



भारतीय प्रबंध संस्थान, लखनऊ  
INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW  
PRABANDH NAGAR, IIM ROAD, LUCKNOW -226013 (U.P.), INDIA

**RFQ No. IIML/PURCHASE/PLACEMENT BROCHURE/19/2019-20 dated 08/07/2019**

To,  
M/s .....  
.....  
.....  
.....

**REQUEST FOR QUOTATION: Designing and Supply of Placement Digital E-Brochures  
2019-20**

Dear Sirs,

IIM Lucknow intend to engage a reputed and Creative Agencies and Designing firm for designing and Supply of Placement E-Brochures 2019-20 at IIM Lucknow basis.

Kindly send your most competitive rates along with application fee of Rs. 5000/- (Rupees Five Thousand only) in a form of demand draft, validity of rates in a sealed envelope addressed to **Officer on Special Duty, Indian Institute of Management, Prabandh Nagar, IIM Road, Lucknow - 226 013** with Enquiry No. and date super scribed before **1400 hours** on 19/07/2019 the due date. The quotations should be sent by Registered/Speed post or Courier services only. Quotations received after the due date/time or by any other mode (by hand/email) shall not be considered for processing.

Note: A Pre-bid meeting is scheduled on 15/07/2019 at 11:00 AM in IIM Lucknow.

Thanking you,

Yours faithfully,

Administrative Officer  
Purchase & Stores

Encl: 1. General terms and conditions

## **GUIDELINES FOR BIDDERS**

1. Indian Institute of Management, Lucknow, an autonomous body, set by the Ministry of Human Resources Development, Government of India invites offers in prescribed BOQ from reputed Creative Agencies / Designing firms / vendors with the specified specifications in prescribed Performa.
2. Institute invites the quotations for designing and supply of Placement Digital E-Brochures 2019-20 at IIM Lucknow.
3. Tenderer who has downloaded the tender from the Institute 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 Institute website [www.iiml.ac.in](http://www.iiml.ac.in) regularly till closing date of submission of tender for any Corrigendum/Addendum/Amendment.

## **GENERAL TERMS AND CONDITIONS:**

### **1. Validity Period of Bid**

Bid shall remain 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.

### **2. Scope of Work for Placement Digital E-Brochure 2019-20**

1. Concept, visualization, Professional Photo Shoot, Design, Artwork Development, Editorial support, Digital Proofing.
2. Conceptualizing theme for Placement E-Brochure.
3. Professional Photo shoot of approximate 600 students and campus infrastructure required for Placement E-Brochures (Soft copies of the entire photo shoot to be submitted in DVD format within 7 days post completion of photo shoot)
4. Designing of Placement E-Brochure.
5. Content editing: The content will be provided by Placement Office which will contain around 90 pages having the following information:-
  - a) Director's Message
  - b) Chairman's Message
  - c) Placement Committee Message
  - d) About IIM Lucknow
  - e) Academic Programme Details
  - f) Faculty and areas
  - g) Courses
  - h) Campus imitative and activities
  - i) Batch profile
  - j) Details of new batch students with photographs etc.
6. Conversion of fully developed Placement Brochure 2019-20 in E-Brochure for upload on our website portal in less than 5-8 MB in size.

### 3. TERMS AND CONDITIONS OF THE CONTRACT

1. Place of Photo shoot and delivery of E-brochure will be Indian Institute of Management Lucknow- Prabandh Nagar, IIM Road, Lucknow – 226013 U.P.
2. The work includes professional profile shoots of 600 (approximate) students, related infrastructure photo-shoots for Placement E-Brochure 2019-20, designing and Supply of Placement E-Brochure with envelope, Flip-Book and PDF copy. **Delivery Deadline: July 28, 2019.**
3. Soft copy of E-brochure in PDF format to be provided without any extra cost.
4. Students Profile for Placement Brochure will be provided by IIM Lucknow.
5. After completions of the work, the bidder should returned all sources file of Flip-Book, all digital format photographs to the Placement Office, IIM Lucknow.
6. No TA/DA provided to visit IIM Lucknow for that work.
7. In case of selected bidder/firm is out of Lucknow premises, stay at Institute's Guest house will be provided by us for two persons and three days only during the photo shoot.

#### 4. Payment Terms:

1. Insurance, Packing and Forwarding charges are inclusive in above price.
2. Consigned to Indian Institute of Management, Lucknow
3. Bill to be made in the name of Director, IIM Lucknow

#### 5. ELIGIBILITY CRITERIA

1. The tenderer should have a valid PAN, GSTIN and details thereof should be provided. (Photocopy of the certificate to be enclosed).
2. The tenderer should be reputed firm preferably having prior experience of three years in designing, script writing, printing / publishing of Placement Brochure in reputed organization. Preference will be given to those vendor having experience in IIMs/IITs.
3. The firm/agency should not have been blacklisted or debarred by any Government Organization/PSU etc.
4. A sample of work done before along with the list of clientele needs to be submitted along with the bid.
5. The firm who is not meeting above criteria will be treated as disqualify and will not be consider.

#### 6. Earnest Money Deposit:

1. A Demand Draft/PO of **Rs. 5000/- (Rupees Five Thousand Only)** is required to be deposited as Earnest Money Deposit in favour of **INDIAN INSTITUTE OF MANAGEMENT LUCNOW** along with sealed quotation. Any bid not accompanied by required EMD, shall be deemed to be invalid & will be rejected by IIM Lucknow. The Earnest Money (No interest will be paid on EMD) will be returned as soon as the bidder is finalized **to the bidders except the successful bidder.**
2. 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.
3. The date of the demand draft will be after the publication of this tender.

## 7. Other conditions:

1. The tenders will be opened at 11:30 AM on 19 July, 2019 at IIM Lucknow. The successful bidder would be selected on the basis of technical qualification and lowest quoted (Financial Bid) amount. The Offer shall remain valid for a period of 40 days from the last date of submission of tender documents.
2. **TENDER IS LIABLE TO BE IGNORED IF COMPLETE INFORMATION IS NOT PROVIDED AS REQUIRED. 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 reserves the right not to accept the lowest tender or not to assign any reason for rejection of any or all the tenders. IIM Lucknow reserves the right for accepting the whole or any part of the tenders and decision in the matter shall be final and binding.
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 vendor will depute technically qualified executive to coordinate the job with IIM Lucknow team.
8. The basic layout of the Placement E-Brochure will be provided by IIM Lucknow. However the formatting of all pages will be carried out by the vendor.
9. The final corrections in the layout will be carried out by the vendor.
10. If the bidder withdraws his bid during the period of bid validity, the EMD shall be forfeited and the firm may be black listed.

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

1. In case any error or defect is noticed in E-brochure 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 it at the earliest.
3. The EMD will be released on receipt of the bill completed with all delivery vouchers and other documents. No interest will be paid on the EMD.
4. 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 black listed.
5. Execution of job should be of standard quality, neat and accurate according to the specifications, where IIM Lucknow is satisfied. If the execution of the job is not upto the standard, suitable deductions will be made or the entire job will be rejected, as the case may be, at the cost of firm risk.

**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 the tender document. I hereby accept the above-mentioned Terms & Conditions of the above contract of IIM Lucknow.

Signature \_\_\_\_\_

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

भारतीय प्रबंध संस्थान, लखनऊ  
INDIAN INSTITUTE OF MANAGEMENT, LUCKNOW  
Website: [www.iiml.ac.in](http://www.iiml.ac.in)

1. Name of the Vendor :  
2. Name of the authorized person :  
(who signs on the tender document) :  
3. E-mail address :  
4. Address of the Agency :  
5. Phone No :  
6. Mobile No. :

S.No.	Documents to be submitted in proof of Eligibility	Proof Required
1	PAN No..... GST IN.....	(To be Attached)
2	Experience of three years in designing, script writing, printing / publishing of Placement Brochure in reputed organization. Preference will be given to those vendor having experience in IIMs/IITs	(To be Attached)
3	Non Black Listing Certificate (Self declaration)	(To be Attached)
4.	A sample of work done along with the list of clients	(To be Attached)
4.	Earnest Money Deposit of Rs. 5,000/- (Rupees Five Thousand only) in the form of Demand Draft in favoring <b>Indian Institute of Management Lucknow</b> payable at Lucknow	EMD DD No/. ..... Dated: ..... Amount : Rs:.....

S. No	Specification of Items	Qty.	Unit Price In (Rs.)	Tax	Total Price in (Rs.)
1	<b>Placement E- Brochure 2019-20:</b>	1			
2	<b>Professional Photo Shoot for Placement E- Brochure 2019-20</b> Profile Photo shoot for 600 (approximate) students and infrastructure photos required for the brochure at IIM Lucknow	1			
3	<b>Any other charges, if any</b>				
	Grand Total				
(Rupees .....					

I have read all the terms and conditions of the tender document. I hereby accept the above-mentioned Terms & Conditions of the above contract of IIM Lucknow.

Place :

(Signature of the Contractor or His authorized signatory)

Date :

(Name)