



**INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE**  
IIM KOZHIKODE CAMPUS P.O, KOZHIKODE-673 570  
Tel: 0495-2809131 Fax: 0495-2803011  
Web site: [www.iimk.ac.in](http://www.iimk.ac.in)

**Request for Proposal (RFP)**  
**for**  
**Appointment of Marketing Research Agency (MRA) for**  
**conducting Market Research for IIM Kozhikode**

**TECHNICAL BID**

Tender Ref. No: 11-07(13)/RFP-06/2018-IIMK.PUR dated 04.05.2018

Date of Issue of RFP	04.05.2018
Last date of downloading Tender Form	22.05.2018 (05.00 PM)
Due date of receipt of Bids	23.05.2018 (02.00 PM)
Date of Opening of Technical Bid	23.05.2018 (03.00 PM)
Cost of Tender Form	Free of cost (can be downloaded from the website <a href="http://www.iimk.ac.in/announcements/Tender.php">www.iimk.ac.in/announcements/Tender.php</a> )

## **Market research – Executive Education, Kerala and around 2018**

### **1. Purpose:**

The purpose/intent for Request for Proposal (RFP) is to appoint a Market Research Agency (MRA) for conducting Market Research on the Executive Post Graduate Programme of the Kochi Campus of IIM Kozhikode.

### **2. Overview:**

- IIM Kozhikode, a premier management institute of national importance with its main campus at Kozhikode, set-up a satellite campus at Cochin in 2011 with the purpose of impacting the industry in the region more directly.
- One of the key activities at Kochi campus is to provide working executives an opportunity to pursue management education and thus help career development. Classes for executive programs run in the evenings and over weekends which permit executives to pursue management education along with their work.
- The Executive Post Graduate Programme (EPGP-Kochi) has impacted over 400 working executives in last 4 years. Now, it is important for IIMK to understand expectations of prospective and existing participants, as well as existing and prospective employers of the participants of executive education programs.

### **3. Objective:**

The objective of the market research is to understand the following general aspects of Executive Post Graduate Programs, i.e. programs that are not executive training programs but are rather career focused programs leading to post-graduate diplomas/certificates, and also specific to the program offered at IIM Kozhikode's Kochi Campus:

- a) awareness, perceptions, interest, and expectations of working executives, employers, professionals and entrepreneurs about long-duration Executive Education Programs in Management for self and career development;
- b) awareness, perceptions, interest, and expectations of working executives, employers, professionals and entrepreneurs about IIMK's EPGP-Kochi Campus for self and career development;
- c) the range of price points, duration and probable market size for similar program at Kochi and nationally;
- d) general market preference regarding types management courses aimed at junior/mid level audiences, courses aimed at focus areas (eg. business analytics) or industry sectors or senior leadership oriented courses;

### **4. Sample:**

Representative sample to capture the views and opinions of working executives who are currently employed and with minimum 5 years work experience, professionals and entrepreneurs, spread across Kochi, Trivandrum, Coimbatore and Kozhikode-Trichur region, and also employers from whose concerns executives are likely to join IIM Kozhikode's program or similar programs.

## **5. Information Areas:**

- a) Category specific:
  - i) Awareness about Executive Education Program in Management and their role for self and career development
  - ii) Interest and intentions in pursuing management education
  - iii) Expectations (drivers) from such programs
  - iv) Awareness about various brands (programs and institutions)
  - v) Perceptions about various program/ institute brands
  - vi) Market for different possible courses for junior/mid level audiences/ focus areas/ industry specific/ leadership role specific
  - vii) Issues and concerns that are likely to deter potential participants from applying
- b) Brand specific:
  - i) Awareness about IIMK EPGP-Kochi Program
  - ii) Interest and intentions in EPGP-Kochi of IIMK
  - iii) Quality perceptions of and expectations from EPGP-Kochi with regard to
    - (1) Program specifics - content, timing, structure, duration, etc.
    - (2) Program Outcome- Placements, Career advancement, self-development
    - (3) Fees – Insights on willingness-to-pay, expected fees/ investments

## **6. Expected Deliverables from the agency:**

- a) Development of instrument/methodology for data collection
- b) Data collection after approval of such instrument/methodology by IIM Kozhikode
- c) Data entry and raw data in software format appropriate to the nature of the data in a form that is usable at IIM Kozhikode
- d) Analysis and report
- e) Presentation either physically at IIM Kozhikode campus, or online through appropriate internet medium

## **7. General conditions:**

- 7.1 The research is to be carried out by through fieldwork to be undertaken by the MRA having experience of conducting large scale sample surveys on an outsourced arrangement. For effective and smooth execution of the project, the overall supervision will be done by the dedicated staff of the MRA. The MRA would, inter-alia, be responsible for developing research methodology including data collection instruments/ procedures as required, collecting data, data entry of the collected data, maintaining the quality of data by undertaking different levels of inspections & scrutiny, validation and finalization of data, attending to the queries/clarifications of IIM Kozhikode during the field study and also during data processing stage etc.

## 8. Pre-Qualification/Eligibility Criteria (Part – I)

Sl. No.	Pre-Qualification Criteria	Proof required
1	The MRA should be a company registered under Companies Act 1956/ Societies Registration Act 1860/ Partnership Firm in existence for the last 5 years	Copy of Certificate of Incorporation/ Registration/ Memorandum of Association as applicable
2	The MRA should have a valid PAN, GST Registration and Service Tax Registration in India	Copy of PAN card, GST Registration and Service Tax Registration Certificates
4	The MRA should be based in Kerala or at least have a Branch Office or field representative in Kerala	Proof of address in Kerala
5	The MRA should not have been blacklisted by Central/State Govt. departments/Undertakings	“Declaration’ as per <b>Annexure-I</b> attached, duly signed
6	A covering letter to be attached with the proposal	To be submitted as per <b>Annexure-II</b> attached

## 9. Technical proposal (Part - II)

9.1) Profile of bidder, as evident in:

- 9.1.1) years of operations calculated based on year of incorporation,
- 9.1.2) size of current operations, as evident in number of branches at present and manpower currently employed by the MRA and its associates.

9.2) Relevant experience of bidder as evident in:

- 9.2.1) the number of market research projects undertaken in the last three years
- 9.2.2) the profile of clients in the last three years

9.3) Quality of Research proposal:

As evident in detailed plan of the MRA on how the project is proposed to be executed, including approach, methodology and detailed work plan for carrying out the work.

## 10. Financial / Commercial Proposal (Part – III)

- 10.1) The financial proposal should contain one consolidated figure that covers the entire cost of study including data entry, travel & allowances, all resource cost, report preparation and submission, presentation, plus applicable taxes (to be shown separately) as per **Annexure-III** .

## 11. Key Events and Dates

1.	Tender Inviting Authority	Senior Administrative Officer (Gen. Admin.) Indian Institute of Management Kozhikode IIMK Campus P.O., Kozhikode 673570
2.	Job Requirement	Appointment of MRA for conducting Market Research for IIM Kozhikode
3.	Publication of RFP	4 <sup>th</sup> May 2018
4.	Cost of Tender Document	Can be downloaded free of cost from <a href="http://www.iimk.ac.in/announcements/Tender.php">www.iimk.ac.in/announcements/Tender.php</a>
5.	Last date for submission of Bids	<b>23<sup>st</sup> May 2018 upto 02.00 pm</b>
6.	Opening of Technical Bids	<b>23<sup>rd</sup> May 2018 at 03.00 pm</b> at IIM Kozhikode

## 12. Procedure for submission of bids

- 12.1) The technical bid and financial bid should be sealed by the bidder in separate covers duly super-scribed "**Request for Proposal (RFP) for Appointment of Marketing Research Agency (MRA) for conducting Market Research for IIM Kozhikode**" and both these sealed covers are to be put in a bigger cover which should also be sealed and duly super-scribed.

## 13. Timeline

- 13.1) The services of the MRA shall be deemed to have commenced from the date of receipt of Letter of Intent (LOI) by email to the successful bidder, who shall be expected to submit its report within four calendar weeks, followed by a presentation before representatives of IIM Kozhikode either in person or through video conference at a mutually convenient date, upon which the assignment shall be considered as closed.

## 14. Payment Schedule

- 14.1) The full payment will be released within 3 weeks from the date of closure of the assignment as mentioned at point 13 above.

## 15. Evaluation of Proposal

- 15.1) Evaluation Committees formed by IIMK shall evaluate bids through a three stage process as follows:
- 15.1.1) The pre-qualification criteria of bids, as laid out at 8 above shall be evaluated at first and any proposal not complying with the requirements of pre-qualification criteria shall be eliminated.

15.1.2) Bids that meet the pre-qualification/eligibility criteria at 8 above shall be evaluated on technical criteria laid down at 9 above according to the following scheme on a 60 point scale:

- 15.1.2.1) Profile of bidder **(10 marks)**
- Relevant experience of bidder **(10 marks)**
- Quality of Research proposal **(40 marks)**

15.1.3) Technical bids that score at least 50 marks out of 60 only shall be considered for financial/ commercial evaluation.

15.1.4) In the third stage, financial proposals of those who have qualified for the Technical proposal would be evaluated. The contract shall be awarded to the MRA with the lowest bid from among the bidders who have cleared the technical evaluation as mentioned above.

**16. Indian Institute of Management shall** reserve the right to cancel the tender process at any stage without assigning any reason and to negotiate with the bidder (s) whose proposal has been ranked first by the committee on the basis of Joint Technical and Commercial Evaluation. Any dispute shall be subject to the jurisdiction of the High Court of Kerala.

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

*[On the letterhead of the organization]*

**Declaration**

This is to certify that -----(Name of the organization), having registered office at -----  
-----(*Address of the registered office*) has never been blacklisted or restricted to apply for  
any such activities by any Central / State Government Department or Court of law anywhere in  
the country.

Signature:

Name of the Authorized Signatory:

Designation:

Contact details (including E-mail):

Date:

To

The Senior Administrative Officer (GA)  
Indian Institute of Management Kozhikode  
IIM Kozhikode Campus P.O.  
Kunnamangalam  
Kozhikode 673570, Kerala

Dear Sir/Madam,

We, the undersigned, offer to provide the services for conducting the Market Research in accordance with your Request for Proposal (RFP) dated 04.05.2018. We hereby submit our Proposal, which include the Pre Qualification bid, Technical Proposal and a Financial/ Commercial Proposal sealed under separate envelopes.

We hereby declare that all the information and statements submitted in this Proposal are true and accept that any misinterpretation contained therein may lead to our disqualification. The prices quoted in the Financial Proposal are valid till three months from the date of submission of the quotation. We confirm that this proposal will remain binding upon us and may be accepted by you at any time before the expiry date.

We understand that IIM Kozhikode is not bound to accept the lowest or any proposal or to give any reason for award, or for the rejection of any proposal.

I confirm that I have the authority of [*Insert Name of the Agency*] to submit the proposal and to negotiate on its behalf.

Yours faithfully,

Authorized Signature (in full):

Name and Designation of Signatory:

Name of Agency:

Address:



**FINANCIAL/COMMERCIAL BID**

SI No	Details	Amount Quoted
1.	The entire cost of market research study including data entry, travel & allowances, all resource cost, report preparation & submission and presentation	
2.	Taxes Applicable/GST .....%	
	<b>Grand Total</b>	
<p><b>(Rupees.....</b>  <b>.....</b>  <b>.....only)</b></p>		

Dated : 2018

Signature:

Name of the Authorized Signatory:

*(Office seal)*