-qualification bid, Technical Bid and Financial Bid separately.	
3	<b>Signing of Tender:</b> The Tender is liable to be rejected if complete information is not given therein or if the particulars and date (if any) asked for in the schedule to the Tender are not fully filled in or not duly signed/authenticated. Specific attention is drawn to the delivery dates and terms and conditions enclosed herewith. <b>Each page of the bids required to be signed and bears the official seal of the Bidders.</b>  If the application is made by a firm in partnership, it shall be signed (with seal) by all the partners of the firm above their full typewritten names and current addresses or alternatively by a partner holding power of attorney for the firm in which case a certified copy of the power of attorney shall accompany the application. A certified copy of the partnership deed along with current addresses of all the partners of the firm shall also accompany the application.  If a limited company or a corporation makes the application, it shall be signed by a duly authorized person holding power of attorney for signing the application, in which case a certified copy of the power of attorney shall accompany the application. Such limited company or corporation may be required to furnish satisfactory evidence of its existence. The applicant shall also furnish a copy of the Memorandum of Articles of association duly attested by a Notary Public.	
4	<b>Period for which the offer will remain open:</b> The Tender shall remain open for acceptance/validity till: <b>120 days from the date of opening of the tender.</b> However, the day up to which the offer is to remain open being declared closed holiday for the Indian Institute of Technology Madras, the offer shall remain open for acceptance till the next working day.	
5	<b>Prices:</b> i. The prices quoted must be Nett considering all scope of work, terms & conditions and as per the technical specification mentioned in <b>Annexure A. The prices quoted by the Bidders should be inclusive of GST and other statutory levies.</b> ii. All conditional tenders will be summarily rejected.	
6	<b>No Advance Payment will be made for the service.</b> The Payment will be made only after satisfactory completion of work and as per terms and conditions of the contract	
7	<b>Terms and Conditions:</b> Failure to comply with any of the instructions stated in this document or offering unsatisfactory explanations for non-compliance will likely to lead to rejection of offers.	
8	<b>Right of Acceptance:</b> IIT Madras reserves the right to reject the whole or any part of the Tender without assigning any reason or to accept them in part or full.	
9	<b>Communication of Acceptance:</b> Letter of Intimation and acceptance will be communicated by post to the successful bidder to the address indicated in the bid.	
10	<b>Duration of the contract:</b> Initially, the contract will be awarded for one year. The period may be further extended annually up to a maximum of another two years on annual basis depending on the satisfactory performance and as recommended by the Contract Monitoring Committee.	
11	All information including selection and rejection of technical or financial bids of the prospective bidders will be communicated through e-Tender portal. In terms of Rule 173(iv) of General Financial Rule 2017, the bidder shall be at liberty to question the bidding conditions, bidding process and/or rejection of bids.	
12	<b>Conditions of contract:</b> Bidder should quote on the basis of the conditions referred to in the invitation to tender and tender papers.	
13	<b>Bidder shall submit along with his Tender:</b> Name and full address of the Banker and their swift code and PAN No. and GSTIN number.	
14	<b>Jurisdiction:</b> All questions, disputes, or differences arising under, out of or in connection with the contract, if concluded, shall be subject to the exclusive jurisdiction at the place from which the acceptance of Tender is issued.	
15	<b>Force Majeure: As per the terms and conditions mentioned in the General Conditions of Contract.</b>	
16	The bidder shall study the scope in detail before submitting bid.	

17	<p><b>Bidder Eligibility Criteria:</b></p> <ol style="list-style-type: none"> <li>1. The Bidder's firm should be registered in India. (Necessary document proof should be attached).</li> <li>2. Minimum 5 years' experience in the field of public relations services and preferably with one top educational institution client in India. (Necessary document proof should be attached).</li> <li>3. The agency should have at least 15 permanent employees. (Necessary document proof should be attached).</li> <li>4. The agency should have annual turnover of minimum Rs.100 Lakhs during each of the last 3 years ending 31-03-2019. This should be certified by a chartered accountant. (Necessary Annual accounts statements should be attached).</li> </ol>
18	<p><b>Number of Bids and their Submission</b></p> <p>The bidders should submit the bids in three bid system as detailed below:-</p> <p><b>Bid I Pre-Qualification Bid</b></p> <p>The details called for in the Bidder Eligibility Criteria (Sl. No. 17 of the Guidelines, terms and conditions of the tender) along with all relevant proof needs to be submitted in the proforma given in Annexure-B.</p> <p>The proof attached should be indexed and page numbers of the attached proof should be clearly mentioned in the Pre-Qualification Bid format</p> <p><b>Bid II Technical Bid</b></p> <p>The bidder should go through the scope of work and technical specification given in Annexure-A of the tender document, understand the requirement of IITM and submit their technical bid covering the following details along with all relevant document proof in the proforma given in Annexure-C</p> <ol style="list-style-type: none"> <li>1. Branding objectives for IIT Madras – what should be the Top 5 messages that IIT Madras needs to communicate through media outreach.</li> <li>2. Media Strategy for the next 1 year and for the next 5 years – what does IITM need to do to enhance its media presence? What is currently missing or lacking in the Institution's media outreach?</li> <li>3. Plans for international media outreach for IIT Madras.</li> <li>4. Crisis Communication – What should be the IITM's broad strategy in case of a crisis situation? Any case studies of handling crisis situation by the agency that can be shared?</li> <li>5. Few concrete story ideas/ suggestions for IIT Madras</li> <li>6. Experience of working with a top educational institution or organization of similar nature. Please list a few examples of important campaigns undertaken for them.</li> <li>7. Resource Team for IITM – Share the profile and experience of the Resource Team that will be deployed exclusively to service IIT Madras.-</li> <li>8. State minimum monthly targets for number of articles in (a) leading national print and electronic media, (b) vernacular and regional print and electronic media, (c) international print and electronic media and (d) influencer stories that will be generated. In each instance, also present example names of such media outlets as a demonstration of quality</li> </ol> <p><b>The proof attached should be indexed and page numbers of the attached proof should be clearly mentioned in the Technical Bid format</b></p> <p><b>Bid III Financial Bid</b></p> <p>The financial bid should be submitted in excel format (BoQ) as per the proforma (Annexure D) uploaded in the e-Tender web site. The Quoted price should be inclusive of all cost and statutory levies.</p>

19	<p><b>Evaluation of Bids</b></p> <p>Bid evaluation will take place in three stages.</p> <p><b>Stage I: Evaluation of Pre-Qualification Bid</b></p> <p>The Pre-Qualification Bid of the bidders will be evaluated and the bidders who have qualified all the criteria stipulated in bidder eligibility criteria (Sl. No. 17) will alone be selected and their technical bids will be opened</p> <p><b>Stage II: Technical Bid evaluation</b></p> <p>All bidders who qualify in the Stage I will be required to make a power point presentation before a Committee as per the terms and conditions of the tender document. The technical submission and technical presentation together will be considered for technical bid evaluation.</p> <p>The total marks for technical bid will be for 100 marks, out of which the bidders should score minimum 60 marks to qualify for opening of their financial bid. The Financial bids of those bidders who have scored less than 60 marks will not be opened. The marks will be based on</p> <p>(a) the strength of the plan presented for IIT Madras  (b) the quality and quantity of resources that the Bidder is willing to exclusively commit to IIT Madras,  (c) the depth of reach of the Bidder within media circles, as demonstrated by previous examples,  (d) the quality of the international media relations plan and  (e) an overall assessment of the Bidder's standing as a PR firm within their peer community</p> <p><b>Stage III: Financial Bid Evaluation</b></p> <p>Financial Bid with the lowest quoted amount (L1) will be assigned a financial score of 100 and other bids will be assigned scores that are inversely proportional to their quoted amount.</p>																				
20	<p><b>Selection of successful bidder and Award of Work</b></p> <p>The successful bidder will be selected based on assessment of skills, experience, and understanding/analysis of the project scope and cost (QCBS).</p> <p>The total score, both technical and financial, shall be obtained by weighing the technical and cost scores and adding them up. The calculation for arriving at the total combined score (Technical and Cost) is given below.</p> <table data-bbox="363 1350 1449 1552"> <tr> <td>Marks obtained by a Bidder for the technical bid</td> <td>=</td> <td>M</td> <td></td> </tr> <tr> <td>Amount quoted by the lowest bidder</td> <td>=</td> <td>L1</td> <td></td> </tr> <tr> <td>Amount quoted by a Bidder</td> <td>=</td> <td>L</td> <td></td> </tr> <tr> <td>Points for Financial proposal of the bidder</td> <td>=</td> <td><math>(L1/L) \times 100</math></td> <td>=F</td> </tr> <tr> <td>Combined technical and financial score (H) of the bidder</td> <td>=</td> <td><math>M \times 0.7 + F \times 0.3</math></td> <td>= H</td> </tr> </table> <p>The combined technical and financial scores of all the bidders will be calculated as above and the bidder who secures the highest combined score (H1) will be selected as the successful contractor.</p>	Marks obtained by a Bidder for the technical bid	=	M		Amount quoted by the lowest bidder	=	L1		Amount quoted by a Bidder	=	L		Points for Financial proposal of the bidder	=	$(L1/L) \times 100$	=F	Combined technical and financial score (H) of the bidder	=	$M \times 0.7 + F \times 0.3$	= H
Marks obtained by a Bidder for the technical bid	=	M																			
Amount quoted by the lowest bidder	=	L1																			
Amount quoted by a Bidder	=	L																			
Points for Financial proposal of the bidder	=	$(L1/L) \times 100$	=F																		
Combined technical and financial score (H) of the bidder	=	$M \times 0.7 + F \times 0.3$	= H																		
21	<p><b>TENDERER SHALL SUBMIT ALONG WITH THIS TENDER:</b></p> <p>(i) An Income Tax clearance Certificate (duly countersigned) by the Income Tax Officer of the Circle concerned under Seal of his office.</p> <p>(ii) Proof of having ISO or other equivalent certification given by appropriate authorities.</p> <p>(iii) Name and full address of the Banker and their swift code and PAN No. and GSTIN number.</p> <p>(iv) GST registration proof showing registration number, area of registration etc.</p> <p>(v) All of your future correspondences including Invoices should bear the GST No. and Area Code.</p>																				

22	The tenderer shall certify that the tender document submitted by him / her are of the same replica of the tender document as published by IIT Madras and no corrections, additions and alterations made to the same. If any deviation found in the same at any stage and date, the bid / contract will be rejected / terminated and actions will be initiated as per the terms and conditions of the contract.
23	Due to Covid-19 pandemic the bidders will not be entertained to participate in opening of Bids. Since the tender is e-tender, the opening of the bids may be checked using the respective logins of the bidders. Technical Presentation will be through video conferencing. Date and time slot for presentation will be intimated to all eligible bidders at a later stage.
24	Due to Covid-19 pandemic pre-bid meetings will be conducted online. Bidders can submit their queries and doubts to the email id: adstores@iitm.ac.in till the "seek clarification end date" mentioned in the "Schedule of Tender" or till the date of the online pre-bid meeting whichever is later. Clarification to the queries and doubts raised by the bidders will be issued as a corrigendum/addendum in the e-tenders portal.

**sd/-**  
**Deputy Registrar**  
**(Stores & Purchase Section)**

**Signature of the Contractor**  
**with office seal**



## SCHEDULE OF TENDER

Name of Organization	Indian Institute of Technology Madras
Tender Type (Open/Limited/EOI/Auction/Single)	OPEN
Tender Category (Services/Goods/Works)	Services
Type/Form of Contract (Work/Supply/Auction/ Service/ Buy/ Empanelment/ Sell)	Services
Product Category (Civil Works/Electrical Works/Fleet Management/ Computer Systems)	<b><u>Service of Public Relations Agency for IIT Madras</u></b>
Source of Fund (Institute/Project)	IIT Madras
Is Multi Currency Allowed	No
Date of Issue/Publishing	07.07.2020
Document Download Start Date	07.07.2020
Document Download End Date	27.07.2020
Seek Clarification Start Date	07.07.2020
Seek Clarification End Date	14.07.2020 on before 04.00 pm
Prebid Meeting via Google Meet	14.07.2020 from 03.00 pm to 04.00 pm
Bid Submission Start Date	20.07.2020
Last Date and Time for Uploading of Bids	27.07.2020 before 02.00 pm
Date and Time of Opening of Pre-Qualification Bid	28.07.2020 at 04.00 pm
EMD	Rs.70,000/-
No. of Covers (1/2/3/4)	3
Bid Validity days (180/120/90/60/30)	120 Days
Address for Communication	The Deputy Registrar Stores & Purchase Section IIT Madras Chennai – 600 036
Contact No.	For Queries : 044- 2257 8285/8287/8288 94443 97348, 94440 08044
Email Address	<a href="mailto:adstores@iitm.ac.in">adstores@iitm.ac.in</a>

**TECHNICAL SPECIFICATION AND SCOPE OF WORK**

**SERVICE OF PUBLIC RELATIONS AGENCY FOR IIT MADRAS**

**A IIT Madras seeks the services of Public Relations Agency to meet out the following objectives.**

- i. Positioning IIT Madras as the “IIT of choice” among prospective UG & PG students, research scholars, online course students as well as post-doctoral Fellows.
- ii. Highlighting IIT Madras as a multicultural campus.
- iii. Positioning IIT Madras among prospective faculty highlighting the high-end R&D work being done on campus.
- iv. Positioning IIT Madras as top Institute for International Collaborations – highlighting industry-friendliness of campus.
- v. Highlighting innovation and entrepreneurship culture of campus.
- vi. Showcasing alumni achievements and IIT Madras stories of interest to alumni.
- vii. Showcasing IIT Madras as a solution provider with relevance to society and industry.
- viii. Contributing to sustained improvement in perception metrics in national and global rankings by publicizing high-impact achievements.
- ix. Manage crises and advise the Institute during critical situations.
- x. Highlight the achievements of IIT Madras in international print and electronic media outlets with the goal of attracting international students and faculty to IIT Madras.

**B Target audience of the Public Relations Agency would be:**

- i. UG and PG Students (JEE and GATE/Post-graduate), online courses pursuing students and postdoctoral fellow prospects.
- ii. Faculty and potential faculty from India and abroad.
- iii. Industry – for pursuing collaborations, seeking funded projects and CSR contributions.
- iv. Academic institutions – Indian and international.
- v. R&D organizations.
- vi. Government – policy makers including those in the Ministry of HRD and Ministry of Science & Technology.
- vii. State Government officials.
- viii. Prospective donors and alumni of the Institute.
- ix. Public at large.
- x. Academic leadership of international universities.
- xi. Prospective international students, especially from SAARC, eastern Europe, middle-east and Africa.

## C Scope of Work

**The Scope of work of the Agency shall include but not be limited to the following. For purpose of clarity, 'print media' shall imply media that is disseminated in print in English or in vernacular languages, 'electronic media' implies television and OTT video media and 'online media' shall include articles, videos, pictures and other coverage accessible over the internet.**

- i. The agency should develop and implement a detailed communication strategy to achieve the above objectives with well-defined metrics to measure the success of the strategy.
- ii. The communication strategy should include outreach through national and international print media, electronic, regional media and online media-
- iii. Senior team from the agency should conduct key message development workshops to develop key messages for the communication campaign.
- iv. The agency must conduct media training workshops two to three times a year for key faculty and officers at the Institute to train them on effective message delivery and Do's and Don'ts.
- v. The agency must develop a media list covering all media – Print, Electronic, Online – with journalists covering education, startups, entrepreneurship, Science & Technology, innovation, etc. And the media list must be updated on an ongoing basis for all key metros including Chennai, Delhi, Mumbai, Kolkata, Bangalore, Hyderabad.
- vi. Agency must organize relationship-building meetings for the Institute's leadership with editors and senior journalists. Two or more relationship-building meeting per quarter to be organized.
- vii. Agency must meet the Institute leadership to assess quarterly performance, understand priorities for the media outreach, develop outreach strategy, and execute accordingly.
- viii. Agency must meet faculty across Departments, reaching out to at least 25 faculty members per quarter, including new faculty, across departments, to understand the research in progress and work out a case to case strategy for media outreach for such research to highlight the outcomes and the impact. Out of the 25 faculty each quarter, about 10 faculty should be engaged with media team for the first time. At least eight to ten large format media stories per quarter on research/activities at IITM should be the targeted outcome.
- ix. Agency must provide media outreach support for ongoing announcements and events, seminars and activities of media relevance on campus. An average of 6 large events per quarter and about 8 small events per quarter will be held on campus for which media has to be invited and coverage to be managed.
- x. Ongoing media outreach with electronic media to cover student and faculty research, as well as events in the Institute, must be organized. Two large format electronic media coverage, regional and national, to be organized per quarter.
- xi. The agency must place at least 5 to 10 authored articles per quarter from key faculty in the Institute in mainline national print media. The articles will be provided by the faculty.
- xii. The agency must secure sufficient coverage in vernacular (Hindi, Tamil, Telugu, Bengali etc.) media.
- xiii. The agency must organize two visits of a senior journalist (preferably covering Science & research) per quarter to campus from a national daily / magazine / TV to highlight the high-end research on campus.
- xiv. The agency must source opportunities for faculty of the Institute to be invited as panelist on discussions on Science research. This must be opportunities in national TV and regional TV channels.

- xv. The agency must work with the Placement Cell of the institute to highlight the success stories of placements every season on campus.
- xvi. The agency will be required to work with student bodies on campus to highlight the research and other activities of students.
- xvii. The agency will highlight the activities and success stories of the IIT Madras innovation and incubation ecosystem
- xviii. The agency must coordinate all media activities with the Institute's social media team for appropriate social media amplification.
- xix. The agency must reach out to influencers in the media and generate positive media coverage through them. For example, it would be important to feature key alumni as well as non-alumni discussing positive news about IIT Madras.
- xx. The agency must secure coverage in print and electronic (TV) international media for IIT Madras. Such coverage shall be secured in at least the US, Canada and SAARC countries in the local languages as well as in English. The coverage must highlight key research, innovation and incubation success stories as well as securing opportunities for faculty member to write authored articles.
- xxi. The agency should manage the media relations aspects associated with any crises that may arise, such that it does not give rise to unwarranted negative coverage. The agency must provide ongoing counsel during such crisis. This should include alertness in media monitoring, counseling the Institute on crisis communication and preparing media statements and responses to media queries and coming up with a strategy for crisis communication.
- xxii. The agency must also conduct a crisis communication workshop for key faculty and leadership to prepare them to communicate during crisis situations.
- xxiii. The agency must monitor print, online and electronic media on a daily basis and send the Institute a daily monitoring report of all news clips.
- xxiv. The agency must submit a dossier of coverage along with analysis of the coverage on a monthly basis.
- xxv. The media relations and coverage plan presented during the tender technical presentation shall be included with this scope of work of the Agency.

**D Agency reporting and monitoring / measuring outcomes**

- i. The agency will work with the Institute's Communication & PR Office on a day-to-day basis for the above activities.
- ii. The agency will submit a weekly report on activities in progress, a monthly report, a monthly plan and quarterly review with the Director and Deans.
- iii. The agency will submit a detailed analysis of the coverage garnered for the Institute in national and international media and its impact on a monthly, quarterly and annual basis.
- iv. The measurement of the success of the communication strategy will be based on achieving key objectives mentioned above.

**E. Agency resources**

The agency must have a senior team counseling the Institute on the communication strategy. At least one on-site resource person with about 8-10 years of experience should be placed on campus as an exclusive resource for IIT Madras from the agency. Resources must be made available always for execution of strategy for IIT Madras at a national level. The agency's resource allocation plan submitted during the tendering phase shall be binding on the vendor.

## **THE IDENTIFIED REQUIREMENT OF THE INSTITUTE FOR THE PUBLIC RELATIONS SERVICES**

### **A. Deliverables**

- i. Develop PR plan based on the event calendar of the Institute.
- ii. Come up with new story ideas and identify new avenues of media coverage on a quarterly basis.
- iii. Issue 10-20 press releases in a month, based on Institute's requirement.
- iv. At least 20% of media coverage should be in national print and electronic media.
- v. At least 5-10% of the print and electronic media coverage should be in international print and electronic media in countries defined earlier. There should be increasing coverage in international media over time.
- vi. At least 40% of the print and electronic media coverage shall be in vernacular and regional media.
- vii. Meetings with key faculty across all academic departments. Connect with at least 10 new faculty every quarter.
- viii. At least two authored articles shall be placed in the media per month.
- ix. The Agency shall arrange at least two visits by a senior media personnel located outside Chennai editor or a journalist, preferably covering science, technology, innovation, entrepreneurship and policy to the Institute per quarter.
- x. At least one coverage item per month shall originate feature a media influencer (an outsider to IIT Madras) discussing positive aspects of IIT Madras.

These deliverables shall increase by 10% annually in the event of the contract being renewed.

### **B. Media Outreach**

- i. Relationship building meeting with key senior correspondents and editors – Across all metros.
- ii. Media outreach – National print and TV in both Hindi and English; vernacular media including Tamil, Bengali, and Malayalam.  

Target Geographies: Metro cities including Chennai, Delhi, Mumbai, Hyderabad and Bangalore as well as tier-2 cities such as Pune, Madurai, Coimbatore, Mysore, Vijayawada and Vishakhapatnam

Target Media: National Newspapers (English & Hindi), National News channels TV (English & Hindi), Magazines – Business and general interest (English), trade publications and online media; Tamil media—newspapers, magazines, TV channels
- iii. Media familiarization trips to IIT Madras for Outstation media.
- iv. Stories on online degree/ diploma/ certificate programs, placements, life on campus, research focus of the Institute, entrepreneurship culture on campus, etc. should be proactively pitched with the national media on a regular basis.
- v. Opinion Articles by faculty members may be placed in leading publications.
- vi. Intensive outreach with TV for profiling the Institute.
- vii. Close coordination with the social media team to highlight the media output on IITM's work on social media pages.

**C. Media monitoring, reporting and review of work.**

- i. Media Monitoring – including daily tracking of news on IITM
- ii. Dossier of Coverage
- iii. Monthly activity report
- iv. Quarterly review meeting
- v. Annual review meeting

**D. Crisis Communication**

- i. Crisis Communication and preparedness
- ii. Crisis media management and negative coverage mitigation
- iii. Post crisis recovery

**PRE-QUALIFICATION BID****SERVICE OF PUBLIC RELATIONS AGENCY FOR IIT MADRAS****Tender No. IITM/SPS/PR Agency/002/2020-21/SPL**

<b>Sl. No.</b>	<b>Bidder Eligibility Criteria</b>	<b>Compliance (Yes/No)</b>	<b>Reference Page No.</b>	<b>Remarks, If any</b>
1	The Bidder should be registered in India. Necessary document proof should be attached			
2	Minimum 5 years' experience in the field of public relation services and preferably with one top educational institution client in India. Necessary document proof should be attached.			
3	The agency should have at least 15 permanent employees. Necessary document proof should be attached.			
4	The agency should have annual turnover of minimum Rs.100 Lakhs during each of the last 3 years ending 31 –3 –2019. This should be certified by a chartered accountant. Necessary final account statement should be attached.			

**SIGNATURE OF BIDDER ALONG WITH  
SEAL OF THE COMPANY WITH DATE**

**TECHNICAL BID****SERVICE OF PUBLIC RELATIONS AGENCY FOR IIT MADRAS  
Tender No. IITM/SPS/PR Agency/002/2020-21/SPL**

Sl.No.	Details	Vendor compliance (Y/N)	Reference Page No.	Remarks, If any
1	Branding objectives for IIT Madras – what should be the Top 5 messages that IIT Madras needs to communicate through media outreach.			
2	Media Strategy for next 1 year and for the next 5 years – what does IITM needs to do to enhance its media presence? What is currently missing or lacking in the Institution’s media outreach?			
3	Plans for international media outreach for IIT Madras?			
4	Crisis Communication – What should be the IITM’s broad strategy in case of a crisis situation? Any case studies of handling crisis situation by the agency that can be shared?			
5	Few concrete story ideas/suggestions for IIT Madras			
6	Experience of working with top educational institutions or organization of similar nature – Few examples of important campaigns undertaken for them			
7	Resource Team for IITM – Share the profile and experience of the Resource Team that will be deployed exclusively to service IIT Madras			
8	State minimum monthly targets for number of articles in (a) leading national print and electronic media, (b) vernacular and regional print and electronic media, (c) international print and electronic media and (d) influencer stories that will be generated. In each instance, also present example names of such media outlets as a demonstration of quality.			

**SIGNATURE OF BIDDER ALONG WITH  
SEAL OF THE COMPANY WITH DATE**



## FINANCIAL BID (PROFORMA) - BILL OF QUANTITIES (BOQ)

## SERVICE OF PUBLIC RELATIONS AGENCY FOR IIT MADRAS

Tender No. IITM/SPS/PR Agency/002/2020-21/SPL

It. No	Description of work	Unit	Qty	Rate in Figure	Total Amount
<b>1</b>	<b>Service of Public Relations Agency for IIT Madras for a period of one year.</b> Monthly agency professional fee for Media Outreach and Media Monitoring as listed in the Annexure-A	<b>Lump sum Per Month</b>	12 months		
	GST	<b>18%</b>			
	Grand Total including GST.				

Total Amount Rs. in words \_\_\_\_\_