



**INDIAN INSTITUTE OF MANAGEMENT LUCKNOW**

**TENDER FOR**

**Inviting Proposal for Empanelment of Advertising/ Media Agency for  
In-flight/Business Magazines.**

EOI No. IIML/PURCHASE/MDP/EMPANELMENT/38/2018-19 dated 04/02/2019

**INDIAN INSTITUTE OF MANAGEMENT LUCKNOW  
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**Notice Inviting Proposal for  
Empanelment of Advertising/ Media Agency for Inflight/Business Magazines**

**1. Introduction:**

The Indian Institute of Management Lucknow is the fourth in the prestigious management schools established in India after IIM Calcutta, IIM Ahmedabad, and IIM Bangalore. The Executive Education (EE) is a milestone in IIM Lucknow's path towards becoming an integrated institute with a global presence and MDP Centre conducts 150 plus Executive/Management Development programmes round the year with approx 3000-4000 participants.

The Indian Institute of Management Lucknow intends to register/empanel the Agencies/ Agents for design and release of advertisements for the Management Development Programmes conducted at IIM Lucknow in in-flight magazines of various airlines and other business magazines on a regular basis round the year.

The main objective of registration/empanelment of agencies as Registered Advertising/ media agency is to have a broad base/panel of technically capable, financially sound and reliable vendors for providing required services, to whom enquiries can be addressed by the Institute as per the requirement from time to time. The scope of work and other terms & conditions are mentioned herewith.

**1. The scope of Work:**

Designing and Publishing of advertisement pertains to the Management Development Programmes conducted at IIM Lucknow in the in-flight Magazines/Journals of various Airlines, national and international and other business magazines and/or other magazines. Publishing of advertisement in in-flight magazine/ business magazine/ other magazines/ newspaper/print media of friendly nation (preferable). The advertisement will be done on a regular basis round the year.

**2. Eligibility Criteria:**

The tendering Service Provider Company/Firm/Agency should fulfill the following technical specifications:-

2.1 The firm should be neither blacklisted by any Government Dept. nor is any criminal case registered/pending against the firm or its owner/partners anywhere in India or abroad. A duly completed certificate to this effect is to be submitted.

2.2 The bidder/firm is required to give a declaration certificate for an annual turnover to be one crore to two crores **specifically an advertisement** for each of the previous three financial years (2016-17 to 2018-19). Duly completed Annexure-II with copies of duly signed trading and profit & loss accounts / Certificate from chartered accountant to be submitted.

2.3 The bidder is to submit the following:-

- (i) The agency/firm to have minimum three years of experience with reputed organizations/educational institutions (preferable). (Documentary evidence to this effect to be enclosed)
- (ii) List of their clients worked for during the last three years.
- (iii) Performance certificate or recommendations from at least three reputed organizations/educational institutions (preferable) where they have been providing similar types of services since last two years.

2.4 The bidder may be a sole proprietary concern/partnership firm or a company and should be registered with Registrar of Firms/Companies whichever is applicable.

2.5 The bidder should furnish the GST Registration Number and PAN Number.

### 3. **Terms & Conditions:**

**3.1 BID VALIDITY AND AWARD OF CONTRACT DETAILS:** The quotation along with the rate card & list of editions to be covered on each occasion will be invited at the time of advertisement only from the empanelled agencies, and the bid should be valid for at least 30 days. Based on the quote received by due date & time, the lowest bid will be the highest responsive bid for an award of the relevant work order.

### **3.2 EMPANELMENT PERIOD:**

**3.2.1** The empanelment for advertising services will be initially for two years. Based on satisfactory performance, the contract may be extended for a further period of two years (one year at a time) on mutually agreed terms and conditions.

**3.2.2** The successful Bidder(s) will be empanelled with IIM Lucknow for successful execution of the work. Any incidental expenses of the execution of the work shall be borne solely by the successful Bidder, and such amount shall not be refunded to the successful Bidder by IIM Lucknow.

### **3.3 PAYMENT TERMS**

3.3.1 No advance payment/payment against Performa invoice will be made.

3.3.2 Payment to the agency shall be made within 30 days on submission of all bills, duly supported with at least two copies of magazine/edition of the advertisement released as per the work order.

3.3.3 All Payments shall be subject to TDS at the rates as applicable from time to time.

### **3.4 PENALTY CLAUSE**

3.4.1 The agency has to provide at least two copies of magazine/edition of the advertisement released as per the work order, along with the invoice. In case the copies of the edition are not provided by the agency (as per the work order) it will be treated as advertisement not published and the payment will be made on pro-rata basis and penalty of 10% for non-publishing of the advertisement in particular edition(s) for which Work Order is issued and the copies are not provided, will be deducted from the bill.

3.4.2 In case there is an error in the publication of the advertisements as compared to the text material of the advertisement provided by the IIM Lucknow, Agency shall arrange to publish the corrigendum immediately, at its own cost, under advice to the IIM Lucknow.

3.4.4 **QUOTATION SUBMISSION SCHEDULE:** The empanelled agency(s) has to provide the quotation along with rates card & list of editions to be covered on each occasion within the time limit mentioned in the enquiry from time to time. The firm, who fails to send the quotes on three consecutive occasions, will be removed from the list of empanelled firms of IIML without any notice.

3.4.5 The said registration only qualifies a particular Agent/ Agencies for consideration for issue of RFQ. However, it will not give any claim to the party for an award of work.

#### **4. Other Conditions:**

4.1 Text of advertisement will be provided by the Institute in electronic format (MS word)/ creative and/or the designing/creative options/artwork may/ may not be done by the agency (as per work order) to the satisfaction of the Institute.

4.2 Publishing of the advertisement by the advertising agency shall be after approval of advertisement design/artwork. Advertisement is to be published on the specified dates on receipt of Work Order/Confirmation from IIM Lucknow.

4.3 The empanelment of an agency shall not mean that the Institute cannot release advertisements directly/through any other agency without routing through the agency empanelled through this EOI process.

4.4 The selected advertising agency(s) is expected to maintain a high level of professional ethics and will not act in any manner, which is detrimental to IIM Lucknow's interest. Agency will maintain confidentiality on matters disclosed till proper instruction is issued for publication. IIM Lucknow reserves the right to impose a penalty in case of any violation of the above.

4.5 The bidder has to quote the total Discount which means total discount offered by the publisher & agency at the time of inviting quote.

4.6 In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the Eoi, will not be considered for empanelment.

4.7 IIM Lucknow reserves the right to accept or reject any or all the Eoi in part or in full, without assigning any reason thereof.

4.8 IIM Lucknow reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the Eoi Document without assigning any reason thereof. Any enquiry after submission of the quotation will not be entertained.

4.9 IIM Lucknow reserves the right to engage one or more agencies at a time and to cancel the Contract at any time without assigning any reason.

4.10 IIM Lucknow reserves the right to modify/change/delete/add any further terms and conditions prior to the issue of work order.

4.11 The decisions of IIML, in respect of the registration of parties, shall be final and binding on all concerned registered firms.

4.12 The agency should not assign or sublet the empanelment or any part of it to any other vendor/agency in any form. Failure to do so shall result in the termination of empanelment.

4.13 **Resolution of Dispute:** In case of any dispute the decisions of The Director, IIM Lucknow shall be final.

4.14 **Submission of RFP - The Proposal** must be submitted in the prescribed proforma provided in **Annexure -I**. Proposal submitted not in the prescribed proforma are liable to be rejected. An application fee of Rupees 500/- (Rupees Five Hundred only) in the form of Demand Draft in favour of INDIAN INSTITUTE OF MANAGEMENT LUCKNOW payable at LUCKNOW to be enclosed along with proposal. Application Fee in any other form will not be accepted.

**4.15 Documents to be enclosed with RFP:**

- (i) Attested photocopies of PAN No., GST Registration No. and Registration Certificate of the agency.
- (ii) Attested photocopies of documents in support of possession of requisite experience by the agency.

4.16 An undertaking/certificate to the effect that the agency is/ has not been blacklisted by Central Government/ State Government/ any PSU/Govt. Autonomous bodies.

4.17 All disputes in this regards shall be settled in Lucknow (Uttar Pradesh) jurisdiction only.

**5. Dispute Settlement & Appointment of Arbitrator:**

“All disputes or differences whatsoever arising between the parties out of or relating to the construction, meaning and operations 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 not be connected with IIM Lucknow. The proceedings will be governed by the provisions of the Arbitration & Conciliation Act 1996. By the 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.”

6. The proposal should reach within the time and date mentioned below in a sealed envelope superscribed Enquiry No. and date addressed to the Officer on Special Duty, Indian Institute of Management Lucknow, Prabandh Nagar, IIM Road Lucknow – 226013 before **1500 hours** on, 26<sup>th</sup> February 2019 the due date.

7. Proposal for empanelment of Advertisement Agent/ Agency either can be sent by registered/speed post or courier. Quotation received after due date will not be accepted under any circumstances.

8. For any clarification, please contact Lt Cdr Vatsala Singh (Retd.), Sr. Administrative Officer, MDP Office, over telephone No.0522-6696282.

IIML/PURCHASE/MDP/EMPANELMENT/38/2018-19 dated 04/02/2019  
**APPLICATION FORMAT FOR EMPANELMENT OF MEDIA/ADVERTISEMENT AGENCY/AGENT.**

Sl. No.	Description	Details to be filled by the Agency
1.	Name of the Agency	
2.	Registered Office with Address	
3.	Name of contact person(s)	
4.	Name & Address with telephone No., fax No, and email ID of contact person	
5.	Year of incorporation /constitution of agency	
6.	PAN No.	
7.	GST No. / VAT No. (attach copy)	
8.	Bank Details	(i) Account Number : (ii) IFSC Code : (iii) Bank Name : (iv) Branch Name :
9.	Whether registered with Registrar of firms/companies. Date of Registration(attach copy)	
10.	Details of various magazines :	In-flight – Magazine – Airline (i) (ii) Etc... Business Magazine (i) (ii) Any Other
11.	Additional coverage offered other mentioned above	
12.	Annual Turnover (attach copy) (Minimum 01 Crore – 02 Crores)	FY 2016-17 : FY 2017-18 : FY 2018-19 :
13.	Details of various magazines/ newspaper in a friendly foreign nation (preferable) in any:	In-flight – Magazine – Airline (i) (ii) Etc... Business Magazine (i) (ii) Newspaper
14.	Please indicate whether the agency is prepared to offer four-week credit	
15.	Application Fee Details	Demand Draft No. .... Dt..... Bank : .....

**Verification:**

The details furnished in the application are true and correct to the best of my/our knowledge and that in case of furnishing any false information or suppression of any material information. The application shall be liable to be rejected besides initiation of panel proceedings by IIM Lucknow if it deems fit.

Signature of authorized signatory

Name:

Seal:

**ANNEXURE – II**

To,

**The Officer on Special Duty**  
Indian Institute of Management  
Lucknow

**Sub: - Self Declaration Certificate for Annual Turnover**

Ref: - IIML/PURCHASE/MDP/EMPANELMENT/37/2018-19 dated 04/02/2019

(EoI for Empanelment of Agencies for Providing Advertisement Services)

Dear Sir,

With reference to the above, I hereby certify that the information of Turnover mentioned below are correct and specifically in Advertisement Services for all the three financial years.

<b>Evaluation Criteria</b>		
Bidder's Annual Turnover Specifically in Advertisement Services for last three Financial years (Copies of duly signed trading and profit & loss accounts / Certificate from Chartered accountant to be attached)	<b>Financial Year</b>	<b>Turnover in Rs.</b>
	2018-19	
	2017-18	
	2016-17	

Date:

Authorized Signatory

Place:

Name:

Designation: