

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
DIAMOND HARBOUR ROAD, JOKA
KOLKATA – 700104
Phone No. 033-2467-8300 01-04

E-TENDER (NOTICE INVITING TENDER)

Tender Enquiry No. NIT/IIMC/ADV/14/2021-22

Dated: November 25, 2021

Indian Institute of Management Calcutta (IIM Calcutta) invites online bids (e-tender) in two bids systems (Technical & Financial) from Advertisement Agencies for selection of an Advertisement Agency for release of publication in the **Indian Express + Financial Express (Duration 30 days)** relating to **Ph.D. (Doctoral Programme) Admission 2022 Advertisement at IIM Calcutta and the matter will be released on Digital mode.**

Indian Express + Financial Express Digital:

Deliverables:

- A. **Website: Indianexpress.com, financialexpress.com**
- B. **Section: Home Page & Run on Site**
- C. **Platforms: Desktop + Mobile**
- D. **Ad Unit: 728x90, 300x250**
- E. **Duration: 30 days**

Ad Units	Estimated Impressions	Rate	Duration	Estimated Price Cost (Rs.)
Standard Banner	2 Million	120 CPM	30 days	Rs.2,40,000/-

Time schedule of tender activities:

1	Last date and time for submission of Technical Bids documents	15/12/2021 at 14.00 p.m.
2	Date and time for opening of technical Bid	16/12/2021 at 14.15 p.m.
3	Financial bid shall be opened after evaluation of Technical Bid	Will be intimated later

Tender documents comprising the following:

Volume -I:

- a) Notice Inviting Tender

Volume -II:

- a) Price Bid with Bill of Quantity

The Tender Document can be downloaded from Central Public Procurement (CPP) Portal <http://eprocure.gov.in/eprocure/app> and bid is to be submitted online through the same portal up within the last date and time of submission of tender.

Eligibility Criteria:

The Advertising Agency should have –

- a. Accreditation of Indian Newspaper Society (INS) for Press Advertisement (updated documentary evidence to this effect should be enclosed)
- b. The Agency should have office in Kolkata and with state-of-art infrastructure and manpower/ creative personnel/ department (enclosed organizational structure). PAN India presence with offices at least in major metros so as to enable prompt delivery of material for country-wide publication related work.
- c. Minimum 5(five) years experience in advertising with experience of work undertaken for Government/Public Sector Undertaking/Autonomous Body and Educational Institutes like IIMs, IITs.
- d. Average Annual turnover preferably around Rs. 5 crores (Documentary evidence (Audited Annual Report of the last 3(three) consecutive financial years of (2018-19, 2019-20 and 2020-21) to this effect should be enclosed.
- e. The Advertising Agency should not have been blacklisted by any organization at any point of time. (An undertaking in this regard should be submitted duly signed by the authorized person of the Organization).
- f. The Agency should have GST Registration (documentary evidence to be submitted).
- g. The Advertisement Agency should have profitable company at least last 2 years. (documentary evidence submitted)

Note: The Advertising Agencies who are already empanelled / registered with IIM Calcutta need not submit the relevant documents as mentioned in the NIT.

Scope of Work:

Selected Advertisement Agency needs to publish an advertisement in the selected newspaper as per schedule given by the concerned department.

Procedure for submission of Bids

1. Help for bidders, FAQ, Information about DSC and Bidders Manual Kit containing the detailed guidelines for e-Procurement system are also available on Central Public procurement Portal. [<https://eprocure.gov.in/eprocure/app>]
2. It is mandatory for all the bidders to have a valid Digital Signature Certificate (in the name of person having power of attorney to sign the Bid) from any of the licensed Certifying Agency (Bidders can see the list of licensed CA's from the link www.cca.gov.in) to participate in e-Procurement of IIM CALCUTTA.
3. It is mandatory for the bidders to get their firm /company registered with e-procurement portal <https://eprocure.gov.in/eprocure/app> to have user ID & password.
4. Tender documents will be available online on website <https://eprocure.gov.in/eprocure/app> which can be downloaded.
5. Bidders may download and refer the “Instructions for Online Bid Submission” from (<https://eprocure.gov.in/eprocure/app>).
6. The tender documents shall be submitted online in the prescribed format given on the websites and technical bids received online shall be opened as per NIT or Corrigendum thereof. No other mode of submission is acceptable. Detailed credentials as per the requirement of eligibility criteria and all tender papers except Bill of Quantities are to be submitted in “Technical Bid”.

7. Bill of Quantities with rates duly filled in is to be submitted in the format provided online in the name of "Price Bid". Hence, physical submission of the documents is limited to submission of original Earnest Money and Tender document fee. Deposit in the form of Demand Draft as per provision given in NIT.
8. Representative of the bidder, who chooses to attend, may attend the online opening of the technical bids on the scheduled date and time of Bid opening. However, such representatives shall be allowed to attend the opening of the Technical Bids, only, if such person presents the signed letter of authority issued in his name by the bidder on his letter head.
9. Bidders cannot submit the tender after the due date and time of e-bid submission. Time being displayed on Central Public Procurement Portal <https://eprocure.gov.in/eprocure/app> ("Server System Clock Time") shall be final and binding on the bidder. E-Bids are required to be submitted by bidders, only as per the Indian Standard Time (IST) and not the time as per their location/country.
10. The bidders are advised to submit their e-bids well before the e-bid due date. IIM CALCUTTA shall not be responsible for any delay in submission of e-bids for any reason including server and technical problems.
11. The Technical and Price Bid shall be digitally signed by the Authorized Signatory of the bidder & submitted "on-line". The authorized signatory of the bidder must be in possession of Power of Attorney before submitting the digitally signed bid. Scanned copies of various documents can be prepared in .pdf file format.
12. Any tender received without original Earnest Money and Tender document fee in the form as specified in NIT shall not be accepted/considered and shall be summarily rejected

Terms & Conditions:

- a. The selected Advertisement Agency is expected to maintain high level of professional ethics and will not act in any manner, which is detrimental to Institute's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. IIM Calcutta reserves the right to impose penalty in case of any violation of the above. Selection of artwork will be entirely on Institute's discretion and IIM Calcutta will not pay charges for submission of artwork.
- b. IIM Calcutta reserves the right to make necessary modification to the selected artwork, concept etc. and the concerned Advertising Agency will be required to carry out the modifications suggested in the artwork.
- c. It shall be the responsibility of the Agency to release all the Advertisements in the minimum possible space in the newspapers.
- d. If the selected Advertisement is misprinted or published differently from the approved one, the Agency will publish corrigendum/correct Advertisement etc. thereof at their own cost at the earliest (within a week).
- e. Translation of the Advertisement matter whenever required will be done by the Agency free of cost and the Agency will be responsible for the same.
- f. Payment shall be made within (thirty) days after receipt of the final bill, duly supported by all the newspaper clippings (in original) through NEFT.
- g. No extra payment shall be made for conceptualization, creation, designing and development of Advertisement issued through Newspapers/Magazines/Journals.
- h. The selected Advertisement Agency will not be allowed to engage any other Sub-agency to execute the assigned work/job.

- i. In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the sole Arbitrator to be appointed by the Director, IIM Calcutta and the award of the sole Arbitrator will be binding on both the parties, Further, any legal dispute arising out of any breach of contract pertaining to this empanelment shall be settled in the court of competent jurisdiction located within the local limits of Kolkata, West Bengal.
- j. Applications received after due date & time or without necessary documents will be rejected.
- k. The Institute reserves the right to cancel and/or reject any tender or bid without assigning any reason.

List of documents to be submitted with the bids (as applicable) for non-registered Advertising Agency:

- a. Brief profile of the Advertising Agency and experience in the advertising field. (At least 05 years of experience).
- b. Agency Structure (whether partnership firm/sole proprietor/ a limited company etc.).
- c. Principal places of business, that, the head office and their branch office with detailed addresses and contact numbers.
- d. Profile of its managerial team handling advertising work, their qualifications and experience.
- e. Details of their Accreditation with Indian Newspaper Society (INS) along with the date of accreditation (Full Accreditation).
- f. Details of members with other professional organizations / associations and International assignments, if any.
- g. Details of experience in dealing with Government Institutions, Government of India Undertakings, Autonomous Bodies and Professional Institutes like IIMs, IITs.
- h. Name of the large corporate clients (Banks/PSUs/IITs/IIMs/Govt.Org./reputed companies).
- i. Annual turnover (minimum Rs 5(five) crores for previous three financial years of the Agency duly certified by a Chartered Accountant.
- j. Trade License.
- k. Income Tax Permanent Account Number: (In the name of the firm, if not proprietorship firm)
- l. GST Registration.
- m. Income Tax Returns (last 3 years) :
- n. Audited Balance Sheet (last 3 years) :

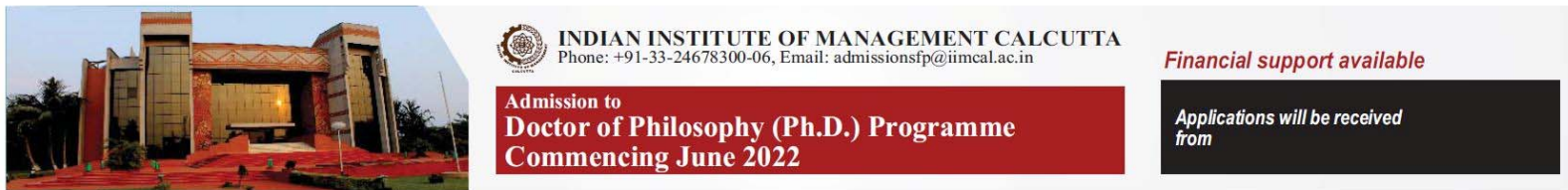
**Senior Administrative Officer
(Purchase)**

Brief Profile of the Advertising Agency:

Sl. No	Description	Details
A	Name of the Advertising Agency	
B	Date of Establishment	
C	Registered Office Address (with telephone no. & email address)	
D	Registration No. /Trade License No. (if any)	
E	Address of Kolkata Office (with telephone no. & email address)	
F	Status of the organization (Proprietary/ Partnership/Pvt. Ltd./Public Ltd. Company)	
G	Name of the Directors/Partner/Proprietor	
H	Name of the Representative(s) indicating Designation who would be calling and attending to our work (designation, email id and mobile phone number)	
I	Details of Infrastructure available at Kolkata	
J	Name of the cities where company is having branches	
K	Total number of employees : Creative _____ other _____	
L	Name of the Banker with full address	
M	Details of experience	
N	Credentials (list out major campaigns handled)	
O	Whether the Agency faced any litigation with any organization earlier, if yes, kindly furnish the same with name of the company and brief details of litigation	
P	Any other information	

Advertisement Matter:

- **Banner:**



The banner features a photograph of the IIM Calcutta building on the left. To the right, the IIM Calcutta logo and name are displayed, along with contact information. A red box contains the program title and start date. A black box on the far right highlights the application period.

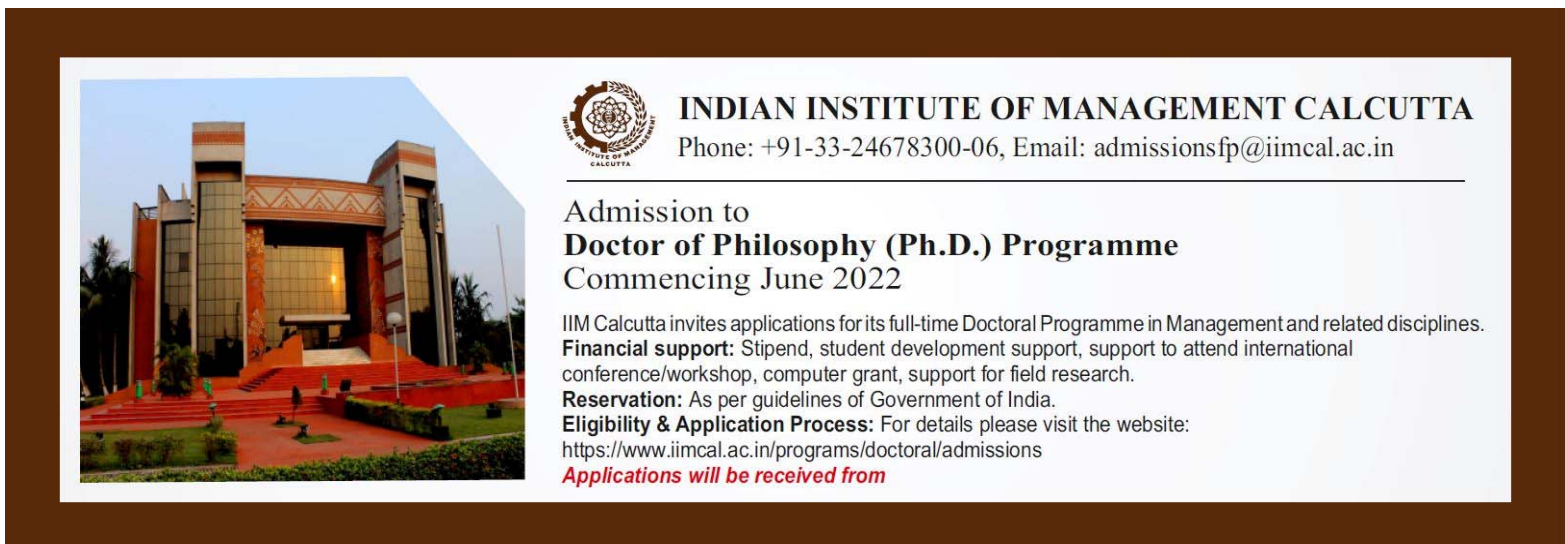
INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
Phone: +91-33-24678300-06, Email: admissionsfp@iimcal.ac.in

**Admission to
Doctor of Philosophy (Ph.D.) Programme
Commencing June 2022**

Financial support available

Applications will be received from

- **Loading Page:**



The loading page features a photograph of the IIM Calcutta building on the left. To the right, the IIM Calcutta logo and name are displayed, along with contact information. The program title and start date are prominently displayed. Below this, a paragraph of text provides details about the program, including financial support, reservation, and application process. A red box at the bottom highlights the application period.

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
Phone: +91-33-24678300-06, Email: admissionsfp@iimcal.ac.in

**Admission to
Doctor of Philosophy (Ph.D.) Programme
Commencing June 2022**

IIM Calcutta invites applications for its full-time Doctoral Programme in Management and related disciplines.
Financial support: Stipend, student development support, support to attend international conference/workshop, computer grant, support for field research.
Reservation: As per guidelines of Government of India.
Eligibility & Application Process: For details please visit the website:
<https://www.iimcal.ac.in/programs/doctoral/admissions>
Applications will be received from