

**INDRAPRASTHA INSTITUTE OF
INFORMATION TECHNOLOGY DELHI**
OKHLA PHASE-III NEW DELHI-
110020

**TENDER FOR EMPANELMENT OF PUBLIC
RELATIONS AGENCY**

(No.:- IIITD/ER/PR Agency Hiring /4(1)/2021-22)

Date of Issuing of Tender	28/12/2021
Last date for submission of Tender	10/2/2022
Tender Fee (in Rs.)	1180

BACKGROUND

Indraprastha Institute of Information Technology Delhi (IIIT-D) is a State University established by an Act (Delhi Act 2008) of the legislature of the Govt. of NCT Delhi having its campus at the heart of the industrial city at Okhla Phase-III Delhi-110020. The institute is spread in a sprawling green campus of 25 acres abutting the DDA Okhla ridge forest, Okhla Metro Station and the GB Pant Engineering College.

IIIT-Delhi is a non-affiliating, teaching and research institute based at Delhi to facilitate and promote studies, research incubation and extension work in Information Technology and its application domains and also achieve excellence in IT and related areas. The institute is established to facilitate and promote studies, research and extension work in IT and its application domain and also achieve excellence in these connected fields. Presently the institute has 1600 students pursuing graduate, post graduate and doctoral studies in computer sciences engineering and IT related areas.

The Institute is interested to empanel a Public Relations Agency, from among the Agencies based at Delhi for undertaking a wide range of Branding and Science Communication and other Public Relations Work. The purposes of this tender is to hire an agency for the public relations and facilitate media communications in branding the institute core functional activities to the large public and the empaneling shall be based on key parameters specified below.

GENERAL

1. Scope of Work:

The scope of the tender is to solicit services of a firm for facilitating and support in the Public Relations and Promotion of institute activities (as also detailed in **Annexure I**).

2. Technical and Financial Bid

The technical bid details may be furnished as per enclosed format at **Annexure II**. The financial bids of the firms getting minimum 85% in technical criteria will be opened only.

The agency shall submit an undertaking on its letterhead, duly signed and stamped, that none of the staff, faculty members, relatives, etc. of the Indraprastha Institute of Information Technology-Delhi are related directly or indirectly to any employees, Directors, or Key Managerial Personnel, etc. of the agency. As mentioned in **Annexure III**.

Firms shall submit a financial bid as per enclosed format (**Annexure IV**), duly authenticated signed and stamped. The Bid Form must be filled in completely, without any errors, erasures or alterations. The Financial Bid should not contradict the technical offer in any way. **The rates will remain valid and unchanged during the period of the contract.**

3. Award of Work

Those firms getting minimum 85% in technical criteria (in Annexure IV) will be considered for the opening the financial bid. The firm with the combined highest score will be the selected firm and the work will be awarded to the selected firm. The weightage of the Technical and Financial Bid will be 70: 30 respectively. IIIT-Delhi does not bind itself to accept the lowest or any other offer and reserves the right to accept or reject any or all the offers either in full or in part without assigning any reason. The work shall be awarded for an initial period of **one year, extendable to a total of three years**. The Institute shall change the assessment format as per the bid response received.

4. Payment Terms

The firm shall be paid on a monthly basis, which shall be released by the Institute by the 7th day of next month for the invoices raised for the working month along with a proof of work undertaken during the month of claim. The monthly rates are as agreed rates (as per award letter) plus GST/other taxes, as applicable. For all the Out of Pocket bills prior approval has to be taken and billed separately.

5. Submission of Technical and Financial Bids

- a) The firms/ agencies may submit their proposal along with the documents mentioned in Annexure II, by super scribing on the envelope “**Tender Submission for Empanelment of PR Agency 2022**” with **Tender Fees (1180 INR) and EMD (50,000 INR)** along with enclosed separate sealed envelopes marked as **Technical Bid** and **Financial Bid**, so as to reach the Store & Purchase office (Room No. A-108, Old Academic Block), **IIIT-Delhi Okhla Industrial Estate Phase III, New Delhi 110020** latest by 10/2/2022, **3:00 pm**.
- b) Technical bids must contain the **EMD** for specified amount, along with complete technical details as desired by this tender. Technical bids of all the tenderers will be opened on 10/2/2022, 3:30 pm.
- c) Earnest Money Deposit: Rs.50,000/- (Rupees fifty thousand only) in the form of Demand Draft from any Nationalized/scheduled Bank payable at New Delhi, in favour of IIITD Collections and shall be submitted in a separate envelope. The bidder should write the tender no., Name and Address on the reverse of EMD. Cheque/Money Order/Cash/BG shall not be accepted as EMD. EMD may be forfeited, if a Bidder withdraws his bid during the period of bid validity, specified by the Bidder in the Bid and/or on submission of false documents/undertaking. A bid received without EMD shall be rejected as non-responsive at the bid opening stage and returned to the bidder unopened. The bid will be rejected and returned to the bidders, if EMD is found to be of a lesser amount or EMD is not submitted in the manner prescribed therefor.
- d) The submission of EMD is compulsory for all the bidders and no exemption will be granted for submission of EMD in any case. The bid security is normally to remain valid for a period of forty-five days beyond the final bid validity period. The bid security of the unsuccessful bidder will be returned to them at the earliest after the expiry of the final bid validity and latest on or before the 30th days after finalization and award of the tender without any interest.
- e) Technical bids without **EMD** will be summarily rejected. The financial bid will be opened after evaluation of the technical bid. Financial bid of only those meeting the requirement of the Institute will be opened and no representation in this regard will be entertained. The date, time of opening of financial bid will be communicated through email after the technical bid evaluation.
- f) Upon placing of the Work Order (WO), the successful bidder is required to submit **performance Bank guarantee (PBG)** equivalent to **5%** of the WO value within 07 days of the date of WO, failing which the EMD amount will be forfeited and the bidder shall be notified as blacklisted. The PBG will be valid for a period of 60 days beyond the stipulated date for cessation of the contract which is co-terminus with the warranty period. No interest is payable on the PBG.

6. Eligibility Criteria:

- a) The firm shall have at least 7 years of experience in the media communications, public relations and relevant activities for public universities and research institutes.
- b) Copy of the registration certificate of the firm as per statutory provisions of the Government.
- c) The firm shall have an average turnover (each year) of at least Rs. 1.50 Crore in the last audited (3) financial years i.e., 2018-2019, 2019-2020, and 2020-2021. In this regard, the Agency should submit audited financial certificates signed by the Chartered Accountant/ certified by CAG approved audit firm.
- d) The firm shall be preferably registered with the Directorate of Industries or Small Scale Industries or any other appropriate authorities.
- e) Firm shall have own in-house media team, content writing team, printing facility, and any other

- facility which may be required on an everyday basis.
- f) The firm shall have completed or ongoing projects with at least three other educational institutions and at least two with engineering and technology institute/ university.
 - g) The firm shall have a team comprising of minimum 10 relevance resources with PR experience in education and IT sector. The firm shall attach minimum of 3 CVs of key resources of the firm having such relevant experience.

7. Guidelines for Submission of Bid

The Bid shall be submitted in a sealed envelope cover containing the following supporting documents:

- a) Documents as proof in respect of criteria in technical bid
- b) Profile and track record of the Agency
- c) Variety of samples of publicity work done (preferably in education or government sector) in the last 3 (three) years given in the Annexure separately and specially undertaken for educational institutions and projects. Please share few prominent news only. No need to share all the coverages.
- d) A copy of authenticated annual accounts for the years mentioned above.
- e) A copy of GST Number for statutory provisions.
- f) A copy of PAN for Income Tax purposes.
- g) Tender Document Fee of Rs.1180/- (non-refundable) in the form of Demand draft drawn in favor of 'IIIT Delhi Collections' payable at Delhi.
- g) The envelope should be sealed and super scribed "**Tender Submission for Empanelment of PR Agency 2022**" and addressed to Mr. Ajay Kumar, Store & Purchase office (Room No. A-108, Old Academic Block), **IIIT-Delhi Okhla Industrial Estate Phase III, New Delhi 110020**
- h) It should also contain the name of the Agency, address, telephone number, e-mail address etc. The sealed packet should be submitted on or before **3:00 pm** on 10/2/2022 IIITD will not be responsible for any courier/ postal delays/ non-receipt for any reason. Only the technical bids will be opened on 10/2/2022, further communication for opening of financial bid will happen through the email.

8. Selection Process and Assigning of Work

Assessment of the proposal will be carried out by a committee constituted for this purpose. Those agencies that have submitted all necessary enclosures and fulfill eligibility criteria; their profile track record, and quality of work done will be evaluated by the committee and their offer will be shortlisted for hiring. The hiring will be initially for a period of **one year extendable on a yearly basis for a maximum period of three years on the same terms and conditions.**

Other Important Information

- a. Applications/offers in a consortium/ joint ventures/ partnerships are not being permitted.
 - b. IIITD reserves the right to reject any offer without assigning any reason whatsoever.
 - c. The proposals should be complete in all respect. Conditional / incomplete proposals are liable to be rejected.
 - d. The Empanelment is valid for a period of one year only. However, IIITD reserves its right to annul the empanelment at any time without assigning any reason and call for a fresh empanelment.
 - e. IIITD will periodically review the performance of the empaneled PR Agency and will take action as deemed fit in the case of underperformance. If required, their PG will be forfeited
- 9. Terms of Payment:** No advance payment will be considered. However advance can be considered, if the agency submits Bank Guarantee of equal amount as required. Payment for work awarded will be made to the agency, after completion of work to the satisfaction of IIITD. The Empaneled PR Agency, who has been awarded the job, will submit pre-receipted bills in triplicate for settlement.
- 10.** IIITD is not bound to accept the lowest or any other bid received from the bidding agencies or to assign any reason for non-acceptance. IIITD reserves its right to accept the tender either in full or

in part. Conditional Bids will be rejected outright.

11. IIITD will review the performance of the hired agency periodically and reserves its right to fire them any time.
12. **Approval before Sending to any external party:** The Agency will have to work in coordination with the representative of the IIITD for each assignment. The entire document or any sort of information which goes to the media or any other external party has to be approved by the IIITD representative.
13. **Termination by Default:** IIITD reserves its right to terminate the contract of agency in case of a change in the Government procedures or unsatisfactory services.
14. **Bid Evaluation:** The bid will be evaluated on the basis of Technical and Financial Bid with a 70:30 weightage to them respectively.
15. **Force Majeure:** Neither party will be liable in respect of failure to fulfill its obligations if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify the other party of such an event and will also notify the unaffected party on cessation of disability resulting from such Force Majeure act.
16. **Arbitration:** Venue of arbitration will be Delhi and will be governed by provisions of the Indian Arbitration & Reconciliation Act. The Director of the IIIT-Delhi shall exercise full powers on the same.
17. **Jurisdiction:** The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.
18. In case of any conflict, the decision of Director, IIIT-Delhi will be final

ANNEXURE-I

Scope of Work

	ACTIVITIES AND KEY FUNCTIONS FOR THE FIRM/ AGENCY
Media support	Media support will be provided by the PR Agency
Deliverables	15 media coverage per month (maximum 5 will be counted for a single activity) in Tier 1 publications and online portals
Content Deliverables	<ul style="list-style-type: none"> • Strong content team who can write stories for science and technology • Pitch Note: Agency will create pitch notes for the media houses to make them aware of the research happening in the institute • Press Releases: Agency will create Pre- and Post-event press release documents and disseminate it to all the media houses • Article Writing: Developing articles and stories around talk points for dissemination to publications and newspapers • Authored Articles: Developing articles ideas which our faculty can write for the authored columns
Relationship Building Meetings (RBM)	<ul style="list-style-type: none"> • 1-2 RBM monthly with the senior media professionals and the Institute spokesperson to introduce the Institute to media and develop top of mind recall amongst the media people
Media monitoring	<ul style="list-style-type: none"> • Agency will aggressively track the media coverage. Agency will track news on daily basis for education industry updates / media analysis / direct coverage for days leading up to the event. The agency will also share the news of competitors appearing in the newspapers
Media Invite	<ul style="list-style-type: none"> • PR Team will draft and share media invite to the media post client's approval
Media Rounds	<ul style="list-style-type: none"> • PR Team will conduct media rounds to share personal invitations to the editor level media
Event Coordination	<ul style="list-style-type: none"> • PR Team will coordinate with the media at the event to share the required information
Media Interactions	<ul style="list-style-type: none"> • Team will pitch and coordinate one-on-one media interactions with the spokespersons on the basis of talk points at the event/research. This has to be initiated before and after the event for a mass coverage of any major event. Minimum 3 interaction has to be organized in a month with different media houses
Press Releases dissemination	<ul style="list-style-type: none"> • Agency will share the event press release along with the pictures to the media universe, post approval from the institute. Minimum 3 every month.
Target Media	<ul style="list-style-type: none"> • Entire media gamut will be target for the PR Activity- mentioned in table B
Online Media	<ul style="list-style-type: none"> • At least 2 Interviews per month of the faculty and researchers with online news portals like Quint, Firstpost, Wire and other A line websites

ANNEXURE-II

Technical Bid Format

1	Name of Firm/ Organization/ Agency	
2	Constitution of the Agency (Proprietorship / Partnership / Private Limited Company / Public Limited Company)	
3	Registration No of agency	
4	Correspondence Address	
5	Contract Person	
6	Details Tel No Fax No Email ID Mobile No.	
7	Profile of the agency (Please attach)	
8	Recommendation letters (if any)	
9	Experience (No. of Years) in the field of providing Public Relations and Media Services	
10	Experience (No. of Years) in the field of providing Public Relations and Media Services to the education and technical institutes	
10	Number of Staff in each division i.e. PR and Digital Media	
11	A CA certificate certifying the turnover of the applicant bidder for the last 3 financial years i.e. 2018-2019, 2019-2020, and 2020-2021 . The turnover should be in the name of applicant organization only and not that of group/ sister organizations.	
12	Self-attested photocopies of latest Income Tax Returns for the last 3 years.	
13	Permanent Account No. (Self-certified copy)	
14	GST/ VAT No. (Self-certified copy)	
15	TAN (Self certified copy)	
16	List of Clients in education, corporate and government sector (please attach details of the time frame the PR agency served the organization mentioned)	
17	CVs of three key personal from your organization (Please attach CVs of the personal who will directly work with IIITD if selected)	
18	A self-certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.	
19	Awards, Certificates and recognitions (in last 3 years)	
20	Any other relevant details may be furnished	

I/We hereby certify that the information given above is true and nothing has been corrected therein. It is further certified that neither the organization nor any of the officials of the organization has resorted to unethical practices and no investigation/vigilance agencies/courts.

Date:

Signature of the Authorized Signatory with Seal of the Agency/ Firm

ANNEXURE-III

The agency shall submit an undertaking on its letterhead, duly signed and stamped, that none of the staff, faculty members, relatives, etc. of the Indraprastha Institute of Information Technology-Delhi are related directly or indirectly to any employees, Directors, or Key Managerial Personnel, etc. of the agency. In the event of the IIIT-D coming to know or pointed about the same, the agency undertakes to deposit a sum of Rs.1,00,000/- (Rs. One Lakh only) as a penalty with the Institute. Such agency shall be liable to be blacklisted and announced on the website of IIIT-D.

ANNEXURE-IV

Financial Bid

1. Name Of Agency

(Full Name and address With Tel No)

2. Fee

Particulars	
Monthly Fixed Fee* (The agency is required to quote for a monthly fee, based on the scope of work listed in ANNEXURE-I) The monthly fee will include all the expenses listed in the Table A The Service tax (GST) shall be exclusive of the fee indicated.	

3. Basis For Coverage (as mentioned in scope in work and briefed below)

- A. The coverage should have minimum 50-100 word about the institute
- B. Only a mention (name in some article) will not be counted as a coverage
- C. Newspaper coverage should be in the target publications only (Table B)
- D. Online coverages will only be counted if it is, in a good news portal (for ex: mint, business standard, education diary etc.... or in a news portal with similar Alexa Ranking)

Table A

The agency fees would include the below mentioned expenditures and no further bill has to be generated for any of these expenses.
All costs of executive/ secretarial time.
All travel expenses for Consultant's staff within the city where the Consultant has offices.
All communications expenses viz., postage, mail, telephone, mobile, internet and fax charges.
All administration costs covering photocopy, local travel and office expenses
All expenses incurred in the preparation of press releases excluding translation in regional languages.
The cost of electronic media monitoring and submission of reports to the Institute.

Table B

Publication		
Tier 1	Tier 2	Online
The Times of India	Deccan Herald	Quint
Hindustan Times	New Indian Express	Firstpost
The Hindu	The Telegraph	Wire
Mint	The Tribune	Business World
Business Standard	Pioneer	Times of India
Hindu Business Line	The Statesman	Scroll
The Economic Times	Curriculum Magazine	NDTV

Hindustan Hindi	Asian Age	India Today
Dainik Jagran	Millennium Post	News 18
Amar Ujala	Punjab Kesari	Outlook India
Navbharat Times	Navodaya Times	https://quintdaily.com/
India Today Aspire	Rashtriya Sahara	
Outlook	Rajasthan Patrika	
The Week		
Indian Express		
Mail Today		
The Financial Express		
Business India		
Business World		
Business Today		
Career 360		
Education World		

Technical Criteria

S.N.	Item	Weightage
1	Firms meeting the Eligibility Criteria	10%
2	Firms having completed relevant projects for the Educational institutions (minimum 3 nos.) [enclose work order/ completion from the clients]	25%
3	CVs of key personal from the firms (minimum 3 Nos.)	25%
4	Work plan and approach for the scope of work	30%
5	Media coverages generated for similar clients in last 3 months (Qualitative and Quantitative)	10%

(Name and Signature of the authorized signatory and company seal)

(Note: To be put in a separate sealed cover marked as "Financial Bid")

We agree to supply the above Services at the rates quoted above for the duration of the Contract i.e. for the period of one year, extendable to a total of three years. We also agree to supply the items not mentioned in the format above at the market determined rate to the satisfaction of the IIITD.

Date:

Place: