



## भारतीय प्रबंध संस्थान कोषिकोड

आई आई एम् कोषिकोड कैम्पस- पी ओ

### INDIAN INSTITUTE OF MANAGEMENT, KOZHIKODE

IIM Kozhikode Campus P.O, Kozhikode, Kerala - 673 570

#### **NOTICE INVITING EXPRESSIONS OF INTEREST (EOI)**

(No. 11-07(03)/Eol-24/2017-IIMK.PUR dated 18.12.2017)

1.	Name of the work	<b>Selection of Public Relations Agency/Consultant for IIM Kozhikode</b>
2.	Period of issue / downloading of PQ Bid forms	From 19.12.2017 to 22.01.2018 (till 5:30 PM) Prequalification Bid Document can be downloaded from IIMK Website <a href="http://www.iimk.ac.in/announcements/tender.php">http://www.iimk.ac.in/announcements/tender.php</a>
3.	Cost of Bid Document	<b>₹1,120/- [1000 + 120 (GST-12%)] (Rupees one thousand one hundred twenty only)</b> by of Demand Draft/Bankers Cheque/Online. Fee should be submitted along with the Eol.
4.	EMD	₹50,000/- (Rupees Fifty Thousand only)
5.	Deadline for submission of Technical Bid and Commercial Bid	23.01.2017 upto 3:00 PM
6.	Date of Opening Technical Bid	23.01.2017 at 4:00 PM
7.	Technical Discussion and Presentation for those qualified in the Technical Bid and Opening of Price Bid	Will be communicated to the shortlisted Bidders later
8.	Mode of Submission of Prequalification Bid	Can be sent by Speed Post/Registered Post/ Courier or dropped in the Box entitled 'Purchase Section' in the Admin. Block, IIMK
9.	Address to which Prequalification Bid is to be sent	Chief Administrative Officer Indian Institute of Management Kozhikode IIM Kozhikode Campus P.O., Kozhikode – 673 570
10.	Contact Person	Manager (Media Relations & Corporate Communications) Indian Institute of Management Kozhikode IIM Kozhikode Campus P.O. Kozhikode – 673 570, Tel: 0495 – 2809140



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## **NOTICE INVITING EXPRESSIONS OF INTEREST (EOI)**

*(No. 11-07(03)/Eoi-24/2017-IIMK.PUR dated 18.12.2017)*

### **1. Introduction**

Established as the fifth Indian Institute of Management in 1996 by Government of India, Indian Institute of Management Kozhikode (IIMK) is a management institute with an international repute contributing to national and global economy and management theory in multiple ways through research / scholarly work, higher education programmes, executive training and management consulting services. More information about the Institute can be found at [www.iimk.ac.in](http://www.iimk.ac.in)

### **2. Request for Proposal (RFP)**

IIMK invites Expressions of Interest (Eoi) from eligible and qualified Public Relations Agencies / Consultants for an assignment of Public Relations Agency of the Institute.

### **3. Objectives:**

- 3.1 Design and develop reputation building programs and initiatives.
- 3.2 Contribute in building and reinforcing appropriate institutional image, foster relations among all its stakeholders including media, industry, government, academia and general public.
- 3.3 Support ongoing marketing and communication opportunities in traditional and digital media.

### **4. Scope of Services:**

- 4.1 To develop a Communication Plan for Institute Reputation (benchmarked with the globally best) building, primarily using traditional and contemporary PR strategies / programmes but not limited to it.
- 4.2 The plan may contain:
  - 4.2.1 Corporate / Organization Positioning: Evaluation of current image and proposed future strategic direction (the final strategy may be jointly decided with the appointed agency but at this stage we would be open to agency's suggestions to the strategic direction).

- 4.2.2 Credibility and visibility programmes to build favourable opinion among and healthy relations with key stake holders: Industry – recruiters, executive training, consulting opportunities; Government; Media, Public – prospective employees, prospective students, community at large, existing employees, existing students.
  - 4.2.3 Any other recommendations related to image and reputation building.
  - 4.2.4 Proposed annual budget for reputation building.
  - 4.2.5 Assured deliverables and suggested models of charges / service fees.
  - 4.2.6 Periodically monitor, alert and provide a report on Digital and Social Media, apart from the mainstream media reports.
  - 4.2.7 Other services offered (such as postage/courier, photocopying, ISDs, media interactions, translation of press releases and media coverage, electronic media monitoring and providing CDs of the coverage, design and printing, organizing analyst meets, press meets, market research, seminars, conferences, designing web creatives for social media communications, etc., costs of which are chargeable at actuals.
- 4.3 The selected firm will be awarded the work for an initial period of 3 years, with provision for extension for 2 more years, based on periodic / annual appraisals.

## 5. Pre-qualification Criteria:

- 5.1 A list of pre-qualification criteria and the supportive documents that need to be submitted is given below. Any Agency not meeting any of the following pre-qualification criteria or not submitting any of the documents are liable to be rejected. Only those agencies who satisfy all the pre-qualification criteria would be eligible for being called for presentation.
- 5.1.1 The Agency should have excelled in providing communication services in various areas including Corporate Reputation Management, Financial Communications, Issues and Crisis Communications, Media Relations and allied activities like Media Monitoring, Perception Research, etc.
  - 5.1.2 The Agency should have the requisite resources, expertise, infrastructure and experience in providing various communications services to its clients according to their needs.
  - 5.1.3 The Agency should have been in existence in India since 2007 with ability to service the client through their offices in most cities and towns in India for localized PR support when required.
  - 5.1.4 The Agency must have earned a fee from PR services at least of **₹25 Crore (Rupees Twenty Five Crore)** during the financial year April 2016 - March 2017. In case The Agency provides non-PR services also, the fee from PR services only will be considered. Relevant certificate from Auditors will be required.
  - 5.1.5 The Net Worth of the Agency should be positive during each of the previous three financial years (April 2014 - March 2017). Copies of duly audited balance sheets and profit and loss Accounts, duly certified by Auditor along with the Auditors Report should be enclosed.

- 5.1.6 The Agency should have worked with at least two national / international organizations for a period of five years with satisfactory performance.
- 5.1.7 The Agency should employ/station one Account Executive at IIMK full-time during the period of the contract. The Account Executive will be an employee of the Agency, at their costs and all his/her salary and benefits are to be met by the agency. Also, the executive must sign a non disclosure agreement.
- 5.1.8 Apart from the above criteria, the Agency is also required to give the following information:
- (a) Ownership and nature of entity (public company, partnership, subsidiary, etc.).
  - (b) Physical locations including addresses of all branches and number of staff in each branch (at officer level).
  - (c) The proposed initial composition of team for IIMK (in terms of designations and numbers). Please also indicate specifically who would be dedicated to the account.
  - (d) Income Tax returns for the last three years.
  - (e) Satisfactory client certification from a different client for each of last three years.
  - (f) All clients who were added and those who seceded in the past three years.
  - (g) List of major accounts including current accounts, and the respective period of servicing them.
- 5.2 The Agency, during the period of the contract, may not enter into a similar contract with any of the competing organizations, without prior and explicit permission from IIMK.
- 5.3 IIMK reserves the right to relax the eligibility criteria (relaxation in deserving cases). Decision of selection by IIMK shall be final and binding.

## 6. Cost of the Tender Form and EMD:

- 6.1 **Tender Form** can be downloaded directly from the Website of the Institute <http://www.iimk.ac.in/announcements/tender.php> from **19.12.2017 to 22.01.2018** (05.30 PM). Tender Form fee is ₹1120/- (**Rupees one thousand one hundred twenty only**) and is non-refundable. The fee is payable by way of Online payment or Demand Draft /Banker's Cheque in favour of Indian Institute of Management Kozhikode payable at Kozhikode. Payment in any other form will not be accepted. The online payment details for IIM Kozhikode given below. In case of online payment, proof of remittance/transaction ID/UTR Number shall be attached for verification :-

Name of Bank : State Bank of India  
Name : Indian Institute of Management Kozhikode  
Account No. : 10401159541 Type: Saving  
Branch : IIM Branch, Kozhikode  
Branch Code : 10565

Address : IIMK Campus PO, Kozhikode 673570  
NEFT IFSC Code : SBIN0010565  
SWIFT Code : SBININBB392  
PAN : AAAJI0121Q

6.2 **Earnest Money Deposit (EMD) of Rs.50,000/- (Rupees Fifty thousand only)** shall be paid by Account Payee Demand Draft, Fixed Deposit Receipt, Banker's Cheque or Bank Guarantee from any of the Commercial Banks in favour of Indian Institute of Management Kozhikode, payable at Kozhikode. It shall be enclosed with the Tender in a separate cover super-scribed "Earnest Money Deposit". If Bank Guarantee is submitted towards EMD, the same shall be furnished on a stamp paper of appropriate value and shall be valid for a period of 3 (Three) months from the due date of submission of tender. Tenders without the EMD will be rejected. No interest shall be payable on the EMD furnished. If the tenderer after submitting the tender, revokes the offer or modifies the terms and conditions thereof during the validity of the offer except where the Institute has given opportunity to do so, the EMD shall be liable to be forfeited. In the event of withdrawal of the Invitation to Tender by the tenderer or in the event of the successful tenderer's failure or refusal to sign the agreement, the earnest money deposit shall be forfeited without prejudice to the Institute's right to recover any further loss or damage incurred or caused in consequence thereof, from the tenderer. The EMD of the successful tenderer will be discharged when the tenderer has executed the agreement. EMD of the unsuccessful tenderers will be returned within 30 days of award of order to the successful tenderer.

#### 7. Technical Bid:

The Technical Bid should consist of detailed profile of the PR Agency and proof of all criteria mentioned under the Pre-qualification criteria.

#### 8. Commercial/Price Bid:

The Commercial/Price Bid, **the Bidder should indicate the Fixed Monthly Retainer Fee payable** for the scope of services as per Proforma enclosed as **Annexure-I**. Service Tax and other applicable taxes, if any, should be mentioned separately.

#### 9. Submission of Bid:

- 9.1 Sealed envelope marked **Envelope – 1**, marked as Technical Bid shall contain completely filled and duly signed Technical Bid with all supporting documents. The envelope shall be super scribed as "**Technical Bid for Selection of Public Relations Agency / Consultant for IIM Kozhikode**".
- 9.2 A separate sealed envelope marked **Envelope – 2** should contain the Commercial Bid duly signed and stamped with prices as specified in this EoI. The envelope shall be super scribed as "**Commercial Bid for Selection of Public Relations Agency / Consultant for IIM Kozhikode**".
- 9.3 The two sealed envelope should be put in a **Third** sealed cover super scribed as **Expression of Interest for "Selection of Public Relations Agency / Consultant for IIM Kozhikode"**.

## **10. Opening of Bid:**

Envelopes pertaining to Technical Bid will be opened at **16:00 hours on 23.01.2017** at IIMK in the presence of representatives of IIMK and the bidders or their representatives they choose to be present. Commercial bids of the pre-qualified bidders shall be opened separately on a date fixed by IIMK and intimated to the pre-qualified bidders after preliminary scrutiny of the Technical Bid documents and appraisal thereof.

## **11. Evaluation of Bid:**

- 11.1 IIMK will determine the substantial responsiveness of each bid with reference to bid terms and conditions. For this purpose a substantially responsive bid is one, which conforms to all the terms and conditions of the Bid documents without material deviations.
- 11.2 IIMK may assess the capacity and capability of the bidder, as stipulated in the EoI. This assessment shall inter-alia include :
  - (i) document verification with regard to qualifying requirement ;
  - (ii) capacity,
  - (iii) details of manpower and financial resources;
  - (iv) details of quality systems in place;
  - (v) past experience and performance;
  - (vi) feedback from clients, etc;
  - (vii) any other matter as IIMK shall deem fit to ascertain the capability and competence.
- 11.3 On the basis of verification of credentials, reference, presentation and actual performance report obtained/experienced, IIMK will short list the technically competent Bidder. Mere fulfilling the eligibility criteria shall not automatically entitle the bidder to be selected/qualified. IIMK reserves the right to relax the eligibility criteria (relaxation in deserving cases). Decision of selection by IIMK shall be final and binding.

## **12. Right to Accept / Reject the Bid:**

- 12.1 IIMK does not pledge itself to accept the lowest or any Bid and reserves to itself the right of accepting the whole or any part or portion of the Bid or cancel the EoI without assigning any reason whatsoever.
- 12.2 IIMK will examine the materiality/significance of the deviation/variation, if any, and shall take its own decision to accept or reject the Bid. IIMK's decision on acceptance/rejection shall be final without assigning any reason thereof. Bids once submitted will not be allowed for revision without the approval of IIMK.

## **13. Presentation by Bidders:**

Bidders who meet the above eligibility criteria will be called for a presentation at IIMK. Date and time of the presentation will be communicated to the eligible bidders. Evaluation would be done using the following criteria by a panel of senior management of IIMK.

#### 14. Evaluation Criteria:

14.1 The evaluation criteria are as follows :

Sl. No.	Criteria	Rating (out of 10)
1	Credentials	
2	Research and Understanding of Context	
3	Strategic Insight	
4	Creativity and Appropriateness of Action Programmes	
5	Chemistry and Attitude	
6	Overall Impression	

14.2 Only the Agencies scoring 45 marks or more out of 60 will be short-listed for financial bidding. Financial Bids of only the short-listed Bidders (who score at least 45 marks out of 60 in the presentation) would be opened.

#### 15. Authorized signatory:

If the Bid is made by or on behalf of a company incorporated under the Companies Act of 1956, it shall be signed by the Managing Director or one of the Directors duly authorized on that behalf.

#### 16. Contact Details:

Details of the contact person for this EoI:

**Name & Designation** :  
**Phone No** :  
**Mobile** :  
**Fax No** :  
**E-mail** :

#### 17. Contract Performance Guarantee (CPG) :

Within 15 (fifteen) days of the receipt of notification of award/Letter of Intent, the successful bidder shall furnish a contract / signed agreement.

#### 18. Other Conditions:

- 18.1 Canvassing by the bidders in any form or influencing the bidding process in any manner will render the bidder disqualified.
- 18.2 IIMK reserves the right to annul the entire bidding process and/or reject all bids at any time prior to award of contract without incurring any liability to the affected bidders or any obligation to inform the affected bidders of the grounds for such decision.

- 18.3 Vendors are to abide by all the Terms and Conditions detailed above. In case these terms and conditions are not acceptable to any Tenderer/ Bidder, he/she should clearly specify the deviations in his/her tender. IIMK reserves the right to accept or to reject them.
- 18.4 In case of any dispute, the decision of the Director of the Institute shall be final and binding on all the parties.
- 18.5 IIMK will not be liable for non-receipt of the Tender in time due to any postal delay or due to any other reason.

**19. Confidentiality:**

Information provided under this RFP and subsequent Service Agreement (if the Agency is selected) is confidential and neither Party shall at any time either during the association or at any time thereafter divulge either directly or indirectly to any person(s), firm or company, business entity, or other organization whatsoever, any Confidential Information that the Other Party may acquire during the course of such association or otherwise concerning the Other Party's business, property, contracts, trade secrets, clients or affairs. In the event the defaulting Party does not comply with its obligations, on the termination of the notice period, the Other Party shall be at liberty to terminate the Agreement, without further notice, and shall additionally have the right to claim any further rights available under the law, including without limitation, the right to damages.

**20. Termination of Contract:**

- 20.1 IIMK reserves its right to terminate the contract for any reason at its absolute discretion including, but not limited to the following:
  - 20.1.1 If the Agency is adjudicated insolvent by a Competent Court of Law or files for insolvency or the Agency's Company is ordered to be wound up by a Competent Court.
  - 20.1.2 Agency commits any material breach of the terms of this contract with IIMK or if found guilty of any malpractice in the performance of the Contract.
  - 20.1.3 If any charge-sheet is filed by the Competent Authority of the Government against the Agency is convicted by a criminal court on grounds of moral turpitude.
  - 20.1.4 In the event of non-satisfactory service or failure on the part of the Agency or if the Agency shall neglect to execute the Contract with due diligence or expedition or shall refuse or neglect to comply with any reasonable order given to him by IIMK in connection with the Project or shall contravene the provisions of the Contract, IIMK shall have the option to terminate the Contract by giving one month notice and may get the work executed (either in part or in whole, as the case may be) by any alternate sources at the Agency's risk and cost. In such an event the Agency shall have no claims whatsoever against IIMK in consequence of such termination of the contract. The decision of IIMK in terminating the contract will be final and binding on the Agency.

**21. Conciliation:**

Any dispute or difference whatsoever arising between the parties relating to or arising out of Contract, shall be settled first by Conciliation in accordance with the Govt. Rules and settlement so rendered between the parties in pursuance thereof shall be final and binding on the parties. Reference to Arbitration shall be made only when the Conciliation has failed.



## **22. Force Majeure :**

Force majeure is herein defined as any cause which is beyond the control of the contracted Agency or IIMK as the case may be which they could not foresee or with a reasonable amount of diligence could not have foreseen and which substantially affect the performance of the contract, such as: natural phenomena, including but not limited to floods, draughts, earthquakes, epidemics, acts of any Government, including but not limited to war, declared or undeclared, priorities, quarantines, embargoes; provided either party shall within fifteen (15) days from the occurrence of such a cause notify the other in writing of such causes. The Agency or IIMK shall not be liable for delays in performing their obligations resulting from any force majeure cause as referred to and/or defined above.

## **23. Guidelines for submitting Eol :**

- 23.1 Bidders should furnish the required details (As per **Annexure-II**) in their own letter-heads. Each page of the Eol document should be signed by the authorized signatory, sealed and serially numbered. The covering letter should clearly specify the total number of pages in the Eol submitted by the Bidder.
- 23.2 In case desired documents/proof are not enclosed, the Eol may be rejected and no clarification/enquiry will be sought/made.
- 23.3** The Eol must be sent in sealed cover so as to reach the address mentioned below on or **before 3:00 PM on 23.01.2017 (Tuesday)**.
- 23.4 Address for sending the Eol:
- Chief Administrative Officer  
Indian Institute of Management Kozhikode  
IIMK Campus P.O.  
Kozhikode – 673 570 (Kerala)**
- 23.5 The last date of receiving the Eol shall be adhered strictly. Eol received after the deadline will not be opened and no further action will be taken on such Eol. However, if the last date is declared as holiday, the next working day on which office is opened will be treated as the last date of receiving the Eol.

## **24. Contact Person**

For further details, if any, please contact Manager, Media Relations & Corporate Communications (Phone: 0495-2809140; e-mail: mgsree@iimk.ac.in) between 9:30 AM and 5:00 PM on working days.

**Dated: 18.12.2017**

**Sd/-  
Lt Col M Julius George (Retd)  
Chief Administrative Officer**

**COMMERCIAL / PRICE BID**

Sl. No.	Item	Amount	Taxes, if any	Total Amount
1	Fixed Monthly Retainer Fee Payable			₹ ..... (in figures)  Rupees..... ..... ..... (in words)

Date:

(Signature of Authorized Signatory)

**DETAILS TO BE FURNISHED BY THE BIDDER**

**Notice Inviting Eoi for the Selection of PR Agency / Consultant**

(Ref No.: 11-07(03)/Eoi-24/2017-IIMK.PUR dated 18.12.2017)

Sl. No.	Clarification Sought	Details to be Furnished
1	Name of the Company & Physical Locations including addresses of all branches	
2	Name of the authorized signatory Contact Address  Email Address: Telephone No. Mobile No. Fax No.	
3	Type of company/organization (please tick)	<input type="checkbox"/> Private Limited Company <input type="checkbox"/> Public limited Company <input type="checkbox"/> Others (specify)
4	Year of Incorporation:	
5	Has the company/organization ever been black-listed by Govt. of India, <b>if No</b> , please attach a self-declaration	
6	Resources, expertise, infrastructure and experience of the Company in providing various communications services	
7	National / International organizations the Company has worked with during the last five years	

8	Average fee earned by the Company from PR services during the last three financial years:	<b>Year</b>	<b>Amount (in Crores)</b>
		2014-15	
		2015-16	
		2016-17	
9	Net worth during the last three financial years (copies of audited Balance Sheets and P&L Accounts duly certified by the Auditor with Auditor's Report to be enclosed)	2014-15	
		2015-16	
		2016-17	
10	Initial composition of team proposed by the Company (in terms of designations and numbers) for IIMK Assignment		
11	Satisfactory client certification from different clients during the last three years (proof to be enclosed)	<b>Year</b>	<b>Number</b>
		2014-15	
		2015-16	
		2016-17	
12	Clients who were added and those who seceded in the past three years (List to be attached)		
13	Number of qualified personnel (Profiles to be attached)		

[Note: Please attach documentary proof in support of the information furnished above, wherever necessary, duly signed by the authorized signatory]

Date:

(Signature of Authorized Signatory)

Notice Inviting Eol No: .....

Name of the Bidder: .....

**PROFORMA OF COMPLIANCE TO BID REQUIREMENT**

We confirm that our bid complies with the Techno-Commercial requirement of Eol without any exceptions.

(Stamp & Signature of Bidder)

**Certificate for Notice Inviting EoI Documents Downloaded from  
Indian Institute of Management Kozhikode Website**

In case the Notice Inviting EoI document is downloaded from the website, a declaration in the following Performa has to be furnished:

"I..... (Authorized Signatory) hereby declare that the EoI Document submitted has been downloaded from the website <http://www.iimk.ac.in/announcements/tender.php> and no additional/deletion/correction has been made in the Notice Inviting EoI (No. 11-07(03)/EoI-24/2017-IIMK.PUR dated 18.12.2017) downloaded. I also declare that I have enclosed a DD/Bankers Cheque No. .... dated ..... for ₹1,120/- (Rupees one thousand one hundred twenty only) towards the cost of EoI Form along with techno-commercial bid".

In case at any stage, it is found that the information given above is false / incorrect, IIMK shall have the absolute right to take any action as deemed fit/without any prior intimation.

(Stamp & Signature of the Bidder)