



INDIAN INSTITUTE OF MANAGEMENT LUCKNOW

Prabandh Nagar, IIM Road
Lucknow 226013

Date: 2nd May 2022

CORRIGENDUM

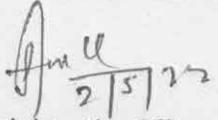
Reference to RFP No. IIML/Empanelment/03/2022-23 dated 18/04/2022 for Empanelment of Agencies for "Branding Solutions - Designing and Creative".

1. The bidder with minimum experience of one year will be considered for empanelment subject to fulfilling the other conditions specified in the RFP.
2. Please refer to the point no. iv (e) of heading "**3. Proposal / bid Submission Process**" - on **Page no. 04 of tender document**". The prospective bidders may submit their bids without integrity pact as estimated annual value of the tender is less than Rs.5,00,000/-.
3. Based on the pre-bid queries, the following clarifications / responses will also form part this tender:

Queries	Recommendation
Eligibility Criteria: We are qualifying for all the clauses mentioned in the Eligibility Criteria except clause no. 2 which states that ' <i>The bidder should have at least 3 years' experience as on last date for submission of proposal against this RFP</i> ' since we registered our company in May 2020. Although we have more than 10 Years of experience in the domain of Branding & Communication but don't have enough records to substantiate the same. So we request you to kindly consider or amend the eligibility criteria to 1 years and oblige.	1 year Eligibility Criteria may be considered
<ol style="list-style-type: none">1. Under Scope of Work activity is defined however clarity on deliverables required2. will be campaign based or creative based engagement?3. Will deliverables be defined in numbers?4. term no.5 under "IMPORTANT INSTRUCTIONS FOR BIDDERS" says empanelled bidders will bid as and when necessary, require more clarity.	Assignment based work orders will be issued in the complete Calendar year. Campaign Based also for particular products.
<ol style="list-style-type: none">1. No. of Units of Visuals & Creatives to be Designed during the contract And2. payment Terms	<ol style="list-style-type: none">1. The quantity as per requirement.2. Payment will be made after successful completion of the assigned work and submission of valid invoice with inspection note from MDP Office, IIM Lucknow

All others terms and conditions of tender shall remain unchanged.

This issues with approval of the competent authority.


Administrative Officer
Purchase & Stores

Request for Proposal (RFP)
for
Empanelment of Agencies for
“Branding Solutions - Designing and Creative”

RFP No: IIML/Empanelment/03/2022-23 dated 18/04/2022

Issued by



Indian Institute of Management Lucknow
Prabandh Nagar, IIM Road, Lucknow – 226 013 (U.P.)

1. INTRODUCTION

Indian Institute of Management Lucknow (IIM Lucknow) is a society registered under the provisions of the Societies Registration Act, 1860 having its office at Prabandh Nagar, IIM Road, Lucknow and at Sector – 62, Noida, Uttar Pradesh.

The Institute was established in the year 1984. Since then IIML has touched million lives directly or indirectly through its faculty, alumni and support staff. IIML moulds its students into value driven leaders, managers and global players. The institute undertakes a diverse range of academic activities aimed at creation, dissemination and application of management knowledge and practice.

2. NOTICE INVITING TENDER

The Indian Institute of Management Lucknow (hereinafter referred to as “IIML”) invites proposals for “empanelment of agencies for providing “Branding solutions - Designing and Creative” from reputed agencies. Interested eligible agencies (*including partnership firms/ proprietary firms/freelancers*), may submit the bids through E-Procurement portal i.e. <https://eprocure.gov.in>. A free view RFP 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. Interested bidders may download the RFP by accepting the terms and conditions. The 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 above.

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.

The ***Time schedule*** for tender process are given below:

Date & time of publication of tender notification on official website / CPP Portal	19 th April 2022
Pre-bid Meeting Those bidders who are interested to participate in the pre-bid meeting are required to submit their queries/ suggestions through email (purchase@iiml.ac.in with copy to mdp@iiml.ac.in) latest by 24 hours prior to scheduled meeting.	25 th April 2022 at 2:00 pm Interested bidders may participate in the Pre-bid meeting through Google Meet https://meet.google.com/zzb-dnps-ejz
Last date and time of submission of tender document	11 th May 2022, 11:00 am
Date and Time of the opening of Technical Bids	12 th May 2022, 2:00 pm Participating bidders may attend the bid opening by clicking on the same link provided for pre-bid meeting.
Estimated Tender Value	Rs. 3,00,000/-
Earnest Money Deposit/Bid Security	Rs.6,000/-
Performance Security	Rs.15,000/-

IMPORTANT INSTRUCTIONS FOR BIDDERS:

1. Indian Institute of Management Lucknow proposal in prescribed format from vendors/agencies for “Empanelment of Agencies providing “Branding solutions - Creative Designing and Content” for Indian Institute of Management Lucknow.
2. The bidder is advised to go through the eligibility criteria before filling the tender
3. Tenderers/Bidders, who have downloaded the RFP document, shall not tamper/modify the tender document in any manner. In case, if the same is found to be tampered/modified in any manner, the document will be completely rejected and EMD would be forfeited.
4. Amendments to RFP 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>
5. The technically qualified bidders will be empanelled and as and when need arises, the empanelled bidders will be asked to quote the rates for the required work i.e. “Branding solutions - Creative Designing and Content”. The bidder quoting the lowest rates will be awarded to work.
6. In case the bidder withdraws his bid after submission or does not accept the offer / empanelment 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.
7. 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.
8. 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.
9. 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 0522-6696282 or 6696917. The participating bidder has to bear the cost towards the submission of bid.
10. 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 RFP. Such clarifications should be sought before submission of bids.

1. **SCOPE OF WORK:** The objective of this RFP is to empanel agencies for providing services to IIM Lucknow related to “Branding solutions - Creative Designing and Content” as explained in detailed scope of work mentioned below. The scope of work and services enumerated below are indicative and may not be exhaustive.

Tentative list of Visuals & Creative to be designed

S. No.	Name of Visual/ Creative for designing
1.	Poster & Leaflets (e-format/ editable and non-editable)
2.	Brochures (e-format/ editable and non-editable)
3.	Catalogues (e-format/ editable and non-editable)
4.	Stationeries

5.	Banners, Hoardings and Standee creatives
6.	Sales & Marketing Kits

2. Eligibility criteria: Bidders should meet the following eligibility criteria to qualify in the technical evaluation:

- (i) The bidding party should be a registered firm/company with valid GST Registration Number. (Copy of the valid GST Registration should be uploaded along with the tender.)
- (ii) The bidder should have at least 3 years' experience as on last date for submission of proposal against this RFP (Upload any work order/ experience certificate/ agreement issued/executed before 3 years on last date for submission of bids), which shows that the bidder has provided similar services described in scope of work to any IIMs/IITs/Education institutes/Scientific institutes/State Government/Central Government/Autonomous Body/PSU/ Private companies etc.)
- (iii) The average annual turnover of the company/firm during 3 financial years (2018-19, 2019-20 & 2020-21) should be minimum Rs.3.00 lakh. Copy of Balance-sheet/ Certificate from CA clearly indicating the turnover from the business should be uploaded. In the case of proprietorship/freelancer ITR of same financial years having same turn-over must be submitted.
- (iv) The Firm shall have successfully completed the handling and operation of Designing & Creative works in IIMs/IITs/Education institutes/Scientific institutes/State Government/Central Government/Autonomous Body/PSU/Private small/large organizations The bidder must meet one of the following conditions:
 - a) In last 3 years (In any one FY: 2020-21, 2019-20 & 2018-19), the bidder should have executed one contract with annual (financial year) billing of not less 80% of the estimated tender value.
OR
 - b) In last 3 years (FY: 2020-21, 2019-20 & 2018-19), the bidder should have executed 2 contracts with annual (Financial year) billing of not less 60% of the estimated tender value.
OR
 - c) In last 3 years (FY: 2020-21, 2019-20 & 2018-19), the bidder should have executed 3 contract with annual billing of not less 40% of the estimated tender value.
 (Upload the certificate/ agreement) showing at least one existing contract.

3. Proposal / Bid submission process

- (i) Bids should be uploaded on <http://eprocure.gov.in> using Digital Signature (Technical Bid) in the enclosed Performa duly filled in and signed.
- (ii) No rate/ price should be not mentioned in the Techno-Commercial/Technical bid. Technically qualified bidders will be empanelled and will be required to submit their quotations in response to the enquiries floated by IIML.
- (iii) Disclosure of rates with Technical bids will result in technical disqualification.
- (iv) Technical Bid should include following:
 - a. Filled, signed & stamped Technical Bid (form) with all necessary enclosures in support of bidders' eligibility.
 - b. All documents in support of the eligibility criteria mentioned in this tender document.
 - c. Details of EMD deposit (UTR Number and date of transaction) / details of valid exemption certificate
 - d. Declaration accepting the tender conditions & non-blacklisting of the bidder
 - e. Filled & signed Integrity pact (Annexure-III)

4. Bid Evaluation Method: There will be 2 stage technical evaluation of the proposals received in response to this RFP. In first stage, the documents submitted by the bidders showing that they meet the eligibility criteria mentioned in the Para-2 above (Eligibility Criteria) above. Those bidders, who provide required documents to the satisfaction of the TEC, will be considered for 2nd stage evaluation i.e. the bidders qualifying in the first stage will be asked to give a presentation (in person / online, as decided by the Institute) to the TEC. This presentation shall cover their knowledge in the area of “Branding solutions - Creative Designing and Content”, previous assignments, exposure to brand campaigns managed by them, content writing etc. The committee will award marks out of 100 marks and bidders securing 60 marks will be issued letter of empanelment.

5. Earnest Deposit Money: 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.

6. Performance Security Deposit: On issue of the Empanelment Letter, the EMD of successful bidders will be converted to Security Deposit.

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.

7. Contract Period: The initial contract period would be one year from issue of the empanelment letter. This contract period may be extended for a period of another 2 years on yearly basis on mutual consent of both the parties and on same rate, terms & conditions. The contract can be terminated by either party with an advance notice of 3 months in writing. However, in case there are serious problems with supplies the contractor / successful bidder i.e. quality of services or delay or any other reason, the Institute has unfettered right hereunder to terminate the contract at any time without assigning any reason whatsoever. The jurisdiction for dispute (s), if any, shall be Lucknow.

8. Debarred/Blacklisting of bidder:

a) In case the bidder withdraws 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.

- b) 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.
- c) 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.
On the event of debar/Blacklisting, the submitted Earnest Deposit Money/Bid Security shall be forfeited.

9. Forfeiture of Performance Security/Security Deposit:

- a) Non-execution of assigned duty in accordance with the contract conditions.
- b) Stops the execution of assigned works without giving prior information to the MDP Office/Other concerned officer of IIM Lucknow.
- c) Commits breach of any of the provisions of the contract.
- d) Conditional acceptance of the work order differ from the tenders shall not be considered.
- e) In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the tender, Earnest Money/Performance Security shall be forfeited.
- f) In case the agency fails to execute the assigned work in time-frame manner. The institute reserves the right to have the work completed alternatively at the contractor's risk and expenses without any further notice to him. The contractor will have no claim for compensation for any loss, which he suffers in case of default of the contracted terms. In case of any default by the contractor, his security deposit will be forfeited.

10. Validity of Bid: The Bid shall remain valid for acceptance for 120 days after the date of Bid opening as prescribed in the Bid Document. Any Bid valid for a shorter period shall be treated as unresponsive and rejected. The participating bidders may be requested to extend the bid validity, if need arises.

11. Force Majeure Clause: Force majeure is hereby defined as any cause which is beyond the control of the contracted bidder or IIML as the case may, which they could not foresee with a reasonable amount of diligence and which could substantially affect the performance of the contract, such as natural phenomena (including but not limited to floods, droughts, earthquakes, epidemics, etc.), acts / directions of any Government (including but not limited to war, declared or undeclared, priorities quarantines, embargos, etc.); provided that either party shall within 15 days from the occurrence of such a cause notify the other party in writing of such causes. Bidder to note that rains, droughts and monsoons are not part of force majeure and bidder is required to provide all its facility as per the stipulated minimum requirements. The bidder or IIML shall not be liable for delays in performing their obligations resulting from any force majeure cause as referred to the defined above. Hence during the period of force majeure, as indicated and covered above, during which the services are not provided by the contracted bidder or not availed by IIML, both parties will not be liable for their obligations under the contract. Thus the Force Majeure will free both parties from contractual obligations / liability when prevented by such events from fulfilling obligations as the same will be suspended for the period of Force Majeure. However, if the performance in whole or part or any obligation under this contract is prevented or delayed for period exceeding 120 days, either party may at its option terminate the contract without any financial repercussions on either party by giving at least 15 days' notice.

12. Disclaimer Clause: IIM Lucknow has the discretion and right at any stage to cancel/add or amend the information, terms, procedure and protocol set out in the RFQ and the bidder has no claims against such right. The Institute has unfettered right hereunder to terminate the arrangements at any time without assigning any reason whatsoever. The jurisdiction for dispute (s), if any, shall be Lucknow.

13. Dispute Settlement & Appointment Of Arbitrator: "All disputes or differences whatsoever arising between the parties out of or relating to the construction, meaning and operation or effect of the Tender and the resulting agreement or the breach thereof that cannot be settled by good faith and negotiations between the parties within 60 days of the commencement of negotiations shall be settled by referring the dispute to the Director, IIM Lucknow, who may

either himself decide the dispute as Arbitrator or appoint some other person as Arbitrator to adjudicate the same, who shall be unconnected with IIM Lucknow. The proceedings will be governed by the provisions of the Arbitration & Conciliation Act 1996. By consent of parties the jurisdiction of all other courts are excluded and the courts at Lucknow alone shall have jurisdiction. The language of the Arbitration shall be English. The venue of Arbitration proceedings shall be Lucknow”.

7. Disqualification: The proposal is liable to be disqualified in the following cases:

- i. Proposal not submitted in accordance with this document
- ii. During validity of the period, or its extended period, if any, the bidder increases his quoted prices.
- iii. Proposal is received in incomplete form.
- iv. Proposal is received after due date and time.
- v. Proposal is not accompanied by all requisite documents.
- vi. Information submitted in the tender proposal is found to be misrepresented, incorrect or false, accidentally, unwittingly or otherwise, at any time during the processing of the contract (no matter at what stage) or during the tenure of the contract including the extension period if any.
- vii. If quotation is received without Self-Attested Bid Security form or valid certificate for exemption (NISC/MSME).
- viii. If financial bid/ BOQ must not enclosed with Technical bid. Disclosure of rates in Technical bid will result in Technical Disqualification.

TECHNICAL BID

Ref: IIML/Empanelment/03/2022-23 dated 18/04/2022

S.No.	Description	Particulars to be furnished by the Bidder	Supporting document is enclosed at Page No.
1.	Name of the firm/company with registered address (attach an attested copy of registration)		
2.	Phone, Fax, Email, Mobile and Name of Contract Person		
3.	PAN No. (attach an attested copy)		
4.	GST Registration No. (attach an attested copy)		
5.	Annual Turnover of the bidder for last 03 financial years (2018-19), (2019-20) and (2020-21) (enclose balance sheet / CA certificate)	FY 2018-19: Rs. _____ FY 2019-20: Rs. _____ FY 2020-21: Rs. _____	
6.	Details of EMD /MSME/NSIC certificate	UTR No..... Date..... Amount.....	
7.	Have your enclosed signed & stamped Non-Blacklisting certificate / Undertaking (Annexure-II)	Yes / No.	
8.	Have you enclosed signed copy of the RFP as a token of acceptance of the terms & conditions	Yes / No.	
9.	Have you enclosed Annexure I (A) with supporting documents (work order/ agreements etc) regarding bidder's work experience	Yes / No.	

Declaration by the participating bidder:

This is to declare that the above information is true to the best of my knowledge & belief and supporting documents to my claim are enclosed. Further I understand that in case any information is found to be false / incomplete or misleading, my bid will stand cancelled and my EMD deposited with this tender will stand forfeited and IIM Lucknow at its discretion may black-list my firm for participation in any future tender.

Signature of bidder

Place:

Dated:

(To be filled by the bidder)

DETAILS OF PAST EXPERIENCE

The bidder should have at least 3 years' experience as on last date of publication of this tender. The Firm shall have successfully completed Similar Services in IIMs/IITs/Education institutes/Scientific institutes/State Government/Central Government/Autonomous Body/PSU/Reputed Private Organizations and must meet one of the following conditions:

In last 3 years, the bidder should have executed one contract with annual billing of not less 80% of the estimated tender value **OR** 2 contracts with annual billing of not less 60% of the estimated tender value **OR** 3 contract with annual billing of not less 40% of the estimated tender value.

(Upload the certificate/ agreement showing the following details)

S. NO.	Name of the Client for similar services of the Bidder with Address / contact number	Contract from	Contract up to	Annual Billing (Financial year wise) (In Rs.)	If the contract is over/ terminated (Write Brief reasons)	Copy of work order/ completion certificate/ agreement is uploaded at page no.
01						Page No. _____
02						Page No. _____
03						Page No. _____
04						Page No. _____

Declaration by the participating bidder: The above information is true to the best of my knowledge & belief and supporting documents to my claim are enclosed.

Signature of bidder/representative

Place :

Dated :

Annexure-II

(ON LETTER HEAD OF THE BIDDER) UNDERTAKING

With respect my/our bid submitted against RFP no. IIML/Empanelment/03/2022-23 dated 18/04/2022, I / We _____ Partner / Sole Proprietor (Strike out which is not applicable) of (Name & Address of Firm) _____ to hereby declare and solemnly affirm:-

- a) That the individual/ firm/ Agency is /are not debarred or black-listed by any department of the Union Govt./State Government or any Autonomous Institute.
- b) That no partner or shareholder, directly or indirectly connected with the applicant has been debarred or blacklisted by any department of Union Govt./State Govt. or Autonomous Institute.
- d) That the terms and conditions for “Engagement of agency for Designing & Creative Work” is acceptable to me/ us. I/We will abide by them in Letter and spirit.
- e) That I/ We will “Designing & Creative Work” the stipulated period.
- f) That no partner or shareholder, directly or indirectly is connected/related to any employee working in the IIM Lucknow.

I/ We do hereby solemnly declare and affirm that the above declarations are true and correct to the best of my/our knowledge and belief. No part of it is false and nothing has been concealed therein. We understand that in case the information provided by us found to be false/ incomplete at any stage, our bid / empanelment will be liable to be cancelled / terminated and attract appropriate action.

Date: _____

Place: _____

STAMP & SIGNATURE OF THE BIDDER