



**Indian Institute of Technology Ropar, Punjab, India  
Nangal Road, Rupnagar  
Ropar-140001**

**EMPANELMENT OF MEDIA PLANNING AND  
EXECUTION AGENCIES**

Sealed bids are invited from interested, eligible and experienced firms for the following work:-

<b>S.N.</b>	<b>Work</b>	<b>Last Date for Submission of Tender</b>
1	Empanelment of Media Planning and Execution agency for IIT Ropar for a period of one year	<b>28/06/2018 upto 3:00 pm</b>

Details, terms and conditions for the above work can be downloaded from website:  
[www.iitrpr.ac.in/tenders](http://www.iitrpr.ac.in/tenders)

Registrar

**Indian Institute of Technology Ropar, Punjab, India**  
**Nangal Road, Rupnagar**  
**Ropar-140001**

**Tender Document for Selection of Media Planning and Execution Agency**

- I. Type of work: -Empanelment of Media Planning and Execution Agencies for IIT Ropar, for one year.
- II. Last date for submission of tender: - **28/06/2018 upto 3:00 pm**
- III. Date of Opening Tender : - **28/06/2018 at 3:30 PM**
- IV. Tender Document for Empanelment of Media Planning and Execution Agencies :-

IIT Ropar proposes to empanel Media Planning and Execution agency for formulating a sound media plan for promoting IIT Ropar as an R &D and innovation focused institute, along with effective monitoring of the plan and to provide a Vision and Strategy for taking forward the campaigns of IIT Ropar.

**Scope of Work:**

**1. Media Planning**

- For the entire financial year, formulate a comprehensive Media Planning and Execution strategy for IIT Ropar, taking into consideration the key objectives to be promoted around the year. Thus there would be different media plan for different communication activities & events which are being promoted and the agency is expected to be regular touch with IIT Ropar for taking necessary inputs.
- Depending upon the campaign/event, the media plan would encompass various types of media vehicles (Print, Digital, TV, Radio, Outdoor, Innovations, etc) both in the national and international markets.
- Media scheduling is also integral part of the tender.
- The Media Planning and Execution agency may be asked to do the creative works for the various campaigns/events/festivals/exhibitions/road shows, etc

## **2. Media Monitoring**

- After the media releases (work orders) directly given by IIT Ropar, the agency would also be involved in media monitoring and post release analysis for all the releases.
- By media monitoring means keep track of each release in the respective media vehicles (Print, Digital, TV, Radio, Outdoor, Innovations, etc) and to ensure that the campaigns are delivered exactly as envisaged in the media planning.
- A detailed report would be submitted after each month, analyzing the delivery of each activity and also analyzing the effectiveness of the overall work done during the month.
- Verification of the bills/invoices/etc submitted by the vendors and certifying is also part of the scope.

## **3. Eligibility Criteria**

1. Media Planning and Execution Agencies must have been in operation for a minimum of 3 years, as on 1<sup>st</sup> April 2018 in Media Planning and Execution for various media including print, TV, radio, online, outdoor, etc. (Supporting documents to be submitted).
2. Media Planning and Execution Agencies must have a minimum average annual turnover of Rs. 25 Lac and above in the last three financial years. (A certificate from Chartered Accountant should be submitted). Turnover of sister concerns/affiliates would not be considered.
3. No consortium/joint ventures/tie-ups/sub-contracting is allowed.
4. The Agency should necessarily have its own fully fledged office in Punjab/Chandigarh/Haryana/Delhi with required manpower and equipments. Affiliate/Franchise offices will not be considered. Details of manpower/machinery/etc to be necessarily submitted.
5. The Media Planning and Execution Agency should be able to provide a qualified Servicing team, for undertaking the campaigns. The Media Planning and Execution Agency team would work closely with IIT Ropar and should be physically available always at the call of the Management. (A confirmation letter from the Media Planning and Execution Agency for being able to provide the qualified team should be attached).
6. In-house translation team (Both Hindi and Punjabi) is required within the agency.

7. Relevant Certificates / Documents in support of fulfilment of eligibility criteria must be submitted.

#### **4. Selection Criteria:**

##### **Two stage process:**

**A) Technical Bid-** The Technical bid as prescribed (Annexure-A) may be filled in duly signed and stamped and submitted physically or by post to IIT Ropar before the tender expiry date and time. All the necessary documents/certificates have to be necessarily attached as per the eligibility criteria. The bids would be first evaluated based on the eligibility criteria. Only those bids which fulfill the eligibility criteria would be invited for presentations before the Committee.

##### **Presentation:**

The bidders who fulfill the eligibility criteria will be shortlisted to make presentations before the Evaluation Committee on the following parameters:

1. Creative/Media Planning and Execution works done in the past 3 years for the institutions/Universities of National importance.
2. Sample media plan encompassing all types of Media for Innovations and R&D work
  - I. Understanding the significance of the research done in IIT Ropar.
  - II. Segmenting, Targeting and Positioning (STP) of the events.
  - III. Sample print media creative for events. No physical artwork is required to be submitted.
  - IV. Media plan and scheduling comprising of all types of media for both national and international markets.

Allocation of marks for the presentation would be informed prior to the date of presentation.

##### **B) Financial Bid:**

The financial bid is to be submitted in a sealed cover superscribing "Financial bid for Selection of Media Planning and Execution Agency".

- i) The rates are to be quoted in the prescribed format of financial bid i.e. Annexure "B".

- ii) Overwriting or erasing in the bid documents shall render the same invalid
- iii) The financial bid shall be valid for a period of not less 180 days after the deadline for submission of bids.

### **Submission of Bids:**

The technical bids and financial bids are to be submitted in separate sealed covers. Both these sealed covers may then be put inside a bigger sealed cover superscribing "Bid for Selection of Media Planning and Execution Agency " and submitted at the Registrar Office, Room No. 125, Nangal Road, Rupnagar, Punjab. The latest hours and date of receipt of the offer is up to 3.00 PM on 28.06.2018. The technical bid shall be opened at 3.30PM on 28.06.2018.. The bids received after the due date and time will not be considered. If the last date happens to be holiday, tender will be opened on the next working day at the same time.

The technical bids would be evaluated by a Committee. The bids which do not contain the information as desired or are not supported by necessary documents including tender fee will be treated as non responsive and will not be evaluated. Only those bids will be evaluated which are determined to be substantially responsive and meet the requirements set forth by the Institute.

Only the technically responsive bids as recommended by the Committee would be intimated about the date and time for opening of financial bids. The financial bids of only technically responsive bids would be opened.

### **5. Empanelled agency**

The management reserves the right to determine the number of agencies to be empanelled based on the applications received and the final screening process.

### **6. Information, Terms and conditions:-**

- a. Any effort by the Agency to influence the Management in the proposal evaluation or contract award decisions may result in rejection of the proposal of the Agency.

- b) The technical bid shall be submitted in a separately sealed envelope. The bid should be spiral or hard bound only. Loose documents will not be accepted. The name of work and tender should be clearly mentioned on the sealed envelope.
- c) Technical Proposals received will be opened in the presence of authorized representatives of the agencies who have submitted proposals on a date /time to be specified by IIT Ropar.
- d) Tenders received after the due date and time will not be considered. Registrar, IIT Ropar reserves the right to accept or reject any tender or its part as per rules.
- e) The Media Planning and Execution Agency would be appointed for a period of **one year**, subject to a yearly review and with the provision that services of the agency may be dispensed with at any time, giving notice, in the event of non-performance, under performance or any other reason which would be specified.
- f) Agencies must observe the highest standards of ethics during the selection and execution of the contract. IIT Ropar may reject a proposal at any stage if it is found that the firm recommended for award has indulged in corrupt or fraudulent activities in competing for the contract in question, and may also declare a firm ineligible or blacklist the firm, either indefinitely or for a stated period of time, if at any time it is found that the firm has engaged in corrupt or fraudulent practices in competing for, or in executing, the contract.
- g) For any query or clarification the interested agencies may mail there queries at [registrar@iitrpr.ac.in](mailto:registrar@iitrpr.ac.in) before submitting the tenders.
- h) Where ever specific terms and conditions have not been spelt out in tender document, General Finance and Accounts Rules of the central government shall apply.
- i) The agency has to assign a dedicated Manager, who would be the nodal point of contact for IIT Ropar.

- j) The Media Planning and Execution Agency will at no time resort to plagiarism. IIT Ropar will not be a party to any dispute arising on account of plagiarism resorted to by the agency.
- k) IIT Ropar is however not bound to accept any tender or to assign any reason for non-acceptance.
- l) IIT Ropar reserves its right to accept the tender either in full or in part. Conditional, erroneous and incomplete Bids will be rejected outright.
- m) IIT Ropar reserves its right to summarily reject offer received from any agency without any intimation to the bidder.
- n) IIT Ropar reserves the right to place an order for the full or part quantities under any items of work under scope of work.
- **PRE-BID MEETING** will be held in the **15.06.2018 at 11:00 AM** for clarifications required on any aspect pertaining to the RFP Document. Based on discussions held during the pre-bid meeting, amendments /clarifications in the RFP Document will be hosted on the website [www.iitrpr.ac.in/tenders](http://www.iitrpr.ac.in/tenders)
  - **TENDER FEE:** A non refundable tender fees of **Rs. 1,000/-** (Rupees One Thousand only) in the form of a Demand Draft in favour of “Registrar, IIT Ropar” payable at Ropar, Ropar has to be enclosed with technical bid form.
  - **EMD:** Demand Draft / Bankers cheque of **Rs. 50,000/-** (Rupees Fifty thousand only) as EMD in favour of “IIT Ropar” payable at Ropar, Ropar has to be enclosed with technical bid form.
- 7. Penalty Clause:** After issue of the contract, the Performance Guarantee is liable to be forfeited in full or part in case of underperformance and undue delays in performance by the agency, besides other action, including blacklisting of the agency as may be deemed fit by IIT Ropar.
- 8. Termination:** IIT Ropar may terminate the Contract of the agency in case of the occurrence of any of the events specified below:

- a) If the Agency becomes insolvent or goes into compulsory liquidation.
- b) If the Agency, in the judgment of IIT Ropar, has engaged in corrupt or fraudulent practices in competing for or in executing this Contract.
- c) If the Agency submits to IIT Ropar a false statement which has a material effect on the rights, obligations or interests of IIT Ropar.
- d) If the Agency places itself in position of conflict of interest or fails to disclose promptly any conflict of interest to IIT Ropar.
- e) If the Agency fails to provide the quality services as envisaged under this Contract. Reasons for the same would be recorded in writing.

In such an occurrence IIT Ropar shall give a written advance notice before terminating the Contract of Agency.

**Registrar**

**TECHNICAL BID FORM**

**Sub: Application for Empanelment of Media Planning and Execution Agency for IIT Ropar, for Two year.**

1	Name & Address of the agency, Tel/ Fax/Email Details	
2	Media Planning and Execution Agencies must have been in operation for a minimum of 3 years, as on 1st May, 2018 in Promoting and Publish advertisement for various media including print, TV, radio, online, outdoor, etc. (Supporting documents to be submitted).	
4	Office in Punjab/Chandigarh/Delhi, NCR Details if any	
5	Is your firm a Proprietorship / Partnership or Registered under the Companies Act. Please give details & enclose Certificate	
6	Branches (Enclose details with address & Telephone No.)	
7	Media Planning and Execution Agencies must have a minimum average annual turnover of Rs. 25.00 Lac and above in the last three financial years. (A certificate from Chartered Accountant should be submitted).	
8	Details of Income Tax Registration: (Enclose PAN Details and latest income tax clearance certificate.)	
9	GST Registration Details and enclose copy of latest GST clearance certificate	
10	Professional set up (Completed details of staff, Designers & Translators and other) Enclose list (separate sheet for technically qualified staff)	
11	A letter of confirmation from the Media Planning and Execution Agency for being able to provide the qualified team enclosed (Y/N)	
12	List of present clients (enclose details)	
	Any other information	

This is to certify that I have read and understood the enclosed brief and other Terms& Conditions and all the supporting documents have been enclosed, and the information given by me is true to the best of my knowledge.

**Date:**

**Signature of Tenderer**

**(With Seal)**

**DECLARATION BY TENDERERS  
(To be submitted along with the Technical Bid)**

I/ We declare that I am / We are bonafide service providers for media support services. If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my / our security may be forfeited in full and the tender if any to the extent accepted may be cancelled.

Date:

**Signature of the tenderer  
(with seal)**

**Annexure “B”**

**Financial Bid**

	<b>COST</b>	
<b>Costs of Financial Proposal (including all other taxes )</b>	<b>Amount In Figures</b>	<b>Amount In Words</b>

Note:

1. This Fixed Annual amount will cover all costs / expenses of the Media Planning and Execution Agencies for undertaking work as detailed in the Scope of Work.
2. The cost quoted will be firm and fixed for the duration of performance of the contract. At no point of time will any deviation from the quoted rate be entertained by the IIT Ropar.