



भारतीय प्रबंध संस्थान, लखनऊ नोएडा परिसर  
**INDIAN INSTITUTE OF MANAGEMENT LUCKNOW NOIDA CAMPUS**

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

Tel: 0120-6678545, 8481, | Fax: 0120-6678506

Email id is [admission\\_nc@iiml.ac.in](mailto:admission_nc@iiml.ac.in), [purchase\\_iimlnc@iiml.ac.in](mailto:purchase_iimlnc@iiml.ac.in)

**TENDER No. IIML/PURCHASE/IPMX Admissions - 2021 DIGITAL BROCHURE/2020/13**

**Dated: 07 October 2020**

To,

M/s .....

.....

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**Tender Name: To Design IPMX Admissions 2021 digital E-Brochure**

Dear Sir's/ Madam's,

IIM Lucknow -Noida Campus intends to engage a reputed Creative agency to Design **IPMX Admissions 2021** digital E-Brochure at IIM Lucknow Noida Campus.

Kindly send your most competitive rate along with proper documentations and an EMD in shape of a Bank Demand Draft/PO of Rs. 5000/- (Rupees Five Thousand Only), along with duly filled **ANNEXURE- "I"** as per terms & condition of the TENDER. All relevant details should be send in a sealed envelope addressed to "The Head Administration, Indian Institute of Management Lucknow Noida Campus, B-1, Institutional Area, Sector 62, Noida 201307-UP". Last date for submission of complete is Wednesday 21 October 2020 till 1200 hours. The date of opening sealed quotations will be Wednesday 21 October 2020 till 1400 hours.

The quotations should be sent by Registered/Speed post or Courier services only. Also mention on envelope, No. IIML/PURCHASE/ **IPMX Admissions 2021** E-brochure/2020/13. Quotations received after the due date/time (Wednesday 21 October 2020 till 1200 hours) or by any other mode (by hand/email) shall not be considered for processing.

Thanking you,

Yours faithfully,

**Head Administration**

Encl: 1. General terms and conditions

## **A. ELIGIBILITY CRITERIA**

1. The bidder should have a valid PAN, GSTIN and details thereof should be provided. (Photocopy of the certificate to be enclosed).
2. The bidder should be reputed firm, having minimum of five (5) years working experience in designing, script writing, printing/publishing of E-Brochure as on 31<sup>st</sup> March 2020. **Please attach work completion report along with Work Order.**
3. Out of total five years' experience the bidder should have minimum two years working experience in IIMs/IITs/NITs/IIITs/Central/State Universities/Govt. Offices. **Please attach work completion report along with Work Order.**
4. The bidder should attach a copy of ITR of last five years (2015-16, 2016-17, 2017-18, 2018-19, 2019-20).
5. The bidder should not have been blacklisted or debarred by any Government Organization/PSU etc. The declaration should be on company's letter head **only**. The matter is given in Annexure-II.
6. A sample of work done before along with the list of clientele should be submitted along with this bidding document. **Please attach sample brochure.**
7. The Tender should be sent by Registered/Speed post or Courier services only. The TENDER received after the due date/time (Wednesday 21 October 2020 till 1200 hours) or by any other mode shall not be considered for processing.
8. The firm who does not meet anyone of above criteria will be treated as disqualify and will not be consider. Therefore, please attach all relevant document as requested.

## **B. EARNEST MONEY DEPOSIT (EMD):**

1. An EMD in shape of Bank Demand Draft/PO of **Rs. 5000/- (Rupees Five Thousand Only)** in favour of **INDIAN INSTITUTE OF MANAGEMENT LUCKNOW NOIDA CAMPUS, PAYABLE at NOIDA** along with sealed quotation. Any bid not accompanied by required EMD, shall be deemed to be invalid & will be rejected. The Earnest Money Deposit will be returned to the unsuccessful bidder without interest, after award of work to the successful bidder.
2. The firm registered with NSIC/MSME should attach VALID document (in relevant area) regarding exemption of EMD. Further in that case the firm may be exempted only from depositing EMD but in case of awarding the contract/order the vendor has to deposit Performance Security deposit.
4. The successful bidder's EMD will be refunded after completion of the contract without interest. In case of deficiency in work specifically pointed out by the Institute to the vendor, appropriate penalty will be levied by Director, IIML and will be adjusted against future bills and /or EMD deposit.
5. The date of the demand draft should be after the publication of this tender.

### C. GUIDELINES FOR BIDDERS

1. Indian Institute of Management, Lucknow, an autonomous body, set by the Ministry of Human Resources Development, Government of India. Indian Institute of Management, Lucknow Noida Campus is an extension of IIM Lucknow. IIM Lucknow Noida Campus invites offers from reputed Creative Agencies/Designing firms/vendors with the specified specifications in prescribed Performa.
2. Institute invites the quotations for designing and supply of **IPMX Admissions 2021** Digital E-Brochures at IIM Lucknow Noida Campus.
3. The bidder who has downloaded the TENDER from the Institute website 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. The TENDER/bid shall be remaining valid for 60 days (Sixty Days) after the date of bid opening. The bid valid for a shorter period shall be rejected by the IIM Lucknow as non-responsive. In exceptional circumstances, the IIM Lucknow may request the consent of the bidder for an extension to the period of bid validity. A bidder accepting the request and granting extension will not be permitted to modify his bid.
5. Intending tenderers are advised to visit Institute website [www.iiml.ac.in](http://www.iiml.ac.in) regularly till closing date of submission of tender for any Corrigendum/Addendum/Amendment.
6. Place of Photo shoot and delivery of E-brochure will be Indian Institute of Management Lucknow Noida Campus, B-1, Institutional Area, Sector 62, Noida 201307, UP.
7. The work includes professional profile, related infrastructure photo-shoots for E-Brochure, designing and Supply of **IPMX Admissions** E-Brochure latest by **Delivery Deadline: 10th November 2020**.
8. Soft copy of E-brochure in PDF format shall be provided by the selected vendor without any extra cost.
9. Students Profile for Admissions Brochure will be provided by the Incharge, Admissions Office, IIM Lucknow Noida Campus. After completions of the work, the bidder should returned all sources file, Flip-Book, all digital format photographs to the Incharge, Admissions Office, IIM Lucknow Noida Campus.
10. No TA/DA or any other incidental charges will be provided to visit IIM Lucknow Noida Campus for that work.
11. In case of any query, please contact: -

Email id is [purchase\\_iimlnc@iiml.ac.in](mailto:purchase_iimlnc@iiml.ac.in), [admission\\_nc@iiml.ac.in](mailto:admission_nc@iiml.ac.in)

Phone number: 0120 6678545, 8481

#### **D. SCOPE OF WORK FOR IPMX ADMISSIONS 2021 DIGITAL E-BROCHURE**

1. Concept, visualization, Design, Artwork Development, Editorial support, Digital Proofing.
2. Professional Photoshoot of campus infrastructure required for Admissions E-Brochures. Soft copies of the entire photoshoot to be submitted in DVD format within 7 days' post completion of the photoshoot. (Photoshoot is on a requirement basis; a final call will be taken depending on the circumstances).
3. Conceptualizing theme and Designing of Admissions E-Brochure, in consultation with the Admissions (NC) office. This E-Brochure will be uploaded on IIML's website.
4. Designing approximately 15 design creatives for advertising on social media platforms.
5. Designing approximately 15 visually appealing emails with graphics for marketing purposes.
6. Content editing: The content will be provided by Admissions (NC) Office and updated on the website. It would be having the following information: -
  - Introduction, Objective, who should apply, Chairman's Message, Programme Structure, International Immersion, Career Support, Selection Process, Eligibility Criteria, Fee, Admission Schedule, About IIM Lucknow, About Noida Campus, About Noida, What IPMX Alumni have to say (Testimonials), Details of existing batch students with photographs etc.
7. Conversion of fully developed **IPMX Admissions** E-Brochure for upload on our website portal in a compatible size which could be linked and hosted on the website of IIM-L. (which should be less than 5 MB in size).

#### **E. GENERAL TERMS AND CONDITIONS:**

1. This TENDER document should be duly signed and stamped by the authorized person agencies/firms/Contractor on each page as a proof to confirm the acceptance of the entire Terms & Conditions of Tender. Tender with an additional condition shall be rejected forthwith.
6. At any stage, if it is found that the documents and certificates submitted by the bidder/tenderer agencies/firms/Contractors are found forged or have been manipulated, the contract shall be cancelled and Performance Security deposited in the Institute shall be forfeited without any claim whatsoever on Institute. Further the Institute can also take action as appropriate under the extant laws.
7. Subletting the work to another agencies/firms/Contractors is not be allowed without prior written permission of the competent authority of the Indian Institute of Management Lucknow Noida Campus.
8. The decision of Director, Indian Institute of Management Lucknow will be final and binding.

#### **F. PAYMENT TERMS: -**

- a. Payment will be made after successful completion of complete work.
- b. Insurance, Packing and Forwarding charges are inclusive in above price.
- c. Consigned to Indian Institute of Management Lucknow Noida Campus.
- d. Bill to be made in the name of Director, IIM Lucknow, Noida Campus

## G. OTHER CONDITIONS:

1. The date of opening sealed quotations will be Friday Wednesday 21 October 2020 till 1400 hours. In case of any change in date and time of opening of sealed quotations, will be communicated in due course of time through e-mail.
2. **THE TENDER IS LIABLE TO BE IGNORED IF COMPLETE INFORMATION IS NOT PROVIDED AS PER PRESCRIBED FORMAT AND REQUIRED INFORMATION. Conditional offer/offers which are not in conformity to the prescribed document will be summarily rejected. The proposal should be duly signed on every page.**
3. However, IIM Lucknow Noida Campus reserves the right not to accept the lowest bidder or not to assign any reason for rejection of any or all the bids. IIM Lucknow reserves the right for accepting the whole or any part of the bids.
4. Any failure on the part of the tenderer to observe the prescribed procedure and any attempt to canvass for the work will prejudice his/her tender. Tenders/rates quoted in other than the prescribed proforma are liable to be rejected.
5. The submission of tender will bind the tenderer to acceptance of all conditions specified herein and in addition to the conditions of the contract.
6. 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.
7. The successful bidder will depute technically qualified executive to coordinate the job with Incharge **Admissions** Office of IIM Lucknow Noida Campus.
8. The basic guidelines/layout of the **IPMX Admissions** E-Brochure will be provided by the Incharge Admissions Office, IIM Lucknow Noida Campus. However, the final correction formatting will be carried out by the vendor.
9. If the bidder withdraws his bid during the period of bid validity, the EMD shall be forfeited and the firm may be blacklisted.

### **Penalty for Non-Compliance: -**

1. In case any error or defect is noticed in E-brochure/Webpage after delivery, which is ascribable to the vendor, he shall be bound to rectify such error or defect at his own cost to the satisfaction, and within the time limit fixed by the IIM Lucknow for the purpose.
2. The vendor will be expected to correct the error or defect in E-Brochure, designing and Supply of Admissions E-Brochure latest by **Delivery Deadline: 10<sup>th</sup> November 2020**. In case of delay penalty shall be imposed by the Admissions Office, IIM Lucknow Noida Campus.
3. If the job is returned by the firm unexecuted after accepting the same, earnest money will be forfeited in full and job will be got executed at firm's risk from some other firm. The firm is also liable to be blacklisted.
4. Execution of job should be of standard quality, neat and accurate according to the specifications, where IIM Lucknow Noida Campus is satisfied. If the execution of the job is not up to the standard,

suitable deductions will be made or the entire job will be rejected, as the case may be, at the risk & cost of the selected vendor.

**Conciliation/Arbitration**

1. If any dispute(s) or difference(s) of any kind whatsoever arise between the parties, the parties hereto shall negotiate with a view to its amicable resolution & settlement through a Committee appointed by Director IIM Lucknow.
2. In the event no amicable resolution or settlement is reached between the parties within 30 days after receipt of notice by one party, then the disputes or differences as detailed above shall be referred to & settled by Director IIM Lucknow.

**Applicable Law & Jurisdiction:**

All matters connected with this shall be governed by the Indian Law both substantive & procedural for the time being in force & shall be subject to the exclusive jurisdiction in Lucknow.

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

Signature \_\_\_\_\_

Company Seal \_\_\_\_\_

**ANNEXURE-“II”**

To,

The Director  
Indian Institute of Management Lucknow Noida Campus,  
Plot B-1, Institutional Area, Sector -62  
Noida 201307 - UP.

Subject:- Non-Blacklisting declaration in reference to the Tender No: IIML NOIDA CAMPUS/ **IPMX Admissions E-Brochure /2020/13** dated 08<sup>th</sup> October 2020

Dear Sir,

This is to notify you that our Firm/Company/Organization-----  
----- intends to submit a proposal in response to invitation from Creative Agencies and Designing firm for designing and Supply of **IPMX Admissions E-Brochure 2021** at IIM Lucknow Noida Campus B-1, Sector-62 Noida UP 201307. In accordance with the above we declare that our Firm/Company/Organization does not involved in any major litigation that may have an impact of affecting or compromising the delivery of services as required under this assignment.

We are not blacklisted by any Central/State Government/agency of Central/State Government of India or any other country in the world/Public Sector Undertaking/any Regulatory Authorities in India or any other country in the world for any kind of fraudulent activities.

Date :

Yours Faithfully,

(Signature of the Bidder, with Official Seal)



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**INDIAN INSTITUTE OF MANAGEMENT LUCKNOW NOIDA CAMPUS**

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

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Email id is [purchase\\_iimlnc@iiml.ac.in](mailto:purchase_iimlnc@iiml.ac.in)

Website: [www.iiml.ac.in](http://www.iiml.ac.in)

**FINANCIAL DETAILS**

**ANNEXURE- "I"**

<b>Name of the Firm/Agency</b>		:
<b>Name of the authorized person who signs on the tender document)</b>		
<b>Address of the Firm/Agency</b>		
<b>E-mail address</b> <b>Phone No/Mobile No.</b>		
<b>S.No.</b>	<b>Documents to be submitted in proof of Eligibility</b>	<b>Details Required</b>
1	GST No. Attach a photocopy as documentary evidence.	
2	PAN No Attach a photocopy as documentary evidence.	
3	Non Black Listing Certificate (Self declaration) on company letter head	
4.	Attach a copy of sample of similar work done along with the list of clients.	
5.	ITR of last five years (2015-16, 2016-17, 2017-18, 2018-19, 2019-20). Attach a photocopy as documentary evidence.	
6.	Earnest Money Deposit of Rs. 5,000/- (Rupees Five Thousand only) in the form of Demand Draft in favoring Indian Institute of Management Lucknow Noida Campus, payable at Noida.	Name of Bank ..... ..... ..... EMD DD No/. ..... Dated: ..... Amount : Rs:.....

S. No	Specification of Items	Price In (Rs.)	GST	Total Price in (Rs.)
7	<p><b>IPMX Admissions E-Brochure 2021</b></p> <p>Concept, visualization, Design, Artwork Development, Editorial support, Digital Proofing.</p> <p>Conceptualizing theme and Designing of Admissions E-Brochure, in consultation with the Admissions (NC) office. This E-Brochure will be uploaded on IIML's website.</p> <p>Designing approximately 15 design creatives for advertising on social media platforms.</p> <p>Designing approximately 15 visually appealing emails with graphics for marketing purposes.</p> <p>Content editing: The content will be provided by Admissions (NC) Office and updated on the website. It would be having the following information: -</p> <ul style="list-style-type: none"> <li>➤ Introduction, Objective, who should apply, Chairman's Message, Programme Structure, International Immersion, Career Support, Selection Process, Eligibility Criteria, Fee, Admission Schedule, About IIM Lucknow, About Noida Campus, About Noida, What IPMX Alumni have to say (Testimonials), Details of existing batch students with photographs etc.</li> </ul> <p>Conversion of fully developed <b>IPMX Admissions</b> E-Brochure for upload on our website portal in a compatible size which could be linked and hosted on the website of IIM-L. (which should be less than 5 MB in size).</p>			
8	Professional Photoshoot of campus infrastructure required for Admissions E-Brochures. Soft copies of the entire photoshoot to be submitted in DVD format within 7 days' post completion of the photoshoot. (Photoshoot is on a requirement basis; a final call will be taken depending on the circumstances).			
9	<b>Any other charges, if any</b>			
10.	After issuance of Work Order complete scope work will be successfully completed.	<b>Delivery Deadline: 10th November 2020.</b>		
11.	Grand Total (7+8+9)			
(Rupees .....				

Institute reserve the right to curtail or enhance the scope of work as required and reviewed by the Institute from time to time and therefore, the final value of the work shall be worked out and paid to the extent of work actually carried out. I have read all the terms and conditions of this TENDER document give my/we acceptance of the above work of IIM Lucknow Noida Campus.

Place :

(Signature of the Contractor or His authorized signatory)

Date :

(Name with Official Seal/Stamp)