

# IIM Lucknow Enterprise Incubation Centre

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

TENDER NO. IIMLEIC/002/2024-25 23

## **NOTICE INVITING TENDER FOR THE Creative and Marketing Agency**

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 Manufacturer/Distributor/Dealer for the supply and installation of Video Conferencing Device.

Last date and time for submission of tender	05/06/25 at 17:30 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.10,000/- (Rupees Ten thousand only) towards EMD drawn on any scheduled bank in favor of <b>“IIMLEIC Enterprise Incubation Centre”</b> payable at <b>“Noida”</b> .
Date of opening of financial bids will be intimated to the eligible vendors later on.	

Note: The EMD will be converted to a 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 are 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 that 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* 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. The Firm/agency should not have been blacklisted/debarred by Government Organization. Undertaking in this regard is to be furnished.
3. Bidders must have achieved minimum average annual financial turnover of Rs. 50 Lakhs during the previous three year ending 31.03.2024 i.e. 2021-22, 2022-23 and 2023-24 duly audited by Chartered Accountant should submitted is desirable.
4. The Bidding Firm should possess the experience of successfully handling this type of order.
5. The details regarding the provision of support during the warranty

The tender shall be accompanied by the following documents:

- Copy of the certificate of work experience, testimonials (If any), Presentation (Mentioning Experience, proposed social media plan, details of proprietor /Director/founder and the team) documents as specified shall be deposited in a **sealed Envelope 1** marked as "**Technical Bid For Creative and Marketing Agency**".
- 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 superscribed as "**Financial Bid**" and opened only after the 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 Creative and Marketing Agency**". The large sealed envelope shall be submitted to the Chief Operating Officer of IIMLEIC up to 03:00 PM on 06.04.2025.

### **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 attach 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 Chief Operating Officer, 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, 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 or any Tools, Vehicle, Cartage to perform the contract. The contractor has to bear it at his own cost.

9. The vendor will be fully responsible for the complete safety norms of his Engineers/workers/staff during the performance of their duty in the IIMLEIC. In case of any mishap/accident, the contractor will take full responsibility relating to pay compensation/medical care to his Engineers/workers/staff.

10. Since the supply/jobs are specialized in nature, the Vendor/contractor should deploy the skilled/duly trained/qualified Engineer/technician. In case any un-skilled found the contract shall deem the canceled.

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

12. The evaluation will be based on a total of 100 marks, with 60 marks allocated to the Technical Bid and 40 marks to the Financial Bid.

Bidders are required to comply with the following essential criteria:

1. Bid should be submitted strictly as per Bid Format given. Bidders not submitting the bid in this format are liable for rejection.
2. Technical Bid Evaluation
3. Only the Financial bids of technically qualified bidders will be opened.A . Technical Bid

The technical bid shall necessarily contain the documentary evidences for the following:

S.No.	Required	Range	Weight
1.	The firm has prior work experience minimum of five (5) years as on (31 <sup>st</sup> March 2024) in the business of Academic / Institution Service.	Less than 3 years 3 Years to 5 years More than 5 years	Nil 5 Marks 10 Marks
2.	The firms should have qualified staff with at least 7		5 Marks
3.	The bidding firm should have good online presence (like followers on social media handles)		5 Marks
4.	The bidder shall present their experience and work plan strategy through a PowerPoint presentation (PPT).		30 Marks

## F. SCOPE OF WORK

### Objective

To develop and execute a comprehensive marketing strategy for IIML EIC, to increase followers, build brand awareness and visibility, attract potential startups and entrepreneurs, and enhance the overall reputation of the incubator.

## **Deliverables:**

### **i. Social Media Marketing**

Develop and execute a social media strategy that includes 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.

### **ii. Content Marketing**

Develop and execute a content marketing strategy that includes creating and publishing blog, podcasts, 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.

### **iii. 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.

### **iv. Affiliate Marketing**

Develop marketing strategies using affiliate marketing sources for better reach and brand visibility. This shall also include using various digital marketing strategies and tools.

### **v. 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.

### **vi. 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 advertising agency's services will be engaged for one year after six months of performance monitoring.. 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 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 books, etc.**

## **G. PAYMENT TERMS: -**

- a. Payment will be made /cleared at the end of every month after the successful supply of the services mentioned.
- b. Bill to be made in the name of the Chief Operating Officer, IIMLEIC .

## **H. 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 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)

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Tender No. IIMLEIC/002/2024-25

Date:06/03/2025

### 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 field as of (31 <sup>st</sup> March 2024).	
7.	Does the firm have prior work experience minimum of five (5) years as on (31 <sup>st</sup> March 2024) in the business of Academic / Institution Service.	
8.	Does the firm have at least three years of work experience in a government office, PSU, state government, university, or IIML?	

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

11.	Description	Financial Years		
		2021-22	2022-23	2023-24
<b>1</b>	Gross Annual Turnover			

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

Date : (Name with Official Seal/Stamp)



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Date :06/03/2025

### ANNEXURE- "II" FINANCIAL DETAILS

Particulars	Quantity	Amounts Per Creative (INR)	GST	Total Amount (INR)
IIML EIC Monthly Creatives (This includes GIF's & 60 sec videos as well)	25			
IIML EIC Quarterly Newsletter (F.Y. 2025 – 25) Upto 15 Pages including cover.	4			
IIML EIC Event Collaterals Standees – upto-5/Event Backdrop -1/Event Banners – upto 5 Event Cards. Event Videos.	4			
Programme Brochures up to 8 pages	8			
Proposals Page Setting	As Actual			
Video Editing	Upto 5 in a year			
<b>Total Amount</b>				

- Retainer is expected to quote charges /month for S.No 1 to 3
- Serial no 4 to 6 are not fixed, please quote per page 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 OF TH



