

IIMBG/AOP/DM/PBM/2022-23

Date:- 27-02-2023

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 /05, Date: 12 feb, 2023.

An online pre-bid for RFP for Engagement of Agency for online Advertising and Social Media Marketing Services was held on 22.02.2023 at 11:30 AM through Google meet (meet.google.com/yey-jkqh-ama). 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 |
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| 01 | Clause 2.c | No change |
| 02 | Clause 3 J i- The Performance Security of 3% of the contract from the successful bidders shall be submitted within 30 days after the award of contract. On the request of the bidder the available EMD may be converted to Performance security and the remaining may be submitted in the form of DD or NEFT to IIM Bodhgaya provided bank detail. | Performance security 3 % of <i>open work order</i> or <i>Rs. 8.00 lakhs</i> whichever is lower will be considered. |
| 03 | 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 (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. | <i>Top 75 NIRF</i> will be replaced by <i>Top 100 NIRF</i> . |
| 04 | Clause 4.5 | No change |
| 05 | Clause 7.4 | No change |

AJ
27/02/2023

Chief Administrative Officer

