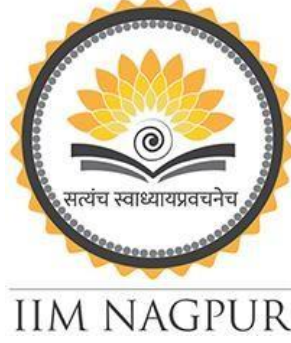


## INDIAN INSTITUTE OF MANAGEMENT NAGPUR



### Tender for selection of Creative Media agency for IIM Nagpur

(Tender Reference NO.: IIMN/141/2023-24/08 dated 01/08/2023)

### Issued by:

#### Client

Indian Institute of Management Nagpur - 441108

Email: [purchase@iimnagpur.ac.in](mailto:purchase@iimnagpur.ac.in)

Phone no. 0712-287-0321

[www.iimnagpur.ac.in](http://www.iimnagpur.ac.in)



## Tender Notice

Indian Institute of Management Nagpur invites electronic tender from experienced Creative Media agencies for the production of AV films and other works for IIM Nagpur.

The tender should be submitted on or before 16/08/2023 up to 11.00 AM.

Bidders who have downloaded the tender from [www.iimnagpur.ac.in/tenders](http://www.iimnagpur.ac.in/tenders) shall not tamper/modify the tender form including the downloaded price bid template in any manner. In case the same is found to be tampered/modified in any manner, the tender will be completely rejected, and the bidder is liable to be banned from doing business with IIMN.

The link for the tender is uploaded on the IIM Nagpur website. Intending tenderers are **advised to visit** IIMN website [www.iimnagpur.ac.in](http://www.iimnagpur.ac.in) regularly till the closing date of submission of tender for any corrigendum/addendum/ amendment.

Chief Administrative Officer  
Indian Institute of Management Nagpur

## Chapter 1

### A. INTRODUCTION

IIM Nagpur was established in the year 2015 and the two-year full-time residential MBA is IIMN's flagship programme. Seven batches of Post Graduate Programme have passed out from the institute.

Academic conferences are an integral component of management education and practice to bring together academicians, industry experts, and stakeholders from society. With the aim of providing a platform for Knowledge sharing, networking, and establishing pointers for further research and work in management practice, IIM Nagpur is hosting its First Annual Academic Conference – Zero Mile Samvad (ZMS).

The conference is scheduled on 15<sup>th</sup> & 16<sup>th</sup> December 2023 and will be attended by prominent members of Academia, Industry, and Society leaders.

To create and manage the end-to-end tasks for media components required for the conference – teaser videos, AV posts, short films – IIM Nagpur would like to engage an experienced Creative Media agency through an Open bidding process as the Creative Partner for the ZMS.

To qualify for the bid evaluation the agencies will be assessed as per the eligibility criteria in Chapter 2.

The detailed scope of work will be as defined in Chapter 3.

The agency will be selected through a techno-commercial assessment scheme as detailed in Chapter 4.

### B. Notice Inviting Bids

IIM Nagpur is inviting **Bids** from experienced Creative Media agencies with experience in Advertising / Marketing / Promotions as Creative partner for the work in Chapter 3.

#### Timeline for Bidding Process:

Bid Publishing Date	01/08/2023
Pre Bid meeting. Interested bidders should write to <a href="mailto:purchase@iimnagpur.ac.in">purchase@iimnagpur.ac.in</a> for the meeting link.	08.08.2023 at 11:00 AM
Bid Submission End Date	16/08/2023 up to 11.00 AM
PQ cum Technical Bid Opening Date	16/08/2023 at 11.30 AM
Presentations by Pre Qualified bidders	18 <sup>th</sup> & 19 <sup>th</sup> August 2023
Financial Bid Opening Date	Price Bid of only technically qualified bidders as per Bid evaluation scheme shall be opened at a later date.

### C. 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:

#### i. 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. Technical Bid documents as per Chapter 4 marked as directed therein
7. Annexure I, II and III filled, signed and stamped

#### ii. Password-protected Price Bid (pdf file)

Annexure IV – 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.**

**Please DO NOT mention the passwords for the bids in the mail.**

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

[purchase@iimnagpur.ac.in](mailto:purchase@iimnagpur.ac.in)

The bidders will share the password for the bids during the online/offline meeting for the opening of bids when asked in the presence of institute authorities and other bidders.

Bidders shall not tamper/modify the tender form including the price bid template in any manner. In case the same is found to be tampered/modified in any manner, the tender will be completely rejected and the bidder is liable to be banned from doing business with IIMN.

**Validity period of the Bid:** The bids will be valid for a period of Three months from the date of submission.

### D. General Information for Bidders

1. Bidders should acquaint themselves with the scope of work and reach out to IIM Nagpur for any queries/clarifications they might need regarding the bid or the work requirements. The Pre-bid meeting for the purpose is scheduled on 8<sup>th</sup> Aug 2023 at 11:00 AM. Interested bidders may send a request to attend the meeting to [purchase@iimnagpur.ac.in](mailto:purchase@iimnagpur.ac.in) before 7<sup>th</sup> Aug 2023. Bidders are requested to visit the campus before submission of bids to understand the site requirements and concept of the assignment.
2. **Period of work:** The work is expected to be completed over the period of August to December 2023. The exact schedule for each task will be finalized and submitted by the successful bidder in consultation with the institute before the beginning of work.
3. **Performance Security Deposit:** The successful bidder will be required to deposit 5 % of the Total Contract value in the form of a Bank Guarantee within 15 days of the issue of Work order.
4. **Contract:** On completion of the bidding process, IIM Nagpur will issue a Letter of Intent (LOI) to the selected firm/s. Upon receipt of the LOI, the firm will submit the detailed plan as per the scope of work, including the names of the persons who will form the team assigned to IIMN. This plan submitted to IIMN will be a part of the contract agreement signed between IIMN and the firm before commencement of work.
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:** The payment will be made after the successful completion of each phase as outlined in the Price Bid. If any of the phases is not completed, the respective payment will not be made. In case of the quantum of work outlined in the scope of work is reduced or increased OR work not covered in the Scope of this document is required to be done, then the payment for the same will be considered as extra work and will be decided on mutually agreeable terms.
- 7. Authorization and Manpower deployment:** The agency shall inform the institute in writing the names of the persons authorized to sign vouchers, raise bills and collect payments.
- 8. Rejection clause:** The agency that does not fulfill any of the PQ conditions or submit incomplete documents in any respect is liable to be rejected summarily.
- 9. Selection of Agency:** Through Techno-Commercial evaluation as detailed in **Chapter 4**.

## Chapter 2

### Pre-Qualification and Technical Criteria

1.1	Only those Bidders who meet the following minimum criteria will be considered for evaluation:
1.1.1	The applicant firm should be a registered agency for the type of services as required in this document – Advertising, Media creation, digital marketing, Graphic design.
1.1.2	The agency should be in practice for more than 3 years.
1.1.2	The agency should be registered with GST.
1.1.3	The agency must have an experience of handling at least three similar assignments for Corporates, large academic institutes such as IIM's, Non-profits etc. Furnish copy of the documentary evidence in support of the work completed.
1.1.4	The bidding agency must have an average annual turnover of at least Rs.35 lakhs for the last three consecutive financial years FY 2019-20, 2020-21, 2021-22. CA certificate to be attached.

Submission of documents to assess pre-qualification criteria:

Bidders must submit documentary proof with the bid document in support of meeting the pre-qualification criteria. Simply an undertaking signed by the bidder for any item of the criteria shall not suffice.

Bidders must ensure that the documents submitted are named appropriately and with reference to this bid document.

Bidders fulfilling the above criteria will be considered for Technical evaluation as detailed in Chapter 4.

Please refer to the checklist for other mandatory documents to be submitted with the bid.

In deciding upon the selection of a 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 coordination with IIM Nagpur.

## Chapter 3 Scope of Work

### Assignment 1:

#### ZMS Conference scheduled in December 2023

The agency will work with IIM Nagpur from August to December 2023 to deliver a variety of AV content including videos, AV posts and Short films, for the coverage of Pre and post Conference events.

The agency is expected to

- develop the concept note, storyboard and script for the assignment
- work with IIM Nagpur for identifying suitable campus and off campus sites for filming, preparing the sites
- actual filming
- developing a thematic soundtrack that will be uniformly used for all the ZMS AV posts
- editing and production including voiceover, integration of soundtrack and post-production finishing with adaptations for various platforms

The assignment is divided into the following phases -

#### 1.1 Pre-Conference Phase:

1. Based on the concept brief shared by IIM Nagpur the agency will begin the work for generating raw video content in the month of August 2023 for Pre-Conference activities. The work includes extensive on-campus filming to generate footage as may be required for creating appropriate content during the build-up to the conference, video bytes to be collected (in-campus as well as from other locations if required), creation of Logo animation and other motion graphics, curating still images and any other allied work required for the purpose.

The above content will be utilized to create the following by the last week of August 2023/ Sept 2023:

- a. Production of a promotional video/ short film of duration 1 minute highlighting the event's core values, target audience, and unique selling points.
- b. Production of video content for the landing page used for running ads.
- c. Production of Video content for media pitches, showcasing event highlights and benefits of coverage, Sponsorship video packages.

#### 1.2 Event Circumference Phase:

Planned in the month of October – November 2023.

Filming of the marathon event including video bytes/interviews of celebrities, video coverage of the marathon, and production of video content/ AV film of duration 1 minute.

#### 1.3 Conference Phase:

December 2023 – 2 days

- a. The agency will deploy a team to film /cover the Conference – inauguration, parallel sessions, allied cultural events, sponsors focus videos, participant interviews, video testimonials, still photography, etc.
- b. The team will be responsible to provide photo and video content simultaneously for social media updates.
- c. Short video of a daily recap to be produced by the end of the day.
- d. Social media posts to be created for the day's events.

#### 1.4 Post-Conference Phase:

- a. Production of a short film of duration 5-6 minutes showcasing the highlights of the conference.
- b. Production of Short videos for social media focussing “Best Moments”.
- c. Compiling and delivering all the video and photo content to IIMN.

The agency will provide the complete raw unedited footage and unedited photos to IIM Nagpur.

**Assignment 2:**

**EEP**

Production of a short film of duration 5-6 minutes focusing on Executive Education Programmes. Work includes Conceptualization, scripting, shooting/filming in-campus, compiling video bytes/testimonials, interviews etc., editing, integration of voice over and post-production and finishing.

The shooting will be in the same schedule as that for Assignment 1 Pre-Conference Phase – August 2023.

Final film to be delivered by 15<sup>th</sup> Sept 2023.



## Chapter 4

### Bid Evaluation Scheme

- 1.1 Technical bids will be assessed for 70 marks & price bids for 30 marks.
- 1.2 If the score of bidders in the technical bid is below 50 % (35 Marks) then the bidder will not be considered for further evaluation. The price bid of such bidders will not be opened.
- 1.3 Price Bids of only those bidders shall be considered for opening and evaluation, whose bid is determined to be technically acceptable to IIMN.
- Evaluation of price bid shall be taken up to determine the competitive prices of the techno-commercially acceptable bids and include the following:
- During Price bid opening only the average technical score of agencies will be read out by the price bid opening committee before opening of price bids.
  - The Total amount quoted in Price Bid will be considered for evaluation purposes.
  - The quoted prices shall be checked to determine the arithmetical correctness of the same.
  - A bidder having the highest composite score of Technical and Price Bid will be selected for the award of the contract.
  - IIMN reserves its right to negotiate the quoted price.

Technical bid score, out of 70, will be arrived based on the following

#### Parameters / Attributes / Dimensions:

Sr. No.	Description	Maximum Marks
TB1	Presentation by the agency - Profile of the agency, Services rendered, clientele, major assignments (concept to production), and any other information to support the bid	20 marks
TB2	The number of Key Professionals & their experience (with the firm and overall).	10 Marks
TB3	Proposed plan for IIM Nagpur as per Scope of work – basic concept for ZMS assignment, narrative style, visualization, with Profile of Professionals proposed to be assigned to IIM Nagpur	30 Marks
TB4	The number of Creative projects- Creative films, advertisements, AV posts, social media campaigns, etc - handled by the agency for Corporates, Large academic institutes, Non-profits, etc.	3 to 5 – 5 marks 5 to 7 – 7 marks 7 & above – 10 marks
	<b>TOTAL</b>	<b>70 Marks</b>

*\*Please submit the supporting bid document files/bid pages named as the given Sr.No., TB1, TB2, TB3.... etc.*

**Technical evaluation (Weightage 70%) X**

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 70 marks. For qualifying to be considered for the financial bid opening, an agency will have to score atleast 50% marks (35 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:

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

**Price bid evaluation (Weightage 30%) Y**

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

The agency that 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:

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

$$\text{Total Score out of 100} = X + Y$$

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

Notes:

1. IIM N reserves the right NOT to award the work to the highest scorer.
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 reserved the right to award the work in case equal score of bidders.

## ANNEXURE – 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/LimitedCo.) In Block letters)	
C	Name of Proprietor /Partners /CEO /Directors (In Block letters)	
2	Postal Address	
3	Telephone No.	
4	E-mail / Website address (if available)	
5	PAN (upload self-attested photocopy)	
6	GSTIN (GST Registration No.) (Upload 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 tender notice No **IIMN/141/2023-24/08 dated 01/08/2023**. 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 M/s..... , participating in the tender No **IIMN/141/2023-24/08 dated 01/08/2023** 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 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 Authorized Signatory of bidder .....

Name of Authorized Signatory .....

Company Name .....



**ANNEXURE III**

**Undertaking by the bidder (To be submitted on the bidder's letterhead)**

I / We \_\_\_\_\_ hereby confirm that we have understood the Scope of Work and the Terms and conditions in the Tender Document No **IIMN/141/2023-24/08 dated 01/08/2023** issued by IIM Nagpur.

I / We have understood the scope of services to be provided during Prebid meeting.

I/ We are ready to offer the required services as detailed in the scope of work at the rates mentioned in the Price Bid

Name of the Signatory \_\_\_\_\_

Signature with date \_\_\_\_\_

Name of the Firm \_\_\_\_\_

Seal of the firm

### CHECK LIST OF DOCUMENTS TO BE SUBMITTED

**Bidder is required to furnish the bid as per checklist below (the bid and all supporting documents to be submitted online):**

Sr.no	Item Description	Submitted YES/NO	Page No. / File name
1	PAN copy		
2	GST Registration copy		
3	Particulars of bidders ( <b>Annexure I</b> )		
4	Bid Security Declaration ( <b>Annexure II</b> )		
5	Undertaking ( <b>Annexure III</b> )		
6	PQ criteria – As per Chapter 2 Establishment/ registration certificates as proof for Number of years of existence (minimum 3 years)		
7	PQ criteria – As per Chapter 2 Supporting documents for Experience (minimum 3)		
8	PQ criteria – As per Chapter 2 Average annual turnover for the last three consecutive financial years FY 2019-20, 2020-21, 2021-22 CA certificate to be attached		
9	Other supporting documents as per PQ criteria Chapter 2		
10	Technical Bid as per Chapter 4 Key Professionals & their experience Profile of services offered by the firm Proposed plan for IIM Nagpur Projects completed by the agency Any other information to support the bid		
11	Price Bid (to be submitted in a password-protected separate PDF file)		
12	Undertaking on the bidder's letterhead that the firm has not been blacklisted from any organization – Government or private.		
13	Any other information relevant to your response to this BID that you may wish to provide.		

**Please do NOT mention Prices in any part of Technical Bids which may render the bidder disqualified from the process.**

**Annexure IV****Price Bid**

Name of the Bidding agency – \_\_\_\_\_

Please quote the Cost for rendering the services as detailed in the Scope of Work Chapter 3.

<i>Sr.No.</i>	<i>Particulars of assignment / service</i>	<i>Amount</i>	<i>GST %</i>	<i>Total Amount</i>
1	<b>Assignment 1 ZMS</b>	-	-	-
1.1	Pre-Conference Phase			
1.2	Event Circumference Phase			
1.3	Conference Phase			
1.4	Post-Conference Phase			
	<b>Total for Assignment 1</b>			
2	<b>Assignment 2 EEP</b>			
	<b>Total Amount (Assignment 1 + 2) including all costs and taxes</b>			

## Notes:

- Payments for Assignment 1 will be released for each phase completed. Payments will not be released for any of the phases/ events canceled.
- Payment for Assignment 2 will be released after the completion of work and delivery of the final film.
- The bidder agency should include all the costs that may be incurred for the assignment including logistics.
- No additional charges will be paid other than that quoted in this Price Bid.

Name of the Signatory \_\_\_\_\_

Signature with date \_\_\_\_\_

Name of the Agency \_\_\_\_\_

Seal of the Agency