

## INDIAN INSTITUTE OF MANAGEMENT NAGPUR



Tender for selection of Promotional Agency for Executive Education  
Programmes of IIM Nagpur

**(Tender Reference NO.: IIMN/141/2021-22/16 dated 25/02/2022)**

### **Issued by:**

#### **Client**

Stores and Purchase Office  
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## Chapter 1

### A. Introduction

IIM Nagpur was established in the year 2015 and is now established in its State of the art permanent campus at MIHAN, Nagpur.

A key aspect of IIM Nagpur's mission is to make an impact on the practice of management. Towards this, IIM Nagpur is focused on engaging and collaborating with organizations from the corporate sector, PSUs, and government organizations. Our objective is to enable leaders, managers and executives enhance their knowledge, skills and capabilities through participation in our Executive Education Programmes. These programmes aim to help participants be better equipped to perform effectively in their current roles and to take up greater challenges as they move through various stages in their careers.

To this end, IIM Nagpur aims to offer both function specific programmes focused on areas such as marketing, finance, organizational behaviour, human resources, information technology, strategy etc., as also offer general management programmes that are over-arching and integrate knowledge from a wide range of functional areas.

### B. Concept brief for the Marketing Agency

IIM Nagpur would like to engage the services of (empanelled) marketing agency/agencies to promote its executive education programmes. The services would include submitting and executing marketing plans, reaching out and contacting relevant officials including HR managers and others responsible for training decisions of Government, Public and Corporate organizations. It would involve any relevant marketing tool including digital marketing and social media-based marketing to directly target suitable potential clients/ programme participants.

### C. Notice Inviting Bids

IIM Nagpur is inviting **Bids** under two bid system from experienced organizations, companies, firms for promoting and providing nominations for executive education programmes of IIM Nagpur. (Chapter 3)

#### Timeline for Bidding Process:

Bid Publishing Date	25.02.2022
Pre-Bid meeting (Hybrid mode) zoom link - <a href="https://zoom.us/j/94699947573">https://zoom.us/j/94699947573</a> Meeting ID: 946 9994 7573	04.03.2022 at 11:00 AM
Bid Submission Date	14.03.2022 up to 11:00 AM
Technical Bid Opening Date	14.03.2022 at 11:30 AM
Financial Bid Opening Date	Price Bid of only technically qualified bidders as per Bid evaluation scheme shall be opened at a later date.

#### D. Bid Submission:

Bid document available on [www.iimnagpur.ac.in/tenders/](http://www.iimnagpur.ac.in/tenders/)

The bid shall be submitted in order as follows:

Sealed Envelope – 1 - Relevant supporting documents as per PQ and Technical criteria

Copy of GST, PAN, business registration etc. as applicable for this contract, Turnover certificates, experience certificates etc.

Annexure I & II filled, signed and stamped.

Sealed Envelope – 2 – Annexure III - Price Bid document downloaded from IIM Nagpur website, filled, signed and stamped.

Bids shall be submitted at –

IIM Nagpur, MIHAN Campus,

Plot No.1 , Sector 20, MIHAN, Nagpur -441108

Bidder who has downloaded the tender from the IIMN website [www.iimnagpur.ac.in](http://www.iimnagpur.ac.in) shall not tamper/modify the tender form including downloaded price bid template in any manner. In case if the same is found to be tampered / modified in any manner, tender will be completely rejected and bidder is liable to be banned from doing business with IIMN. Intending bidders are advised to visit [www.iimnagpur.ac.in](http://www.iimnagpur.ac.in) regularly till closing date of submission of tender for any corrigendum / addendum/ amendment.

- 1. Earnest Money Deposit :** A Bid Security Declaration is to be submitted by the bidder in lieu of EMD. The format (Attached as Annexure II) shall be printed on the bidder's letterhead, signed and stamped by the authorized signatory and submitted with the PQ & Technical Bid.
- 2. Initial Security Deposit:** The successful tender(s) will have to submit initial security deposit of Rs. 30000/- (Rs. Thirty Thousand Only) before beginning of contract.  
The ISD may be paid by DD / NEFT / Performance Bank guarantee of a reputed bank.  
The Security deposit if submitted in the form of DD / NEFT shall be for the period of contract and will not incur any interest at the time of release.  
The bank guarantee should remain valid for a period of initial contract. In case the contract is further extended beyond the initial period, the performance bank guarantee will have to be accordingly renewed by the contractor.  
The value of Security Deposit (SD) is calculated as 3% of the tentative value of contract for the agency in one year. At the end of each year, the Security Deposit will be calculated based on the actual contract value for that year and the SD amount will be adjusted accordingly.
- 3. Validity period of the Bid:** The bids will be valid for a period of three months from the date of submission.
- 4. Price Bid:** Bidders will quote the percentage share of the Programme fee per participant (pre-tax).

## E. General Information for Bidders

1. Bidders should acquaint themselves with the scope of work and reach out to IIM Nagpur for any queries / clarifications in the Pre-Bid meeting as per timelines. Bidders can attend the Pre-Bid meeting at IIM Nagpur or online. The link for Pre-bid meeting is  
zoom link - <https://zoom.us/j/94699947573>  
Meeting ID: 946 9994 7573
2. **Period of contract:** The contract will be initially for a period of three years from the date of issue of the order. Based on satisfactory performance, the contract may be extended maximum up to another two years (one year at a time) on mutually agreed terms and conditions. However, the institute reserves the right to terminate / curtail the contract at any time after giving one month notice without assigning any reason. The rates agreed upon at the time of contract will be fixed for the initial contract period. In case of extension of contract, revised rates will be invited and mutually decided.
3. **Rejection clause:** The firm who does not fulfil any of the PQ conditions or submit incomplete documents in any respect is liable to be rejected summarily.
4. **Selection of Service Provider: As detailed in Chapter 4** Price BID of only those bidders who qualify in Pre- qualification process will be opened.
5. **Legal dispute:** Any dispute, which may necessitate legal redressal will be restricted to the jurisdiction of the civil courts at Nagpur (Maharashtra) only.
6. **Payment terms:**
  - Payment from IIM Nagpur to the marketing partners (MP) will be made on a per (paid) candidate basis.
  - For each executive education programme, IIM Nagpur will decide the programme fee that will be charged to each participant.
  - For a particular executive education programme, the amount (rate per paid participant) that will be paid to the marketing partner agency will be a pre-decided percentage share of the fees-per-candidate (pre-tax). For instance, if for an agency is able to enrol N candidates, and each candidate is charged fees of Rupees Y, and the marketing agency has bid for a share of X% then the amount paid by IIM Nagpur to the marketing agency upon successful completion of that particular programme would be Rupees  $(N) * (Y) * (X\%)$ .

**Note: Fees - The application fee (if applicable) & tuition fee (without GST component charged to the participants) are only shareable with the Marketing Partners which shall be released based on the invoice raised in instalments by the agency.**

  - If for a programme there isn't adequate subscription of participants, the programme will stand cancelled and in such a condition, the marketing partners will not receive any payment for its efforts.
  - The adequate number of participants per programme will be decided by IIM Nagpur which will be communicated well in advance, to the marketing partner.

- Agency shall raise invoices on successful commencement of each programme for the final number of participants that attended the programme. Payment will be made by IIM Nagpur within 30 days on receipt of bills.
  - Payment will only be processed after commencement of each programme with final number of 100% paid nominations.
  - For long duration programmes, if fee is collected from participants in instalments, then MPs will also be paid its share proportionally after each instalment is collected.
  - The invoice will be raised by the agency as per the percentage rate finalized and agreed by the end of tendering process. Applicable taxes will be paid extra.
- 7. Authorization and Manpower deployment:** The service provider shall inform the institute in writing the names of the persons authorized to sign vouchers, raise bills and collect payments.

## Chapter 2

### Pre-Qualification and Technical Criteria

2.1	Only those Bidders who meet the following minimum criteria will be considered for evaluation:
2.1.1	The applicant firm should be a registered company/ firm/ organizations/ consultancy providing services of the nature as required in this bid.
2.1.2	The applicant firm should be in practice at least 1 year in similar industry – providing services similar in nature to the scope of work of this bid.
2.1.2	The applicant firm should be registered with GST.
2.1.4	The firm / agency should have work experience of providing services of the nature as per Scope of Work for at least three clients (reputed educational institutes) Document proof to be attached.
2.1.5	The firm needs to submit a written recommendation/feedback from at least 3 previous clients/institutions wherein they have undertaken similar work along with their contact details for verification.

Submission of documents to assess pre-qualification criteria:

- Bidders must submit the documentary proof in support of meeting the pre-qualification criteria. Simply an undertaking signed by the bidder for any item of the criteria shall not suffice. All the documentary proofs must be uploaded with the bid document.
- Bidders fulfilling the above criteria will be considered for Technical evaluation as detailed in Chapter 4.
- In deciding upon the selection of service provider, emphasis will be paid on the ability and competency of the firm to provide high quality services according to the time schedule and in close co- ordination with IIM Nagpur.

## Chapter 3

### Scope of work

#### 3.1 Concept brief for the Marketing Agency

- 3.1.1 IIM Nagpur would like to engage the services of a marketing partner to promote its executive education programmes.
- 3.1.2 The programmes may be of short duration or long duration, face to face (residential or non-residential) / online / blended mode of delivery based in/outside of IIM Nagpur campus(es) or even any selected venue.
- 3.1.3 The agency has to provide end-to-end go to market strategy for acquiring participants for IIM Nagpur's Executive Education Programmes by following below activities but not limited to.
- Market research to give inputs to IIM Nagpur on programmes likely to succeed
  - Creation of suitable marketing materials like brochures, social media posters, etc. in both soft/hard copy as required.
  - Communication to relevant/potential target participants/organizations about respective programmes - contacting candidates, customers via phone, e-mail, social media and other channels
  - Lead generation and identify interested individuals as well as organizations
  - Programme sales, lead conversion, registration (at IIM Nagpur portal) follow-up, and close the lead with fee payment (on IIM Nagpur account)
  - Providing Data/MIS reports programme wise on periodic basis to ExEd office
  - Reconciliation of programme related financial and operational data.
- 3.1.4 The bidder should have an appropriately updated database of relevant contacts of a large number of potential client organizations to bring diversity in participation.
- 3.1.5 Bidder is expected to increase the benchmark of actual number participants per programme year on year.
- 3.1.6 To carry out these it is expected that the vendor would create an appropriate team with dedicated project manager for IIM Nagpur relationship, support for design and printing besides a large database for mailing, calling and meeting in person.
- 3.1.7 To make calls and visits it is important that these as well as other marketing efforts are made by well qualified and able staff with
- excellent communication skills,
  - sales and marketing skills,
  - understanding of management domains, the proper command over the language (English) and in a way that does not result in nuisance to the potential clients.
- Such staff would necessarily have been trained and provided adequate background knowledge and information about IIM Nagpur, its processes, programmes, and reputation and sufficient knowledge of the client, his / her organizations' reputation etc. to appropriately communicate.
- 3.1.8 During the course of promoting these programmes of IIM Nagpur, requests / enquiries may arise likely from its clients and potential clients for Customized Executive Programmes (CEPs). All such queries / request would have to be diligently passed on in quick time to Executive Education office of IIM Nagpur. There will not be any share of revenue in such cases.
- 3.1.9 As part of technical bid, the bidder may be called for technical presentation(s) for evaluation as a part of technical bid score.

## Chapter 4

### Bid Evaluation Scheme

- 4.1 Technical bid will be assessed for 60 marks & price bids will be evaluated based on lowest percentage quoted.
- 4.2 Only those organizations that qualify pre-qualification (PQ) stage, will be called for a technical presentation either online or in person depending upon the situation part of technical bid evaluation.
- 4.3 If the score of bidders in technical bid is below 50 % (30 Marks) then the bidder will not be considered for further evaluation. Price bid of such bidders will not be opened.

#### 4.4 Technical bid scoring (Maximum 60 marks)

Sr. No.	Description	Maximum Marks
1	Prior experience in the domain	Up to 03 years - 8 Marks 03 - 05 years - 9 Marks Above 05 years - 10 Marks
2	Strength of database (Presentation component)	10 Marks
3	Quality of marketing plan suggested for marketing OEPs of IIM Nagpur (Presentation component)	10 Marks
4	Evidence of performance of data-base marketing, online marketing, digital marketing, social media marketing, offline (face-to-face) marketing, B2B marketing etc.	10 Marks
5	Organization strength to undertake the task	10 Marks
6	Special strategies for sectoral and special interest programmes / Weightage for previous / current clients of the vendor	10 Marks
Total		60 Marks

As per the annexures and based on supporting documents related to experience, each firm will be scored against a total of 60. Firms scoring above 50% (30 marks) will be considered for opening the price bids.

#### 4.5 Price bid evaluation & empanelment

Each firm will be submitting their price bid – the percentage of share which they would like to bid for. Out of the technically qualified bids, the lowest percentage quoted (L1) will be considered as recommended rate and the bidder quoting the same will be empaneled.

The institute will invite all other technically qualified bidders to get empaneled at the recommended rate arrived at in this exercise. Bidders accepting this rate will be considered for empanelment.

In case no other bidder accepts the recommended rate, then IIM Nagpur has the right to have only one bidder (L1) who will be empaneled and used for all the programs.

In case the rate quoted by the lowest bidder is abnormally high and is not acceptable, then IIM Nagpur reserves the right to cancel this tender.

#### Note:

1. IIM N reserves the right to negotiate further to reduce the percentage with the lowest bidder and



- will declare the same as percentage for empanelment for all others.
2. IIMN reserves the right to reject any or all bids without assigning any reason.
  3. IIMN reserves the right to increase or decrease the scope of work.
  4. IIM N reserves the right to award the work to each empanelled vendor.

## ANNEXURE – I

PARTICULARS OF BIDDER

SR.NO	DESCRIPTION	
<b>1</b>	Name of the bidder	
<b>A</b>	Trade Name (in Block letters)	
<b>B</b>	Status of the Bidder (Proprietorship/Partnership/LLP/Limited Co.) In Block letters)	
<b>C</b>	Name of Proprietor/Partners/CEO/Directors (In Block letters)	
<b>D</b>	Name , designation & contact details of the person authorized by the company	
<b>2</b>	Postal Address	
<b>3</b>	Telephone No.	
<b>4</b>	E-mail / Website address (if available)	
<b>5</b>	PAN (attach self-attested photocopy)	
<b>6</b>	GSTIN (GST Registration No.) (attach self- attested photocopy)	

I/We hereby declare and affirm that I/we have read and understood the terms and conditions of this tender as stipulated in the tender notice No **IIMN/141/2021-22/16 dated 25/02/2022**. Accordingly, I/ we accept the terms and conditions and hereby offer the rates “as per Price Bid”

Signature \_\_\_\_\_

Date \_\_\_\_\_

Official seal of bidder \_\_\_\_\_



**Annexure II**

**FORMAT OF BID SECURITY DECLARATION FROM BIDDERS IN LIEU OF EMD**

(On Bidder's Letter head)

I / We, the authorized signatory of (*Company name*)..... , participating in the tender No . IIMN/141/2021-22/16 for "Selection of Promotional Agency for Executive Education Programmes of IIM Nagpur", do hereby declare :

- (i) That I / we have availed the benefit of waiver of EMD while submitting our offer against the subject Tender and no EMD is being deposited for the said tender.
- (ii) That in the event we withdraw / modify our bid during the period of bid validity Or I/we fail to execute formal contract agreement within the given timeline OR I/we fail to submit a Performance Security within the given timeline Or I/we commit any breach of Tender Conditions / Contract which attracts penal action of forfeiture of EMD, then I/we will be suspended from being eligible for bidding / award of all future contract(s) of Indian Institute of Management Nagpur for a period of one year from the date of committing such breach.

Signature of Authorised Signatory of bidder .....

Name of Authorized Signatory .....

Company Name .....

**CHECK LIST OF DOCUMENTS TO BE SUBMITTED**

**Bidder is required to furnish the bid as per checklist below:**

<b>Sr.no</b>	<b>Item Description</b>	<b>Submitted YES/NO</b>	<b>Remark</b>
<b>1</b>	PAN copy		
<b>2</b>	GST Registration copy		
<b>3</b>	Particulars of bidders (Annexure I)		
<b>4</b>	Bid Security Declaration Annexure II		
<b>5</b>	Establishment/ registration certificates as proof for Number of years of existence		
<b>6</b>	Profile of the agency and its Key Professionals: (please mention the credentials of Leadership 1. Qualification 2. Designation 3. Experience		
<b>7</b>	Profile of services offered by the firm		
<b>8</b>	Experience of handling similar assignments or other relevant assignment for Educational Institution(s) such as IIM's, IIT's, NIT's or any other reputed Business Schools.		
<b>9</b>	Any other information relevant to your response to this BID that you may wish to provide.		
<b>10</b>	Price Bid		



**Price Bid**

**Tender No: IIMN/141/2021-22/16 dated 25.02.2022**

**Tender for Selection of Marketing / Promotional agency for Executive Education Programmes of IIM Nagpur.**

	Bidder's Name	Rates
Sr.No.	Particulars of Service	% share of agency to be quoted (per paid participant per programme) without GST
1	Providing end-to-end marketing for acquiring participants for Executive Education Programmes of IIM Nagpur	

**Payment terms – As per Chapter 1, Clause 6 (page no.4)**

Signature of Bidder –

Date -