

Empanelment of Digital Marketing firm/Agency



IIM KASHIPUR FOUNDATION FOR INNOVATION AND ENTREPRENEURSHIP DEVELOPMENT

2nd Floor, Academic Block

IIM Kashipur (U.S Nagar), PIN- 244713

Uttarakhand

T: Ext. No. 7088270882/336

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Note: Vendors to Sign and stamp on each page of this document and submit the same, duly completed in all respect before due date of submission.

Empanelment of digital marketing firm/agency for IIM Kashipur FIED

Invitation for Empanelment

IIM Kashipur FIED invites applications from eligible and reputed organizations having in house graphic designing and printing facilities for empanelment through this Request for Empanelment (RFE).

Applicant Firms may note the following:

- a) This request for empanelment is not a request for proposal (RFP) in any form and would not be binding on IIM KASHIPUR-FIED in any form.
- b) Empanelment shall in no way guarantee allotment of work to the shortlisted Firms.

IIM KASHIPUR-FIED reserves the right to adopt measures deemed fit for allotment of work as and when deemed fit.
- c) The Applicants must submit their applications in accordance with the requirements contained in this RFE.
- d) IIM KASHIPUR-FIED reserves the right to update, amend and supplement the information in this document including qualification process before the last date and time of submission of applications.

Summary of Proposal:

IIM Kashipur FIED invites **sealed** tenders from reputed Service Providers engaged in providing End to End services in Digital Marketing. The duration of empanelment through this RFE shall be for a period from date of empanelment notice to 31, March 2022. The period may be extended further in case of ongoing projects, good performance delivery and other reasons as deemed fit by IIM KASHIPUR-FIED and on approval of the competent authority for a period up to two year.

Digital marketing firm/agency companies should have expertise in the following branches of digital marketing:

Scope of Work:

The scope of services would broadly include the following for digital marketing:

- 1) Creating & successfully running demand generation campaigns
- 2) Content marketing blogs, articles, testimonials etc.
- 3) SEO, SEM campaigns
- 4) Mobile Marketing Campaigns
- 5) Digital Tie-ups & alliances that the agency can make.
- 6) Experience of working with Global & National brands
- 7) Experience of working with Educational Institutions
- 8) Lead generation for incubation program
- 9) Website maintenance and update
- 10) Web banner, web page design, social media page, social media poster for programs/events
- 11) Video promotions
- 12) Startup promotions

Presentation

As a part of Evaluation of proposals submitted by the applicants, IIM KASHIPUR-FIED may seek further information or a presentation from the Organizations for evaluation purposes. IIM KASHIPUR-FIED may call for such information/presentation at a short notice.

Interested digital marketing firm/Agencies are required to submit their complete profile, experience, sample of work(s) as per the enclosed proforma to the **Chief Executive Officer, IIM Kashipur FIED, 2nd floor, Academic Block, IIM Kashipur, Kudeshwari road, Kashipur Uttarakhand.**

Important Date:

Application Start Date: 23/10/2020

Application Last Date: 15/11/2020

No application shall be entertained after the expiry of the due date and time.

Tender Fee: No.

Tender Validity: 90 days

For any further queries, you may please contact the below mentioned person:

Mr. Sanjay Pal, Contact: +91-8958373321 Email: fied.sanjay@iimkashipur.ac

Pre-qualification Criteria

Bidders are expected to meet the following prequalification criteria. Bidders failing to either meet these criteria or not furnishing the requisite supporting documents/documentary evidence is liable to be summarily rejected. IIM KASHIPUR- FIED shall evaluate the prequalification proposal with reference to the information and supporting documents furnished.

S. No	Eligibility Criteria*	Supporting Document Required	Yes/No
1.	The applicant shall be a single entity, registered as a Company under the Companies Act 2013 or Companies Act, 1956, Partnership Firm registered under the Indian Partnership Act, 1932, LLP registered under the Limited Liability Partnership Act, 2008 or a Proprietorship and should have been in existence in India for the last two years.	Certificate of Registration/Incorporation under the respective Acts in India; Self Certificate in case of Proprietorship.	
2.	The agency must be registered in India with appropriate tax and other administrative authorities.	GST Registration Certificate PAN Card	
3.	The firm/company/agency should have a business turnover of at least Rs. 03 lakhs in each of the previous two financial years.	Audited Financial Statements for last two years and Certificate from the Statutory Auditor certifying the Turnover for previous two financial years from the relevant business	
5.	The firm should have minimum two year Experience of working with the Education institute, autonomous bodies, statutory bodies.	Work Order / relevant Documents and Completion Certificate for the same.	
6.	The applicant should furnish an undertaking to the effect that the firm has not been black listed in India.	Letter of undertaking	
7.	The firm/company/agency should be have two year of experience.	Letter of undertaking	
8.	The firm/company/agency should be have two year of experienced designer employee, digital marketing expert employee/executive.	Letter of undertaking	

General Terms and Conditions applicable to the Digital marketing firm/Agency

- The digital marketing firm/digital marketing agency should be in profession of digital marketing for at least two financial years.
- IIM Kashipur FIED reserves the right to verify the quality of work.
- In case, work is found to be of inferior quality, the empanelment may be rescinded, besides deduction in payments.
- The Agency/digital marketing agency firm should understand the brand value of IIM Kashipur.
- The digital marketing agency firm /Agency should have worked with reputed institutions, firms, companies, etc. Any international assignment would always be given priority.
- The digital marketing firm/digital marketing agency with any IIT/IIM founder or co-founder would be preferred.
- The digital marketing firm/digital marketing agency should have sound knowledge/practice about digital marketing tools and software minimum two year experience.
- Soft copy the artwork in all relevant formats shall be provided to IIM Kashipur FIED.
- The digital marketing firm/agency should have registration with state & local authorities for Undertaking the profession (Copies of all such registrations may be enclosed).
- The rights to postpone / cancel / suspend / terminate the empanelment or its process at any stage are reserved by IIM Kashipur FIED.
- Proposals of the interested firms can also be rejected at the sole discretion of IIM Kashipur FIED, if any application found incomplete or information provided by the digital marketing firm/Agency not in the prescribed format and is inconsistent and inaccurate.

- IIM Kashipur FIED reserves the right to keep or remove any firm on the approved panel for digital marketing jobs etc. for any administrative reason.
- The firm should have full fledged unit of their own for visual design facility, preparation of art work, translation in English, Hindi etc., proof reading, designing, composing etc.
- The firms for contracts will not be entertained if having any dispute with IIM Kashipur FIED till settlement of the dispute.
- A schedule (timeline) for the work and for the delivery of work will be drawn by the IIM Kashipur FIED and will be intimated to the digital marketing agency while placing the order for the job. The digital marketing agency should only accept the job if it is in a position to complete the job according to the schedule (within timeframe).
- In the event of the delivery of any defective works / materials, owing to urgency or for any other reasons, IIM Kashipur FIED shall have the power to deduct such suitable sum from any payment due to the digital marketing firm/agency as may be deemed fit by the IIM Kashipur FIED.
- Notice of the job can be sent to the empanelled digital marketing firm/agency through e-mail/voice telephone etc.
- The digital marketing agency s firm/agency applying for empanelment should furnish all the particulars as per **Appendix - A**.
- The date of declaration of qualified/empanelled digital marketing firm /digital marketing agency s will be declared at the discretion of IIM Kashipur FIED which could be intimated through any means of communication as mentioned above.
- In case, the successful party refuses to undertake offered jobs / shows its inability to discharge the obligation in the contract, IIM Kashipur FIED reserves the right to forfeit its empanelment.
- All the items to be received from the digital marketing firm/agency would be checked by the officer-in-charge to ensure that the ordered jobs confirmed to the approved specifications/ quality as per samples approved by the IIM Kashipur FIED.
- Payment will be released on presentation of correct bill supported with the copy of the work order of the authorized officers of the IIM Kashipur FIED and upon such certification to the effect that the jobs got designed from the digital marketing agencies are as per approved specifications. **No advance payment will be done at any cost and such requests will not be entertained.**
- Additional / modified / revised terms & conditions can also be made applicable to the empanelled digital marketing agency s including those who are being awarded any job /

work by the IIM Kashpur FIED at any stage as per requirements of the IIM Kashpur FIED, if felt necessary.

- The applications have to be submitted in sealed envelopes to **Chief Executive Officer, IIM Kashpur FIED, 2nd floor, Academic Block, IIM Kashpur, Kudeshwari road, Kashipur, Uttarakhand.**
 - No proposal will be entertained / received after the prescribed due date.
 - In case of any dispute, the decision of the Chief Executive Officer, IIM Kashpur FIED, would be final and binding.
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Appendix - A

**Application Form for Empanelment as Digital Marketing Service Provider
agency/firm/company**

Affix self-attested passport size photograph of the CEO of the Company

1	Name of the Company			
2	Year of Establishment			
3	Address (Proof of Address to be attached)			
		Pin Code :		
4	Telephone No. (with STD Code)			
5	Fax No. (with STD Code)			
6	E-mail id			
7	Name of Chief Executive Officer/Director			
8	Contact Detail of CEO	Tel : Fax: Mobile: Email :		
9	PAN NO. (Self-Attested copy to be attached)			
10	GST NO. (Self-Attested copy to be attached)			
11	Annual Turnover at least two year least Rs. 03 lakhs in each of the previous two financial years. (Financial Statement to be attached)			
12	Total Number of year experience in digital marketing services			

14a. Details of companies where you have provided consultancy/ services:

Name of Company	Large/ Small/ Medium/ Micro	service/ Consultancy	Duration	Project Cost	implemented	Benefits achieved

Enclosures to be attached: 1.Work Order/ Appreciation letter
2. Relevant empanelment document for above companies

12	Your Company's expertise in the Digital marketing Scope of work Tools/ Techniques (please tick)	Digital marketing scope of work Tools/ Techniques	Please Tick (√)
		Creating & successfully running demand generation campaigns	
		Content marketing blogs, articles, testimonials etc.	
		Startup promotions	
		SEO, SEM	
		Mobile Marketing Campaigns	
		Digital Tie-ups & alliances that the agency can make.	
		Experience of working with Global & National brands	
		Experience of working with Educational Institutions	
		Lead generation for incubation program	
		Website maintenance and update	
		Web banner, social media poster, web page design for programs	
	Video promotions		
13	Name of the society, council, institution, org. etc you are associated with:		
14	Name of the project you are currently engaged with		
15	Any other information you would like to provide		

UNDERTAKING

I hereby undertake that the consultants for whom Format Appendix-A are submitted are either on our roll/ are associated with us only, for the purpose of participating in an empanelment. For any change in this regard, in future, prior permission will be taken from IIM KASHIPUR FIED.

Date :

Place :

(Signature on behalf of the company)

Designation

Note: organization need to attach company profile along with application

(Please note that IIM KASHIPUR FIED reserve the right of verification and information provided by Organization)