



भारतीय विज्ञान शिक्षा एवं अनुसंधान संस्थान मोहाली
शिक्षा मंत्रालय, भारत सरकार द्वारा स्थापित
सैक्टर 81, नॉलेज सिटी, प. ओ. मनोली, एस. ए. एस. नगर, मोहाली, पंजाब 140306
INDIAN INSTITUTE OF SCIENCE EDUCATION AND RESEARCH MOHALI
(Established by Ministry of Education, Govt. of India)
Sector-81, Knowledge city, PO-Manauli, SAS Nagar Mohali-140306, Punjab
PAN No. - AAAAI1781K GSTIN – 03AAAAI1781K2ZS

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CPPP/Institute Website

IISERM (1609)22/23-Pur

Dated: 22nd March 2023

ई-एक्सप्रेशन ऑफ इंटरेस्ट (ईओआई) **E-EXPRESSION OF INTEREST (EOI)**

आवश्यकता के अनुसार IISER BS-MS प्रवेश 2023 के लिए एक विज्ञापन एजेंसी को किराए पर लेने के लिए निदेशक, आईआईएसईआर मोहाली की ओर से ऑनलाइन निविदाएं आमंत्रित की जाती हैं। तकनीकी विनिर्देश और नीचे दिए गए विवरण के अनुसार और सीपीपीपी पर मूल निर्माता/आपूर्तिकर्ता से बीओक्यू सूची अर्थात् <https://eprocure.gov.in/eprocure/app> निविदा दस्तावेज ई-प्रोक्योरमेंट पोर्टल की वेबसाइट <https://eprocure.gov.in/eprocure/app> और संस्थान की वेबसाइट www.iisermohali.ac.in से डाउनलोड किए जा सकते हैं।

Online EOI are invited on behalf of the Director, IISER Mohali in **TWO BID SYSTEM** for the **Hiring an Ad agency for IISER BS-MS admissions 2023** as per requirement and details given below and BOQ list from the firms/service providers at CPPP i.e. <https://eprocure.gov.in/eprocure/app>. Tender documents may please be downloaded from the E-procurement portal website <https://eprocure.gov.in/eprocure/app> & Institute website www.iisermohali.ac.in.

सहायक कुलसचिव (क्रय तथा भंडार)
Assistant Registrar (Stores & Purchase)



भारतीय विज्ञान शिक्षा एवं अनुसंधान संस्थान मोहाली
शिक्षा मंत्रालय, भारत सरकार द्वारा स्थापित
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ई-एक्सप्रेशन ऑफ इंटरेस्ट (ईओआई)
E-EXPRESSION OF INTEREST (EOI)

Tender Ref.- IISERM(1609)22/23-Pur

Dated : 22nd March 2023

Critical Date Sections

Sr.	Description	Date	Time
1.	EOI Publishing Date and time	22 nd March 2023	6:00pm
2.	EOI Document download start Date & Time	22 nd March 2023	6:00pm
3.	EOI Bid Submission start Date & Time	22 nd March 2023	6:00pm
4.	Pre-Bid Meeting (TENTATIVE)	27th March 2023	11:00am
5.	EOI Bid Submission End date and Time	31 st March 2023	Upto 11:00am
6.	EOI opening Date and Time	01 st April 2023	At 11:30am
7.	Date and Time for Pre-Bid Meeting	Bidders to attend for Pre-Bid Meeting for presentation on 27.03.2023 at 11:00 AM meeting room Admin Building.	

Online EOI are invited on behalf of the Director, IISER Mohali in **TWO BID SYSTEM** for following item(s) from the original manufacturer/supplier at CPPP i.e. <https://eprocure.gov.in/eprocure/app>. Tender documents may please be downloaded from the E-procurement portal website <https://eprocure.gov.in/eprocure/app> & Institute website www.iisermohali.ac.in. Online Tender fee of Rs 590/- (Non-refundable) should be submitted by bidder in favour of IISER Mohali through Online mode in Institute Account (Canara Bank Saving Account Number 4790101001912 and IFSC Code CNRB0004790). However, scanned copy of the Tender fee/UTR copy should be uploaded on website along with technical bid. **Micro & MSME/NSIC and Firms registered and the firms registered with concerned Ministries/ Departments, the bidders are exempted from payment of Tender Fee as per GOI notifications/GFR (2017) and Ministry of Finance OM No. F.9/4/2020-PPD dated 12 November 2020.**

Bidders will also be required to execute bond/undertaking Bid Security Declaration Form attached as ANNEXURE-I, in lieu of EMD/Security Deposit.

DESCRIPTIONS OF SERVICES REQUIRED:

HIRING AN AD AGENCY FOR IISER BS-MS ADMISSIONS 2023

Expression of interest and estimated costs are invited from agencies for paid lead generation activities through digital marketing to augment the number of quality applications for IISER 5-year BS-MS programmes and 4-year BS in Engineering and Economic Sciences at IISER Bhopal.

The agencies must be already working in the area of Educational Institutions. The agencies must have carried out promotional/advertising activities for Institutes of National Importance like IISERs, IITs, IIMs etc. for a minimum period of three years.

The agency should have worked on at least ONE promotional paid campaign/paid lead generation activity for admissions for Institutes of National Importance like IISERs, IITs, IIMs etc.

The specifications for paid lead generation activities are given below.

The quotation for the above said purpose may be quoted as per below in financial / BOQ :

- a. Ad Spend Cost
- b. Vendor Services Charges
- c. Expenditure for the acquisition of any tools for the said purpose
- d. Taxes

Total Cost (a+b+c+d). Bidders are requested to furnish quote in Financial Bid/Online BOQ Format

Purpose	Modes	Platforms	Period	Format	Modalities	2022 Cycle Benchmark	2023 Expected Outcomes
Paid Lead Activities	Social Media Lead Generation	Facebook	60 Days (From 1 st April 2023 to 31 st May 2023)	- Banners	- Website Traffic & Conversion ads	25000 filled application forms that are embedded in the landing page from eligible candidates.	40000-45000 filled application forms that are embedded in the landing page from eligible candidates. Note that a filled application form meant the candidate registers for BSMS or BS application, then logs in to fill all the relevant information and submits the form
		Instagram		- Carousels	- Lead Generations ads		
		Twitter		- GIFs	- Remarketing ads		
		LinkedIn		- Banners	- Website Traffic & Conversion ads		
				- Carousels	- Lead Generations ads		
				- GIFs	- Remarketing		

					ads		by paying the prescribed application fee.
	Google Ads	Search Ads		- Text Ads	- Google Search page ads - Remarketing Lists for Search Ads (RLSA)		
		Display Ads		- Banners	- Banner ads on websites relevant to the Education domain and the target audience's interests		
	YouTube Ads	YouTube		- Videos	- Lead Generation form ads (existing videos to be used)		
	Email Campaign	Mailchimp/ Any other relevant tool		-Messaging	Retargeting		
	Generating material aimed at School Students	Posters/Brochures/emails		Posters/Brochures/emails/Videos	Reaching out to 12 th Standard students via schools		

Note:

a) Bidders are requested to provide proof of purchase orders (copies of purchase / work order) of atleast ONE promotional paid campaign/paid lead generation activity for admissions for Institutes of National Importance like IISERs, IITs, IIMs etc.

b) Non submission of documents as stated above shall lead to rejection of bid.

A) IMPORTANT NOTES:-

- I. **The online updated Price BOO is in INR format. Bids are invited in INR only against domestic tender.**
- II. **All MSME/NSIC/Startup Units shall be considered as per provisions/rules prescribed by Govt of India.**
- III. **Auto-extension of last date for E-Tenders has been activated by CPP Portal which has participation 2 bids or less.**

B) SUBMISSION OF TENDER

- I. All bid/tender documents are to be uploaded online at Central Public Procurement portal i.e. <https://eprocure.gov.in/eprocure/app> only and in the designated cover/ part on the website against tender ID. Tenders/ bids shall be accepted only through online mode and no manual submission of the same shall be entertained. Also upload **Annexure I** (Bid Securing Declaration Form) if registered as **Micro & MSME/NSIC and Firms registered and the firms registered with concerned Ministries/ Departments.** Late tenders will not be accepted.
- II. The online bids shall be opened at the office of the Assistant Registrar (S&P), IISER Mohali, on above given date and time. If the tender opening date happens to be on a holiday or non-working day due to any other valid reason, the tender opening process will be attended on the next working day at same time and place. IISER Mohali will not be responsible for any error like missing of schedule data while downloading by the Bidder.
- III. **The bidder shall upload the tender documents/NIT duly filled in and stamped by the authorized signatory on each and every page along with all necessary Annexures as per NIT alongwith checklist and Annexures. Tender not submitted/uploaded in the prescribed form and as per the tender terms and conditions shall be liable for rejection.**

Check List of Documents (signed & stamped) to be provided and uploaded by the bidder:

S. No.	Particulars of Documents	Yes/No	Page No. (As per technical bid)
1.	Tender Notice Document Copy of NIT		
2.	(INS) accreditation Certificate		
3.	Tender Fee, if applicable or Exemption Certificate (NSIC/MSME Certificate)		
4.	Undertaking Bid Security Declaration Form – Annexure-I, Annexures II (Undertaking) and III (on letter head duly signed and sealed)		
5.	Proof of purchase orders (copies of purchase / work order) of atleast ONE promotional paid campaign/paid lead generation activity for admissions for Institutes of National Importance like IISERs, IITs, IIMs etc.		
6.	Attach Copy of PAN		
7.	Attach Copy of GST		

**** If checklist is not provided by the bidder alongwith ABOVE DOCUMENTS the bid***

shall be summarily rejected.

- IV. **Bidders applying against ‘MSME/NSIC Certificate’ issued by appropriate Authority, should ensure that the certificate attached is relevant to the area of service/supply. For example, If the tender is for “supply & installation of Desktop” the certificate should be issued for activity/area of “Computer supply and services activities etc” otherwise bid will be REJECTED without notice.**
- V. E-procurement system ensures locking on the scheduled date and time. The system will not accept any bid after the scheduled date and time of submission of bid.

C) INSTRUCTIONS

1. The Online bids should be submitted directly by the authorized Agency / firm / company: carried out promotional/advertising activities for Institutes of National Importance like IISERs, IITs, IIMs etc. for a minimum period of three years.
2. The Online bids should be submitted directly by respective newspaper or their publisher agency. The firm/agency also has to provide the latest DAVP rates list for all the newspaper listed in the tender.
3. **GST as applicable, as per GOI Rules.**
4. The right to reject all or any of the quotation and to split up the requirements or relax any or all the above conditions without assigning any reason is reserved by the IISER Mohali. For any corrigendum and addendum please be checked the website <https://eprocure.gov.in/eprocure/app> and <http://www.iisermohali.ac.in>
5. Disputes, if any, shall be subject to jurisdiction in the court of Mohali only.
6. **The firms are requested to provide/upload detailed description quoted** and also should enclose **Technical Compliance Sheet (in Annexure-III)**. The name of the manufactures and country of manufacture should also invariably be stated. In the absence of these particulars and documents, the quotation is liable for rejection. Tenders not accompanied by detailed information as required, are liable to be rejected.
7. If any information furnished by the bidder is, at any stage found to be incorrect, false or fabricated, the Institute/purchaser shall have the absolute right to forfeit E.M.D. and security deposits, in addition to cancellation of contract, forfeiting the warranty/performance Guarantees and other action in accordance with law, such as black-listing, risk & cost etc.
8. Validity of offer: 30 days.
9. The right to reject all or any of the quotation and to split up the requirements for itemized L-1 or relax any or all the above conditions without assigning any reason is reserved by the IISER Mohali. For any corrigendum and addendum please be checked the website <https://eprocure.gov.in/eprocure/app> and <http://www.iisermohali.ac.in>
10. Disputes, if any, shall be subject to jurisdiction in the court of Mohali only.
11. **For attending Pre-Bid Meeting, bidders are requested to provide their contact details (Email/Contact Numbers) for a PRESENTATION within 5 days from issue of tender enquiry giving reference to the tender ID/number by Mail ID: stores@iisermohali.ac.in.**

-Sd-

सहायक कुलसचिव (क्रय तथा भंडार)
Assistant Registrar (Stores & Purchase)

ANNEXURE-I

Bid Securing Declaration Form

Date: _____ E-Tender No. _____ E-Tender ID _____

To (insert complete name and address of the purchaser)

I/We. The undersigned, declare that:

I/We understand that, according to your conditions, bids must be supported by a Bid Securing Declaration.

I/We accept that I/We may be disqualified from bidding for any contract with you for a period of one year from the date of notification if I am/We are in a breach of any obligation under the bid conditions, because I/We

a) have withdrawn/modified/amended, impairs or derogates from the tender, my/our Bid during the period of bid validity specified in the form of Bid; or

b) having been notified of the acceptance of our Bid by the purchaser during the period of bid validity (i) fail or reuse to execute the contract, if required, or (ii) fail or refuse to furnish the Performance Security, in accordance with the Instructions to Bidders. I/We understand this Bid Securing Declaration shall cease to be valid if I am/we are not the successful Bidder, upon the earlier of (i) the receipt of your notification of the name of the successful Bidder; or (ii) thirty days after the expiration of the validity of my/our Bid.

Signed: (insert signature of person whose name and capacity are shown)
in the capacity of (insert legal capacity of person signing the Bid Securing Declaration)

Name: (insert complete name of person signing the Bid Securing Declaration)
Duly authorized to sign the bid for an on behalf of (insert complete name of Bidder)

Dated on _____ day of _____ (insert date of signing)
Corporate Seal (where appropriate)

(Note: In case of a Joint Venture, the Bid Securing Declaration must be in the name of all partners to the Joint Venture that submits the bid)

PS: Furnish the above in original stationary/letter head with signed and sealed.

ANNEXURE-II

Undertaking

I/We M/s _____ hereby, furnish and undertaking to paid lead generation activities through digital marketing to augment the number of quality applications for IISER 5-year BS-MS programmes and 4-year BS in Engineering and Economic Sciences at IISER Bhopal, if L1 among the qualified bidders.

Name of firm :

Registration No. :

Authorized Signatory:

Sealed & Signature:

ANNEXURE-III

Information of advertising agency/firm

Sr. No.	Required information	Mention Details
1.	Name of the agency / firm / company Website	Name : :
2.	Details of the Contact Person	Name : Designation : Mobile : Email :
3.	Legal status - (individual, proprietary, partnership firm, limited company, corporation, etc.- Submit proof)	
4.	Promotional/advertising activities / areas	
5.	Statutory details (Photocopies to be submitted): a] PAN b] GST – Registration number.	

Name of firm :

Authorized Signatory:

Sealed & Signature: