

IIM Lucknow Enterprise Incubation Centre

Plot no. B-1, Sector -62 Institutional Area, Noida-201307, U.P

TENDER NO. IIMLEIC/001/2023-24

NOTICE INVITING TENDER FOR SOCIAL MEDIA MANAGEMENT SERVICES

IIMLEIC Enterprise Incubation Centre is a not-for-profit organization and is established with an objective to nurture high-performance start-ups, especially in the fields of Big Data Analytics, Artificial Intelligence, Block chain Technology, Industrial IoT, Digital Healthcare, Cloud Services, Virtual Reality, and 3D Printing, inviting tender from a reputed agency which is well versed in the field of social media management services.

Last date and time for submission of tender	31/08/23 at 1400 hrs
Venue for opening of Technical and Financial bids	Chief Operating Officer, IIMLEIC, B-1, Sector-62 Noida-201301 (U.P.)
Earnest Money Deposit (EMD)	Demand Drafts of Rs.5,000/- (Rupees Five thousand only) towards EMD drawn on any scheduled bank in favor of “ IIMLEIC Enterprise Incubation Centre ” payable at “ Noida ”.
Date of opening of financial bids will be intimated to the eligible vendors later on.	

Note: The EMD will be converted to security deposit for the selected bidder and will be retained till the validity of the contract.

Please go through the complete tender document. Bids complete in all respects should reach the IIMLEIC on or before the due date & time. Bids received after the due date and time is liable to be rejected.

IIMLEIC Enterprise Incubation Centre reserves the right to accept or reject any or all tenders received at its absolute discretion without assigning any reason whatsoever.

Yours sincerely

Arunodaya Bajpai
(Chief Operating Officer, IIM L-EIC)

PART-

A: ELIGIBILITY CRITERIA:

Only those firms/Proprietary Firms/Partnership Firms/Agencies which fulfill the following minimum criteria need to submit their bids along with necessary documents. Those firms who are not meeting the minimum eligibility criteria and not submitting the required document will be disqualified on technical grounds.

1. The Firm/agency should have PAN, GST Registration (*Proof* in this regard must be attached with the bid).
2. The Firm/agency should have a minimum of five (5) years of working experience in the same kind of work with a reputed organization after registration. Out of five (5) years of working experience, the firm/Agency should have a minimum three (3) year of working experience in Govt. Departments OR IIT/IIM/ NIT OR state Govt. or Autonomous Organization under the administrative control of Central Govt/State Govt. offices.
3. The Firm/agency should not have been blacklisted/debarred by Government Organization. Undertaking in this regard is to be furnished.
4. Bidders must have achieved minimum average annual financial turnover of Rs. 1 Cr during the previous three year ending 31.03.2023 i.e. 2020-21,2021-22 and 2022-23 duly audited by Chartered Accountant should submitted is desirable.
5. The Bidding Firm should possess the experience of successfully handling this type of order.

The tender shall be accompanied by the following documents:

- Copy of certificate of work experience and other documents as specified shall be deposited in a **sealed Envelope 1** marked as "**Technical Bid**".
- Bill of quantities and other relevant commercial information(tender) duly filled and compiled with rates, amounts, totals and signed by authorized signatory shall be placed separately in a **sealed Envelope 2**. Envelope 2 shall be super scribed as "**Financial Bid**" and opened only after tenderer's eligibility to participate in the tender is successfully established and accepted by IIMLEIC.
- All the envelopes shall be placed in a **large sealed envelope** marked as "**Tender for the engagement of Social Media Firm**". The large sealed envelope shall be submitted to the Head Operations of IIMLEIC up to 02:00 PM on 31.08.2023.

B: SELECTION PROCESS: -

Tenders' documents submitted without proper information, without documentary evidence, without submission of EMD/inadequate EMD shall be summarily rejected.

The Organization/Firm/Agency having qualified in all the points of eligibility criteria and fulfilling all the relevant details of **Annexure-I & II and annexure-III**" and quoting BEST RATE in totality, will be treated as a successful bidder.

In case two or more organizations/Firms/agencies are quoting the same rate, in that situation the firm having the **highest work experience** in government office/PSU/State Government/Universities/IIM/IIT/NIT will be treated as a successful bidder.

C. EARNEST MONEY DEPOSIT:

The firm registered with MSME/NSIC/Startup India should attached the document for Exemption.

D. GENERAL TERMS & CONDITIONS

GENERAL RULES AND DIRECTIONS:

1. Any person who submits a tender shall fill up the rates in the BOQ. Tenders, which propose any alteration in the Work specified in the Schedule of Quantities or in the time allowed for executing the Work or which contain any other conditions of any nature, including conditional rebates, shall be liable to be summarily rejected.
2. Being an Item Rate Tender, only rates quoted shall be considered. Rates quoted by the vendor in item rate tender in figures and words shall be accurately filled in so that there is no discrepancy in the rates written in figures and words.
3. The IIMLEIC shall have the right of rejecting all or any of the tenders and shall not be bound to accept the lowest or any other tender.
4. In the case of any tender where unit rate of any item/items appear unrealistic, such tender shall be considered as unbalanced and in case the tenderer is unable to provide satisfactory explanation, such a tender shall be liable to be disqualified and rejected.
5. Upon acceptance of the tender, the name of the accredited representative(s) of the tenderer, responsible for taking instructions from the IIMLEIC.
6. GST or any other tax applicable in respect of the supply shall be payable by the Vendor and IIMLEIC shall not entertain any claim whatsoever in respect of the same.

E. GUIDELINES FOR BIDDERS

1. The Bidder/Tenderer should address their complete bids in all respect in a sealed envelope to the Head Operations, IIMLEIC Noida Campus B-1, Institutional Area, Sector-62 Noida 201307 UP.
2. The bidder/Tenderer shall not tamper/modify the tender form including the downloaded price bid template in any manner. In case if the same is found to be tampered with/modified in any manner, the tender will be completely rejected and EMD would be forfeited.
3. The complete bidding document shall remain valid for 30 days (Thirty Days) after the date of bid opening. The bid valid for a shorter period shall be rejected by the IIMEIC as non- responsive. In exceptional circumstances, the IIMLEIC may request the consent of the bidder for an extension to the period of bid validity. A bidder accepting the request and granting an extension will not be permitted to modify his bid.
4. This bidding document should be duly signed and stamped by the authorized person agencies/firms/Dealer on each page as proof to confirm the acceptance of the entire Terms & Conditions of Tender. Tender with Conditional offer/offers which are not in conformity to the prescribed document will be summarily rejected.
5. The rates should be mentioned in figures as well as in words. (Erasing/overwriting should be avoided/duly attested by the tenderer.) Taxes, however, should be indicated separately. In case, nothing is mentioned, it will be assumed that all taxes are included in the rates quoted.
6. At any stage, if it is found that the documents and certificates submitted by the bidder/tenderer

agencies/firms/Dealer are found forged or have been manipulated, the supply shall be canceled. Further, the IIMLEIC can also take action as appropriate under the extant laws.

7. The submission of tender will bind the tenderer to acceptance of all the Terms & Conditions specified herein and in addition to the conditions of the contract. If the bidder withdraws his bid during the period of bid validity, the EMD shall be forfeited and the firm may be blacklisted.

8. IIMLEIC will not provide any Manpower to perform the contract. The contractor has to bear it at his own cost.

9. If the bidder/tenderer fails to start the work within 07 days of receipt of the letter of acceptance, the shall be withdrawn and EMD deposit will be forfeited

10. Firms registered under the Startup India are exempted from the eligibility criteria.

F: Scope of Work

Social Media Marketing

Develop and execute a social media strategy that includes creating and managing social media accounts on platforms such as LinkedIn, Twitter, Facebook, and Instagram. The strategy should aim to increase followers, engagement, and website traffic, as well as promote IIML EIC's services and events.

Content Marketing

Develop and execute a content marketing strategy that includes creating and publishing blog posts, infographics, videos, and other content formats that resonate with the incubator's target audience. The content should focus on providing valuable insights and tips on starting and growing a business, as well as promoting the incubator's services and events.

Branding and Positioning

Develop a branding strategy that aligns with the incubator's mission, vision, and values. This will include developing a brand positioning statement, brand messaging, and visual identity elements such as logo, typography, and colour palette.

Market Analysis

Conduct an in-depth analysis of the market, including the incubator's target audience, competitors, and current trends and opportunities in the industry.

Event Marketing

Develop and execute an event marketing strategy that includes organizing and promoting events such as workshops, webinars, and networking events. The events should aim to provide value to the incubator's target audience, as well as attract potential startups and entrepreneurs.

The services of the advertising agency will be engaged for one year. The scope of work includes marketing for all programs running at IIML EIC simultaneously. The agency shall be responsible for content creation, idea generation to make the attractive & engaging creatives for the target audience.

Additionally, the agency will also be responsible for creating & designing program specific brochures, leaflets etc. Additionally, the agency will also be responsible for creating IIML EIC specific brochures, coffee table book etc.

The agency will be responsible for handling all social media accounts on LinkedIn, Twitter, Facebook, and Instagram of the incubator.

F. PAYMENT TERMS: -

- a. Payment will be made after a satisfactory remark and completion of month.
- b. Bill to be made in the name of IIMLEIC.

G. CONCILIATION/ARBITRATION/APPLICABLE LAW & JURISDICTION:

1. If any dispute(s) or difference(s) of any kind whatsoever arising between the parties, the parties hereto shall negotiate with a view to its amicable resolution & settlement through a Committee appointed by IIMLEIC.
2. In the event no amicable resolution or settlement is reached between the parties within 30 days after receipt of notice by one party, then the disputes or differences as detailed above shall be referred to & settled by IIMLEIC.
3. All matters connected with this Tender document shall be governed by the Indian Law both substantive & procedural for the time being in force & shall be subject to the exclusive jurisdiction in Noida (UP).

I have read all the terms and conditions of this document. I hereby accept all the mentioned Terms & Conditions of the above contract of IIMLEIC Noida Campus.

Date:

(Signature of the Bidder, with Official Seal)

IIMLEIC Enterprise Incubation Centre

Plot no. B-1, Sector -62 Institutional Area, Noida-201307, U.P

Tender No. IIMLEIC/01/2023-24

Date:18/08/2023

Technical Bid

ANNEXURE- "I"

Sr. No.	PARTICULARS	DETAILS TO BE FILLED BY THE ORGANISATION/FIRM/AGENCY
1.	Name of the Organization /Firm/Agency	
2.	Address of the Organization /Firm/Agency	
3.	Name of the Managing Director/ Director/ Owner/Proprietor (authorize a person who signs this tender document). E-mail address Phone No/Mobile No.	
4.	GST No. of the Organisation/Firm/ Agency. (Attach a photocopy).	
5.	PAN No of the Organisation/ Firm/ Agency. (Attach a photocopy).	
6	Total Work Experience (in months) in relevant filed as on (31 st March 2023).	
7.	Does the firm have prior work experience minimum of five (5) years as on (31 st March 2023) in the business of Social Media Marketing	
8.	Does the firm have at least three year work experience in government office/PSU /State Government/Universities/IIML	

	Please attach work completion report along with Work Orders.	
10.	Does your firm have ever been Blacklisted? (if NO) Attach certificate (Self-declaration) on company letterhead, as per Annexure-III .	

11.	Description	Financial Years		
		2020-21	2021-22	2022-23
1	Gross Annual Turnover			

Place : (Signature of the Contractor or His authorized signatory)

Date : (Name with Official Seal/Stamp)

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Tender No. IIMLEIC/01 /2022-23

ANNEXURE- "II"

FINANCIAL DETAILS

S. No.	Particulars	Quantity	Amount (INR)
1.	IIML EIC Monthly Creatives (This includes GIF's & 30 sec videos as well)	Up to 25 creatives fixed (per month) additional cost per creatives	
2.	IIML EIC Quarterly Newsletter	4 Newsletter in a financial year	
3.	IIML EIC Event Collaterals Standees Backdrop Banners Event Cards. Event Videos. Additional Creatives as per requirement	As per actuals Itemized cost per item	
4.	Programme Brochures	As per actual requirement	
5.	Proposals Page Setting	As per actual requirement	
6.	Video Editing	As per actual requirement	

- Retainer is expected to quote charges/month for S. No. 1 to 3
- Serial no. 4 to 6 are not fixed, require itemized rate.

Place :

(Signature of the Contractor or his authorized signatory)

Date :

(Name with Official Seal/Stamp)

Annexure-III
(ON LETTERHEAD OF THE BIDDER) UNDERTAKING

With respect my/our bid submitted against NIT No. _____ dated _____, I / We _____ Partner / Sole Proprietor (Strike out which is not applicable) of (Name & Address of Firm) _____ to hereby declare and solemnly affirm: -

- a) That the individual/ firm/ Agency is /are not debarred or black-listed by any department of the Union Govt./State Government or an Autonomous IIMLEIC.
- b) That no partner or shareholder, directly or indirectly connected with the applicant has been debarred or blacklisted by any department of Union Govt./State Govt. or Autonomous IIMLEIC.
- c) That the terms and conditions for FMS at IIMLEIC are acceptable to me/ us. I/We will abide by them in letter and spirit.
- d) That no partner or shareholder, directly or indirectly is connected/related to any employee working in the IIMLEIC.

I/ We do hereby solemnly declare and affirm that the above declarations are true and correct to the best of my/our knowledge and belief. No part of it is false and nothing has been concealed therein. We understand that in case the information provided by us is found to be false/ incomplete at any stage, our bid/empanelment will be liable to be canceled/terminated and attract appropriate action.

Date: _____

Place: _____
BIDDER

STAMP & SIGNATURE

