

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA
Diamond Harbour Road, Joka,
Kolkata – 700104

TENDER REFERENCE NO: IIMC/OUTREACH PROG –MBAEx/2023 24

DATE: 29 August, 2023

REQUEST FOR PROPOSAL (RFP) FOR ENGAGEMENT OF MEDIA SOLUTION PROVIDER TO INCREASE OUTREACH OF THE MBAEx PROGRAM OF INDIAN ISTITUTE OF MANAGEMENT CALCUTTA.

Sir,

1. On behalf of the Director, Indian Institute of Management Calcutta, Kolkata Offline Bid is invited from “GMAC Media Solutions” to increase outreach of the MBAEx programme for the Admission cycle of 2024-25.
2. This RFP is to be submitted for Technical Bid duly signed & stamped on all pages by the vendor as token of acceptance of terms and conditions mentioned in the RFP.
3. The address and contact numbers for sending Bids or seeking clarification regarding this RFP are given below:-
 - (a) **Bids/queries to be addressed to.** Senior Administrative Officer (Purchase), Indian Institute of Management Calcutta.
 - (b) **Name/designation of**

6. This RFP is being issued with no financial commitment and the BUYER reserves the right to change or vary any part thereof at any stage. The BUYER also reserves the right to withdraw the RFP AND REJECT ANY TENDER, should it become necessary at any stage.
7. Please return this letter along with the complete RFP duly signed as attached.

Yours faithfully,
Sd/-x-x-x-x-x-x-x
(Zulfquar Hasan)
Senior Administrative Officer

8. I/We am/are in possession of a complete set of RFP issued by you, and have understood and agree to abide by the above instructions as well as those contained in the RFP

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PART I – GENERAL INFORMATION

tender in any respect within the validity period of their tender. EMD should be kept separately inside the envelope along with quotation in main envelope. Bids shall not be considered, in case, the EMD is not submitted along with the Techno-Commercial Bid.

9. **Performance Security Guarantee.** To ensure due performance of the contract, Performance Bank Guarantee (hereinafter called as PBG) is to be deposited by the successful bidder after awarding of the contract in the form of Insurance Surety Bond, an Account Payee Demand Draft/ Fixed Deposit Receipt/ Banker's Cheque/Bank Guarantee/E-Bank Guarantee from any Commercial Bank or Private Bank authorized to conduct government business. PBG will be for an amount of **FIVE PERCENT (5%)** of the value of the contract as specified in the bid document and it will be refundable without interest after successful completion of the contract and no liabilities from the Service Provider or its employees. In case of any complaint, the PBG shall be discharged only after adjusting all dues, liabilities of the worker etc. PBG should be remain valid for a period of **SIXTY (60) DAYS** beyond completion of all contractual obligations including warranty obligations (if any).
10. The approval or rejection to tenders(s) rests with Competent Financial Authority (CFA) as e A e

PART II – ESSENTIAL DETAILS OF ITEMS/SERVICES REQUIRED

1. **Schedule of Requirements/ Scope of Work.** As per **Appendix 'A'** to this RFP.
2. **Terms and Conditions of Contract:-**
 - (a) The successful bidder shall be responsible for full execution of the contract and **shall not in any case assign or sublet ordered items or part thereof to any other party.** Failure to do so will attract cancellation of the order and debarment of the bidder.
 - (b) All services related to this tender should be completed to ' • "À—"A÷ €À 0

(d)

x ä Advance Payment ä

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PART V – EVALUATION CRITERIA & PRICE BID ISSUES

1. **Evaluation Criteria.** Evaluation will be carried out as per GFR 2017
2. **Price Bid Format.** Unless otherwise mentioned in this RFP, the Price Bid Format is as per BOQ (Bill of Quantities) and the bidder is required to fill Price Bid Format as per **Appendix 'G'** to this RFP correctly with full details, sign with firms stamp on all pages of commercial bid.

Note 1: Incompletely filled form will be rejected out rightly.

Note 2: Vendors are requested to carry out calculations in commercial bid form carefully. The IIMC reserves the right to amend/correct any wrongly calculated totals.

Note 3: **It is mandatory to fill the cost of each and every item in price bid format. If the rates of any item remain unfilled then the price bid may be rejected or assumed as inability to supply the said goods.**

ELIGIBILITY CRITERIA OF THE BIDDER

1. Bidder should have the following minimum eligibility criteria:-

Ser No	Description of Criteria	Documentary Evidence Required as Proof
(a)	The Company/Firm/Agency should have Registration with GMAT	Copy of Registration Certificate
(b)	The Company/Firm/Agency should have valid document for association with GMAT	Copy of certificate/document validating its association with GMAT
(c)	The Company/Firm/Agency should have valid Experience Certificate	Copies of Work Order and Work Completion Certificate

2. Bidder is advised to attach only relevant and valid documents. Attaching unsolicited documents/certificates may lead to rejection of bid.

Appendix 'A'

[Refer to Part-II, Para 1, Para 3(r) and Part-V Para 1(b)]

SCHEDULE OF REQUIREMENT (SOR)/ SCOPE OF WORK

Sl. No.	Description of Work
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Appendix 'B'

TERMS AND CONDITIONS COMPLIANCE

(To be submitted as part of Technical bid on Company Letter-head)

Bidder's Name and Complete Address _____

Tender Document No. _____; Tender Title: _____

Note to Bidders: Fill up this Form regarding Terms and Conditions in the Tender Document, maintaining the same numbering and structure. Add additional details not covered elsewhere in your bid in this regard.

Sl.

NO CLAIM CERTIFICATE
(On company Letter-head)

Contractor's Name and Complete Address _____
[Address and Contact Details]
Contractor's Reference No. _____ Date.....

To
The Director
Indian Institute of Management Calcutta
DH Road, Joka, Kolkata - 700104

No Claim Certificate

TECHNICAL SPECIFICATION OF SERVICES

Sl. No.	Description of Work
	6 F R S H R I Z R U N

PRICE BID FORMAT

Sl. No.	Description of Work	Rate
1	<p>D & RQWHQW OD... acquired by GMAC (documents shared by GMAC... PDMRULW\ FRQWUR... WHDP ZLOO FUHDWH D VSRQVRUH... RQ %XVLQHVV% HFDXVH ZLWK FRQ... PDUNHWLQJ... PRQWKV IROORZLQJ SXEOLFDWLRQ</p> <p>E /HYHUD... VRFLDO PHGLD FDPDLJQ GULYLQJ... L... LPSUHVVLQRQV</p> <p>F & RPSOLPHQWU\ RUJD... SXEOLR... CHGVLPH</p> <p>G *0\$& ZLOO SURYL... EDVHG RQ VHOHFWHG FULWHULD... 7UDFNLQJ OHFKDQLVPV</p> <p>*0\$& ZLOO VKDUH SHUIRUPDQFH PHWULFV IRU</p> <p>x6SRQVRUHGS... x3DLG VRFLDO PHGLD... FOLFN</p> <p>2Q WKH VSRQVRUHGS DUWLFOH *0\$&... SDJH KWWSV ZZZ LLPFDO DF LQ SURJUDPV... WUDFNLQJ SXUSRVHV</p>	
2	Total Amount	
3	Applicable taxes (if any)	
4	Grand Total	

NOTE:-

- (a) This Price Bid Format is just Indicative Nature and Bidder should not quote their Financial Quote in this Page.
- (b) IIMC will NOT be responsible for any type of LEAKING OF FINANCIAL BID INFORMATION for violation/ non adherence of Note (a) above. Any representation in this regard at later stage will NOT be entertained at all.

DOCUMENTS RELATING TO BID SECURITY

To