भारतीय विज्ञान शिक्षा एवं अनुसंधान संस्थान तिरुवनंतपुरम
INDIAN INSTITUTE OF SCIENCE EDUCATION AND RESEARCH THIRUVANANTHAPURAM
(भारत सरकार, शिक्षा मंत्रालय/ **Govt. of India, Ministry of Education**)
मरुतामला.पी.ओ/ MARUTHAMALA.P.O, वितुरा/ VITHURA / तिरुवनंतपुरम/ THIRUVANANTHAPURAM – 695 551 केरला/ KERALA, भारत/ INDIA / फोन/ Phone: 0471-2778019 / ईमेल/ email: purchasestores@iisertvm.ac.in
GST 32AAAJI0299R1ZS

तारीख/ Date: 13 Jul 2022

निविदा के लिए आमंत्रण (इ-प्रोक्योमेंट मोड)/ **INVITATION TO TENDER (E-Procurement mode only)**

NOTE FOR INVITING QUOTATIONS FOR MEDIA OUTREACH – IISER TVM

IISER TVM invites quotations through CPPP from competent and experienced PR Agencies/Firms to develop effective PR strategies to create brand value, and promote IISER TVM among specific target audience, for an initial period of 12 months, further extendable based on mutual consent.

ENGAGEMENT OF PUBLIC RELATION FIRM FOR MEDIA OUTREACH FOR IISER THIRUVANANTHAPURAM

DATE OF SOLICITATION: 13 Jul 2022
**Tender No. IISER/PUR/0551/JM/ADMIN/22-23**Media Outreach

About IISER TVM

The Indian Institute of Science Education and Research Thiruvananthapuram (IISER TVM) is an autonomous academic institution under the Ministry of Education, dedicated to scientific research and science education. The institute hosts state-of-the-art research facilities for research and teaching in Biology, Chemistry, Mathematics, Physics, Data Science and Earth and Environmental Sciences.

Following table lists the important dates for the bidding process for this EoI. The Bidder may please note that IISER TVM reserves the right to change these dates without assigning any reason at any stage of the bidding process.

Important information and dates

SR.	INFORMATION	DETAILS
1.	Name of the Assignment	ENGAGEMENT OF PUBLIC RELATION FIRM FOR MEDIA OUTREACH FOR IISER THIRUVANANTHAPURAM
2.	Date of Publishing of tender	13 Jul 2022 1500 Hrs
3.	Last date to receive Clarifications/Queries	18 Jul 2022 1500 hrs
4.	Replies to queries	22 Jul 2022
5.	Last Date and Time for Submission of Bids	28 Jul 2022 1500 Hrs
6.	Validity of Proposal	180 Days
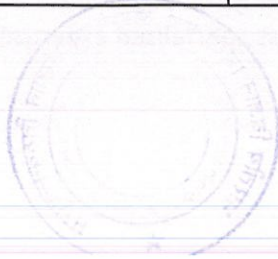
Any questions/queries about this tender must be made in writing to purchasestores@iisertvm.ac.in with reference to the tender number. Any query received after the due date shall not be entertained.

Please ensure that the queries are submitted in the following format

BIDDER'S REQUEST FOR CLARIFICATION	
Name of Organization submitting request	
Name & position of person submitting request	
Complete address of the organization and phone & email of contact person	

Tender No: IISER/PUR/0551/JM/ADMIN/22-23

Sl. No.	Bidding document reference(s) (section number/page)	Content of tender requiring clarification	Points of clarification
1.			
2			

Detailed information on the Tender is attached below

TENDER FOR ENGAGEMENT OF PUBLIC RELATION FIRM FOR MEDIA OUTREACH FOR IISER THIRUVANANTHAPURAM
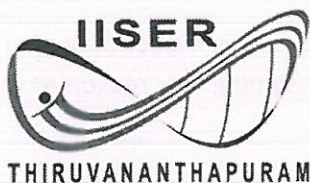

THIRUVANANTHAPURAM

The Indian Institute of Science Education and Research Thiruvananthapuram (IISER TVM) is an autonomous academic institution under the Ministry of Education, dedicated to scientific research and science education. The institute hosts state-of-the-art research facilities for research and teaching in Biology, Chemistry, Mathematics, Physics, Data Science and Earth and Environmental Sciences, and admits students at 3 levels –

- the 5-Year BS-MS and BS-MS i² Sciences dual degree program for undergraduate students
- the 2-Year M.Sc. program and the 7-Year Integrated Ph. D. program for graduate students
- 5-Year Ph. D. program for post graduate students

Faculty at IISER TVM have several years of wide-ranging experience in advanced research, and are recipients of prestigious international and national awards, grants and fellowships. Researchers of the Institute work on innovative research projects in emerging areas of pure and applied sciences, of relevance to industry and society. IISER TVM continuously forges research collaborations with leading research institutes in India and across the globe to inculcate an academic environment that allows our students to gain new perspectives, access specialized expertise and acquire employable competencies and skills.

https://www.iisertvm.ac.in/
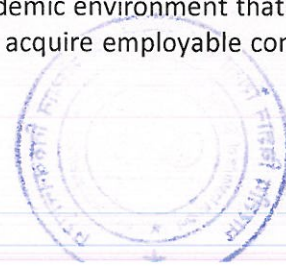
Purpose of Tender

The objective of this tender is to engage a Public Relation (PR) Firm/Agency to communicate and bring into focus the research activities and innovations, technology development initiatives, and the various academic programs and events of IISER TVM in media, across the country.

The said PR agency will help formulate strategies with the following objectives:

- Position IISER TVM in a favorable manner among prospective students and scholars
- Highlight IISER TVM as a vibrant, ecofriendly and multicultural campus
- Position IISER TVM among prospective faculty, highlighting the high-end R&D work being carried out and the facilities available on campus
- Positioning IISER TVM as a leading institute for international collaborations and industry connect and knowledge transfer. Highlighting the innovation and entrepreneurship culture at the Institute.
- Strengthen reputation of the Institute among prospective recruiters.

Target audience

- All primary and secondary stakeholders of the Institute
- Prospective students across India and potentially abroad
- Prospective faculty from India and abroad
- Industry and PSUs
- Academic institutions – Indian and international
- R&D organizations (CSIR, DRDO, ISRO, DRDL, DAE, MNRE, DST, DBT etc.)
- Government – policy makers, Ministry of Education and Ministry of Science & Technology
- State Government officials
- Public at large

Scope of work

- The agency should document and present strategies to achieve the above objectives in detail, with well-defined metrics to measure the success of the strategy.
- Communication strategies should include print, electronics, regional media and online media including international media outreach.
- The agency must develop a media list covering all media – Print, Electronic, Online – with journalists covering education, Science & Technology, innovation, etc. And the media list must be updated on an ongoing basis for all key metros (including Chennai, Delhi, Mumbai, Kolkata, Bangalore, Hyderabad)
- Agency must meet up with faculty across departments and centers, reaching out to new faculty continuously, to understand the research in progress and work out a case to strategize for media outreach for such research to highlight the outcomes and the impact. The institute will facilitate these meetings digitally.
- The agency must cover news on research, innovations, academics, placements, admissions, industry collaborations and other relevant news through Press Releases in the national media. At least 12 press releases per year should be targeted for national media dissemination.
- The agency must monitor print, online and electronic media on a daily basis and send the Institute a daily monitoring report of all news clips relevant to IISER TVM.
- The agency must submit a dossier of coverage along with analysis of the coverage on a monthly basis.
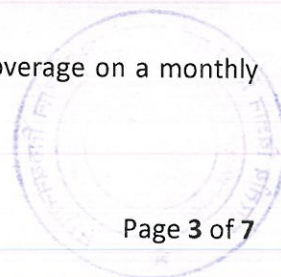
Optional Items

- The Agency must develop and update on an ongoing basis, a media list covering all media – Print, Electronic, Online – with journalists covering education, Science & Technology, innovation, etc. for selected Tier 2 and Tier 3 cities.
- The agency must be able to organize 2 visits of senior journalists (preferably covering Science & Research) to campus per year from a national daily / magazine to highlight the high-end research on campus.
- The agency must be capable of supporting at least 2 events per year at the Institute, related to Convocation / Foundation Day / high level visit of delegates etc. to be covered in national and local media.
- Provide counsel during crisis. This should include alertness in media monitoring, counseling the Institute on crisis communication and preparing media statements and responses to media queries and coming up with a strategy for crisis communication.

Agency reporting and monitoring / measuring outcomes

- The agency will work with the Institute's designated liaison officer or as per the Directive of the IISER TVM authority on a day-to-day basis for the above activities.
- The agency will submit a weekly report on activities in progress, a monthly report, a monthly plan and quarterly review with the designated Institute functionaries.
- The agency will submit a detailed analysis of the coverage garnered for the Institute in national media and its impact on a monthly, quarterly and annual basis.
- The measurement of the success of the communication strategy will be based on achieving key objectives listed in this document.

Minimum Criteria to be fulfilled to participate in the EoI:

i. The Firm/Agency should have a minimum of 5 years of experience in providing similar services to government sector Higher Education Institutions.

ii. Preference will be given to Firms/Agencies who are currently engaged in providing similar services to at least two IITs/NITs/IIITs/IIMs/CUs or CFTIs. Please enclose, along with your proposal, all relevant documents (including client contact information) in support of the services rendered to these HEIs

iii. The Firm/Agency should shall have a valid PAN, and a Goods and Service Tax registration number.

iv. Disqualification Criteria – Firms/ Agencies will not be qualified if:

    a) The Firm/Agency is found to be in litigation with any service receiver.

    b) The Firm/Agency has a record of poor performance such as abandoning of any allotted project, inability to complete any allotted project, delay in completion of any allotted project etc.

    c) The Firm/Agency has been black listed by any government organizations.

    d) The Firm/ Agency does not comply with the Rules and Regulation of the Labour Laws currently in force.

Please provide supporting documents for Sl. i, ii & iii above and an undertaking for Sl. iv along with the bid document. The Firm/ Agency must agree to unconditionally accept all terms and conditions set out in the tender. Please note that, on verification, if it is found now, or at any later stage, that misleading or false information was provided, the Firm/Agency is liable to be dismissed from the selection process, or the contract terminated after selection.

Modalities of Selection:

1. The prospective Firm/Agency will <u>submit their proposal</u> within the scheduled date.
2. The Firm/Agency submitting proposal against the tender may be required to present their proposal
3. Final selection will be made based on the financial bid submitted by the Firm/ Agency, who have fulfilled the Minimum Criteria and adhere to the scope of work stipulated above.
4. The contract is initially for a period of 01 (one) year and can be extended for up to a total of 02 (two) years on mutually agreed terms and conditions after reviewing the performance during the first year.

Payment

Payment shall be made against the Bill submitted on a monthly basis on submission of monthly activity report and upon satisfactory performance.

Price Quote (As per BoQ)

Sl. No.	Item	Period	Rate (INR) Per Month	Total (INR)
01	ENGAGEMENT OF PUBLIC RELATION FIRM FOR MEDIA OUTREACH FOR IISER TVM [As per proposal enclosed]	12 Month (One Year)		
Taxes (If any)				
	Grand Total/ for (IISER TVM)			

**BREAK-UP OF COSTS/ CHARGES SHOULD BE INDICATED CLEARLY. Cost of Optional Items to be quoted individually.**

Venue and Deadline for Submission of Proposals.

Online through https://eprocure.gov.in/eprocure/app

Address	Indian Institute of Science Education and Research Thiruvananthapuram, Maruthamala PO, Vithura, Thiruvananthapuram, Kerala 695551
Contact Number	0471-2778019
Last Date of Submission of tender	28 Jul 2022 1500 Hrs
Date of opening of tender	29 Jul 2022 1530 Hrs
Date of presentation by Firms/Agencies (if required).	Date will be intimated

Deputy Registrar
(Purchase & Stores)
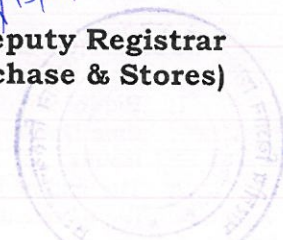
Instructions To Bidder for Online Bid Submission

The bidders are required to submit soft copies of their bids electronically on the CPP Portal, using valid Digital Signature Certificates. The instructions given below are meant to assist the bidders in registering on the CPP Portal, prepare their bids in accordance with the requirements and submitting their bids online on the CPP Portal.

More information useful for submitting online bids on the CPP Portal may be obtained at: https://eprocure.gov.in/eprocure/app.

REGISTRATION

1) Bidders are required to enroll on the e-Procurement module of the Central Public Procurement Portal (URL: https://eprocure.gov.in/eprocure/app) by clicking on the link "Online bidder Enrollment" on the CPP Portal which is free of charge.
2) As part of the enrolment process, the bidders will be required to choose a unique username and assign a password for their accounts.
3) Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.
4) Upon enrolment, the bidders will be required to register their valid Digital Signature Certificate (Class III Certificates with signing key usage) issued by any Certifying Authority recognized by CCA India (e.g. Sify / nCode / eMudhra etc.), with their profile.
5) Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSC's to others which may lead to misuse.
6) Bidder then logs in to the site through the secured log-in by entering their user ID / password and the password of the DSC / e-Token.

SEARCHING FOR TENDER DOCUMENTS

1) There are various search options built in the CPP Portal, to facilitate bidders to search active tenders by several parameters. These parameters could include Tender ID, Organization Name, Location, Date, Value, etc. There is also an option of advanced search for tenders, wherein the bidders may combine a number of search parameters such as Organization Name, Form of Contract, Location, Date, Other keywords etc. to search for a tender published on the CPP Portal.
2) Once the bidders have selected the tenders they are interested in, they may download the required documents / tender schedules. These tenders can be moved to the respective 'My Tenders' folder. This would enable the CPP Portal to intimate the bidders through SMS / email in case there is any corrigendum issued to the tender document.
3) The bidder should make a note of the unique Tender ID assigned to each tender, in case they want to obtain any clarification / help from the Helpdesk.

PREPARATION OF BIDS

1) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
2) Please go through the tender advertisement and the tender document carefully to understand the documents required to be submitted as part of the bid. Please note the number of covers in which the bid documents have to be submitted, the number of documents - including the names and content of each of the document that need to be submitted. Any deviations from these may lead to rejection of the bid.
3) Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF / XLS / RAR / DWF/JPG formats. Bid documents may be scanned with 100 dpi with black and white option which helps in reducing size of the scanned document.
4) To avoid the time and effort required in uploading the same set of standard documents which are required to be submitted as a part of every bid, a provision of uploading such standard documents (e.g. PAN card copy, annual reports, auditor certificates etc.) has been provided to the bidders. Bidders can use "My Space" or "Other Important Documents" area available to them to upload such documents. These documents may be directly submitted from the "My Space" area while submitting a bid, and need not be uploaded again and again. This will lead to a reduction in the time required for bid submission process.

Note: My Documents space is only a repository given to the Bidders to ease the uploading process. If Bidder has uploaded his Documents in My Documents space, this does not automatically ensure these Documents being part of Technical Bid.

SUBMISSION OF BIDS

1) Bidder should log into the site well in advance for bid submission so that they can upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
2) The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.

3) Bidder has to select the payment option as "offline" to pay the tender fee / EMD as applicable and enter details of the instrument.

4) Bidder should prepare the EMD as per the instructions specified in the tender document. The original should be posted/couriered/given in person to the concerned official, latest by the last date of bid submission or as specified in the tender documents. The details of the DD/any other accepted instrument, physically sent, should tally with the details available in the scanned copy and the data entered during bid submission time. Otherwise the uploaded bid will be rejected.

5) Bidders are requested to note that they should necessarily submit their technical & financial bids in PDF format only and no other format is acceptable. If the price bid has been given as a standard BoQ format with the tender document, then the same is to be downloaded and to be filled by all the bidders. Bidders are required to download the BoQ file, open it and complete the white coloured (unprotected) cells with their respective financial quotes and other details (such as name of the bidder). No other cells should be changed. Once the details have been completed, the bidder should save it and submit it online, without changing the filename. If the BoQ file is found to be modified by the bidder, the bid will be rejected.

6) The server time (which is displayed on the bidders' dashboard) will be considered as the standard time for referencing the deadlines for submission of the bids by the bidders, opening of bids etc. The bidders should follow this time during bid submission.

7) All the documents being submitted by the bidders would be encrypted using PKI encryption techniques to ensure the secrecy of the data. The data entered cannot be viewed by unauthorized persons until the time of bid opening. The confidentiality of the bids is maintained using the secured Socket Layer 128 bit encryption technology. Data storage encryption of sensitive fields is done. Any bid document that is uploaded to the server is subjected to symmetric encryption using a system generated symmetric key. Further this key is subjected to asymmetric encryption using buyers/bid opener's public keys. Overall, the uploaded tender documents become readable only after the tender opening by the authorized bid openers.

8) The uploaded tender documents become readable only after the tender opening by the authorized bid openers.

9) Upon the successful and timely submission of bids (i.e. after Clicking "Freeze Bid Submission" in the portal), the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.

10) The bid summary has to be printed and kept as an acknowledgement of the submission of the bid. This acknowledgement may be used as an entry pass for any bid opening meetings.

ASSISTANCE TO BIDDERS

1) Any queries relating to the tender document and the terms and conditions contained therein should be addressed to the Tender Inviting Authority for a tender or the relevant contact person indicated in the tender.

2) Any queries relating to the process of online bid submission or queries relating to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk.

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