

TENDER FOR EMPANELMENT OF PUBLIC RELATIONS FIRM

Tender No. : IIPM/PUR/PR/2022-2023/0001 Tender date: 25.04.2022

Last Date of submission of bids: 15th MAY at 3.00 PM

Date of opening of bids: 15th MAY at 3.30 PM

IIPM 

INDIAN INSTITUTE OF PLANTATION MANAGEMENT

JNANA BHARATHI CAMPUS

POST. MALLATHAHALLI

BENGALURU – 560 056

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BACKGROUND

Established in November 1993, Indian Institute of Plantation Management (IIPM) is an Autonomous Organization promoted by the Ministry of Commerce and Industry – Govt. of India. IIPM is an exclusive sectoral school of management focused on agribusiness, plantation, food processing, agricultural exports, horticulture, and allied sectors. The institute is registered as an autonomous educational institution of higher learning, under the Karnataka Society Registration Act. The Institute is today a center of excellence that acts as a think tank and intellectual resource base for the above sectors.

GENERAL

1. Scope of Work:

The scope of the tender is to solicit the services of a firm for facilitating and supporting IIPM's Public Relations and Promotion activities (as also detailed in **Annexure-I**).

2. Technical and Financial Bid

The technical bid details have to be furnished as per the enclosed format in **Annexure-II**. The financial bids of the firms meeting a minimum of **60% in** technical criteria shall only be opened. Firms shall submit a financial bid as per the enclosed format (**Annexure-III**), duly authenticated signed, and stamped. The Bid Form shall be filled in completely, without any errors, erasures, or alterations. The Financial Bid shall not contradict the technical offer in any way. The rates shall remain valid and unchanged throughout the period of the contract.

3. Award of Work

The financial bids of firms that meet the minimum technical criteria as per Annexure I shall only be opened. The firm with the combined **highest score** shall be selected and the work awarded to it. **The weightage of the Technical and Financial Bid shall be 70: 30 respectively.** IIPM is not bound to accept the lowest or any other offer and reserves the right to accept or reject any or all the offers either in full or in part without assigning any reason. The work shall be awarded for an initial period of **one year**. The Institute shall **change** the assessment format as per the bid response received.

4. Payment Terms

The selected firm shall be paid on a **monthly basis (or outcome basis as per the metrics provided in Annexure-II)**, which shall be released by the Institute by the 7th day of next month for the invoices raised for the working month. The monthly rates shall be as per the agreed rates (as mentioned in the award letter) plus GST/other taxes, as applicable. **Payments shall be released within 15 days of raising invoices/bills.** For all the Out-of-Pocket bills prior approval shall be taken and billed separately.

5. Submission of Technical and Financial Bids

- a) The firms shall submit their proposal along with the documents mentioned in Annexure-II, by superscribing on the envelope "Tender Submission for Empanelment of PR Firm 2022" Technical Bid and Financial Bid, so as to reach **Indian Institute of Plantation Management, Jnana Bharathi Campus, Post. Mallathahalli, Bengaluru – 560 056 latest by 15.05.2022, 3:00 pm.**
- b) The technical bids shall contain an Earnest Money Deposit (EMD) of 3% of the bid amount drawn in f/o Indian Institute of Plantation Management, Payable at

Bengaluru, along with complete technical details as per the conditions mentioned in the tender. Technical bids of all the tenderers shall be opened on 15.05.2022, at 3:30 pm.

- c) Technical bids without EMD shall be summarily rejected. The Financial bid shall be opened only after the evaluation of the Technical bid. The Financial bid of only those meeting the requirement of the tender shall be opened and no representation in this regard shall be entertained. The date and time of opening the financial bid shall be communicated later.
- d) Upon placement of the Work Order (WO), the successful bidder is required to submit a Performance Bank Guarantee (PBG) equivalent to 3% of the WO value within 07 days of the date of WO, failing which the EMD amount shall be forfeited and the bidder shall be notified as blacklisted. The PBG shall be valid for a period of 60 days beyond the stipulated date for cessation of the contract which is co-terminus with the warranty period. No interest is payable on the PBG.

6. Eligibility Criteria:

- a) The firm shall have at least 3 years of experience in media communications (both offline and online), public relations, and undertaking similar projects and relevant activities in IIPM's designated domains.
- b) The firms should have a copy of the registration certificate as per statutory provisions of the Government.
- c) The firm shall have an average turnover of at least **Rs. 1.0 Crore** in the last audited (3) financial years i.e., 2018-2019, 2019-2020, and 2020-2021. In this regard, the firm shall submit audited financial certificates signed by the Chartered Accountant/ certified by CAG approved audit firm.
- d) The firm shall be preferably registered with the Directorate of Industries or Directorate of Small-Scale Industries or any other appropriate authorities.
- e) The firm shall have a valid GST Number for statutory provisions.
- f) The firm shall have PAN for Income Tax purposes.
- g) The firm shall have its own in-house media team, content writing team, printing facility, and any other facility which may be required on an everyday basis. It shall have a team comprising of a minimum of 10 relevant resources with PR experience. A list of members permanently employed with the firm shall be submitted on request along with resumes of at least 3 key members.
- h) The firm shall have completed or have ongoing projects with at least 3 educational institutions and at least 2 with institutes/ universities offering Agribusiness, Plantation, Food, and Agricultural Export business sector programs.

7. Guidelines for Submission of Bids

The Bid shall be submitted in a sealed envelope cover containing the following supporting documents:

- a) Documents as proof in respect of criteria in technical bid.
- b) Profile and track record of the firm.
- c) Samples of PR work completed (preferably in the education or government sector) in the last 3 (three) years as given in the relevant Annexure separately and specially undertaken for educational institutions and projects.
- d) A copy of authenticated annual accounts for the years mentioned above.
- e) The envelope should be sealed and superscribed "Tender Submission for Empanelment of PR Firm 2022" and addressed to The Director, Indian Institute of Plantation Management, Jnana Bharathi Campus, Post. Mallathahalli, Bengaluru – 560 056.

It should also contain the name of the firm, address, telephone number, e-mail address, etc. The sealed packet should be submitted on or before 3:00 pm on 15th May 2022. IIPM shall not be responsible for any courier/ postal delays/ non-receipt for any reason. The tenders shall not be opened on the same day, further communication shall happen through email.

8. Selection Process and Assigning of Work

Assessment of the proposal shall be carried out by a Committee constituted for this purpose. The Committee will evaluate the profile track record and quality of work done for the firms that have submitted all necessary enclosures and fulfilled eligibility criteria. The offer fulfilling all the stated criteria shall be shortlisted for empanelment. The empanelment shall be initially for a period of one year extendable on a yearly basis for a maximum period of three years on the same terms and conditions.

Other Important Information

- a) Applications/offers in a consortium/ joint ventures/ partnerships are not permitted.
- b) IIPM reserves the right to reject any offer without assigning any reason whatsoever.
- c) The proposals should be complete in all respect. Conditional/incomplete proposals are liable to be rejected.
- d) The Empanelment is valid for a period of one year only. However, IIPM reserves its right to annul the empanelment at any time without assigning any reason and call for a fresh empanelment.
- e) IIPM shall periodically review the performance of the empanelled PR firms and shall take action as deemed fit in the case of non- or underperformance. In extreme cases, their PBG shall be forfeited.

- f) To ensure that there is an adequate response to the bid called by IIPM from time to time, IIPM reserves the right to de-empanel the Agencies who abstain from submitting their bids regularly.

9. Terms of Payment:

No advance payment is generally considered. However, payment of advance can be taken into consideration, if the firm submits a Bank Guarantee of an equivalent amount as required. Payment for work awarded shall be made to the firm, after completion of work to the satisfaction of IIPM. The Empanelled PR Firm, which has been awarded PR and Digital Media job, shall submit pre-receipted bills in triplicate for settlement.

10. **Approval before Sending to any External Party:** The Firm shall have to work in coordination with the representative of IIPM for each assignment. Any document or any sort of information that goes to the media or any other external party has to be approved by the IIPM representative.
11. **Termination by Default:** IIPM reserves its right to terminate the contract of the firm in case of a change in the Government procedures or unsatisfactory services.
12. **Bid Evaluation:** The bid shall be evaluated on the basis of Technical and Financial Bid with a **70:30 weightage** to them respectively.
13. **Force Majeure:** Neither party shall be liable in respect of failure to fulfil its obligations if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics, or disturbances in the country. The party affected by an event of Force Majeure shall immediately notify the other party of such an event and shall also notify the unaffected party on cessation of disability resulting from such Force Majeure act.
14. **Arbitration:** The venue of arbitration shall be Bengaluru and shall be governed by provisions of the Indian Arbitration & Reconciliation Act. The Director, IIPM shall exercise full powers on the same.
15. **Jurisdiction:** The contract shall be governed by the laws of India and all Government rules on purchase matters issued from time to time and in force for the time being are applicable to this contract tender.
16. In case of any conflict, the decision of the Director, IIPM shall be final.

ANNEXURE-I

Scope of Work

Primary Roles of the Firm:

1. Developing PR strategies and campaigns in the designated domains in collaboration with IIPM representatives.
2. Preparing press releases, keynote speeches, and other promotional materials, and distributing them to approved media agencies.
3. Building positive relationships with the approved media and the public.

Primary Responsibilities of the Firm:

Responsibilities	Activities
Key Deliverables	<ul style="list-style-type: none">• Seeking opportunities for partnership, sponsorship, and advertising/ promotion• Addressing inquiries from the media and other parties• Tracking media coverage and following industry trends in IIPM's designated domains.• Following news pertaining to the education industry on daily basis and providing updates/media analysis / direct coverage for days leading up to the event.• Preparing and submitting fortnightly progress reports to IIPM representatives• Ensuring a minimum of 15 media coverages per month (a maximum of 5 shall be counted for a single activity)• Coordinating with the approved media to share the required information• Sharing all press releases along with pictures to the media universe
Content Related <i>Designated domains of focus: Agribusiness, Food Processing Business, Food Business, Agricultural Exports, and Allied Sectors)</i>	<ul style="list-style-type: none">• Selecting a strong content team who can write stories for IIPM's designated domains• Creating pitch notes for the approved media houses to make them aware of IIPM's key activities• Preparing/ Editing, and Updating Pre- and Post-event press release documents and disseminating it to the approved media houses• Developing articles and stories around talk points in the designated domains for dissemination to approved media including blogs and other forums• Pitching and coordinating one-on-one media interactions with spokespersons on the basis of talk points at each event• Developing articles ideas that IIPM faculty can write for the authored columns
Promotional Material	<ul style="list-style-type: none">• Creating, editing, and updating all promotional materials including brochures, videos, social media posts, etc.

Relationship Building Meetings (RBM) (e.g., open days, press conferences, and conferences)	<ul style="list-style-type: none"> • Initiating 1-2 RBM opportunities every month with senior media professionals to introduce IIPM to approved media and developing top-of-mind recall among the media personnel
Online Media	<ul style="list-style-type: none"> • Conducting interviews of faculty and researchers in online news portals like Quint, First post, Wire, and other A-line websites
Performance Metrics	<ul style="list-style-type: none"> • Active coverage secured in the designated domain • Achieved Reach: Sum of viewership for IIPM publications and IIPM website • Share of voice: Percentage of coverage compared with the competitive institute • Social engagement: Shares/ connect record from coverage (e.g., click-through-rate) • Media outreach and program in building relationships • Returns on advertising spend (e.g., receipt of applications for IIPM's three PGDM programs) • Extent of geographic presence • Earned traffic (cost per acquisition)

ANNEXURE-II

Technical Bid Format

1	Name of Firm/ Organization	
2	Constitution of the Firm (Proprietorship / Partnership / Private Limited Company / Public Limited Company)	
3	Registration No of firm	
4	Correspondence Address	
5	Contract Person	
6	Details Tel No Fax No Email ID Mobile No.	
7	Profile of the firm (Please attach)	
8	Recommendation letters (if any)	
9	Experience (No. of Years) in the field of providing Public Relations and Media Services	
10	Number of Staff in each division i.e. PR and Digital Media	
11	A CA certificate certifying the turnover of the applicant bidder for the last 3 financial years i.e. 2018-2019, 2019-2020, and 2020-2021. The turnover should be in the name of the applicant firm only and not that of group/ sister organizations.	
12	Self-attested photocopies of the latest Income Tax Returns for the last 3 years	
13	Permanent Account No. (Self-certified copy)	
14	GST/ VAT No. (Self-certified copy)	
15	TAN (Self-certified copy)	
16	List of Clients in education, corporate, and government sectors (please attach details)	
17	CVs of three key personnel from your organization (Please attach)	
18	A self-certified undertaking has to be submitted mentioning that they have not been blacklisted by any government organization and the same is not applicable as on date.	
19	Awards, Certificates, and recognitions (in the last 3 years)	
20	Any other relevant details may be furnished	

I/We hereby certify that the information given above is true and nothing has been corrected therein. It is further certified that neither the organization nor any of the officials of the organization have resorted to unethical practices and no investigation/vigilance agencies/courts.

Date:

Signature of the Authorized Signatory with Seal of the Firm

Technical Criteria

SI.No	Item	Weightage
1	Firms meeting the Eligibility Criteria	10%
2	Firms having completed relevant projects for the Educational Institutions (minimum 3 nos.) (Enclose work order/completion from the clients)	25%
3	CVs of key personnel from the firms (minimum 3 nos.)	25%
4	Work plan from & approach for the scope of work	25%
5	Media coverage generated for similar clients in the last 3 months (Qualitative and Quantitative)	10%
6	Designing work samples	5%

ANNEXURE-III

Financial Bid

1. **Name of Firm**
(Full Name and address with Tel No)
2. **Fee**

Particulars	Total Rs. (Inclusive of all)
Monthly Fixed Fee* (The firm is required to quote for a monthly fee, based on the scope of work listed in Annexure-I) The Monthly fee shall include all the expenses listed in Table B The GST shall be exclusive of the fee indicated.	

3. **Basis For Coverage**
 - a. The coverage should have a minimum of 50-100 words about the institute
 - b. Only a mention (name of some article) shall not be counted as a coverage
 - c. Newspaper coverage should be in the target publications only (Table C)
 - d. Online coverages shall be counted if it is, in a good news portal (for ex: mint, business standard, education diary, etc., or in a news portal with a similar Alexa Ranking)

Table B

The firm fee would include the below-mentioned expenditures and no further bills have to be granted for any of these expenses.
All cost of executive/secretarial time.
All travel expenses for Consultant's staff within the city where the Consultant has offices.
All communications expenses viz, postage, mail, telephone, mobile, internet, and fax charges.
All administration costs covering photocopy, local travel, and office expenses.
All expenses incurred in the preparation of press releases including translation in regional languages.
The cost of electronic media monitoring and submission of reports to the Institute.

SIGNATURES OF KEY OFFICIALS

Date:

Place:

Table C

Publication	
Tier 1	Tier 2
The Times of India	Deccan Herald
Hindustan Times	New Indian Express
The Hindu	The Telegraph
Business Standard	The Tribune
Hindu Business Line	Pioneer
The Economic Times	The Statesman
Hindustan Hindi	Curriculum Magazine
Dainik Jagran	Asian Age
Amar Ujala	Millennium Post
Navbharat Times	Punjab Kesari
India Today Aspire	Navodaya Times
Outlook	Rashtriya Sahara
The Week	Rajasthan Patrika
Indian Express	Malayalam Manorama
Mail Today	Mathrubhumi
The Financial Express	Dina Thanthi
Business India	Andhra Prabha, Eenadu
Business World	Prajavani, Vijaya Karnataka, Kannada Prabha
Business Today	
Career 360	
Education World	

Date:

(Signature of the authorized signatory)

(Note: To be put in a separate sealed cover marked as "Financial Bid")

We agree to supply the above Services at the rates quoted above for the duration of the Contract i.e. for the period of one year, extendable to three years. We also agree to supply the items not mentioned in the format above at the market-determined rate to the satisfaction of the IIPM.

Date:

(Name and Signature of Authorized Signatory
with Seal of the PR Firm)