

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
DIAMOND HARBOUR ROAD, JOKA
KOLKATA – 700104
Phone No. 033-2467-8300 01-04

E TENDER (NOTICE INVITING TENDER)

Tender Enquiry No. NIT/IIMC/ADV/15/2021 22

Dated: December 01, 2021

Indian Institute of Management Calcutta (IIM Calcutta) invites online bids (e-tender) in two bids systems (Technical & Financial) from Advertisement Agencies for selection of an Advertisement Agent for release of publication in the **Times of India, All India Edition, ASCENT Page, Size 8x6 Sq.cm. and The Telegraph, JOB Page, All India Edition, Size: 7.9x5 Sq.cm. relating to the recruitment of Digital Transformation Officer (On contract) at Computer Centre of IIM Calcutta and the matter will be release coming insertion.**

Time schedule of tender activities:

1	Last date and time for submission of Technical Bids documents	21/12/2021 at 14.00 p.m.
2	Date and time for opening of technical Bid	22/12/2021 at 14.15 p.m.
3	Financial bid shall be opened after evaluation of Technical Bid	Will be intimated later

Tender documents comprising the following

Volume -I:

- a) Notice Inviting Tender

Volume -II:

- a) Price Bid with Bill of Quantity

The Tender Document can be downloaded from Central M

The Advertising Agency should ha

- a. Accreditation of Indian Newspaper Society (INS) for Press Advertisement (updated documentary evidence to this effect should be enclosed)
- b. The Agency should have office in Kolkata and with state-of-art infrastructure and manpower/ creative personnel/ department (enclosed organizational structure). PAN India presence with offices at least in major metros so as to enable prompt delivery of material for country-wide publication related work.
- c. Minimum 5(five) years experience in advertising with experience of work undertaken for Government/Public Sector Undertaking/Autonomous Body and Educational Institutes like IIMs, IITs.

- d. Average Annual turnover preferably around Rs. 5 crores (Documentary evidence (Audited Annual Report of the last 3(three) consecutive financial years of (2018-19, 2019-20 and 2020-21) to this effect should be enclosed.
- e. The Advertising Agency should not have been blacklisted by any organization at any point of

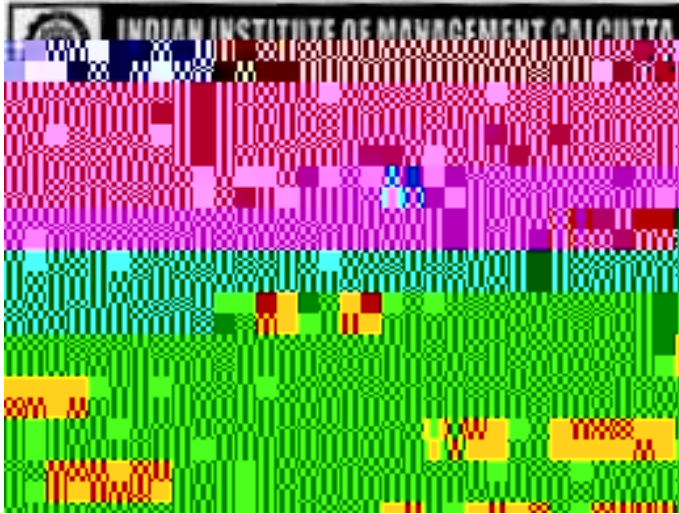
- 8 Representative of the bidder, who chooses to attend, may attend the online opening of the technical bids on the scheduled date and time of Bid opening. However, such representatives shall be allowed to attend the opening of the Technical Bids, only, if such person presents the signed letter of authority issued in his name by the bidder on his letter head.
- 9 Bidders cannot submit the tender after the due date and time of e-bid submission. Time being

- h. The selected Advertisement Agency will not be allowed to engage any other Sub-agency to execute the assigned work/job.
- i. In case of any dispute arising out of the terms and conditions of contract or assignment, the matter shall be referred to the sole Arbitrator to be appointed

Brief Profile of the Advertising Agency:

Sl. No	Description	Details
A	Name of the Advertising Agency	
B	Date of Establishment	
C	Registered Office Address (with telephone no. & email address)	
D	Registration No./Trade License No. (if any)	
E	Address of Kolkata Office (with t	

Advertisement Matter:



8x6 Sq.cm
(For Times of India – Ascent)



7.9x5 Sq.cm
(For The Telegraph – Jobs)