



भारतीय प्रबंध संस्थान लखनऊ
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW
Prabandh Nagar IIM Road , Lucknow Uttar Pradesh -226013
<https://www.iiml.ac.in>

NOTICE INVITING TENDER (NIT)

**FOR ENGAGEMENT OF MARKET RESEARCH FIRM FOR A DESTINATION MARKETING
PROJECT FOR UTTAR PRADESH**

NIT NO. IIML/PUR/MRFDM/14/2022-23

DATED 06/10/2022

SECTION – I

The Indian Institute of Management Lucknow (hereinafter referred to as “IIML”) invites tenders under “TWO BID SYSTEM” for “Engagement of market research firms for a destination marketing project for Uttar Pradesh”. Interested eligible agencies may submit the bids through Govt. E-Procurement portal i.e. <https://eprocure.gov.in> . A free view NIT is also available on Govt. E-Procurement portal i.e. <https://eprocure.gov.in> . Interested vendors/agencies are requested to sign-in (new user sign-in only with DSC) online to obtain user-ID and password using Digital Signature. The tender documents comprise of technical and financial bid. It is requested to download the tender by accepting the terms and conditions. The technical and financial bid duly filled may be uploaded on E-Portal of Govt. site i.e. <http://eprocure.gov.in> using Digital Signature before the last date and time of submission as mentioned below.

The credentials as listed ahead shall be uploaded online. The bids are to be uploaded on <http://eprocure.gov.in> along with supporting documents. The bids shall be signed by a person duly authorized on behalf of the bidder firm.

IMPORTANT DATES	
Estimated Tender Value	Rs. 5,00,000/- (Approx.)
Maximum Tender Value (Project budget)	Rs.5,50,000/- (inclusive of all taxes) (If the quoted rate is more than project budget, the bid will be rejected)
Last date for submission of bids	17th October 2022 upto 02:00 PM
Date and time for Opening of technical bid	18th October 2022 at 03:00 PM
Date and time for Presentation	Date & Time to be communicated through email (Probable date will be within 2 weeks from date of opening of the bids.
Date and time for Opening of financial bid	To be communicated by email/ on CPP portal
Performance Security	10% of the contract value
EMD/Security deposit	Rs. 10,000/- (Approx.)
Tender/ NIT issuing Authority	Chief Administrative Officer Indian Institute of Management Lucknow Prabandh Nagar, IIM Road, Lucknow-226013 Phone No. +91-522-669 6917/02; Email id: purchase@iiml.ac.in

SECTION-1

INSTRUCTIONS TO BIDDERS

1. Indian Institute of Management Lucknow invites offers in prescribed BOQ from reputed Market Research firms for “Engagement of market research firms a for destination marketing project for Uttar Pradesh”.
2. The bidder is advised to go through the eligibility criteria before filling the tender
3. The Indian Institute of Management Lucknow invites the bids in two bids system (Technical & Financial) from reputed Market Research Firms for Providing “Engagement of market research firms for a destination marketing project for Uttar Pradesh”.
4. Bidders, who have downloaded the tender from the Govt. site, shall not tamper/modify the tender document including downloaded price bid (BOQ) template in any manner. In case, if the same is found to be tampered/modified in any manner, the tender will be completely rejected and EMD would be forfeited.
5. Amendments to Bidding Documents: The Indian Institute of Management, Lucknow shall have the right to issue addendum to tender document to clarify, amend, modify, supplement or delete any of the conditions clauses or items stated. Addendum so issued shall form part of original invitation to bid. Such addendum/ corrigendum shall only be uploaded on the websites, on which original tender document was uploaded. At any time before the deadline for submission of Bids, the purchaser may, for any reason deemed fit by it, can modify the Bidding Documents by issuing suitable amendment(s) to it. Prospective bidders are advised to check the same before submission of bids on <http://eprocure.gov.in>.
6. Financial Bid Format is attached with this Bid just for the information about the format in which separate financial bid is available on CPP Portal which is required to be duly filled in and submitted separately in the Standard format of CPP Portal. Bidders are required to fill the Specific Financial bid separately given at CPP portal. The Financial bid attached along with this technical bid must not be filled by the bidder. In case the filled in attached financial bid is found along with this technical bid then the bid of such Bidder shall be straightaway rejected.
7. The successful bidder will not be allowed to engage any other sub-agency to execute the assigned work/job. In such event, the contract will be cancelled and security money will also be forfeited.
8. The Bidders are required to submit their bids only as per the format provided for that purpose attached with the bid documents as Part-A & Part-B separately. IIML shall not be responsible for rates quotes by bidders at any other place being missed out during bid opening. No representation in this is regard shall be entertained by IIML from such Bidder/Bidder.
9. In case the bidder withdraws his bid after submission or does not accept the offer / empanelment letter issued by IIML, the EMD paid by the Bidder with the bid will be forfeited and the bidder may be blacklisted / debarred from participation in the future tenders.
10. The bidder shall not be entitled to claim any cost charges, expenses incidental to or incurred by the Bidder through or in connection with the submission of the offer even though IIM Lucknow may elect to withdraw the invitation to bid should all invitation to bid be withdrawn or cancelled by IIML.
11. The Bidder shall have no right to issue addendum to bid documents to clarify, amend, supplement or delete any of the conditions, clause or items stated therein.
12. IIM Lucknow reserves the right to reject any/all of the offers without assigning any reasons thereof. The bidders may seek clarification with this office from Monday to Friday between 0930hrs. to 1700hrs.) on 0522-6696902 or 6696917. The participating bidder has to bear the cost towards the submission of bid.
13. The bidder shall carefully examine and understand the specifications/nature of work/conditions in this document and seek clarifications, if required, to ensure that they have understood all specifications/conditions of NIT. Such clarifications should be sought before submission of bids.

14. The Financial bids of only eligible and technically qualified bidders will be opened, after the same has been ascertained by evaluation of the Technical Bids by the Technical Evaluation Committee.
15. The NIT is to be signed on all the pages by the bidder. This NIT is being issued with no financial commitment. IIM Lucknow also reserves the right to withdraw the NIT, should it become necessary at any stage for withdrawing the NIT.
16. The Bidders may depute their representatives, duly authorized in writing, to attend the opening of Bids on the due date and time. This event will not be postponed due to non-presence of your representative.
17. Canvassing by the Bidder in any form, unsolicited letter and post-tender correction may invoke summary rejection with forfeiture of EMD.
18. **Rejection of Bids:** Canvassing by the Bidder in any form, unsolicited letter and post-tender correction may invoke summary rejection with forfeiture of EMD.
19. **Validity of Bids:** The Bids should remain valid till 120 days from the last date of submission of the Bids.
20. **Earnest Money Deposit (EMD)** Bidders are required to deposit an amount mentioned on first page of the tender document. Towards Earnest Money Deposit (EMD) to below mentioned bank account of Institute on or before the last date & time mentioned above. EMD through any other form will not be accepted. UTR number / Transaction ID and date of Deposit/Transfer of EMD shall be mentioned in Technical Bid at appropriate place. NSIC /MSME registered firms are exempted from submission of EMD on uploading of valid MSME certificate.

Bank Account No.	07231450000294
Name of Bank & Type of Account	HDFC/Savings
IFSC Code	HDFC0000723

EMD of all unsuccessful bidders will be returned after finalization of the tender. EMD of the successful bidder will be returned only after receipt of Security Deposit towards Performance Security Deposit. In case, the bidders provide false or misleading information or make changes in the downloaded document or provide forged document or hide facts relevant to tender / bidder, EMD of such bidder may be forfeited. Such action can be taken at any stage of the bidding process i.e. during or after process.

21. **Performance Security/Security Deposit:** On issue of the work order, the successful bidder shall Deposit Security an amount equal to 10% of the contract value in the form of DD/FD/BG from any scheduled bank in favour of 'Indian Institute of Management Lucknow' payable at Lucknow. The validity of FDR/ BG shall be equal or more than the period of contract plus 60 days. This Security Deposit may, at the option of the IIM Lucknow be forfeited in the event of the contractor's failure to fulfil any of the obligations under the contract / agreement. The security deposit shall be refunded by IIM Lucknow to the contractor after 60 days of the expiry or termination of the contract. The security deposit shall not carry any interest. It is distinctly understood that the IIM Lucknow shall be entitled to appropriate all dues and/or expenses that will be due and payable by the contractor to IIM Lucknow under the items hereof, and/or result of IIM Lucknow suffering or incurring any damages and/or extra expenses by employing any services to IIM Lucknow consequent to the failure of the contractor to discharge the said services and/or any part or parts thereof to the satisfaction of IIM Lucknow without prejudice to its right against the contractor for damages under the Law, and that shall be recovered from contractor's monthly bill and/or security deposits.

22. Debarred/Blacklisting of bidder:

- a. The bidder shall be debarred from the bidding if he has been debarred by any procurement entity on the grounds convicted of an offence, under the prevention of corruption act 1988 or the IPC or any other law for the time being in force, for causing any loss of life or property or causing a threat to public health as part of execution of a public procurement contract.
- b. In case the bidder hides the fact of his debarments and found it later stage during the evaluation, the bidder shall be disqualified for further evaluation or the contract shall be terminated, if

awarded. More over the bidder shall be debarred for two years for hiding the fact of debarment. In this case earnest money/Performance Security (whatever is applicable) will be forfeited.

- c. Breaching of Integrity pact 1975 or whatsoever provisions exists in this regards.
- d. In case the bidder with draws his bid after last date for submission of bid or does not accept the work order on award of work, the bidder (s) may be debarred / blacklisted.
- e. In case the bidder provides false or misleading information in the bid or encloses forged / fake documents with the bid, the bidder (s) will be debarred / blacklisted.
- f. Any attempt to cheat or hiding of material facts related to the information sought in the Technical bid will lead to disqualification and the bidder will be debarred/blacklisted

23. **Payment Terms** - The 75% payment of professional fees for the project will be released based on the progress of the work and balance 25% payment after its presentation to UP Tourism Department. First 25% payment will be made on award of the contract. The second 25% payment will be made based on the work progress which includes a 2-week deadline from the start of the project to submit the qualitative data and analysis. The third 25% installment will be paid based on the progress with a 4-week deadline for submission of quantitative data and analysis. Payments will be made through ECS/NEFT on regular basis after submission of the bills for the completed services. Taxes like GST etc. will be paid as per Govt. norms. No advance payment(s) will be made. On receipt of the Final payments, the Bidder shall furnish a “**No Claim Certificate**” to IIM Lucknow.

SECTION - II

Conditions of the Contract

1. **General Terms and Conditions:**

- (a) The contract will be as treated as completed on the successful submission of the deliverables as mentioned in the scope of the document. The total period assumed to be 2 months.
- (b) The Contractor shall not appoint any sub-Contractor to carry out any obligations under the contract or sub- let the contract.
- (c) Any one or more the following action/commission/omission are likely to cause summary rejection of tender:
 - (i) Mentioning of rate in the Technical Bid, will be treated as Disqualification
 - (ii) If the details of EMD or valid exemption certificate (MSME) are not provided in the Technical Bid.
 - (iii) Any conditional bid or bid offering rebate
 - (iv) Any bid in which rates have not been quoted in accordance with specified formats/details as specified in the Bid Documents.
 - (v) Any effort by a bidder to influence the IIM Lucknow in the bid evaluation, bid evaluation, bid comparison or contract award decision.
 - (vi) **If the quoted rate is more than project budget i.e. Rs.5,50,000/-**
- (d) IIM Lucknow reserves the right to negotiate with first lowest bidder to arrive at the fair and reasonable price. The lowest bidder shall be decided by the lowest price quoted as per financial bid.
- (e) The IIM Lucknow reserves the right to accept / reject / select more than one Contractor and to annul the bidding process of any or all bids at any time prior to award of contract without thereby incurring any liability to the affected bidders.
- (f) Clarification of Tender - To assist in the examination, evaluation, and comparison of tender, Indian Institute of Management Lucknow may at its discretion ask the Bidder for a clarification on the tender

which is submitted by him. The request for clarification and the response shall be through CPP portal or by email.

2. **Non-disclosure of Contract documents:** Except with the written consent of IIM Lucknow, other party shall not disclose or share any contract/ provision, specification, plan, design, pattern, sample or information about the institute thereof to any third party.
3. **Termination of Contract:** IIM Lucknow shall have the right to terminate this Contract in part or in full in any of the following cases: -
 - (a) The agreement may be terminated in whole or in part, by Institute in the event of a material breach by successful bidder that is not cured within seven (7) days of notice from the institutes.
 - (b) In case, the successful bidder / the agency whom contract is awarded, does not meet the timelines, as mentioned in the scope of work without valid reasons, the Institute / IIM Lucknow reserves the right to terminate the contract and get the work done at the cost of the successful bidder. In such scenario, the Security Deposit may be forfeited and if required, the bidder may be blacklisted.
 - (c) In addition to the above, either Party may terminate this Agreement if the other Party (a) admits in writing its inability to pay its debts generally as they become due, or (b) makes an assignment for the benefit of its creditors, or (c) institutes or consents to the filing of a petition in bankruptcy, whether for reorganization or liquidation, under federal or similar applicable state laws, or (d) is adjudged bankrupt or insolvent by a court having jurisdiction, then in any of such events, the other Party may, by written notice, immediately terminate this Agreement, without further liability to the other Party, except to produce or pay all accrued payments.
4. **Amendments:** No provision of present Contract shall be changed or modified in any way (including this provision) either in whole or in part except by an instrument in writing made after the date of this Contract and signed on behalf of both the parties and which expressly states to amend the present Contract.
5. **Notices:** All notices, requests, demands or communications required hereunder shall be in writing inclusive of electronic means as recognized by IT Act 2000 (including any statutory modifications thereof) and shall be deemed to have been given or made (a) if by mail when deposited in the mail by certified mail, postage prepaid return receipt, requested at its address set forth on the signature pages hereto (b) if by telecopy when sent by used telecopy to the telecopy number set forth on the signature page hereto provided. Either Party may change its address or telecopy number for notice, by providing notice to the other Party of such change in the manner and within such time as provided herein.
6. **Penalty Clause:** For non-adherence of terms & condition specified in tender document a penalty up to **Rs.5000/- per occasion** may be levied after the approval of Director, IIM Lucknow. The Firm shall be responsible for the faithful compliance of the provisions of the work order. Any breach or failure to perform the same may result in termination of the work order contract as well as other legal recourse. Any misconduct/misbehavior on the part of manpower deployed by the firm will not be tolerated and such person will have to be replaced immediately upon instructions from the Institute. The decision of the Director IIM Lucknow in all cases shall be final and binding.
7. **Intellectual Property Rights (IPR):-**
 - a) The Bidder undertakes not to, in any manner, claim all or any part of the IPR or commercially exploit all or any of the proprietary rights generated and developed by IIM Lucknow as vested whether trademarked, copyrighted or not.
 - b) The Bidder acknowledges that all IPR relating to the entire content of the existing IIM Lucknow website, and all the output relating to the service belongs to and vests exclusively with IIM Lucknow and under no

circumstances whatsoever the Bidder shall claim all or any rights proprietary or otherwise over all or any portion of the IPR belonging to IIM Lucknow.

8. **Work made for hire:** The Bidder expressly acknowledges that the material contributed by it hereunder, and its services hereunder, are being specially ordered and commissioned by IIM Lucknow for use in connection with the service. The work contributed by the Bidder hereunder shall be considered a "work made for hire" as defined by the copyright laws. IIM Lucknow shall be the sole and exclusive owner and copyright proprietor of all rights and title in and to the results and proceeds of the Bidder's services hereunder in whatever stage of completion. If for any reason the results and proceeds of the Bidder's services hereunder are determined at any time not to be a "work made for hire", the Bidder hereby agrees to irrevocably transfer and assign to IIM Lucknow all right, title and interest therein, including all copyrights, as well as all renewals and extensions thereto.
9. **Data Security:** The Bidder shall use inputs provided by IIM Lucknow solely for performing its obligations under this Contract, and will not, at any time, transfer, save, download, print, disclose, or in any other way use the inputs other than as directly required for the provision of the services under this Contract or as directed by IIM Lucknow in writing.
10. **Execution of agreement:** The successful bidder will be required to enter into an agreement within 7 days, on a non-judicial stamp paper of Rs.100/- with IIM Lucknow (cost of stamp paper to be borne by successful bidder). This agreement will contain important conditions specified tender document and work order. Till the agreement is executed, this document, any corrigendum/addendum to this document, bid submitted by the successful bidder, any clarification (acceptable to be IIM Lucknow) provided by the bidder on the bid document, work order, acceptance of the work order by bidder will form the agreement.
11. **Force Majeure:** Neither Party shall be liable for damages for any delay or failure to perform its obligations hereunder, if such delay or failure is due to causes beyond its control or without its fault or negligence, including, without limitation, riots, wars, fires, epidemics, lack of human or material resources, quarantine restrictions, unusually severe weather, earthquakes, explosions, acts of god or state or any public enemy, or acts mandated by any applicable laws, regulation or order (whether valid or invalid) of any governmental body. If a force majeure event occurs the affected Party shall inform the other Party promptly and will use reasonable efforts to mitigate adverse effects and to resume performance as soon as practicable. Should the force majeure event extend beyond fifteen (15) days either Party shall have the right to terminate the Contract upon immediate written notice without any penalty or liability. However, the existing liabilities of the Parties and the IIM Lucknow's payment obligations for services successfully performed, provided the same is not affected by a force Majeure event, shall remain and not be affected by the force majeure event.
12. **Confidentiality:** Both the Parties hereby undertake that under no circumstances whatsoever they shall disclose any of the Terms of this Contract and all or any Confidential Information belonging to the other party like financial plans, business plans, and others, declared confidential to which they might have access during the association with one another in terms of this Contract, except to the extent that is already in public knowledge/ domain. The Confidential Information as hereinabove detailed shall not be disclosed during the subsistence of this Contract and thereafter for a period of five years from the date of termination of this Contract for whatever reason.
13. **Indemnification:** The Agency, irrevocably, and unconditionally here by indemnifies and undertakes to keep the Institute and /or its Directors, officers, employees, agents, and representatives, for all times from and against all charges, cost, losses, claims, demands, and liabilities, obligations, suits, judgments,

penalties, proceedings, precautions, litigations, or actions, financial or otherwise, at law or equity, including the expenses of defending any claim of liability by any third party, and from and against all actual damages sustained, whatsoever, whether past, or current suffered or incurred by the Institute and/ or its Directors, officers, employees, agents, and representatives due to reasons of:

- a) Breach, misconduct, omissions, misrepresentation or
- b) Negligence on the part of Agency and or its directors, employees, in the performance of the services including but not limited to any claim/third party claim arising out of improper or illegal use or adoption or invasion or infringement of the copyright or intellect property right and violation of confidentiality obligations.
- c) Act detrimental to the interest and reputation of the Institute.

14. Arbitration: In event of any dispute or difference arising out of or in connection with the Contract including the interpretation of its clauses or any other matter arising out of the Contract between the Parties, the same shall be resolved by mutual discussion and if any dispute or difference arising out of this Contractor interpretation of the Contract or any other matter related to it. If the contract still remains unresolved; it shall be then referred to the Sole Arbitrator who shall be appointed by the Director, IIM Lucknow alone and the arbitral proceedings shall be conducted strictly in accordance with the Arbitration and Conciliation Act, 1996, as amended up-to-date (including the statutory modifications thereof). The place of conducting Arbitration / seat of Arbitration shall be Lucknow, Uttar Pradesh and the arbitral proceedings shall be conducted in English language only. The cost of arbitration shall be shared equally by both the parties and the decision/ interim orders passed by the Sole Arbitrator shall be final and binding on both the Parties.

SECTION- III

SCOPE OF WORK

MARKET RESEARCH OBJECTIVES

The present study aims to assess the image of domestic tourist destinations in Uttar Pradesh. Accordingly, the rationale of this study is to measure and analyze the destination image on specific attributes of selected tourist destinations and subsequently develop insights for policy makers & practitioners. A multipronged approach is followed wherein several aspects related with the measurement and impact of perceived destination image across selected tourist destinations are explored and examined.

Objectives

1: To assess awareness and understanding of selected image attributes (cognitive and affective) motivating travellers visiting selected tourist destinations in UP

2: How do the selective destinations fare on the specific cognitive and affective destination image components?

3: What is the underlying structure (similarities) and positioning of the specific destination image attributes and selected tourism destinations?

4. Does perceived destination image vary on the basis of socio-demographic variables (gender, age, occupation, education, family income and family life cycle)?

MARKET RESEARCH METHODOLOGY

The destination image of below destination /circuit - will be evaluated in this study. The primary drivers for the choice of these destinations being- the footfall in these destinations and formation of circuits. A two-tier sampling can be used to fulfil the pursuit of the research – 1) Area sampling and 2) convenience sampling. Under area sampling Agra, Ayodha, Sarnath selected as geographical circuit. Domestic tourists will be interviewed and surveyed in these destinations through convenience sampling. The different clusters are as below:

- Group 1: Mathura, Agra, Kasganj Vrindavan Fatehpur sikri
- Group 2: Jhansi, Ayodhya, Lucknow, Kanpur , charkhari mahoba, chitrakoot, kalinjar, deogarh,
- Group 3: Varanasi, Prayagraj, sonbhadra and mirzapur
- Group 4: Buddhist circle in UP

In this study, the measure for destination image includes both cognitive and affective aspects. Both cognitive and affective attributes will be finalised after conducting initial qualitative interviews as well quantitative.

Qualitative Methodology

Target Groups:

- a. Demand study: Tourists i.e. those who have been to UP as tourist in last 3 months
- b. Enabler study: Hoteliers, tour operators and senior tourism personnel in the cities/circuits under consideration

Methodology:

- a. Tourists will be called for a focus group discussion. This can be an online Group discussion. The aim is to understand their motivations as well as their perception towards various destinations in UP in order to identify tangible and intangible factors i.e. cognitive and affective aspects, driving their decision-making process. One Focus group comprising 5-6 customers will be met online. The agency will be provided with support from UP tourism in case they need their assistance to identify respondents. However, the conduct of the interview and moderation task will need to be handled by the agency. This should be the first step as the quantitative study instruments will be developed based on this understanding.
- b. Enabler study will be conducted in the selected cities and geographical clusters. The people who will be met in the study are enablers or actual decision makers in the supply side of tourism industry in the clusters/circuits identified. This part of the qualitative study can be undertaken in parallel to the quant study.

Sample size:

- a. Demand study: 1 Focus group covering SEC A Males and females (Mixed group) who have traveled to UP in last 3 months for holiday purposes only and is not a native of that city
- b. Enabler study: 5 interviews will be conducted in each of the geographical (5 interviews in each city cluster/circuit). The detailed list of cities and circuits will be shared with study partner at a later date. A total of 20-24 in depth interviews will be covered in the study

Qualitative deliverables:

- a. Demand study: The research firm shall submit the transcript of the FGD conducted
- b. Enabler study: The research firm shall submit transcripts and content analysis of the interviews conducted

Quantitative Methodology

Target Group

- a. Income class: Top 15% of Urban India i.e. SEC A & Some SEC B
- b. Age Group: 18-59 years.
- c. Purpose of travel: Leisure – Family (joint, nuclear or couple) or Solo with friends or alone for leisure, religious/pilgrimage, recreation
- d. Usage criteria: Two sub-segments will be identified and interviewed. They should fulfil the above criteria and also have met the following usage criteria:
 - i) Recent Travellers: Travelled to one of the following cities in UP for holiday at least for 4-5 days preferably in last 1 year (If found difficult to identify due to pandemic, we may increase the time period to 1.5-2 years): Agra, Ayodhya, Chitrakoot, Jhansi, Kanpur, Lucknow, Mathura, Prayagraj, Sarnath and Varanasi.
 - ii) Avid Travellers: Those who travel within India quite extensively. Their total holidays spent in a year should be at least 10 days per year for the last 3 years (we may relax the criteria for last two years due to pandemic but at least for 2019, they must have holidayed for at least 15 days in one single holiday or holidays totalling 15 days).

Sample size Proposed:

Sample Size	Recent Travellers to UP	Avid Travellers within India
South India TN/Kerala/AP	250	250
West India Gujarat/Maharashtra	250	250
East India Orissa/West Bengal	250	250
Total Sample	750	750

Total sample size will be 1500.

Sampling procedure:

The marketing research agency should be conducting these interviews. They will recruit the respondents and check if they are found qualified for full survey. The filled surveys should be validated for respondent attentiveness and veracity. Care should be taken to remove mechanised response sheets and any respondent biases. Backcheck/accompaniment or any other quality control procedure needs to be developed and implemented unless the survey methods suggested is not amenable to such quality control interventions. These need to be clarified upfront in the proposal.

Quantitative deliverables:

While the survey instrument i.e. questionnaire will be provided by IIML, the detailed sampling methodology, sample identification, selection and administration will be of the selected Marketing research agency. The agency shall explain the methodology and the steps they recommend in their proposal. The same shall be followed by the selected research agency. Special attention needs to be given for quality

control to improve veracity and reliability of data.

The research agency will submit the raw data in SPSS file format as well as analysis tables based on the analysis plan to be provided by IIM Lucknow. These will be one time outputs. Not additional analysis will be sought.

Duration of fieldwork:

- a. Qualitative study to be completed in 2 weeks (within first week, the demand study with consumers needs to be shared to enable quantitative instrument design.
- b. Quantitative study in 4 weeks consisting of data collection to data analysis table submission
- c. IIM Lucknow team will provide data collection instruments and sampling guidelines

SECTION – IV

Eligibility Criteria and Evaluation Process for Bidders

1. Eligibility Criteria for the bidders

- (a) The bidder should be a registered Company under the Indian Companies Act (Upload Registration Certificate with Technical Bid)
- (b) The bidder should have conducted research in Uttar Pradesh in the last 1 year (Upload work order / work completion certificate with Technical Bid)
- (c) The bidder should have done Quantitative research in the last one year (Upload work order or completion certificate with Technical Bid)
- (d) The bidders will be required to submit a two-page Research Design i.e. on their approach to conduct this project/ study as per the scope of work mentioned in this document.

2. Evaluation Process:

- (a) Evaluation of Tender – The entire bid process will be of three steps as follows –

Step 1 (Qualifying for Stage-2)– The technical bids (information provided & supporting document against Eligibility Criteria mentioned at sr. no. 1 (a) , (b) & (c)) submitted/uploaded by all bidders will be evaluated by the Tender Evaluation Committee in terms of the Eligibility criteria & as per Annexure-I and II of the NIT.

The ‘two-page Research Design’ mentioned at Eligibility Criteria-1(d), will be evaluated by the Tender Evaluation Committee (experts) of only those bidders, who have submitted valid & acceptable documents against eligibility criteria 1 (a), (b) & (c). In case, the ‘two-page Research Design’ submitted by the bidders, is not acceptable to the Tender Evaluation Committee (experts), the bidder will be declared as Technically Disqualified in Stage-I.

The bidders who are found to be meeting the eligibility criteria will be considered for evaluation for Stage-2. Communication in this regard will be sent to the bidders (who are shortlisted for Stage-2) by email only.

Step 2 The Presentation (online or offline) by technically qualified bidders in Stage-I shall be presented before the Tender Evaluation Committee (experts). Companies / Bidders meeting the pre-qualification criteria (Eligibility criteria) will be invited to make a presentation. The Evaluation committee will assess the competency of the bidders, their capacity of understanding the needs, experience etc. to provide services to IIM Lucknow.

The procedure for selection of the Bidder shall be based on Quality & Cost base selection (QCBS) system for evaluation by the Committee. Based on the presentation to the Tender Evaluation Committee (experts), Bidders will be awarded technical score on the following dimensions:

The presentation shall be based on the Research Design i.e. on their approach to conduct this project/ study as per the scope of work mentioned in this document. The total marks for the presentation is 70.

Addition and deletion as per bidders' understanding are allowed. Each bidder will be provided 15 minutes for the presentation and 10 minutes for Questions & Answer. The presentation should be a detailed description of sampling, data collection procedures, initial analysis and similar past experience, etc.

Based in the performance of the bidder in the presentation, the committee will award the marks.

Bidders scoring minimum of 35 marks will be declared as **technically qualified** and their financial bids will be opened.

Step 3 - The total mark for Financial Bid is 30 marks.

- (a) Opening of Bids (Financial Bid) – Financial Bid (Tenders) of the Bidders who are technically qualified shall be opened in the presence of designated Authority and bidders, who wish to be present there. The date of presentation and Financial Bid opening will be intimated to the shortlisted Bidders subsequently by email/through the CPP portal. Based on the quoted rates, the score for financial bid will be calculated as below –

$(\text{Lowest tender price} * 30) / (\text{Tender price quoted by respective Firm/Bidder})$. The CA Firms will be selected basis the highest marks scored as follows: Overall score = (Technical Score as per step 2) + (Score from Financial bid)

- (b) In the event that the first lowest is more than one, then the financial capability of the firm (average of the turnover for last three years) is to be considered for finalizing the L-1 vendor. Decision taken by the committee, in this regard, shall be binding to all the applicants contesting for successful bidder position.

Annexure - I

NIT No. IIML/PUR/MRFDM/14/2022-23

DATED 06/10/2022

Technical Bid

The bidders are required to provide the following information and supporting documents:

Sl. No.	Technical Criteria	To be filled / encircled by the bidders and Documentary Evidence to be enclosed with the Technical Bid
1	Name of the Agency/ Bidder	
2	Address of the Bidder	
3	Phone/ Mobile number & Email id of the bidder	
4	GST registration number of the bidder (Documentary evidence to be enclosed.)	
5	Is Bidders a company registered under the Companies Act in India? If yes, (enclose Proof / Firm Registration Certificate)	Yes / No
6	The bidder should have conducted research in Uttar Pradesh in the last 1 year (Upload work order / work completion certificate with Technical Bid)	
7	The bidder should have done Quantitative research in the last one year (Upload work order or completion certificate with Technical Bid)	
8.	Please indicate that the quoted rate are not more than the Project Budget of Rs.5,50,000/- (inclusive of all taxes).	Yes / No (In case of 'Yes', the bid will technically disqualify)
9	Details of EMD / certificate submitted towards exemption from deposit of EMD (Documentary evidence to be enclosed)	EMD Amount: Rs._____ UTR No. _____ Date: _____ OR Certificate No. _____
10	Have you submitted a 'two-page Research Design i.e. on their approach to conduct this project/ study as per the scope of work mentioned in this document?	Yes / No
11	Has the bidder enclosed, signed & stamped copy of this NIT, filled & signed 'Undertaking/ Declaration (Annexure -II) ?	Yes / No

It is declared that the information provided above are true and complete and the copy enclosed in support of the information provided is genuine. Further it is understood that in case any information / supporting documents provided by the undersigned (bidder) is found to be false/ incomplete/ misleading at any stage of the tender/ during the contract period, the bidder may be disqualified and appropriate action including forfeiture of EMD/ Security Deposit, Blacklisting of the Bidder, Termination of the contract etc. may be taken by IIM Lucknow.

Date:

(Signature of the Bidder)



Annexure-II

UNDERTAKING/ DECLARATION
(To be submitted preferably on the Letter- Head of the Firm/Company)

To,

The Indian Institute of Management,
Lucknow

Name of the Bidder _____
Contact Number: _____

Date: _

NIT No. **IIML/PUR/MRFDM/14/2022-23**

Sir,

1. This is to certify that I/We before signing this NIT have read and fully understood all the terms and conditions and instructions contained therein and undertake myself/ourselves abide by the said terms and conditions of the NIT.
2. It is hereby affirmed that we are in compliance of/ shall comply with the statutory requirements of the Govt. of India, as applicable.
3. This is to certify that my/our firm/ agency is neither blacklisted by any government department nor there is any criminal case registered/pending against the firm or its owner/partners anywhere in India.

(Signature of the Bidder)
Name and Address of the Bidder



Annexure-III

FINANCIAL BID

(This format is only for understanding. Please do not quote any amount in this. Rate to be quoted in Excel sheet separately, which is made available with this NIT in eProcurement portal. The same shall be filled & uploaded under the head "Financial Bid". The rate shall not be disclosed in the Technical Bid)

Name of the Bidder's Firm: _____

NIT No. **IIML/PUR/MRFDM/14/2022-23**

Sl. No.	Description of work	Total Amount (inclusive of all taxes)
1.	Consolidate Study conduct fee + all applicable taxes	

Note: The Institute will only pay the above quoted amount, which is inclusive of everything, in the manner prescribed in the tender document. No other charges/ amount will be payable by the Institute in any circumstances.

Date:

Signature of the Bidder with Firm's Seal