

Request for Proposal

निविदा दस्तावेज /RFP-Document

Request for Proposal (RFP)

For

ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES

भा.प्र.सं. बोधगया द्वारा जारी किया गया

(Issued By IIM Bodh Gaya (Bihar))

(केवल ई-निविदा माध्यम /e-Tender mode only)

मुख्य प्रशासनिक अधिकारी/ Chief Administrative Officer (CAO)

भा. प्र. सं. बोधगया / IIM Bodh Gaya

निविदा आमंत्रण प्राधिकारी / Tender Inviting Authority (TIA)

फोन/ Phone: 0631-2200238, 7033439192, मेल आईडी/ Mail Id: cao@iimbg.ac.in

Tender document and other details can be obtained from <https://mhrd.euniwizarde.com> ,
<http://www.iimbg.ac.in> & CPP Portal website: www.eprocure.gov.in/epublish/app/epublish/app

Registration with M/s ITI Ltd: - Intending bidders are requested to register themselves with M/s ITI Ltd (if not registered earlier) through <https://mhrd.euniwizarde.com> for obtaining user-id, by paying a registration fee (As given in the e-portal), and online tender processing fee (As given in the e-portal), etc. Bidders are also required to obtain Class-III (Signing + Encryption) Digital Signature for participating in the e-tender.

For participating in the e-Tendering process of IIM Bodh Gaya (Bihar), the contractor shall have to get them registered on the site <https://mhrd.euniwizarde.com> by making required payment through only online payment mode so that they will get user ID and Password. This will enable them to access the website, <https://mhrd.euniwizarde.com> with the help of Class-III (Signing + Encryption) Digital Signature by which they can participate in e-Tender of IIM Bodh Gaya.

For this intending bidder may contact following e-Wizard Helpdesk numbers.

E-Wizard Helpdesk

301-302, 3rd Floor, The Cloverleaf, Plot no.37,
Sector-11, Dwarka, New Delhi - 110075
Tel: 011-49606060/8448288984/8448288981
MAIL ID – ewizardhelpdesk@gmail.com

Request for Proposal (RFP)
For
Request for Proposal for Engagement of Agency for Online Advertisement and Social Media Marketing Services at IIM Bodh Gaya, Bihar

Indian Institute of Management Bodhgaya (IIMBG) invites online bids in two bid systems from reputed, experienced, and financially sound parties/bidders for the following work: -

Brief Details of Tender:

| Work Description | Approx value of the Contract per annum in Rs. | EMD in Rs. |
|--|--|------------|
| Engagement of Agency for Online Advertisement and Social Media Marketing Services/ Digital Marketing at IIM Bodh Gaya, Bihar | 24.50 lakhs. (Inclusive of Portal/Platform charges, Regulatory charges [if any] + Service charges + applicable taxes and other charges if any) | 49000/- |

The tender document along with all forms are available on the Institute website: <http://www.iimbg.ac.in> and <https://mhrd.euniwizarde.com> at the e-publishing window of the Central Public Procurement portal (CPPP) <http://eprocure.gov.in/epublish/app> and bid is to be submitted through online mode only.

Important Information on RFP:

| SL | Particulars | Date | Time |
|----|---|---|----------|
| 01 | Date and Time of publication of RFP | 15-02-2023 | 12:30 PM |
| 02 | Bid Submission Start Date and Time | 22-02-2023 | 12:30 PM |
| 03 | Pre-Bid Meeting Date and Time | 22-02-2023 | 11:00 AM |
| 04 | Bid Submission Close Date and Time | 07-03-2023 | 12:30 PM |
| 05 | Date and Time Opening of Technical Bids | 07-03-2023 | 03:00 PM |
| 06 | Opening of Financial Bids | After evaluation of technical bid | |
| 07 | For Site Visit | Visit www.iimbg.ac.in and our social media accounts on - twitter, LinkedIn, You tube, Facebook & Instagram, and others | |
| 08 | Period of Contract | Period of contract will be initially for one Year which may be extended for further two years on year-to-year extension basis | |

TABLE OF CONTENTS

| SL | Description | Page No |
|-----------|--------------------------------------|----------------|
| 01 | About IIM Bodhgaya | 4 |
| 02 | Scope of Work | 4-5 |
| 03 | Terms and Conditions of the Contract | 5-7 |
| 04 | Eligibility Criteria | 7 |
| 05 | Earnest Money Deposit Details | 8 |
| 06 | BID Submission Process | 8-14 |
| 07 | BID Opening & Evaluation | 14-17 |
| 08 | Award of Contract | 17 |
| 09 | Performance Security | 17 |
| 10 | INDEX / Compliance sheet) | 18-19 |
| 11 | ANNEXURES | 20-29 |

1) ABOUT IIM BODHGAYA

Indian Institute of Management Bodh Gaya, Bihar is an Autonomous Institution under the Department of Higher Education, Ministry of Education, Govt. of India, established under the Indian Institutes of Management Act, 2017. It is presently located in Uruvela, Prabandh Bihar, Bodh Gaya, Gaya, Bihar.

2) SCOPE OF WORK:

- a) Indian Institute of Management Bodh Gaya, through this engagement wishes to develop and execute their communication strategy to address all stakeholders, including potential students, IIM BODHGAYA Alumni, corporates and policy makers in business and management. This will include Ph.D., MBA, MBA (Digital Business Management), MBA (Hospital and Healthcare Management),¹ Integrated Program in Management, call for admission/recruitment and any other major activities/events as required by the institute.
- b) Specific objectives of the digital marketing initiative:
 - To undertake an appropriate branding exercise and create awareness about various programs of IIM Bodhgaya;
 - All materials developed for the purpose of the campaign will be handed over to the authorized person of IIM Bodhgaya along with the concerned bills/invoices through emails or any other similar electronic means as specified by the institute.
 - The agency should enhance the brand image of the institute in the market to reflect what the institute stands for and create brand recall in the industry, prospective students, alumni, and policy makers.
- c) To provide support to the IIM Bodhgaya for specific programs such as admissions, launch of executive program, conferences, convocation, program inaugurations, important guest lecture series, etc.
- d) Create digital contents & creatives (inclusive of required writeup, posters, videos, reels, memes, Animation, Editing, Captioning and rendering etc.) and execute digital campaigns for the above-mentioned activities. For the videos, raw footage will be provided by institute.
- e) The Institute wishes to undertake online advertising and social media marketing such that the target audience is suitably reached.
- f) The agency shall be responsible for suggesting a marketing plan that will meet the objectives of digital campaigns as per the requirements of IIM Bodhgaya. Promotional activities must be done digitally, including, but not limited to, the following:
 - Keyword-based search advertising (Google search/Display Ads).
 - Online advertising, plan for social media marketing. Social Media Advertising on Facebook/Instagram, LinkedIn, YouTube and Twitter, Koo etc.
 - Agency will be responsible to generate the leads through various activities as specified and the agency will share detail of leads with the institute.
 - Designing and managing the landing page for running campaign. The agency will design and create the landing page at their own cost agency Lead generation and management system or software for tracking conversion

¹ To be launched soon and call for Admission for 2023 session.

g) The agency should perform all activities, from designing to launching promotional campaigns, at their own expense. IIM Bodhgaya will work closely with the agency to only suggest inputs and finalize the promotional campaign designs. IIM Bodh Gaya will pay only the social media platform charges, service charges and GST as applicable and IIM Bodh Gaya will not be responsible to pay any charge to third party or for any work included separately.

- i) Design and managing the Landing page for Admissions.
- ii) Carrying out analytics to prioritize admission leads
- iii) Specific websites and platforms need to be identified,
- iv) The strategy to be pursued on each of these platforms need to be delineated
- v) The strategy to be pursued over the duration of the campaign (timeline) needs to be delineated
- vi) Identify specific parameters (i.e., key performing indicators) that will be tracked and measured during the duration of the campaign.
- vii) The agency will provide access to all the campaign data in real time.
- viii) Reference details for the expected outcome, refer to Financial BID documents for detail.

3) TERMS AND CONDITIONS OF CONTRACT:

- a) **Period of Contract:** Contract period will be initially for one year. This period may be extended on yearly basis extension on same rate and terms & conditions subject to the satisfactory performance or with some addition/ deletion/ modification for a further period of maximum up to 3 years.
- b) **Sub-Contracting:** The contractor shall not assign, sub-contract or sub-let the whole or any part of the contract in any manner. In case of an unavoidable circumstance, the contractor shall be able to do it with the approval of the Institute. However, the job shall be sublet only to the party approved by the Institute.
- c) **Exit Clause:** The contract can be terminated by giving one-month notice period by the Institute and One-month notice by the contractor. However, in any instant contract will be terminated if service of the vendor is not found satisfactory.
- d) Campaign Budget, Duration, and other related factors will be based on the requirements of IIM Bodhgaya. Accordingly, the work order will be awarded as per Technical and financial evaluation criteria.
- e) The rates as per award of contract shall remain same throughout the contract period and shall not be changed in any circumstances. and IIM Bodhgaya reserves the right to cancel the contract at any time without assigning any reasons whatsoever.
- f) The Institute does not guarantee any minimum business or assignment, which will depend on the requirements, financial resources available and performance of the bidder.
- g) **IIM Bodhgaya shall have discretion to give any work to any empanelled agency selected through tendering process and the other agency will not have to claim for the work.**
- h) IIM Bodhgaya having rights to impose the penalty to the vendor, on not adhering the time schedule of the execution of work, maximum up to 5 % of the value of the work order based on the recommendation of the user department as detailed below:-

| Agreed time on or before (T) | Up to T+2 | T+3 | T+4 | T+5 | T+6 | >T+6 |
|------------------------------|-----------|-----|-----|-----|-----|------|
| Percentage | 1% | 2% | 3% | 4% | 5% | 5% |

i) **PAYMENTS TERMS:**

- Vendor may raise the bill fortnightly against the completion of the work. IIM Bodhgaya will normally settle the bill within 15 days from the receipt of the bill. However, for delayed payment, the Contractor will not charge any penalty or interest to IIM Bodhgaya.
- The payment under this agreement shall be made on satisfactory completion of job contract services to be certified by Admission Office and Chairperson digital marketing IIM Bodhgaya, through NEFT/RTGS/IMPS (online transfer). The final payment shall, however, be made only after adjusting all the dues / claims of the IIM BODHGAYA
- Bill to be made in the name of Indian Institute of Management Bodhgaya. GST No, Pan No and account details should be clearly mentioned on the bill.
- No advance payment will be made under any circumstances.
- TDS/ Income Tax & Other applicable taxes etc. are to be deducted at source from the bills of Contractor as per rule.

j) **PERFORMANCE SECURITY:**

- 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 would be returned on successful completion of the contract. No interest shall be payable on performance security.
- In case of breach of contract, performance security shall be forfeited and the agency shall be blacklisted for such period as decided by the competent authority in addition to termination of the contract.

k) **FORCE MAJEURE:** If at any time, during the continuance of this contract, the performance in whole or in part by either party, of any obligation under this contract, shall be prevented or delayed by Force Majeure situation. The Agency/ Firm shall not be liable for forfeiture of its performance security, liquidated damages or termination for default, if and to the extent that, it's delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.

- For purposes of this Clause, "Force Majeure" means an event beyond the control of the Agency/ Firm and not involving the Agency/ Firm's fault or negligence and not foreseeable. Such events may include, but are not limited to, acts of the Institute either in its sovereign or contractual capacity, wars or revolutions, fires, floods, epidemics, quarantine restrictions and freight embargoes.
- If a Force Majeure situation arises, the Agency/ Firm shall promptly notify the Institute in writing of such conditions and the cause within 7 days from the date of occurrence thereof. Unless otherwise directed by the Institute in writing, the Agency/ Firm shall continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.
- Neither party shall be due to reason of such an event be entitled to terminate this contract nor shall either party have any such claim for damages against the other in respect of such non-performance or delay in performance.

- l) IIM Bodhgaya's decision on the interpretation of the terms and conditions and the Agreement is final and binding on the Agency.
- m) With mutual consent between the IIM Bodhgaya and the Contractor, any other point can be included in the agreement at the time of its execution.
- n) In case of any disputes on execution of the work during the period of contract, the decision of the Director, IIM Bodhgaya shall be binding and final, agreeable in full by both the parties.
- o) **ARBITRATION CLAUSE:** In the event of any dispute or difference(s) between the vendee Institute (IIM Bodhgaya) and the vendor(s) arising out of non-supply of material or supplies not found according to specifications or any other cause whatsoever relating to the supply or Work order before or after the supply has been executed, shall be referred to "The Director, IIM Bodhgaya", who may decide the matter himself or may appoint arbitrator(s) under the Arbitration and Conciliation Act, 1996. The decision of the arbitrator shall be final and binding on both the parties.
- The location of the arbitration shall be the same as the location of the order.
 - The place of arbitration and the language to be used in arbitral proceedings shall be decided by the arbitrator.
 - Further, any legal dispute arising out of any breach of contract shall be settled in the court of competent jurisdiction located within the local limits of Bodh Gaya, Bihar.

4) ELIGIBILITY CRITERIA:

- 4.1** The bidder should be registered as a legal business entity such as Public / private / Limited/ Partnership. Proprietorship firm Appropriate documents/certificates issued by appropriate authorities should be enclosed to support this, and if it is a partnership firm, a certified copy of the Partnership Deed.
- 4.2** The Agency should have PAN Number and GST Registration.
- 4.3** The bidder must have had an average annual turnover of Rs. 50 lakhs or more in the previous two financial years, i.e. FY 2020-21 and 2021-22. And Minimum average turnover of Rs. 05.00 Lakh must have been from the provision of Digital Marketing services for the FY- 2020-21 and 2021-22. The agency should also require submitting a proof certified by a Chartered accountant.
- 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.
- 4.5** The bidders should have executed at least **two** digital marketing campaigns in the past 5 years with a minimum value of Rs. **2.5 lakhs** or at least three digital marketing campaigns with the minimum value of Rs. **1.5 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.)
- 4.6** The Agency should have not been debarred / black listed / terminated / ceased without completing the entire duration of contract period by any Central/State Govt.

Department, Public Sector Undertaking, Autonomous Bodies, Academic Institutions, IIT / IIM /NIT/ Central University etc. during last five years from the last date of submission of Proposals.

5 EARNEST MONEY DEPOSIT (EMD):

- 5.1. **EMD of Rs. 49000/- (Rupees: - Forty Nine Thousand only)** in the form of demand draft/ banker's cheque from nationalised/scheduled bank in favour of Indian Institute of Management Bodh Gaya, payable at Bodh Gaya, or payment option as "e-payment" to Pay the EMD as applicable and enter details of the instrument. The EMD should be valid for at least 180 days.
- 5.2. The firms registered with National Small Industries Corporation (NSIC)/ Ministry of Micro, Small and Medium Enterprises (MSMEs) Start-ups for these services are exempted from EMD. However, they must submit valid self-attested registration certificate(s) with their tender to this effect.
- 5.3. 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 Guarantee/ Security deposit.
- 5.4. In the case of successful tenderer, the EMD may be adjusted towards the Performance Guarantee on request of tender.
- 5.5. The amount of EMD is liable to be forfeited if the tenderer withdraws from the offer after submission of the tender or after the acceptance of the offer and fails to remit the Performance Bank Guarantee.
- 5.6. No interest will be paid on the EMD / Performance Guarantee/ Security deposit.
- 5.7. The details pertaining to EMD are to be filled as per **Annexure-A**

6 SUBMISSION OF BID (INSTRUCTIONS FOR ONLINE BID SUBMISSION):

The bidders are required to submit soft copies of their bids electronically on the e-tender Portal, using valid Class 3 Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the e-tender Portal, and submitting their bid online on the e-tendering portal as per uploaded bid. **Prepare their bids in accordance with the requirements and submitting their bids online on the e-tender Portal.** More information useful for submitting online bids on the e-tender Portal may be obtained at: <https://mhrd.euniwizarde.com>

6.1 REGISTRATION:

- 6.1.1 Bidders are required to enroll on the e-Procurement Portal (URL: <https://mhrd.euniwizarde.com>) by clicking on the link "Online bidder Registration" on the e-tender Portal by paying the Applicable Registration fee.
- 6.1.2 As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
- 6.1.3 Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication with the bidder.
- 6.1.4 Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Only Class III Certificates with signing + encryption key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify

/ TCS / nCode / eMudhra etc.), with their profile

6.1.5 Bidder then logs in to the site through the secured log-in by entering their user ID /password and the password of the DSC / e-Token

6.1.6 The scanned copies of all original documents should be uploaded in pdf format on portal <https://mhrd.euniwizarde.com>

6.1.7 After completion of registration payment, you need to send your acknowledgement copy on our help desk mail id ewizardhelpdesk@gmail.com for activation of your account

6.2 RFP/BID DOCUMENTS:

6.2.1 There are various search options built in the e-tender Portal, to facilitate bidders to search active tenders by several parameters.

6.2.2 Once the bidders have selected the tenders they are interested in, you can pay the form fee and processing fee (Non-Refundable) by net-banking / Debit / Credit card then you may download the required documents / tender schedules, Bid documents etc. Once you pay both fee tenders will be moved to the respective 'requested' Tab. This would enable the e- tender Portal to intimate the bidders through SMS / e-mail in case there is any corrigendum issued to the tender document.

6.3 PREPARATION OF BIDS:

6.3.1 Before submitting their bids, bidders should consider any corrective measures listed in the tender/ Bid/RFP document.

6.3.2 Please go through the RFP advertisement and the RFP document carefully to understand the documents required to be submitted as part of the bid.

6.3.3 Bidder, in advance, should get ready the bid/RFP documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF formats. Bid Original documents may be scanned with 100 dpi with Coloured option which helps in reducing size of the scanned document.

6.3.4 To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Documents" available to them to upload such documents.

6.3.5 These documents may be directly submitted from the "My Documents" area while submitting a bid and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

6.4 SUBMISSION OF BIDS (GENERAL INSTRUCTIONS):

- 6.4.1** Bidders should log into the website well in advance for the submission of the bid so that it gets uploaded well in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
- 6.4.2** The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document as a token of acceptance of the terms and conditions laid down by RGIPT, Jais.
- 6.4.3** The bidder has to select the payment option as “e-payment” to pay the tender fee or EMD as applicable and enter details of the instrument.
- 6.4.4** Bidders should prepare the EMD as per the instructions specified in the tender document. The EMD in original should be posted/courier/given in person to the concerned official before the online opening of the financial bid. In case of non-receipt of the EMD amount in original by the said time, the uploaded bid will be summarily rejected.
- 6.4.5** Bidders are requested to note that they should necessarily submit their financial bids in the format provided and that no other format is acceptable. If the price bid has been given as a standard BOQ format with the tender document, then the same is to be downloaded and filled in by all the bidders. Bidders are required to download the BOQ file, open it and complete the white-colored (unprotected) cells with their respective financial quotes and other details (such as the name of the bidder). No other cells should be changed. Once the details are filled in, the bidder should save the document and send it online without changing the name of the file. If the BOQ file is found to be modified by the bidder, the bid will be rejected.
- 6.4.6** The server time (which is displayed on the bidders’ dashboard) will be considered the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids, etc. The bidders should follow this time during bid submission.
- 6.4.7** All of the documents that the bidders sent in would be encrypted with PKI encryption methods to keep the information secret. Unauthorized individuals cannot view the data entered until the bid is opened. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is encrypted using a symmetric key that is generated by the system. Furthermore, this key is subjected to asymmetric encryption using buyers' or bidders' public keys. Overall, the uploaded tender documents become readable only after the tender's opening by the authorized bid openers.
- 6.4.8** The uploaded tender documents become readable only after the tender is opened by the authorized bid openers.
- 6.4.9** Upon the successful and timely submission of a bid, click “Complete” (i.e., after clicking “Submit” in the portal), the portal will give a successful tender submission acknowledgement a bid summary will be displayed with the unique id and date & time of submission of the bid with all other relevant details.

- 6.4.10** The tender summary has to be printed and kept as an acknowledgement of the submission of the tender. This acknowledgement may be used as an entry pass for any bid opening meetings.

6.5 BID SUBMISSION PROCESS:

The offer/bid should be submitted in two bid systems (i.e., technical bid and financial bid. The technical bid should consist of all technical details along with commercial terms and conditions. The price for each item listed in the technical bid should be listed in the financial bid. Financial bids are to be submitted in BOQ format only.

6.5.1 TECHNICAL BID SUBMISSION:

- 6.5.1.1** Bidder should number the pages submitted in form of Technical Bid and provide an INDEX/ COMPLIANCE SHEET (**As per Annexure-I**) indicating the page number of each document submitted. The index should be placed on the top of the Technical Bid, without which the tender will be considered incomplete and hence, summarily rejected.
- 6.5.1.2** The Technical Bid should be accompanied by the relevant documents, duly signed, and stamped by Authorised Signatory on each page of Technical Bid & relevant documents and all supportive documents to be attached with related annexure only, without which the tender will be considered incomplete and hence, summarily rejected.
- 6.5.1.3 Due date:** The tender has to be submitted online on or before the due date. The offers received after the due date and time will not be considered.
- 6.5.1.4** The technical bid should be accompanied by a copy of this Tender Document, with each page duly signed by the authorized signatory of the bidder who has signed the bid as evidence of having read, understood, and complied with the tender and the terms, and conditions contained herein. Bids that don't come with a signed copy of the tender document won't be taken into account.
- 6.5.1.5** The bid should be clear, complete in every way, and in the right format, according to what the bid document says. Failure to furnish all information required through the bidding document or submission of a bid that is not responsive to the bidding documents in every respect will be at the bidder's risk and may result in rejection of the bid.
- 6.5.1.6** The bid should be clear and without any conditions. Conditional bids shall be summarily rejected.
- 6.5.1.7 Pre-Bid Meeting:** An Online Pre-bid meeting will be conducted through Google Meet/ Zoom/ Other Online Platform, to clarify doubts that may arise before submission of the bids. Bidders/Representatives are invited to participate in this pre-bid meeting. Such attendees have to send a request along with a letter of authorization from their firm (or firms they are representing) by email to Tender Inviting authority cao@iimbq.ac.in, for attending the Pre-bid meeting. Bidders are requested to mail the doubts prior to the pre bid meeting if possible, to enable us to clarify the doubts in the pre-bid meeting itself. The link of Online Pre-Bid Meeting will be shared with only those prospective bidders, who would have requested for attending the Pre-bid

meeting as mentioned above. Maximum of two representatives per bidder will be permitted to attend Pre-Bid Meeting, subject to the submission of valid authorization letter.

- 6.5.1.8** Any change/corrigendum/extension of closing/opening dates in respect of this tender shall be issued through e-tender Portal (<https://mhrd.euniwizarde.com>) and IIM Bodhgaya website only and no press notification will be issued in this regard. Bidders are therefore requested to regularly visit the IIM Bodhgaya website for updates.

6.5.2 FINANCIAL BID SUBMISSION:

- 6.5.2.1** A standard BOQ format has been provided with the tender document to be filled in by all the bidders. bidders to note that they should necessarily submit their financial bids in the prescribed format and that no other format is acceptable.
- 6.5.2.2** The Financial Bid (Price Bid) shall be submitted in electronic form only in conformity with the tender specifications on the portal by the time and date as specified in FRP.
- 6.5.2.3** The financial cover shall contain a price bid in the enclosed "Price Bid format", i.e., in BOQ format. Any other method of submitting the Financial Bid (Price Bid) will not be accepted by the Institute under any circumstances.
- 6.5.2.4** The bidder shall not tamper/modify the financial bid format in any manner. If the same is found to be tempered/modified in any manner, the tender will be completely rejected and the EMD will be forfeited.
- 6.5.2.5** All duties, taxes and other levies payable by the vendor shall be included in the total price. However, GST will be paid extra as an actual
- 6.5.2.6** Online submission of the bid will not be permitted on the portal after the expiry of the submission time and the bidder shall not be permitted to submit the same by any other mode.
- 6.5.2.7** bidders are required to mention their service charges in percentage of the budget of campaign.
- 6.5.2.8** Agency service charges shall remain same throughout the contract period and shall not be changed in any circumstances.
- 6.5.2.9** Total charges would be calculated as per following calculation:
- 6.5.2.10** Total cost of campaign = campaign budget (Platform charges for advertisement) + Service charges of the vendor charges+ applicable taxes on both. Within overall budget of Rs. 24.50 Lakhs.
- 6.5.2.11** If any platform do not charge GST, then GST will not be paid. (Invoice of the platform must be accompany with invoice/ bill submitted)
- 6.5.2.12** Campaign Budget will be maximum Rs. 24.50 Lakhs and other related factors will be based on the requirement of IIM Bodh Gaya

6.5.3 ONLINE BIDS SUBMISSION: The Online bids (complete in all respect) must be uploaded online in two covers as explained below:

| COVER – 1 (TECHNICAL BID) | | | |
|--|---------------|--|------------|
| (Following documents to be provided as single PDF file) | | | |
| Sr. No. | Documents | Content | File Types |
| 1. | Technical Bid | Index (As per Annexure-I) indicating the page number of each document submitted | .PDF |
| 2. | | Technical Bid As per Annexure - II | .PDF |
| 3. | | Proof of EMD as per Annexure- A | .PDF |
| 4. | | Acceptance of Terms & Conditions of RFP as per Annexure-III. | .PDF |
| 5. | | Copy of Permanent Account Number (PAN) in the name of the firm, if not proprietorship firm. | .PDF |
| 6. | | Copy of GST Registration Certificate. | .PDF |
| 7. | | MANDATE FORM FOR Electronic Fund Transfer/ RTGS TRANSFER As per Annexure- VIII. | .PDF |
| 8. | | Detail of Experience as per Annexure-IV , along with the copy of work order and completion / performance certificates in the same sequence. | .PDF |
| 9. | | Proof of turnover is required to claim turnover eligibility. As per Annexure- V | .PDF |
| 10. | | Self-Declaration about Non-Black Listing as per Annexure-VI. | .PDF |
| 11. | | Duly signed and stamped of the entire RFP document along with its addendum/corrigendum if any | .PDF |
| 12. | | All other documents, as required in the terms of the tender, are required to claim eligibility. | .PDF |
| Note: The institute may ask the vendor to submit any other certificate or document as it may deem fit. | | | |
| COVER – 2 FINANCIAL BID (PRICE-BID) | | | |
| Sr. No. | Types | Content | File Types |
| 1. | Financial Bid | Price bid in the given format (BOQ) only. | .xls |

6.6 ASSISTANCE TO BIDDERS:

6.6.1 Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

6.6.2 Any queries relating to the process of online bid submission or queries relating to e-tender Portal in general may be directed to the 24x7 Helpdesk Support. For this intended bidder may contact to e-Wizard Helpdesk numbers.

- 6.7 Bid Validity:** The bids shall remain valid for a period of 180 days from the date of opening of financial bid. In case the Bidder withdraws, modifies or changes his offer during the validity period, bid is liable to be rejected and the earnest money deposit shall be forfeited without assigning any reason thereof. The Bidder should also be ready to extend the validity, if required, without changing any terms, conditions etc. of their original tender.

In case the Bidder withdraws, modifies or change his offer during the validity period, bid is liable to be rejected and the earnest money deposit shall be forfeited without assigning any reason thereof. The Bidder should also be ready to extend the validity, if required, without changing any terms, conditions etc. of their original tender.

- 6.8** The submission of bids does not entitle any agency to an automatic grant of award.

- 6.9** Any inquiry after the submission of the proposal will not be entertained.

7 BIDS OPENING & EVALUATION:

- 7.1** The bids will be opened by a committee duly constituted for this purpose. The proposals received will be opened as mentioned in the “RFP Schedule”

- 7.2 The Technical Proposal** will be opened first and evaluated. **The Financial Proposal** of only those Agencies whose technical bid is found to be technically qualified in all parameters, (Documents & Presentation) by the Committee. The Financial Proposals of ineligible Agencies will not be opened.

- 7.3 Presentation:** A Separate online meeting for presentation will be conducted through Google Meet or any other platform as decided by IIM Bodhgaya, to assess the technical competence of the bidders. The eligible bidders can use this presentation as an opportunity to present their thoughts on how they plan to execute the digital campaign for IIM Bodhgaya.

7.3.1 The presentation will be evaluated based on the following parameters:

- Bidder's Understanding of different programs of IIM Bodhgaya Ph.D., MBA, MBA (Digital Business Management), MBA (Hospital and Healthcare Management), Integrated Program in Management, call for admission/recruitment and any other major activities/events as required by the institute.
- Proposed digital marketing plan for IIM Bodhgaya programs.
- Must submit CVs of account manager for IIM Bodhgaya, technological and human capabilities to execute the promotional campaigns, and Digital Marketing.
- The bidders should possess the technological and human capabilities required to design and successfully execute digital marketing campaigns for the targeted customers.
- Members with demonstrated capability are highly adaptable and innovative, working across multiple teams with exceptional attention to detail and the ability to think strategically.
- Presentation on the Next One-Year Digital Marketing Plan for IIM Bodhgaya

- 7.3.2** This presentation will be part of evaluation of technical bids and the date for presentation will be declared later on, after Technical Bids opening. The link of Online meeting for

presentation will be shared with only those bidders, whose bid / application would have been received by the closing time and date as indicated in the beginning of this document. A maximum of two representatives per bidder will be permitted to attend online meetings for presentation, subject to the submission of valid authorization letter.

7.4 SELECTION OF SUCCESSFUL AGENCY: Technically qualified bidders will be considered for the financial opening

TECHNICAL EVALUATION CRITERIA:

7.4.1 The technical evaluation will be for 100 marks and will be based on the following scheme:

| Description | Marking Scheme | Max. Marks |
|--|---|------------|
| Experience | 04 marks for 02 years of experience and 02 mark for each additional years subject to maximum 10 marks | 10 |
| Contract | 1x mark for every contract of 2.5x lakhs volume (x must be integer) subject to maximum 15 marks | 15 |
| Average Turnover | 1x mark for average of last three years turnover of 7x lakhs subject to maximum 15 marks | 15 |
| Presentation to the technical committee and evaluation of the response by the technical committee. 7.3.1(a to e) | Evaluation by the Technical Committee, constituted by the competent authority | 30 |
| Presentation on Next One-year Digital Marketing Plan for IIM Bodhgaya 7.3.1f | Evaluation by the Technical Committee, constituted by the competent authority | 30 |
| | Total | 100 |

7.4.2 A bidder must score at least an overall minimum score of 70 in the technical evaluation to be technically qualified for the consideration for the opening of financial bid.

7.4.3 Financial Bid Evaluations: All the bidders who will achieve 70 points or more in the technical evaluation would be eligible for the next stage, i.e., Financial Bid opening. In case, at least 3 bidders not scoring 70 or more points, then cut off marks may go down up to 50 points. Bidders who score below cut off marks shall not be eligible for the next stage of bid processing.

To make the number of bidders at least three for the opening of financial bid, the following condition will be applicable.

- If only 02 numbers of bidders are scoring above 70 points, then only one highest bidder of below 70 points will be considered for next stage of evaluation.

- If only 01 numbers of bidder scoring above 70 points, then 02 highest bidder of below 70 points will be considered for next stage of evaluation.
 - If none of the bidders are scoring above cutoff mark, then the three highest bidders below 70 points will be considered for the next stage of evaluation.
 - But in any case, cutoff will not go below 50 points.
- 7.5** Technical Bid containing commercial details or Revelation of Prices in any form or by any reason before opening the Financial Proposal shall not be considered.
- 7.6** IIM Bodhgaya reserves the right to negotiate the quoted price with the successful Agency to arrive at the fair and reasonable price.
- 7.7** The IIM Bodhgaya is not bound to award contract at the lowest quote received in the Tender and reserves the right to decide on fair and reasonable price of the services tendered for any counter offer the same to the bidders. Even if the bidders are given a counter offer rate, all of the other terms and conditions of the tender will still be in place.
- 7.8** The institute reserves the right to seek clarifications or additional information or documents from any agency regarding its technical proposal. Such clarification(s) or additional information or document(s) shall be provided within the time specified for the purpose. Any request and response thereto shall be in writing. If the agency does not furnish the clarification(s) or additional information/document(s) within the prescribed date and time, the proposal shall be liable to be rejected.
- 7.9** In case the day of opening of proposals is declared as a Public Holiday or there is non-functioning of the Institute due to any unavoidable reason, the next working day will be treated as a day for the purpose. No separate intimation will be given.
- 7.10** Any act on the part of the bidder to influence anybody in the institute is liable to rejection of his bid.
- 7.11** IIM Bodhgaya reserves the right to reject any application without assigning any reason.
- 7.12** IIM Bodhgaya reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof.
- 7.13** The decision of Competent Authority, IIM Bodhgaya will be final in all matters relating.

8 AWARD OF CONTRACT:

- 8.1** The Successful Bidder should accept the offer within 10 days from the date of receipt of "Letter of Offer", failing which the offer will be cancelled.
- 8.2** In case the successful bidder backing out before actual award or execution of agreement or declines the offer of contract, for whatsoever reason(s), IIM Bodhgaya will have right to forfeit the EMD.
- 8.3** IIM Bodhgaya has the right to pick more than one agency through this tendering process, or to hire one or more agencies at the same time.
- 8.4** If the two agencies have quoted the same price in financial bid, then the agency having more points on Technical evaluation will be considered as L1, then the Turnover of the agency will be considered for the declaring L1

- 8.5** It is clearly understood by the parties that no financial liability of any type is created by issuance of work order. The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.

9 PERFORMANCE SECURITY:

- 9.1** The successful bidders required to deposit performance security @3 % of the Contract value. performance Security which would be returned on successful completion of the contract. In case of exemption of EMD, the successful bidder is required to deposit within 30 days from the date of contract award.
- 9.2** performance security would be returned on successful completion of the contract. No interest shall be payable on the performance security.
- 9.3** In case of breach of contract, performance security shall be forfeited, and the agency shall be blacklisted for such period as decided by the competent authority in addition to termination of the contract.

Chief Administrative Officer
Indian Institute of Management Bodhgaya
Name, Signature and Seal of Authorized Signatory of Agency

ANNEXURE-I
INDEX/ COMPLIANCE SHEET

(PART-I (TECHNICAL BID SUMMARY) (To be submitted on the letterhead of the bidder)

| | |
|---|--------------------|
| RFP for: Engagement of Agency for Online Advertisement and Social Media Marketing Services at IIM Bodh Gaya, Bihar | |
| Tender NO: IIMBG/RFP/DM/ 2022-23 /05 | Date: 15 Feb, 2023 |
| Name of the Bidder: | |
| Correspondence Address: | |
| Tel/Mob No.: Email Id: Contact Person Name: Mobile No (Contact Person): | |

Copies of all supporting documents duly signed and stamped by the bidder in support of below particulars must be attached along with this checklist

| SL | Particular | Detail Compliance Y/N | Page No From -To | Remark |
|----|--|-----------------------|------------------|--------|
| 01 | Details of EMD: DD/Bankers cheque/ Cheque Date:- Bank:- As per Annexure A | | | |
| 02 | The bidder should be registered as a legal business entity such as Public / private / Limited/ Partnership. Proprietorship firm Appropriate documents/certificates issued by appropriate authorities should be enclosed to support this, and if it is a partnership firm, a certified copy of the Partnership Deed | | | |
| 03 | Copy of Permanent Account Number (PAN), | | | |
| 04 | Copy of GST Registration Certificate | | | |

| | | | | |
|----|--|--|--|--|
| 05 | 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. Annexure-IV | | | |
| 06 | The bidder must have had an average annual turnover of Rs. 20 lakh or more in the previous two financial years, i.e. FY 2020-21 and 2021-22. And more than 05.00 Lakhs of this revenue, must have been from the provision of Digital Marketing services. The agency should also require to submit a proof certified by a Chartered accountant Annexure V | | | |
| 07 | Mandate form for electronic fund transfer / RTGS/other cashless transfer as per Annexure VIII | | | |
| 08 | The bidders should have executed at least two digital marketing campaigns in the past 5 years with a minimum value of Rs. 2.5 lakhs or at least three digital marketing campaigns with the minimum value of Rs. 1.5 lakhs each. They should be able to supply testimonials and supporting evidence of having carried out such campaigns in the past. Bidders with prior experience in promoting executive education programmes will be given preference. | | | |
| 09 | Duly signed and stamped of the entire tender document along with its addendum/ corrigendum if any | | | |
| 10 | Self-declaration certificate for acceptance of all terms and conditions for the tender documents as per Annexure-III | | | |
| 11 | Self-declaration certificate for Non-Blacklisting/ terminated / ceased by any department/organization as per Annexure VI | | | |
| 12 | All other documents, as required in terms of the tender, to claim eligibility. | | | |

Declaration

I/we.....(Name of the Authorized Representative
..... of Bidder) of (Name of the bidder) do hereby declare that the entries made here are true to the best of my/our knowledge. I/We hereby agree to abide by all terms and conditions laid down in tender document.

Place & Date:

(Name & signature with stamp of the bidder)

ANNEXURE-II

TECHNICAL BID

(To be submitted on the letterhead of the Agency/ Firm)

Copies of all supporting documents duly signed and stamped by the Agency in support of below particulars must be attached along with this checklist

| | | | |
|-----|---|----|---|
| 1. | Name of the Agency (In Block Letters) | :: | |
| 2. | Registered Office Address (With telephone no. & email address) | :: | |
| 3. | Status of the organization Proprietary/Partnership/Pvt. Ltd./Public Ltd. Company | :: | |
| 4. | Year of incorporation /constitution of agency | :: | |
| 5. | PAN No. | :: | |
| 6. | GST No. | :: | |
| 7. | Authorized Signatory Details | :: | Name: _____ Designation: _____ Mobile No: _____ Email: _____ |
| 8. | Details of the Other Contact Person Other than the Authorized Signatory: | :: | Name: _____ Designation: _____ Mobile No: _____ Email: _____ |
| 9. | Total No. of Year of Similar Experience Details of work experience (as per Annexure-IV) in support of Experience related eligibility criteria. | :: | |
| 10. | Annual Business turnover for last two financial years, duly certified by the Chartered Accountant as per Annexure- V | :: | FY 2020-21: Rs _____ FY 2021-22: Rs _____ |
| 11. | Volume of business revenue during the last two years in Digital | :: | |

| Marketing | |
|-----------|---|
| 12. | Detail of Executed work orders in :: last five years |
| 13. | Whether the agency faced any :: litigation with any organization earlier, if yes, kindly furnish the same with the name of the organization and brief details of the litigation. |
| 14. | Any other information :: |

Verification:

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

Note: 1) Please enclose all supporting documents.

2) If documents are not included in the application, the bid will be automatically rejected.

Signature of authorized signatory

Name:

Seal:



ANNEXURE-III

ACCEPTANCE OF TERMS & CONDITIONS OF RFP

(On the letter head of the Agency/ Firm)

To

Date:

Chief Administrative Officer,
Indian Institute of Management,
Prabandh Vihar, Bodh Gaya,
Bihar 824234

Sub: Acceptance of Terms & Conditions of RFP for 'ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES' vide RFP Ref No: IIMBG/RFP/DM/ 2022-23 /05 Date: 15 Feb, 2023

Dear Sir,

I/We have downloaded / obtained the RFP document(s) for the above mentioned "Work" from the web site(s) namely as per your notice given in the above mentioned website(s).

1. I/We hereby certify that I / we have read the entire terms and conditions of the RFP documents (including all documents like annexure(s), schedule(s), etc.), which form part of the contract and I / we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by your department/ organization with this RFP has also been taken into consideration, while submitting this acceptance letter.
3. I/We hereby unconditionally accept the terms and conditions of above mentioned RFP document(s) / corrigendum(s) in its totality / entirely.
4. I / We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking.
5. No employee or direct relation of any employee of IIM Bodhgaya is in way connected as Partner/Shareholder/Director/Advisor/Consultant/Employee etc. with the Agency / Firm / Company.
6. I/We certify that all information and data furnished and attachments submitted with the application by our Agency / Firm / Company are true & correct.
7. I/We are aware that if any information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason thereof summarily reject our Proposal or terminate our contract, without prejudice to any other rights or remedy including the forfeiture of the full said Earnest Money Deposit/ Performance Security absolutely.

Place

Authorised Signatory

Name

Date

Designation

Contact Detail

SEAL

ANNEXURE-IV

Ref:- RFP for : Engagement of Agency for Online Advertisement and Social Media Marketing Services at IIM Bodh Gaya, Bihar, RFP Ref No: IIMBG/RFP/DM/ 2022-23 /05, Date: 15 Feb, 2023.

DETAILS OF EXPERIENCE

(To be submitted on the letterhead of the Agency)

| Sr. No | Name of the organization/ Institute where goods /services were provided with Name of Contact Person, Contact No. & email id. | Value of the contract in INR | Duration of contract | | Total years of experience (YY/MM) | Copy of contract along with the performance report (Yes/No) |
|--------|--|---------------------------------------|------------------------------|-----------------------------|--|---|
| | | | From (DD/ MM/ YYYY) | To (DD/ MM/ YYY Y) | | |
| 1. | | | | | | |
| 2. | | | | | | |
| 3. | | | | | | |
| 4. | | | | | | |
| 5. | | | | | | |

Place

Authorised Signatory

Name

Date

Designation

Contact Detail

SEAL

ANNEXURE – V

Ref:- RFP for : Engagement of Agency for Online Advertisement and Social Media Marketing Services at IIM Bodh Gaya, Bihar, RFP Ref No: IIMBG/RFP/DM/ 2022-23 /05, Date: 15 Feb, 2023

Annual Turnover Details:

| Evaluation Criteria | Financial Year | Turnover in Rs. | | Remarks |
|---|----------------|-----------------|----------------------|---|
| | | Overall | In Digital marketing | |
| Bidder's Annual Turnover for last Two financial years | 2020-2021 | | | Supporting Documents are to be attached along with the Annexure-V certified by chartered accountant |
| | 2021-2022 | | | |
| | Average in Rs. | | | |

Place

Authorised Signatory

Name

Date

Designation

Contact Detail

SEAL

ANNEXURE-VI

SELF-DECLARATION ABOUT NON-BLACK LISTING

(To be submitted on the letterhead of the Agency/ Firm)

To

Date:

Chief Administrative Officer,
Indian Institute of Management Bodhgaya
Indian Institute of Management, Prabandh Vihar,
Bodh Gaya, Bihar 824234

Subject: Self Declaration About Non-Blacklisting for ENGAGEMENT OF AGENCY FOR ONLINE ADVERTISING AND SOCIAL MEDIA MARKETING SERVICES vide RFP Ref No: IIMBG/RFP/DM/ 2022-23 /05, Date: 15 Feb, 2023

Sir,

In response to RFP under reference, I/ We hereby declare that presently our firm/ agency/ company is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations.

We further declare that presently our agency / firm / company is also not blacklisted/ debarred and not declared ineligible for any reason other than corrupt & fraudulent practices by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations in the last five years from the last date of submission of Proposal.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD / Performance Security may be forfeited in full and the proposal if any to the extent accepted may be cancelled.

Yours faithfully,

(Name & signature with stamp of the Agency)

ANNEXURE- VII

FINANCIAL BID (To be submitted online)

| Service Charges for campaign: | | |
|--------------------------------------|--|--|
| SL | Platform/ Website, | Agency Service Charges Aggregate Percentage |
| 1. | Facebook, LinkedIn, YouTube, Twitter, Instagram, Google other website / Platform if any (Please specify) _____ _____ | |

Note:-

1. GST will be extra and will be paid as actual.
2. The total budget for the complete campaign is Rs. 24.50 lakhs including all charges. (Platform Charges+ Regulatory charges if any +service charges and applicable taxes)
3. bidders are required to mention their service charges in percentage of the budget of campaign.
4. Agency service charges shall remain same throughout the contract period and shall not be changed in any circumstances.
5. Total charges would be calculated as per following calculation:
Total cost of campaign = campaign budget (X+ Y + applicable taxes on X & Y)
Whereas X :- Platform / Portal charges, Y:- Agency Charges
6. Campaign Budget, duration, and other related factors will be based on the requirement of IIM Bodh Gaya
7. Financial Bids will be evaluated on Aggregate Percentage of agency service charges.
8. IIM Bodhgaya may empanel many agencies (Technically qualified) for the same work at the quoted of L1 and **IIM Bodhgaya shall have discretion to give any portion of work to any empaneled agency selected through tendering process other agency will not have to claim for the work.**

Place:

Date:

(Signature with stamp of the Agency)

ANNEXURE – VIII

MANDATE FORM FOR ELECTRONIC FUND TRANSFER/RTGS TRANSFER

Date: / /

The Chief Administrative Officer

Indian Institute of Management Bodhgaya

Sub: Authorization for release of payment / dues from Indian Institute of Management Bodhgaya through Electronic Fund Transfer/RTGS/ other cashless facilities.

1. Name of the Party/Firm/Company/Institute:

2. Address of the Party:

City _____ Pin Code- _____

E-Mail ID _____ Mob No. _____

Permanent Account Number _____

3. Particulars of Bank

Bank Name

Branch

Branch Code

Account Type

Account No

IFSC Code

Branch Code

MICR Code

Digit number appearing on the MICR Bank of the Cheque supplied by the Bank, please attach a Xerox copy of a cheque of your bank for ensuring accuracy of the bank name, branch name and code number)

DECLARATION

I hereby declare that the particulars given above are correct and complete. If any transaction delayed and not effected for reasons of incomplete or incorrect information, I shall not hold Chief Administrative Officer, Indian Institute of Management Bodhgaya responsible. I also undertake to advise any change in the particulars of my account to facilitate updating of records for purpose of credit of amount through NEFT/RTGS/other cashless facilities.

Place: _____

Date: _____

Signature & Seal of the Authorized Signatory of the Party

Certified that particulars furnished above are correct as per our records

Bankers Stamp:

Date: _____

Signature of the Authorized Official from the Bank

N.B: Please fill in the information in CAPITAL LETTERS, computer typed ,please Tick wherever it is applicable.

ANNEXURE – A

To

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

Sub: - Tender EMD Details.

Ref: - IIMBG/RFP/DM/ 2022-23 /05, Date: 15 Feb, 2023

Dear Sir,

The following demand draft/banker's cheque/ bank guarantee in favour of IIM Bodhgaya are enclosed herewith towards EMD

| Detail of DD/BC/BG | Amount | No. and Date | Bank Name |
|-----------------------|--------|--------------|-----------|
| Earnest Money Deposit | | | |

Thanking you

Yours faithfully,

(Authorised Signatory with Seal)

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 /05, Date: 15 Feb, 2023

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)

