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INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

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

Notice Inviting Limited Tender

For

Digital Social Marketing Services for admission to Executive Post Graduate Programme, leading to MBA for AY 2024-2026 for IIMK-Kochi Campus

(Through e-procurement only)

Tender No. 11/07/DSMS/021/NIT-07/2023-IIMK-PUR

Date: 10.07.2023

1	Name of the work	Limited Tender Enquiry for “Digital Social Marketing Services for admission to Executive Post Graduate Programme, leading to MBA for AY 2024-2026 for IIMK-Kochi Campus”.
2	Cost of Bid Document	The bid form can be freely downloaded from IIMK Website https://iimk.ac.in/tender as well as https://mhrd.euniwizarde.com
3	Earnest Money Deposit	EMD of ₹48,000/- (Rupees forty eight thousand only) shall be submitted through E-Payment mode in E-procurement Portal. Bidder has to select the payment option as “E-Payment” to pay the EMD.
4	Period of downloading of Bid Document from IIMK Website	From 10.07.2023 to 17.07.2023 (Till 15:00 Hrs)
5	Last Date of Receipt of the Bids	17.07.2023 up to 15:00Hrs
6	Date of Opening Bid	17.07.2023 at 16:00 Hrs
7	Contact Person	Chief Purchase Officer Indian Institute of Management Kozhikode IIM Kozhikode Campus P.O. Kozhikode – 673 570, Tel: 0495 – 2809133
8	For Technical Queries	AO - Kochi Campus Indian Institute of Management Kozhikode IIMK Kochi Campus, Infopark, Kakkanad Tel: 0484-2415267

Amendments to the tender (if any) will be issued only through website. www.iimk.ac.in and on E-Procurement Portal <https://mhrd.euniwizarde.com/>



INDIAN INSTITUTE OF MANAGEMENT KOZHIKODE

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

Tender No. 11(07)/DSMS/021/NIT-07/2023-IIMK-PUR

Date: 10.07.2023

Bids are invited from eligible and qualified persons/firms through Limited Tender Enquiry for **“Digital Social Marketing Services for admission to Executive Post Graduate Programme, leading to MBA for AY 2022-2024 for IIMK-Kochi Campus”** for Indian Institute of Management Kozhikode. The bid documents are available in www.mhrd.euniwizarde.com and the last date for the submission of bids is **17.07.2023**.

Sd/-
Chief Purchase Officer

Visit the website for more information:

<https://mhrd.euniwizarde.com/>

<https://www.iimk.ac.in/>

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PART-1: GENERAL INFORMATIONs AND INSTRUCTIONS FOR THE BIDDERS

A. Introduction

INDIAN INSTITUTE OF MANAGEMENT KOZHICODE (IIMK) is one of the premier management institutes in the country set up by Ministry of Education, Govt. of India, offering widest range of academic programs in the field of management education. It is contributing to management education and developing human resources to meet requirements of India's economy and industries and is on a high growth trajectory today. Bids are invited from eligible and qualified persons/firms for **"Digital Social Marketing Services for admission to Executive Post Graduate Programme, leading to MBA for AY 2024-2026 for IIMK-Kochi Campus"** for Indian Institute of Management Kozhikode.

B. About IIMK- Kochi campus

- a) IIM Kozhikode has been growing leaps and bounds since its establishment in 1996. It faced constraints in terms of infrastructure, especially land. It prevented IIM, Kozhikode to grow further, in terms of intake of more number of students and expansion in the form of starting new courses, comparable to global standards.
- b) IIMK Kochi Campus is a Centre of Management for professional development that hosts executive education programmes and facilitates collaboration with the industry through research and consultancy. EPGP at IIMK- Kochi Campus is tailored as a unique two-year programme for working executives, aspiring for leadership positions in various organizations. MBA, awarded out of undertaking EPGP-Kochi Campus is equivalent to MBA of any other Universities or Institutions.
- c) IIMK-Kochi Campus has been conducting EPGP course since 2012. It is primarily meant for working executives, who are having minimum of 3 years of work experience in any of the functional areas. It is being conducted as online (For week day)/ offline (For week end).

C. General Information

1. **Limited Tender:** This limited tender is under single bid system through e-tendering, the Techno-Commercial Bid would be opened on the time and date mentioned in the NIT. Only those who are registered with our Institute can participate in this bid.
2. **Last date and time for submission of the Bids: 15:00 Hrs. on 17.07.2023 :** The bidder has to submit online bid through e-procurement portal <https://mhrd.euniwizarde.com/>
3. **Earnest Money Deposit (EMD):** Tenderers/Bidders are required to submit a sum of **Rs.48,000/- (Rupees forty Eight thousand only)** as EMD through E-Payment mode in E-Procurement Portal. Bidder has to select the payment option as "e-payment" to pay the EMD as applicable. In case of exemption of EMD, the scanned copy of the document in support of exemption will have to be uploaded by the bidder during bid submission.

Tender received without EMD is liable to be rejected. EMD of the unsuccessful bidders will be returned to them after expiry of the final bid validity and latest on or before

the 30th day after the award of the contract. The bid security of the successful bidder would be returned, without any interest, after the receipt of performance security.

EMD is not required to be submitted by those Bidders (Only Micro and Small Enterprises) who are registered with National Small Industries Corporation (NSIC)/MSME Udyog Adhaar however submit valid Registration Certificate along with Profile of the Vendor.

4. **Manner of submission of the Bids:** Tenders are to be submitted online through the website stated above. The tender document may be downloaded from website & submission of technical bid, financial bid as per Tender time schedule. No manual bid will be accepted.
 5. **Time and date for opening of Bids:** The Techno-Commercial Bid will be opened electronically on **17.07.2023 at 16:00 hrs**. Bidders can witness electronic opening of bid.
 6. **Forwarding of Bids:** Bids should be submitted by Bidders furnishing details like valid GST registration number, Bank account details with address and complete postal & e-mail address of their office.
 7. **Clarification regarding contents of the Bids:** During evaluation and comparison of bids, the IIMK may, at its discretion, ask the bidder for clarification of his bid. The request for clarification will be given in writing and no change in prices or substance of the bid will be sought, offered or permitted. No post-bid clarification on the initiative of the bidder will be entertained.
 8. **Rejection of Bids:** Canvassing by the Bidder in any form, unsolicited letter and post-tender correction may invoke summary rejection. Conditional bids will be rejected.
 9. **Validity of Bids:** The Bids should remain valid till 120 Days from the last date of submission of bid.
- D. Instructions to Bidders for the E-Submission of the Bids Online Through E-Procurement Portal.**

The bidders are required to submit soft copies of their bid electronically on the e-Wizard Portal using valid Digital Signature Certificates. Below mentioned instructions are meant to guide the bidders for registration on the e-Wizard Portal, prepare their bids in accordance with the requirements and submit their bids online on the e-Wizard Portal. For more information, bidders may visit the Portal (<https://mhrd.euniwizarde.com/>)

1. Registration Process on Online Portal

- a) Bidders to enroll on the e-Procurement module of the portal <https://mhrd.euniwizarde.com/> by clicking on the link "Bidder Enrolment".
- b) The bidders to choose a unique username and assign a password for their accounts. Bidders are advised to register their valid email address and mobile numbers as part of the registration process. This would be used for any communication from the e-Wizard Portal.

- c) Bidders to register upon enrolment, with their valid Digital Signature Certificate (Class III Certificates with signing and Encryption key) issued by any Certifying Authority recognized by CCA India with their profile.
- d) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSCs to others which may lead to misuse.
- e) Bidder then logs in to the site through the secured log-in by entering their user
- f) ID/password and the password of the DSC / e-Token.
- g) After registration send mail to Helpdesk: helpdeskeuniwizarde@gmail.com for Account activation.
- h) As per portal norms Registration Fee will be applicable.

2. Tender Documents Search

- a) Various built-in options are available in the e-Wizard Portal like Department name, Tender category, estimated value, Date, other keywords, etc. to search for a tender published on the Online Portal.
- b) Once the bidders have selected the tenders they are interested in, they may download the required documents/tender schedules. These tenders can be moved to the respective 'Interested tenders' folder.
- c) The bidder should make a note of the unique Tender No assigned to each tender, in case they want to obtain any clarification/help from the Helpdesk.

3. Bid Preparation

- a) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- b) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid.
- c) Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that needs to be submitted. Any deviations from these may lead to rejection of the bid.
- d) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document/schedule and generally, they can be in PDF/XLSX/PNG, etc. formats.

4. Bid Submission

- a) Bidder to log into the site well in advance for bid submission so that he/she uploads the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- b) The bidder to digitally sign and upload the required bid documents one by one as indicated in the tender document.

- c) Bidders to note that they should necessarily submit their financial bids in the prescribed format given by department and no other format is acceptable.
- d) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, the opening of bids, etc. The bidders should follow this time during bid submission.
- e) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data, which cannot be viewed by unauthorized persons until the time of bid opening.
- f) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
- g) Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
- h) The off-line tender shall not be accepted and no request in this regard will be entertained whatsoever.
- i) As per portal norms Tender Processing Fee will be applicable.

5. Amendment of Bid Document

At any time prior to the deadline for submission of proposals, the department reserve the right to add/modify/delete any portion of this document by the issuance of a Corrigendum, which would be published on the website and will also be made available to the all the Bidder who has been issued the tender document. The Corrigendum shall be binding on all bidders and will form part of the bid documents.

6. Assistance to Bidders

- a) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.
- b) Any queries relating to the process of online bid submission or queries relating to e- Wizard Portal, in general, may be directed to the 24x7 e-Wizard Helpdesk. The contact number for the helpdesk is 8448288994/86/87/89/88/81/90/92/82 011-49606060, 07903269552, 9355030608, 9055030613, 7903810198, 9355030606, 9315620706, 9355030623, 9355030628, 8800526452, 9205898228, 9122643040, 9355030604, eprochelpdesk.01@gmail.com, eprochelpdesk.44@gmail.com, eprochelpdesk.06@gmail.com
- c) The tender inviting authority has the right to cancel this e-tender or extend the due date of receipt of the bid(s).
- d) The bid should be submitted through e-Wizard portal (<https://mhrd.euniwizarde.com/>) only.

PART II: SCOPE OF TENDER AND WORK

A. Scope of The Tender

1. Digital Social Media Marketing Agencies to be selected are expected to aid IIMK- Kochi Campus to find prospective candidates, who may inter alia include

(a) Location-wise;

- i. Those executives, who are settled in Ernakulum District.
- ii. Those executives, who are settled in various other Districts of Kerala.
- iii. Those, executives, who are temporarily residing in Ernakulum due to their job.
- iv. Those executives, who are residing in other states of India, willing to attend classes via online mode on week days.
- v. Those executives, who are residing in other states of India, willing to attend classes via Face to Face mode on week ends
- vi. Those, who are residing any part of the world, who are willing to undertake the course and seeking challenging careers.

(b) In **demographic terms**, candidates from following age-groups are expected;

- i. 25 - 45 years, which may further be subdivided into;
 - a. 25 to 35 years with Graduation but not having an MBA.
 - b. 35 to 45 years with Post-Graduation but not having an MBA.
 - c. 25 to 35 years with Professional qualification (CA/ ICWAI and CS) but not having an MBA.

(c) Bidder to be selected shall also aid IIMK-Kochi Campus as follows;

- (i) Developing a workable and cost effective strategy
- (ii) Executing the strategy so developed for communicating, invoking interest, generating and converting leads from the target audience.

B. Scope of Work

IIMK invites proposal from reputed Firms/Organizations to help IIMK to develop an effective Digital Social Campaign strategy and execute the campaign accordingly. The primary Digital Social channels identified are as follows:

Channels

- Google Search - Display Ads on Google search results when relevant keywords are searched for – (Kerala/ All India)
- Google Display / Banner Ads - Showcase banner Ads on third party websites visited by our targeted audience – Kerala.
- Linked-in Ads - Showcase sponsor updates on LinkedIn timeline (Kerala/ All India)
- Facebook Ads - Showcase banner Ads on the Facebook timeline + Facebook messenger Ads (Kerala/ All India)
- Twitter / YouTube / email or other channels that may be identified later

Activity summary of above channels

- Facebook Lead Form Ads: - Ads to run on Facebook targeting users who fall within our target group and users could then express their interest by filling out a lead form that would appear when clicking on our Facebook ad
- Facebook Ads for Landing page leads - Ads to run on Facebook targeting users who fall within our target group and when clicked upon users would be a lead to a landing page which provides a comprehensive view of the program and the user can then express their interest through the form on the landing page
- Google Search ads (search/ display) - Ads to trigger when users search for keywords and upon clicking directed to a page where they receive comprehensive information about the program and they could begin their application by registering on the application portal
- LinkedIn Ads - Ads to run on LinkedIn and upon clicking lead to a page which provides a comprehensive view of the program and user can then express their interest through the form on the landing page
- Email campaigns - Email promotions to be done to promote the application registrations and to promote participation for IIMK Kochi programme webinar. Emails to be sent to individuals who will submit their data as leads from the campaigns

Other

- Remarketing ads (retargeting ads)

The Request shall contain:

- a) Describe the overall Digital Social Campaign Strategy.
- b) Proposed activation modalities and sequence.
- c) Recommend ideal mix of Digital Social channels.
- d) Recommendation on scope & spend for respective channels.
- e) Any other suggestions relating to the above.
- f) Pricing, rates, billing cycles, payment modalities and account details.

A brief write-up on all the above for evaluation, as to the tentative proposed activation modalities, requirement from institutions side and project management.

Campaign Management: Including but not limited to

- Landing Page Creation & Optimization
- Ad Plan Creation and Account Setup (Existing account)
- Developing Creative/ Content and periodic testing
- Keyword Research and Selection
- Account Settings for spend, type, location etc. (IIM will provide details of social media pages)
- Advertisement Submission
- Implement Campaign Tracking (UTM Campaign tracking)

Periodic Analysis and improvement suggestions on Bi-weekly and month-end basis for campaign performance, audience filters, keywords and performance.

Social Media Expenses:

Paid Campaign Expenses: These expenses will be incurred by the vendor. IIMK will reimburse the expenses bi-monthly basis upon completion of the concerned social media campaigns and scrutiny of lead status till the concerned date of payment.

Google Ads
LinkedIn Ads
Facebook Ads
Instagram Ads
Any other Platform

Financial Expenses: These expenses will be paid to vendor by IIMK after completion of social media campaign IIMK Kochi within 30 days. It may be noted that Ad plan and landing page creation expenses may be included in service charges. The concerned vendor may mention this while filling the financial bid statement.

Email Marketing (PM)
Social Media Marketing (PM)
Service Charges (PM)
Ad Plan and Campaign Set up (Lumsum)
Landing page creation and optimization (Lumsum)

GST rate of 18% should be shown separately in the document

Lead Generation Deliverables:

1. Impressions
2. CTR
3. Number of Leads
4. Cost per lead

Outcome:

We should be able to receive around 4000 leads, out of which we should get 500-600 quality applications. We would need 140 applicants for week day batch (Online) and 70 applicants for week end (Offline) on board.

IIMK Kochi Campus will be sharing photos/ creatives of yester years/ testimonials/ videos of Faculty and IIMK Kochi alumni/ Flyer/ Brochure/ short stories (To be put up in social media channels of IIMK Kochi)/ participant profile of yester years which will help to target the right audience.

Time frame

Initial work shall be completed within 1 week and the ads shall go live in the 2nd week.

- Making the Plan: Research, Strategy Development, Ad Plan Submission – 1 week
- Creating the Assets: Landing Page Creation, Campaign Setup – 1 week
- Rolling out / Going Live: 2nd week.

PART III: TERMS & CONDITIONS OF THE CONTRACT

1. The general conditions of the Bid are as under:-
 - (a) The domain name (www.iimk.ac.in) is available and hoisted by the IIMK. It is the responsibility of the Bidder to check from IIM, Kozhikode whether the domain and database account are compatible in order to sort out support issues, if any at the first instance. It may aid in creation of landing page and other analytical tools that may be linked between the website and digital social channels for the purpose of tracking or measuring campaign performance.
 - (b) IIMK-Kochi Campus has a Facebook page, LinkedIn page, Instagram page and Twitter page a YouTube channel and an existing google search campaign account and the same may be used to roll out the proposed activity. Any accounts or channels created / used as well as creatives shall be the exclusive property of the IIMK.
 - (c) IIMK reserves all rights of the content and creative and will have sole ownership of the same. Bidder shall not make or allow to make an unauthorized copy, use, access or other utilization of materials of IIMK, commercially or otherwise, directly or indirectly except as agreed to by the IIMK. The firm shall also ensure complete confidentiality of the information and data provided to them in order to carry out the job
 - (d) Bidder shall not appoint any sub-Bidder of the Service Contract as per the Work Order under any circumstances.
 - (e) IIMK reserves the right to accept or reject any or all Bids, without assigning any reason thereof.
 - (f) If any of the conditions mentioned above are found violated at any point of time, the Work Order of the Bidder will be cancelled and lump sum payment will not be made.
2. All pages of the Bid Document must be signed by the authorized signatory and sealed with the stamp of the bidding firm as token of having accepted all the Terms and Conditions of this Bid including scope of work.
3. **Performance Security Deposit:** Within 15 (fifteen) days of the receipt of notification of award/Letter of Intent, the successful bidder shall furnish a Security Deposit equivalent to an amount equal to 5% of the Contract value, in the form of Demand Draft/Fixed Deposit Receipt/Bank Guarantee from any scheduled Bank. The Security Deposit shall be kept valid

for a period of 14 Months. The deposit amount shall be payable without any condition what so ever and these guarantee shall be irrevocable. The Performance Guarantee /security deposit is intended for securing the performance of the entire tenure of the agreement between IIMK and the Contractor. The Performance Guarantee/Security Deposit shall be released only on satisfactory performance of the terms of agreement between the vendor and IIMK for the entire period of the agreed time frame plus two months. The deposit will not bear any interest. The Performance Guarantee/Security Deposit is liable to be forfeited, if the party fails to execute the work as per the terms and conditions of the agreement and to the satisfaction of IIMK or on account of any breach of the agreement.

4. The bidders are advised to submit the desired papers/documents with their technical bids. Organizational Profile, failing which the bids shall be declared un-responsive.
5. The incomplete and conditional tenders will be rejected. Quoting unrealistic rates will be treated as disqualification.
6. The bidder must attach self-attested copies of its Bank Account, PAN, GST number, Certificate of incorporation/registration.
7. **PENALTY:** If the selected Agency fails to deliver the services within the stipulated date & time, a penalty price between 1% of total order value as penalty and the actual cost paid to an outside agency by the IIMK for the desired items, shall be deducted from the firm's pending bills on each occasion.
8. **Prices:** The rates quoted shall be inclusive of all admissible taxes/Duties/ Levies. Any increase in taxes and others statutory duties/levies after the expiry of scheduled delivery date or award of contract/work order shall be to the supplier account. However, benefit of any decrease in these taxes/duties shall be passed on to the IIMK by the supplier.
9. **Payment Terms:** Please note that no advance payment will be made. See Page 9 head Social Media Expenses for more information. No payment will be admissible for rejection. Payment shall be released after deducting TDS/GST as per Income Tax Rules and any other deductions as per Government rules.

PART IV: STANDARD CONDITIONS OF CONTRACT

1. **Authorized signatory:** If the tender 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. If it is made by a partnership firm, it shall be signed with co-partnership name by a member of the firm who shall sign copy of Power of Attorney with the tender authorizing him to sign on behalf of the partners. A certified copy of the registered partnership deed shall also be submitted along with the tender.

2. The bidder should have successfully executed at least three similar orders in Government and/or Private sector. The bidders are required to submit supporting document for the past experience i.e. copy of the Print Order and work completion report etc. These documents would be subject to further verification by the IIM, if required.
3. The vendor should attach a list of his/her customers with supporting documents, failing which the tender is liable to be rejected.
4. **Law:** The Work Order and agreement shall be considered and made in accordance with the laws of the Republic of India. The work Order shall be governed by and interpreted in accordance with the laws of the Republic of India.
5. **Effective date of the contract order:** Normally the contract shall come into effect on the date of its acknowledgment by the bidder (Effective Date) and shall remain valid until the completion of the obligations of the parties under the contract. The delivery, supply and performance of the services shall commence from the effective date of the contract Order.
6. **Dispute resolution:** All disputes or differences arising out of or in connection with the Print Order shall be settled by bilateral discussions. Any dispute, disagreement or question arising out of or relating to the Print Order or relating to Delivery of items, which cannot be settled amicably, shall be referred to the Director, IIMK whose decision shall be final and binding on both parties. The Agreement shall be governed by laws of India and court at Kozhikode shall have exclusive Jurisdiction.
7. **Dispute resolution board:** Either party aggrieved by the decision of the Director IIMK may refer the dispute before Dispute Resolution Board. Dispute Resolution Board shall consist of a presiding officer as mutually agreed by both parties failing which will be nominated by the Director IIMK. The said Board may resolve the dispute as per procedure evolved by it however subject to compliance of principle of natural justice. Advocates are not allowed to participate in the proceedings before the Board and both parties shall be represented by their full time officers. The decision/order passed by the board shall be final and binding on both parties. The cost of proceedings will be borne by the both parties.
8. **Penalty for use of undue influence:** The bidder shall undertake that he has not given, offered or promised to give, directly or indirectly, any gift, consideration, reward, commission, fees, brokerage or inducement to any person in service of IIMK or otherwise in procuring the work Orders or forbearing to do or for having done or forborne to do any act in relation to the obtaining or execution of the present Work Order or any other work order with the Government of India for showing or forbearing to show favor or disfavor to any person in relation to the present work Order or any other work Order with the Government of India. Any breach of the aforesaid undertaking by the bidder or any one employed by him or acting on his behalf (whether with or without the knowledge of the bidder) or the commission of any offers by the bidder or anyone employed by him or acting on his behalf, as defined in Chapter IX of the Indian Penal Code, 1860 or the Prevention of Corruption Act, 1986 or any other Act enacted for the

prevention of corruption shall entitle IIMK to cancel the work Order and all or any other work Orders with the Bidder and recover from the Bidder the amount of any loss arising from such cancellation. A decision of IIMK or the nominee to the effect that a breach of the undertaking had been committed shall be final and binding on the Bidder. Giving or offering of any gift, bribe or inducement or any attempt at any such act on behalf of the Bidder towards any officer/employee of IIMK or to any other person in a position to influence any officer/employee of the IIMK for showing any favor in relation to this or any other Work Order, shall render the Bidder to such liability/ penalty as IIMK may deem proper, including but not limited to termination of the Work Order, imposition of penal damages, forfeiture of the Bank Guarantee and refund of the amounts paid by IIMK.

9. **Access to books of accounts:** In case it is found to the satisfaction of IIMK that the bidder has engaged an Agent or paid commission or influenced any person to obtain the contract as described in clauses relating to Agents/Agency Commission and penalty for use of undue influence, the bidder, on a specific request of IIMK, shall provide necessary information/ inspection of the relevant financial documents/information.
10. **Non-disclosure of contract documents:** Except with the written consent of the IIMK/Bidder, other party shall not disclose the contract or any provision, specification, plan, design, pattern, sample or information thereof to any third party.
11. **Termination of contract:** The IIMK shall have the right to terminate this contract in any of the following cases without payment of compensation: -
 - a) The successful Bidder is declared bankrupt or becomes insolvent.
 - b) The IIMK has noticed that the successful bidder has utilized the services of any Indian/Foreign agent in getting this contract and paid any commission to such individual/company etc.
 - c) For non-performance/default in compliance of the terms and conditions of the contract.
12. IIMK may terminate this contract at any time with the notice of 30 days in advance.
13. **Notices:** Any notice required or permitted by the contract shall be written in the English language and may be delivered personally or may be sent by registered pre-paid mail/airmail, addressed to the last known address of the party to whom it is sent.
14. **Transfer and sub-letting:** The Bidder has no right to give, bargain, sell, assign or sublet or otherwise dispose of the Contract or any part thereof, as well as to give or to let a third party take benefit or advantage of the present Contract or any part thereof.
15. **Amendments:** No provision of present Contract shall be changed or modified in any way (including this provision) either in whole or in part except by an instrument in writing

made after the date of this Contract and signed on behalf of both the parties and which expressly states to amend the present Contract.

16. The Bidder is required to give confirmation of their acceptance of the Standard Conditions of the Contract, which will automatically be considered as part of the Contract concluded with the successful Bidder as selected by the IIMK. Failure to do so may result in rejection of the Bid submitted by the Bidder.

PART V: PREPARATION OF BID DOCUMENT

1. The Bidder is expected to examine all instructions, forms, terms and specifications in the Bid Document. Failure to furnish all information required as per the Bid Documents or submission of the bids not substantially responsive to the Bid Documents in every respect will be at the bidder's risk and shall result in rejection of the bid. Each bidder shall submit only one Bid. Bidder shall not contact other bidders in matters relating to this tender.
2. Complete bid documents can be downloaded from the Ministry of Education's online procurement portal (<https://mhrd.euniwizarde.com/>) or from the Website of IIMK (<http://iimk.ac.in/>). Information on issuance of corrigendum, if any, related to this bid will also be available on E-Procurement Portal and also in the website of the Institute.
3. Bidders should furnish the required details in their own letter-heads. In case desired documents/proof is not enclosed, the Bid may be rejected and no clarification/ enquiry in this regard will be entertained.
4. Bid Documents: The services required to be rendered, bidding procedures and contract terms and conditions are prescribed in the Bid Documents. The Technical Bid shall be uploaded with the all necessary documents mentioned in the tender document duly signed on all pages.
5. **Financial Bid**
 - The vendor has to submit the price bid as given in the format in **Annexure-C**. The bidder needs to fill up the rates, downloaded for the Price Bid (In Excel format) in the designated cell and upload the same in designated location of BOQ.
 - The prices shall be inclusive of all Taxes. However, basic unit price and all other components of the price need to be individually quoted as per price schedule given in Price Bid.
 - The rates quoted by the bidder shall be fixed for the duration of the contract and shall not be subject to adjustment on any account.
 - "DISCOUNT, if any, offered by the bidders shall not be considered unless they are specifically indicated in the price schedule. Bidders desiring to offer discount shall therefore modify their offers suitably while quoting and shall quote clearly net price taking all such factors like discount, free service, etc. into account".
6. **PERIOD OF VALIDITY OF BIDS**
 - a) Bid shall remain valid for a period not less than 120 days after the deadline date specified for submission.

- b) In exceptional circumstances, IIMK may request the consent of the bidder for an extension to the period of bid validity. The request and the response thereto shall be made in writing. A bidder accepting the request and granting extension will not be permitted to modify his bid.
7. **Opening of bids:** The valid e-bids received through the e-Procurement portal before the deadline are will be open **at 16:00 hours on 17.07.2023** by representatives of IIMK and the bidders or their representatives they choose can be log into the e-procurement portal for getting the updates of the bid. In the event of the specified date of bid opening being declared a holiday for IIMK, the bids shall be opened at the appointed time and location on the next working day.
8. **Right to accept /reject the bid:** IIMK does not pledge itself to accept the Bid and reserves to itself the right of accepting the whole or any part or portion of the Bid or cancel the Bid without assigning any reason whatsoever.
- 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. Bid once submitted will not be allowed for revision without the approval of IIMK. Any withdrawal of Bid after submission of offer will result in debarring/blacklisting of the party.
9. **Evaluation of bids:** Tenders will be scrutinized by a Committee consisting of representatives of IIMK and an external expert if required. The committee so constituted will broadly examine, but not restricted to the following:
- (a) Whether the agencies work reflects artistic excellence, innovation and originality as evidenced by professional quality of services; professional approaches to processes and presentation and communicates a unique vision or perspective.
 - (b) Whether the Agencies professional experience is adequate to meet the demands of the project and demonstrates the capability of the firm/ organization regarding Digital Social Marketing Services.
 - (c) Whether the agencies have adequate tools, manpower etc. for such work to explicitly display the agencies capacity to execute the services.
 - (d) Agencies ability to meet project deadlines and to perform work in a timely and professional manner.
 - (e) Significance of the Agencies professional career.
10. 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. **Award of bid:** The contract shall be awarded to the lowest evaluated bidder whose bid has been found to be responsive and who is eligible and qualified to perform the contract satisfactorily as per the terms and conditions incorporated in the corresponding bidding document.
12. **Selection Of The Agencies And Confidentiality Clauses**

Following are the processes involved after the selection of the Bidder:

- (a) Selected agencies will be issued a Work Order, consisting of the terms and conditions, refereed in this Bid and they are referred as Service Providers.
- (b) Service Provider acknowledges that all material and information which it has and will come into its possession or knowledge in connection with this agreement or the performance thereof, whether consisting of confidential and proprietary data or not, whose disclosure to or use by third parties may be damaging or cause loss to IIMK will all times be held by it in strict confidence and it shall not make use thereof other than for the performance of this agreement and to release it only to employees requiring such information, and not to release or disclose it to any other party.
- (c) Service Provider agrees to take appropriate action with respect to its employees to ensure that the obligations of non-use and non-disclosure of confidential information under this agreement are fully satisfied. In the event of any loss to the IIMK in divulging the information by the employees of the Service Provider, IIMK shall be indemnified. Service Provider agrees to maintain the confidentiality of the information of IIMK, after the termination of the agreement also.

Service Provider and IIMK will treat as confidential all data and information about the Service Provider/IIMK/Contract, obtained in the execution of this contract including any business, technical or financial information, in strict confidence and will not reveal such information to any other party

13. **Acknowledgement/acceptance of the Order:** The supplier shall give an acknowledgement of the order within 10 days of the date of the same. In case, the supplier fails to acknowledge the order within the stipulated time, the Institute is at liberty to cancel the order.

FOR FURTHER DETAILS, IF ANY, PLEASE CONTACT CHIEF PURCHASE OFFICER (PHONE: 0495-2809459; E-MAIL- purchase@iimk.ac.in) BETWEEN 9:30 AM AND 5:00 PM ON WORKING DAYS.

Date: 10.07.2023

**Sd/-
Col Biju Warriar (Retd)
Chief Purchase Officer**

ORGANIZATIONAL PROFILE

Name of the Bidder:

1. Name of Firm :
2. Type :
3. Name of Owner/Proprietor :
4. Year of establishment :
5. Brief Description (May add as a separate enclosure) :
6. Contact Number and Mobile Number:
7. Email Id :
8. Address :
9. GST Registration :
10. Organizational structure (To include details of Proprietor/Directors, managers and Members break up) (add as a separate enclosure)

(Stamp & Signature of the Bidder)

TENDERER BANK INFORMATION FOR E-PAYMENT

1	Name and Full address of the Tenderer	
2	E-Mail address	
3	Credit Account No.	
4	Account Type (SB or CA or OD)	
5	Name of the Bank	
6	Branch full address with Telephone No	
7	Telephone/Mobile/Fax No. of the Tenderer	
8	PAN (Permanent Account Number)	
9	GST Registration Number	

PRICE BID

Rates, for undertaking Digital Social Marketing Services for admission to Executive Post Graduate Programme-IIMK Kochi Campus, for the AY 2024-2026 through various social media platforms and marketing through other channels

Sr No	Item Description (Tools) (Charges to be incurred by Vendor. IIMK to reimburse the expenses)	Amount	GST Amount	Total Amount
1	Google Ads			
2	Linked-in Ads			
3	Face Book Ads			
4	Instagram Ads			
5	Any other platform			
Total Amount (A)				

Sr No	Financial Proposal (Charges payable to the vendor)	Amount	GST Amount	Total Amount
1	Email Marketing (PM)			
2	Social Media Marketing (PM)			
3	Service charges for Paid Campaign (PM)			
4	Ad Plan & Campaign setup (LS)			
5	Landing page creation & Optimization (LS)			
Total Amount (B)				
Grand Total (A+B)				

LS: Lump Sum, **PM:** Per Month

Note: The bidder needs to fill up the rates, downloaded for the **Price Bid (In Excel format)** in the designated cell and upload the same in designated location of **BOQ**.