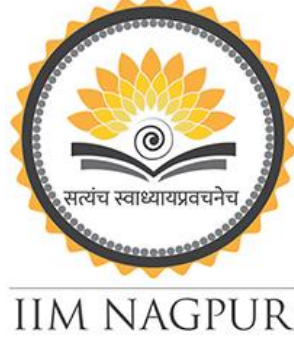


INDIAN INSTITUTE OF MANAGEMENT NAGPUR



Tender for empanelment of Creative Design Agency for IIM Nagpur

(Tender Reference NO.: IIMN/141/2022-23/33 dated 08/09/2022)

Issued by:

Client

Stores and Purchase Office
Indian Institute of Management Nagpur – 441108

Email : purchase@iimnagpur.ac.in

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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 Design Agency

IIM Nagpur would like to engage the services of a Creative Design Agency for its creative requirements in print and digital medium. The creatives will be utilized for website, reports, brochures, social media and others. Detailed scope of work will be as per Chapter 3.

C. Notice Inviting Bids

IIM Nagpur is inviting **Bids** from experienced Design Agencies for IIM Nagpur.

Timeline for Bidding Process:

Bid document issue date	08.09.2022
Bid Submission Date	22.09.2022 up to 11:00 AM
Technical Bid Opening Date	22.09.2022 at 11:30 AM
Presentations by technically qualified agencies	23.09.2022 to 26.09.2022
Financial Bid opening	Will be informed to the technical qualified bidders

D. Bid Submission:

The bid shall be submitted by email with the subject line clearly mentioning the bid number & name of the agency so as to reach IIM Nagpur before the last date and should have the following:

Password protected Technical Bid folder

1. This bid document signed on each page to indicate that you agree with the terms of this contract.
2. Copy of PAN
3. Copy of GST
4. Copy of business registration
5. Supporting documents for Qualification as per eligibility criteria in Chapter 2
6. Profile of the agency
7. Work experience – with documentary proof as per Chapter 2
8. Annexure I filled, signed and stamped

Password protected Price Bid (pdf file)

Annexure II – Price Bid – filled, signed & stamped

Note: Please ensure that the Price Bid or Rates quoted are not included / mentioned anywhere in Technical Bid, in which case the bidder will be disqualified from the process.

Bids shall be sent before the last date and time to –

admin-associate@iimnagpur.ac.in

Bidders shall not tamper/modify the tender form including the 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.

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 initially for a period of one year from the date of issue of Work Order / Empanelment letter. Based on satisfactory performance, the contract may be extended further up to another two years (one year at a time). 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 conditions in chapter 2 or submit incomplete documents in any respect is liable to be rejected summarily.
4. Selection of Agency: Bidders who qualify as per the eligibility criteria and technical bid assessment and whose Techno-Commercial composite score is highest will be awarded the contract. 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 on per assignment basis after submission of invoice for the work done.

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 Creative design 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 five client organizations out of which at least one should be an educational institute (Documentary proof / References to be attached)
2.1.2	The bidder agency must have a design team of atleast three qualified designers. (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 offer and execute designs for creating brand and visual identity of the institute through print and digital mediums.

The agency will provide design services including but not limited to following broad variety:

1. For Print media – Annual reports, Brochures, Flyers, Manuals, Brand collaterals, Posters, Banners, Backdrops, Face charts, Certificates, Print advertisements etc.
2. For Digital Media – Graphics for website, Instagram and other social platforms (Static and reels / video posts), digital backgrounds, slideshows, AV clips etc.

Additionally, the agency should have the capability to handle additional works like Creation of Corporate films – End to End work, Animation works etc.

The requirements of the assignment will be communicated by IIM Nagpur and the agency will work in close coordination with the institute to deliver the expected design. To this end the agency will be required to consult and suggest designs suiting the sensibilities of a global institute and as per the current creative trends. The agency is expected to deliver end-to-end service for the design assignments which means that the delivered assignments must be ready for print / posting.

The selected agency may be required to work on multiple projects at a time with varied timelines.

The initial empanelment will be for a period of One year. The empanelment may be extended for a period of further two years (one year at a time).

Chapter 4

4.1 Technical Bid (Weightage 70 %)

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

Sr. No.	Technical evaluation parameter	Maximum Marks
1	No. of years of experience of the agency in the domain	Up to 03 years - 1 Marks 03 - 05 years - 3 Marks Above 05 years - 5 Marks
2	Overall Team Size (of designers)	Up to 03 - 1 Marks 03 - 05 - 3 Marks More than 05 - 5 Marks
3	Profile of the agency (as submitted with the bid)	10 Marks
4	Weightage for previous / current clients of the vendor	10 Marks
5	Presentation of the agency (agency profile, proposed strategy and plan for IIM Nagpur branding, team deployment etc.)	20 Marks
Total		50 Marks

Based on the supporting documents related to experience and qualification and the presentations by technically qualified bidders, each firm will be scored against a total of 50 marks. For qualifying to be considered for the financial bid opening, an agency will have to score atleast 50% marks (25 marks) in the technical evaluation.

The technical score of each firm will be weighed against 70.

The formula for Technical scoring of each agency is as below:

$$X = \frac{\text{(Marks obtained by the agency)} \times 70}{\text{Highest marks scored in the technical bid}}$$

4.2 Price bid evaluation (Weightage 30%)

The Price Bids of only those bidders will be considered for evaluation, whose Technical Bid is considered acceptable as detailed above in 4.1.

The agency who has quoted the lowest rates as per price bid will be scored 30 marks and the other agencies' score will be weighted as per below formula:

$$Y = \frac{\text{Lowest price quoted} \times 30}{\text{Price quoted by the agency}}$$

The agency getting highest composite score (X + Y) will be awarded the contract.

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	Bid Security Declaration Annexure II		
5	Establishment/ registration certificates as proof for Number of years of existence		
6	Profile of the agency and its Key Professionals: (please mention the credentials) 1. Qualification 2. Designation 3. Experience		
7	Profile of services offered by the firm		
8	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.		
9	Any other information relevant to your response to this BID that you may wish to provide.		
10	Price Bid <i>(In a password protected pdf file. Password to be shared at the time of bid opening)</i>		

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 tender notice No **IIMN/141/2022-23/33 dated 08.09.2022**. Accordingly, I/ we accept the terms and conditions and hereby offer the rates for the design services “as per Price Bid”

Signature _____

Date _____

Official seal of bidder _____

Price Bid**Tender No: IIMN/141/2022-23/33 dated 08.09.2022**

Tender for empanelment of Creative Agency for Graphic Design Services for IIM Nagpur.

Sr. No.	Bidder's Name Particulars of Service	Rate per unit (without GST)	Tentative requirements in a year*
1	Design – Annual Report, handbooks and similar works - Magazine layout – ready for printing (per 200 pages)		1
2	Design – Annual Report, handbooks and similar works - Magazine layout – ready for printing (per 100 pages)		3
3	Design – Annual Report, handbooks and similar works - Magazine layout – ready for printing (per 50 pages)		2
4	Design – A4 - for flyers, posters (per page)		10
5	Design – A3 - for posters (per page)		5
6	Static post design (adaptable for multiple platforms – Instagram/twitter/Facebook/Linkedin/Google ads/Youtube)		50
7	Animated post design (adaptable for multiple platforms– Instagram/twitter/Facebook/Linkedin/Google ads /Youtube)		10
8	AV post design (adaptable for multiple platforms– Instagram/twitter/Facebook/Linkedin/Google ads/Youtube)		10
9	Website graphics (banners, sliders etc) 1170pxX373px (Index page / 800pxX400px (landing page) / 1300pxX234px (inner pages default banner)		30
10	Cost per adaptation (of a design already created)		50
11	Certificate Design		8
12	Customization of certificate for multiple data (per adaptation)		300
	Total		-

Signature of Bidder –

Date –

Payment terms – As per Chapter 1, Clause E (6) (page no.3)***The requirements volume is tentative and is not a committed number. The volumes can increase or decrease. Bidders should quote with this understanding.**