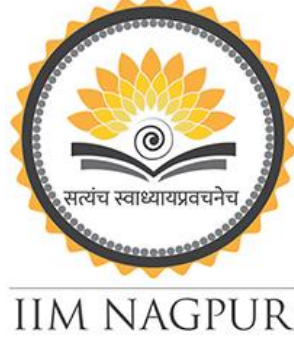


INDIAN INSTITUTE OF MANAGEMENT NAGPUR



EOI for Selection of Promotion Agency for Executive MBA programme of IIM Nagpur

(Tender Reference NO.: IIMN/141/2022-23/31 dated 30/08/2022)

Issued by:

Client

Stores and Purchase Office
Indian Institute of Management Nagpur – 441108

Email : purchase@iimnagpur.ac.in

Phone no. 07122870320/07122870321

www.iimnagpur.ac.in

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. IIM Nagpur, being a new generation IIM, aims to create value-driven leaders, global managers, and entrepreneurs with strong conceptual foundations and analytical approach to help them be the best in whichever field they choose. The aim is to innovatively address the needs of a modern India, and connecting aspirations and realities to attain benchmarks that are respected internationally. IIM Nagpur is gradually increasing its portfolio of activities to fulfil these objectives.

B. Concept brief for the Promotion Agency

IIM Nagpur would like to engage the services of a professional Marketing / Promotion agency to promote its Executive MBA Programme for Pune campus for the batch of 2023-25. The services would include submitting the promotion campaign plan and executing it. The promotion will involve relevant digital marketing tools - digital and social media-based marketing, email, sms etc - to directly target potential programme participants. The detailed scope of work is given in Chapter 3.

C. Notice Inviting Expression of Interest (EOI)

IIM Nagpur is inviting **EOI** from experienced Promotion Agencies for running a promotion campaign for Executive MBA programme (Pune campus) of IIM Nagpur.

Timeline for the Process:

EOI document issue date	30.08.2022
EOI Submission Date	07.09.2022 up to 11:00 AM
EOI Opening Date	07.09.2022 at 11:30 AM
Presentations by technically qualified agencies	08.09.2022 & 09.09.2022
Financial Bids	Will be invited as per the Evaluation scheme of Chapter 4

D. Bid Submission:

The bid shall be submitted in **Soft copy in a password protected folder** and should have the following:

1. Scanned Copy of PAN
2. Scanned Copy of GST (If applicable)
3. Scanned Copy of business registration
4. Qualification as per eligibility criteria in Chapter 2
5. Profile of the agency
6. Work experience – with documentary proof as per Chapter 2
7. Annexure I filled, signed and stamped
8. Documents as per the checklist provided in this EOI

Bids shall be submitted by email before the last date and time at –

admin-associate@iimnagpur.ac.in

Please mention the EOI reference no. in the subject line.

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 before submission of bid.
2. Contract Period: The contract will be for the period of campaign (tentatively 2 months).
3. Rejection clause: The firm who does not fulfil any of the eligibility conditions in chapter 2 or submit incomplete documents in any respect is liable to be rejected summarily.
4. Selection of Agency: Bidder who qualifies as per the eligibility criteria and emerges as the highest scorer in the technical bid assessment will be shortlisted and invited to submit a commercial bid for the assignment. Evaluation Scheme as per Chapter 4.
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 empanelled agency will be made as per schedule of payments as per commercial proposal and as mutually agreed upon.

Chapter 2

Qualification and Eligibility Criteria for bidders

2.1	Only those Bidders who meet the following minimum criteria will be considered for bid assessment and award of contract:
2.1.1	The bidder should be a registered Branding / Promotion / Digital Marketing agency providing services of the nature as required in this bid for atleast three years as on 31.03.2022
2.1.2	The bidder agency should have work experience of providing services of the nature as per Scope of Work for atleast three clients out of which at least one should be an educational institute equivalent to IIM/ IIT / NIT / or top business schools. (Documentary proof / References to be attached)
2.1.2	The bidder agency must have an inhouse team of qualified designers & digital marketing specialists. (The details of the team members with qualification and experience to be attached)

- In deciding upon the selection of agency, emphasis will be paid on the ability and competency of the firm to provide 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 Agency

IIM Nagpur would like to engage the services of an agency having capabilities and experience to plan and execute Promotion campaign for Executive MBA programme of IIM Nagpur - Pune campus.

About Executive MBA Program

IIM Nagpur launches the two-year Executive MBA Program (previously termed as MBA for Working professionals (MBA-WP)) in the academic year 2022-24 for Nagpur Campus and 2023-25 for Pune Campus for mid to senior level executives, who are looking at accelerating their career growth. The Executive MBA is scheduled on weekends/weekdays evenings over two years so that working professionals could attend without taking a break in their careers. The Executive MBA Program is designed to equip the participants with formal management education and sharpen their skills to enable them to move into senior leadership roles. The program aims to develop competent, ethical and professional managers, capable of working in any sector of organized activity, provide leadership and achieve excellence while they contribute to the welfare of their organization as well as the society at large.

Basic Programme Information:

- Eligibility: Working professionals with minimum 50% marks (or equivalent) in graduation and minimum 3 years of work experience will be eligible to apply.
- Programme Duration: Two years
- Curriculum has been curated to match latest industry requirements after benchmarking with the best international as well as Indian management institutes. Valuable inputs from eminent experts and leaders from the industry and academia have been incorporated in the curriculum.

(* The classes may have to be conducted online depending on the prevailing pandemic situation and government restrictions)

(Following is the link which will take the person to the application form. Please highlight the tab.)

<https://exembaadmission.iimnagpur.ac.in/>

The agency will promote the Executive MBA Programme for a period of 45 days from 15th Sept 2022. If required the period of promotion may be extended for a further period of 30 days.

3.2 The Assignment

A. Promotion Campaign Plan

- The agency will plan and submit a detailed promotion campaign for the programme within 1 week of the work order. The elements of the plan will include but are not limited to:
 1. Creation of content and design for the campaign – Static and AV posts for social media, Google ads, website etc.
 2. Media posting plan – timelines (to be executed in coordination with IIM Nagpur team)
 3. Outreach & lead generation plan
 4. Traffic measurement and correction plan
 5. Any other element considered essential for an impactful promotion campaign by the agency.
 6. Campaign report
 7. **The objective of the campaign should be to have minimum 180 firm applications for the programme by the last date of application.**

B. Creatives for the campaign

The creation of all the required content and graphics as per the plan for the campaign submitted and to be approved by the institute. The content and graphics will be unique, suiting the sensibilities of the institute and professionally created for maximum impact.

C. Campaign execution

- The agency will be required to execute the end-to-end promotion campaign in close coordination with the institute including analysis of the campaign and its impact as per the approved plan and subsequent amendments.
- The campaign will be run by the agency on behalf of IIM Nagpur and suitable operational process for media postings will be suggested by the agency which will be approved and conducted by the Communication & Media department of the institute.

Chapter 4

Evaluation system for Selection of agency

4.1

EOI format

Only those agencies that qualify the pre-qualification (PQ) stage as per minimum eligibility criteria detailed in Chapter 2 will be considered for Technical assessment.

The bidder agency will submit an Expression of Interest (EOI) covering the brief proposal for the assignment (broad elements, not detailed) for outlining the proposed strategy of the agency for the assignment and covering the performance metrics. This proposal should be made based on the Scope of work detailed in Chapter 3.

As a part of Assessment, the institute may invite Pre-Qualified bidder agencies for a presentation.

Sr. No.	Technical Assessment parameters	Maximum Marks
1	No. of years of experience of the agency in the domain (Digital promotion, branding, marketing)	Up to 03 years - 1 Mark 03 - 05 years - 3 Marks Above 05 years - 5 Marks
2	Organization strength to undertake the assignment (details to be submitted with profile)	5 marks
3	Quality of proposed strategy for IIMN in the brief proposal submitted with the EOI	15 Marks
4	Profile of the agency (as submitted with the bid)	10 Marks
5	Evidence of past performance - Top 5 promotion campaigns helmed by the agency and their impact	15 Marks
Total		50 Marks

4.2

Assessment

- As per the supporting documents related to experience and other Technical assessment parameters (including presentations) listed above, each firm will be scored against a total of 50 marks.
- The agency scoring less than 50% marks will not be considered for shortlisting.
- The highest scoring agency (H1) will be invited to submit the commercial proposal to execute the end-to-end campaign as per the scope of work. The institute can negotiate the quoted amount with the agency. If the costs are acceptable to the institute, the agency will be awarded the contract for the assignment.
- If the costs quoted by the H1 agency are considered not acceptable by the institute and could not be negotiated, then the institute will invite the second highest scoring agency (H2) to invite a commercial proposal and so on.

CHECK LIST OF DOCUMENTS TO BE SUBMITTED

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

Sr.no	Item Description	Submitted YES/NO	Remark
1	PAN copy		
2	GST Registration copy		
3	Particulars of bidders (Annexure I)		
4	Establishment/ registration certificates as proof for Number of years of existence		
5	Profile of the agency, services offered and its Key Professionals: (please mention the credentials of Leadership 1. Qualification 2. Designation 3. Experience		
6	Brief proposal for outlining the strategy for the assignment		
7	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.		
8	Supporting documents for PQ as per Chapter 2 eligibility criteria		
9	Any other information relevant to your response to this BID that you may wish to provide.		

**PARTICULARS OF BIDDER**

SR.NO	DESCRIPTION	
1	Name of the bidder	
A	Trade Name (in Block letters)	
B	Status of the Bidder (Proprietorship/Partnership/LLP/Limited Co. / Individual) In Block letters)	
2	Postal Address	
3	Telephone No.	
4	E-mail / Website address (if available)	
5	PAN (attach self-attested photocopy)	
6	GSTIN (GST Registration No.) (attach self-attested photocopy if applicable)	

I/We hereby declare and affirm that I/we have read and understood the terms and conditions of this tender as stipulated in the EOI notice No **IIMN/141/2022-23/31 dated 30.08.2022**. Accordingly, I/ we accept the terms and conditions and hereby submit the proposal for the Promotion services.

Signature _____

Date _____

Official seal of bidder _____