

IIMBG/AOP/DM/PBM/2022-23

Date:- 15-12-2022

Pre-Bid Meeting

Ref:- Request for Proposal (RFP) For ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES-reg. Tender No.- IIMBG/RFP/DM/ 2022-23 /03, Date: 07 Dec, 2022.

An online pre-bid for RFP for Engagement of Agency for online Advertising and Social Media Marketing Services was held on 14.12.2022 at 11:30 AM through Google meet (meet.google.com/zwe-bsrz-cwt). The bidders had raised few queries for clarification. The corrigendum as under is for the information of the bidders.

CORRIGENDUM-1

SL	Existing clause	Clarification
01	Clause 4.4 , The Agency should be a reputed agency or an individual with at least 2 (two) (FY 2020-21 and 2021-22) years of experience in media and marketing for academic institutions in the Govt./State Govt./Govt. Autonomous Institutes/large, reputed institutions/organizations, preferably at IIMs/IITs. Proven record of having established and marketed popular brands in the market. Please include the list of clients that the Digital Marketing agency has worked for. WO / Agreement / Experience Certificate / Performance certificate from the clients is to be submitted.	Clause should read as:- The Agency should be a reputed agency or an individual with at least 2 (two) (FY 2020-21 and 2021-22) years of experience in media and marketing for academic institutions (IITs IIMs, IISC, IISER, Institution of National Importance, Top 75 NIRF ranked Management institutes). Please include the list of clients that the Digital Marketing agency has worked for. WO / Agreement / Experience Certificate / Performance certificate from the clients' is to be submitted
02	Clause 4.5 The bidders should have executed at least two digital marketing campaigns in the past 5 years with a minimum value of Rs. 5 lakhs or at least three digital marketing campaigns with the minimum value of Rs. 3 lakhs each. They should be able to supply testimonials and supporting evidence of having carried out such campaigns in the past..	The multiple works, performed during the same empanelment period, will be considered as one work.
03	2-f bullet -03 Social media posts for different programs with the objective of generating and converting leads.	Agency will be responsible to generate the leads, through various activities as specified and the agency will share detail of leads with the institute.
04	2-d , create digital contents & creatives (inclusive of required writeup, posters, videos, reels, memes, etc.) and execute digital campaigns for the above-	For the videos, raw footage/ pics will be provided by institute and agency will perform the creative work (Animation, Editing,



	mentioned activities.	captioning, rendering etc.) for the finalization of campaign.
05	2g- I & II- Third party database. With security clause Annexure-B	Institute will provide Inhouse database with security undertaking as per Annexure-B (Enclosed)
06	2g- iii- Search Engine Optimization	May consider- Deleted
07	Payment Duration	Fortnightly
08	<p>7.4.1 Second Row: -</p> <p>The firm should have at least 02 (two) contracts in corporates/ Educational Institute with annual value not less than Rupees 5 lakh each per annum.</p>	<p>Should read as:-</p> <p>The firm should have at least 02 (two) contracts in Academic Institutions as described in 4.4.</p>

AW
15/12/2022
Chief Administrative officer
IIM Bodh Gaya



ANNEXURE – B

To

The Chief Administrative Officer
Indian Institute of Management Bodhgaya
Uruvela, Prabandh Vihar,
Bodhgaya 824234, Bihar

**Subject: Self Declaration About Security Clause for Database for ENGAGEMENT OF AGENCY FOR
ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES vide RFP Ref No:
IIMBG/RFP/DM/ 2022-23 /03, Date: 07 Dec, 2022**

Dear Sir,

In response to RFP under reference, I/ We hereby declare that presently our firm/ agency/ company is having unblemished record on data security of clients.

We are hereby providing undertaking that the database shared by the IIM Bodhgaya will be disposed - off after the execution of the work. In any case we will not use the data provided by IIM Bodh Gaya for any purpose other than the execution of the contract

Thanking you

Yours faithfully,



(Authorised Signatory with Seal)