

GUIDELINES FOR BIDDERS

1. Indian Institute of Management, Lucknow, an autonomous body, **set-up by** Ministry of Human Resources Development, Government of India having its office at Noida Campus, B-1, Sector-62 Institutional Area, Noida - 201 307 Uttar Pradesh (India) invites offers in prescribed BOQ from reputed vendors/agencies with the specified specifications in prescribed Performa.
2. Institute invites the quotations for obtaining services of both IMPX & WMP programs for “Online Advertising and Social Media Marketing Services” based on Indian Institute of Management Noida Campus.
3. Tenderer who has downloaded the tender from the Govt. site shall not tamper/modify the tender form including downloaded price bid template in any manner. In case if the same is found to be tampered/modified in any manner, tender will be completely rejected and EMD would be forfeited.
4. Intending tenderers are advised to visit website: <https://eprocure.gov.in> after **10th August, 2018** regularly till closing date of submission of tender for any Corrigendum/Addendum/Amendment.
5. The details of terms and conditions are being given in the Tender document (**tender document - technical bid Annexure-1; evaluation as per Annexure 2) and a financial bid (Annexure-3A, B&C).**
6. The bidder should also enclose a write-up (Brief profile) about services provided in last three years.
7. The Tenderer shall be required to deposit the earnest money (EMD) for an amount of Rs. 10,000/- (Rupees Ten Thousand only) refundable by way of demand draft of nationalized bank in favour of “**Indian Institute of Management Lucknow Noida Campus**” only. Deposition of EMD through any other form will not be accepted. The scanned image of EMD to be uploaded online along with the bid documents and the hard copy of original should reach to the address mentioned below latest by 11:00 AM of the last date of tender.
8. The successful bidder shall pay 5% of contract value as a Security Deposit in the form of demand draft/FDR/ BG of nationalized bank in favour of “**Indian Institute of Management, Lucknow**” only.
9. **Last date and time for submission of tender is September 01, 2018 by 2:00 PM**

To,
Sr. Administrative Officer
Indian Institute of Management Lucknow Noida Campus
B-1, Sector- 62, Noida– 201307 (U.P.)



भारतीय प्रबंध संस्थान, लखनऊ नोएडा परिसर

INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

NOIDA CAMPUS

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

Tel: 0120-6678515 | Fax: 0120-6678506

Website: www.iiml.ac.in | E-mail: purchase_iimlnc@iiml.ac.in

Ref. No.: IIML-NC / Digital Mkt./004/2018

Date of Tender: 10th August, 2018

Tender Document

Indian Institute of Management Lucknow – Noida Campus invites quotations from competent vendors to undertake digital marketing (specifically, online advertising and social media marketing including designing advertisements that may be used in offline campaigns also), and support events for the admission processes for its following two programmes offered at NOIDA Campus:

- (i) (Two-years) Working Managers Programme (WMP) which is similar to Two-years MBA for Working Executives
- (ii) (One Year) International Programme in Management for Executives (IPMX which is similar to One-year MBA for Executives

The time duration of the digital marketing would be 50 to 75 days for each programme; the exact dates will be intimated after the award of the tender.

1. Specific objectives of the digital marketing initiative:

- i. To create awareness about both programmes, and undertake an appropriate branding exercise;
- ii. To underscore the premium nature of the both programmes;
- iii. To create awareness about the application dates of the both programmes;
- iv. To provide support to the IIML admissions team (at the Noida Campus) for specific event-related activities (e.g., designing and printing banners, standee, etc.).

The Institute wishes to undertake online advertising and social media marketing such that the target audience is suitably reached.

1.1 For WMP Program:

The target audience for the program comprises individuals aspiring to obtain an MBA diploma from an institute of repute, while working full-time. Individuals should have completed graduation with at least 50% marks, should have at least 3 years of work experience as on March 31, 2019, and should have a valid score of the following tests

- i. GMAT
- ii. CAT
- iii. XAT
- iv. GATE

or plan to take WMP Entrance Exam to be held at IIM Lucknow NOIDA Campus at some later announced date.

For more information on the structure of the WMP and the admission process, please visit:

<http://www.iiml.ac.in/wmp>

1.1.1 Scope of Work

- a) Suggest a marketing plan that will meet the above-mentioned objectives:
 - Online advertising, plan for social media marketing
 - Specific websites and platforms need to be identified, specific to One year MBA (like www.oneyearmba.com)
 - The strategy to be pursued on each of these platforms need to be delineated
 - The strategy to be pursued over the duration of the campaign (timeline) needs to be delineated
 - Identify specific parameters (i.e., key performing indicators) that will be tracked and measured during the duration of the campaign
 - KPIs for advertising and for social media marketing
- b) Design specific creative materials that may be used for the purposes of addressing the objectives (including advertisements, other appropriate content)
 - Specific steps taken for executing the strategies
- c) Execute the campaign
- d) Reports to be submitted every day on the KPIs that are being tracked
- e) All materials developed for the purpose of the campaign will be handed over to IIM Lucknow at the end of the campaign (on a CD)

1.1.2 Period of delivery

The time duration of the digital marketing would be 50 to 75 days; the exact dates will be intimated after the award of the tender.

1.1.3 Payment term

By Cheque / NEFT against bill, after submitting the necessary supporting documents of delivery and approval.

1.2 For IPMX Program:

The target audience for the program comprises individuals aspiring to obtain a one-year MBA degree from an institute of repute. The admissions will take place in two phases. In first phase, the application will be accepted during July 25 – November 15, 2018 and offer of admission will be given by mid –December 2018. In second phase, applications will be accepted during November 16, 2018 – January 25, 2019 and offer of admission will be given by 3rd week of February 2019.

Individuals should have completed graduation with at least 50% marks, should have at least 5 years of work experience as on March 31, 2019, and should have GMAT score for test taken during

- (i) November 16, 2013 – November 15, 2018, for first phase applicants, and
- (ii) January 26, 2014 – January 25, 2019, for second phase applicants;”

For more information on the IPMX programme and the admission process, please visit:
<http://www.iiml.ac.in/ipmx>

1.2.1 Scope of Work

- a) Suggest a marketing plan that will meet the above-mentioned objectives:
 - Online advertising, plan for social media marketing
 - Specific websites and platforms need to be identified, specific to One year MBA (like www.oneyearmba.com)
 - The strategy to be pursued on each of these platforms need to be delineated
 - The strategy to be pursued over the duration of the campaign (timeline) needs to be delineated
 - Identify specific parameters (i.e., key performing indicators) that will be tracked and measured during the duration of the campaign
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- c) Execute the campaign
- d) Reports to be submitted every day on the KPIs that are being tracked
- e) All materials developed for the purpose of the campaign will be handed over to IIM Lucknow at the end of the campaign (on a CD)

1.2.3 Period of delivery

The time duration of the digital marketing would be 50 to 75 days; the exact dates will be intimated after the award of the tender.

1.2.4 Payment term

By NEFT against bill, after submitting the necessary supporting documents of delivery and approval.

Competent vendors are advised to submit a technical bid (Annexure-1; evaluation as per Annexure 2) and a financial bid (Annexure-3A, B&C) for the above-mentioned work. The technical bid and the financial bid should be put in separate sealed envelopes clearly marked “Technical Bid” and “Financial Bid” respectively. Both the envelopes should be put in a single envelope mentioning the tender details. Delivery of the tender document may be undertaken in either of the following ways:

1. Offline Mode Bid Submission: Sent by registered / speed post, courier to following address –
IIM Lucknow – Noida Campus
Plot No. B-1, Sector – 62, Institutional Area
Noida – 201 307, UP
- Or
2. Delivered by hand, and dropped in the tender box kept at **Ground Floor, A-1 Building, IIM Lucknow, Noida Campus** (complete address as mentioned above)

by **2:00 P.M on 1st September, 2018.**

The Technical Bids will be opened at **2:00 P.M** on **3rd September, 2018.**

Specific vendors that qualify on the Technical Bid will be invited to make a presentation at the IIM Lucknow Noida Campus on **5th September, 2018 at 11:00 A.M.**

The Financial Bid will be opened on **5th September, 2018 at 11:00 A.M.**, only for those vendors who are shortlisted on the basis of the presentation.

Quotations received after the specified date and time will automatically stand cancelled.

IIML, Noida Campus reserves the rights to accept/reject any or all tenders without assigning any reason thereof. IIML, Noida Campus is not bound to accept the lowest or any tender or assign any reason for non-acceptance. IIML, Noida Campus also reserves the right to accept the tender in whole or part. Incomplete tender or tender not submitted in accordance with the directions issued shall be liable for rejection.

In case of any clarifications, please write to admin_nc@iiml.ac.in / admission_nc@iiml.ac.in

Annexure - 1

Indian Institute of Management Lucknow – Noida Campus **Technical Bid**

S.N.	Criteria	Details
1	Name of the Organization/Agency/Firm	
2	Name of the Managing Director/ Director/ Owner/Proprietor	
3	Address & Telephone No. of the Organization/Agency/ Firm	
4	PAN No.	
5	Service Tax Registration No. *	
6	VAT / Sales tax registration No.*	
7	Nature of the Business / Services	
8	Experience as a digital marketing agency (min 3 yrs of work required in online advertising and social media marketing)	
9	Name of the Important Clients / Firms to whom digital marketing services have been rendered/ are being rendered by the Organization/ Agency/ Firm	
10	Volume of business revenue during the last two years	
11	Hard copy of 1. PowerPoint Presentation; and 2. Word document on: A complete conceptualization, delineation of strategy to be pursued, KPIs to be tracked and expected outcomes based on subsections (a) and (b) delineated in the Tender Announcement .	
12	Completion of work after awarding of contract :	
	1. Finalizing conceptualization, strategy and execution plans within the first 2 days – Please confirm	

S.N.	Criteria	Details
	2. Start the campaign from the 3 rd day of being awarded the contract – Please confirm	
	3. Reports submitted to IIM Lucknow every day on the KPIs that are being tracked – Please confirm	
13	Please attach hardcopies of PowerPoint Presentations on two major digital marketing campaigns that have been undertaken by the agency during the last 2 years	

* As applicable

Note: 1) Please enclose all supporting documents.
2) If documents are not included in the application, the bid will be automatically rejected.

Name and signature of the tenderer
With company seal

Annexure - 2

Indian Institute of Management Lucknow Noida Campus

DIGITAL MARKETING EVALUATION SCHEME

1) The technical evaluation will be for 70 marks and will be based on the following scheme.

Description	Marking Scheme	Max. Marks	Min. Marks required for Qualification
The firm should have a minimum of three (3) years of experience in the field of providing such services	3 marks for 3 years of experience, and 1 mark for each additional year subject to a maximum of 5 marks.	5	3
The firm should have at least 02 (two) contracts in large Industrial/Educational Institute with annual value not less than Rupees 10 lakh each per annum.	3 marks for 2 (two) contracts of Rs. 10 lakhs each per annum 1 mark for each additional contracts to a maximum of 5 marks.	5	3
Minimum turnover of Rs. 50 lakh annually for the last 2 years	3 marks for minimum turnover (Rs. 50 lakh each year for the last 2 years) and 1 mark for each additional 20 lakh, subject to a maximum of 5 marks.	5	3
Feedback from Clients (from 2 clients including present)*	Very Good – 2 Marks, Good – 1.5 marks Satisfactory – 1 Marks, Fair – 0 Marks subject to maximum of 5 marks	5	2
Presentation to the technical committee and evaluation of the response by the technical committee and/ or site-visit to the current clients of the bidder.	Evaluation by Technical Committee.	50	24
Total		70	35

* The firm should provide the contact information (i.e., names of two contact persons, phone number, e-mail address, URL of the company) of three clients that IIM-Lucknow may contact in order to obtain the required information.

- 2) A bidder has to score at least the minimum marks under each category mentioned above and also an overall minimum score of 35 in the technical evaluation in order to be technically qualified.
- 3) Only the Financial bids of technically qualified bidders will be opened.
- 4) The financial evaluation will be for 30 marks and will be only for the technically qualified bidders. The lowest priced qualified bidder will get the maximum financial score (30) while the others will have a pro-rated score lower than 30. More specifically, the financial score of a technically qualified bidder is calculated as $\text{Financial score} = 30 * (\text{lowest price bid}) / (\text{price bid of the bidder})$
- 5) The bidder with the highest total score (technical + Financial) will be declared as the successful bidder. In case of tie, the bidder having higher financial score will be declared successful.

Annexure – 3A

Indian Institute of Management Lucknow – Noida Campus
Financial Bid (WMP)

General Specification:

The monetary amount chargeable by the digital marketing agency will be based on the following:

S.No.	Detail of work	Unit cost	Total cost
1.	Creating content (Advertising materials with the objectives of creating awareness and branding, other content)		
2.	Advertising charges as on individual websites (PPM/PPC)		
3.	Advertising charges as on individual social media platforms (PPM/PPC)		
4.	Content dissemination on social media (Creation of social media presence, dissemination of content)		
5.	Other charges		
6.	Tax as applicable.....%		
7.	TOTAL		

Name and signature of the tenderer
With company seal

Annexure – 3B

Indian Institute of Management Lucknow – Noida Campus
Financial Bid (IPMX)

General Specification:

The monetary amount chargeable by the digital marketing agency will be based on the following:

S.No.	Detail of work	Unit cost	Total cost
1.	Creating content (Advertising materials, other content)		
2.	Advertising charges as on individual websites (PPM/PPC)		
3.	Advertising charges as on individual social media platforms (PPM/PPC)		
4.	Content dissemination on social media (Creation of social media presence, dissemination of content)		
5.	Other charges		
6.	Tax as applicable.....%		
7.	TOTAL		

Name and signature of the tenderer
With company seal

Annexure – 3C

Indian Institute of Management Lucknow – Noida Campus
Financial Bid (WMP & IPMX)

General Specification:

The monetary amount chargeable by the digital marketing agency will be based on the following:

S.No.	Detail of work	Unit cost	Total cost
1.	Total Cost As per Annexure – 3 A (WMP)		
2.	Total Cost As per Annexure – 3 B (IPMX)		
3.	Other charges		
4.	Tax as applicable.....%		
5.	TOTAL		
Amount in words:			

Name and signature of the tenderer
With company seal