

INDIAN INSTITUTE OF MANAGEMENT CALCUTTA

NOTICE INVITING TENDER

"To appoint a specialist

integrated promotion will be possible with close coordination of events and activities which require pre and post media coverage as well as social media promotion. Repost or update helps us to have consolidated coverage since it ensures putting together on the same platform for wider audience. Our own handles ensures greater viewership since it reaches to our targeted audience.

The Social Media agency would be responsible to create posts, share content, and engage with users on social media strategically. Sometimes we shall send them the lead and they have to prepare the plan of schedules with creative (post copy and image/graphics). There will be on an average 15 to 20 posts per week with 12x5

ELIGIBILITY CRITERIA

Minimum Criteria for Qualifying:

Sl. No.	Description	Remarks
1	The Social Media agency should be professionally-managed with	

Additional Documents to be submitted:

Intending Bidders who meet the following mandatory eligibility criteria may submit their Bids. The Bid submittals should accompany the required documentary evidence to prove their eligibility, failing which, the Bid may be rejected. The Bidder should submit the following documentary evidence:

- (v) Bidders may download and refer the "Instructions for Online Bid Submission" from (<https://eprocure.gov.in/eprocure/app>).
- (vi) The tender documents shall be submitted online in the prescribed format given on the websites and technical bids received online shall be opened as per NIT or Corrigendum thereof. No other mode of submission is acceptable. Detailed credentials as per the requirement of eligibility criteria and all tender papers except Bill of Quantities are to be submitted in "Technical Bid".
- (vii) Bill of Quantities with rates duly filled in is to be submitted in the format provided online in the name of "Price Bid". Hence, physical submission of the documents is limited to submission of original Earnest Money and Tender document fee. Deposit in the form of Demand Draft as per provision given in NIT.
- (viii) 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.
- (ix) Bidders cannot submit the tender after the due date and time of e-bid submission. Time being displayed on Central Public Procurement Portal <https://eprocure.gov.in/> eprocure/app

of this Contract for whatever reason.

Indemnity: Either Party (Indemnifying Party) shall indemnify, defend and hold harmless the other Party (Indemnified Party), its directors, officers and employees from and against any and all claims, demands, liabilities, and reasonable attorney's fees but only in proportion to and to the extent such

and if the impediment continues for more than three (3) months due to such causes as mentioned above, either party shall be entitled to terminate the Contract

(On the Firm Letter Head)

CERTIFICATE

I hereby certify that the above firm neither blacklisted by any Central/State Government/Public Undertaking/Institute nor is any criminal case registered / pending against the firm or its owner / partners anywhere in India.

I also certify that the above information is true and correct in any every respect and in any case at a later date it is found that any details provided above are incorrect, any contract given to the above firm may be summarily terminated and the firm blacklisted.

Authorized Signatory with Seal

Contact No.:

Name: Designation

BIDDER DETAIL FORM

Sl. No.	Description	Details
1	Name of the Agency/ Organization	