

NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL
DEPARTMENT OF CENTRE FOR SYSTEM DESIGN
POST SRINIVASNAGAR, MANGALORE – 575 025 (D K)

Phone: (0824) 2474000.
E- mail: info@nitk.ac.in

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TENDER DOCUMENT

Tender Notification. No. NITK/CSD/2024/MEDIA/KVG/BCM-04

Dated:24-07-2024

Name of Goods : Formulating Media Strategy & Promotional Strategy.

Estimated amount put to Tender : Rs 9,73,500.00.

E M D Amount : Rs. 19,470.00

Time for Supply of item
after the release of a Purchase order : 5 Days.

Last Date for submission of tender : 30-07-2024 **before 3.00 PM**

Address for Submission of Tender : **Dr.Bijuna C Mohan,**
Associate Professor, School of Humanities,
Social Science & Management
Ph:0824-2473229, Mail: bijuna@nitk.edu.in

Date of opening of technical bid : 31-07-2024 at 3.30 PM (if possible)



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Dated:24-07-2024

NOTICE INVITING TENDER (NIT)

The National Institute of Technology Karnataka, Surathkal (in short – NITK, Surathkal) is an autonomous Institute Ministry of HRD Govt. of India, a Deemed University, imparting Technical Education and engaged in Research Activities. It is proposed to procure the items for the departmental academic/research activities.

Sealed Tenders are invited for the following items in **two cover system** (i.e., Technical bid and financial bid) subject to the following terms and conditions, from the reputed manufacturers or it's authorised dealers so as to reach this office on or before scheduled date and time. The tender (Technical bid) will be opened on the same day if possible in the presence of bidders or their authorized agents who may choose to be present. The financial bid of only such bidders whose technical bid is accepted shall be opened on the same day or later pre-informed date.

- 1. Name of Goods/Service:** Formulating Media Strategy & Promotional Strategy.
- 2. Estimated Cost:** Rs 9,73,500.00 (Rupees Nine lakh seventy three thousand five hundred only)
- 3. E M D** : Rs Rs. 19,470.00 (Rupees Nineteen Thousand four hundred seventy only)
- 4. Time for completion of Supply after Placing Purchase Order:** 5 Days
- 5. Last date at time for submission of Tender** : 30-07-2024 before 03:00 PM
- 6. Tender to be submitted at the following address** : **Dr.Bijuna C Mohan,**
Associate Professor, School of Humanities,
Social Science & Management
Ph:0824-2473229, Mail: bijuna@nitk.edu.in
- 7. Place, Date and Time of opening of technical bid:**
Date: 31-07-2024 Time :03:00 PM VENUE: Centre for System Design, NITK, Mangalore575025

Note: Institute shall not be responsible for any postal delay about non-receipt /nondelivery of the bids or due to the wrong addressee.

Sd/-
[Signature of HOD with Seal]

SECTION 1: INSTRUCTION TO BIDDER (ITB)

1. The bid should be submitted in two covers System-Technical Bid and Financial Bid:

1.1 Envelope No.1 – Technical Bid: The agencies should give details of their technical soundness and provide a list of customers of previous supply of similar items to Universities, Institutes or Government Departments/ Undertakings/ public sectors with contact details. The details of the Bidder/ profile should be furnished along with the copy of all related documents. This envelope should be sealed and duly super-scribed as **“Envelope No. 1 – Technical Bid”**. Full name and address of the Bidder should also be mentioned on the envelope and should be addressed to The Director, NITK, Surathkal.

1.2. Documents to be submitted in the technical bid:

1. List of Owner/partners of the firm and their contact numbers
2. The Bidder should possess Income tax PAN Number
3. The copy of the Balance sheet, Profit & Loss A/c., Trade or Manufacturing A/c for the last 3 years should be enclosed
4. EMD in an original form valid for minimum six months, through Bank Guarantee drew on any scheduled bank in favour of “Director NITK, Surathkal”, payable at Surathkal should be submitted. EMD shall bear no interest. Any bid not accompanying with EMD is liable to be treated as non-responsive and rejected. The firm registered with MSME/NSIC as per MSME procurement policy order 2012 will be exempted from submission of EMD.
5. Contract form given in section 5 needs to be submitted.
6. More than three years of experience producing and releasing advertisements in all media formats (offline and online). An Undertaking in this regard should be submitted along with details of work orders and published/completed work.
7. The agency should have a full-fledged physical office and in-house production set up in South India. The agency should have capabilities for video production and digital marketing. Submit three case studies of video production and digital marketing projects completed.
8. The agency should have prior experience working with at least one foreign company/customer and with members who are part of the port ecosystem. Provide documentary evidence for both.
9. Agencies who have previously worked on developing brand/ advertising guidelines will be preferred.
10. The agency must have an annual turnover of not less than 75 Lakhs for the last two financial years, i.e. 2022-23 and 2023-24. For the FY 2022-23 filed statements regarding to be submitted. For the financial year 2023-24 GST filings statements to be submitted.
11. The team working on this project should include at least one Management professional who graduated from any of the top 10 Business schools(preferably IIMs/IITs) per the NIRF Ranking- Management 2023. The relevant certificate for the above qualification should be attached.
12. The project team should include experienced full-time media strategist, creative strategist, content writer, graphic designer and social media expert. The list of the project team members undertaking the mentioned roles with experience should be attached.
13. The agency should preferably be a registered MSME. The purpose is to facilitate the growth of MSMEs
14. The agency should not be blacklisted by any central/state Govt/ Public sector undertaking in India
15. Registration: The bidder should be an Income tax payer and should be registered with the GST Department. Proofs are to be submitted.

SCOPE OF WORK

The following are indicative details of the activities in scope

1. Preparing guidelines for public awareness/promotion of 11 themes and multiple initiatives of 30 different public sector organisations. Details about the organisations and the themes will be provided along with the purchase order.
2. Formulate a draft media strategy for the organisations
3. Develop a draft promotional media campaign across all media (print/TV/online/digital/outdoor)
4. Defining the roles of the 30 organisations responsible for taking up specific campaigns
5. Guidelines for publishing and creating content from all organisations in social media with weekly/ daily targets.
6. Implement standardised design guidelines for all ads to ensure consistent content quality across social media and create standardised hoardings to be installed across various locations to ensure consistent and professional advertisement quality with common ideas.
7. Develop guidelines for all advertisements ensuring consistent content quality on social media
8. Draft instructions for social media, print media, and hoardings for standardising the posts across all organisations.
9. Develop and submit pictorial representations of outputs/ creative artwork to the satisfaction of NITK and design outcomes and impact in a non-technical way
10. Developing Standardised grievance redressal
11. Guidelines for Two-way communication between organisations and the public to effectively address all the grievances raised across all social media in a timely manner.
12. Guidelines and SOP for prompt response on social media
13. Resource allocation to monitor complaints in all organisations

Other important conditions

The agency should be willing to collaborate with NITK continuously until the report is submitted satisfactorily to the PSU.

The agency will have to work with NITK for a period of ONE year to quality-check the output delivered and until the final guideline is implemented and regularised in the PSUs whichever is later. The agency should work towards modifying the guidelines as required.

The activities will involve studying the existing arrangements in fellow agencies both in Domestic and international setups and will include surveying different organisations.

Payment Terms

The approximate budget for the project is Rs. 9,73,500/- including GST, all expenses involved in travel, designing ads for all media, data collection, analysis, and report submission.

Stage I	Payment schedule
On the successful completion of the first nine items listed in the scope of work	25 % of the total cost
Final submission of all items as detailed in the scope of work and submitting the satisfactory report by NITK.	75% of the total cost

Duration

The works undertaken will be confidential and time-bound and completed in all respects within **FIVE** working days from the date of release of the purchase order.

The above documents should be furnished in the technical bid envelope.

2. **Envelope No.2 – Financial bid:** The agencies should submit their financial bid as per the format is given in Section 4 of the Notice Inviting Tender in this cover. The rate should be quoted both in words and figures. All the pages of the financial bid should be signed affixing the seal. All corrections and overwriting should be initialled. This envelope should be duly superscribed as **“Envelope No. 2 – Financial bid”**. Full name and address of the Bidder should also be mentioned on the envelope and should be addressed to The Director, NITK, Surathkal.

Both the Envelope No. 1 and 2 should be kept in another separate envelope duly superscribed with the following details.

(i) Tender Notification Number (ii) “Tender for the supply of.....” (iii) Not to Open before (Date and Time)

Mention “Kind Attention: Contact Person’s Name and Phone Number”, and submit at the address given in the Notice Inviting Tender.

3 The tender will be accepted only from the **manufacturers or its authorised supplier.**

4. The Institute **reserves the right to visit the factory** before or after the issue of supply order to satisfy itself regarding the quality of production. In case of any remarks /default noted, the EMD will be forfeited even if pre-qualified.

5. **The Financial Bid shall be in the format of Price Schedule given in Section 4. The Contract form as per format is given in section 5 shall be submitted. The incomplete or conditional tender will be rejected.**

6. Details of the item to be carried out, approximate quantity and the specifications are mentioned in **“Section 3”** appended to this Notice Inviting Tender.

7. **The item to be used is strictly according to the specification and subject to test by the Institute/concerned authorities. It must be delivered and installed in good working condition.**

8. The Institute **reserves the right to cancel or reduce the quantity** included in the schedule of requirements at any time after acceptance of the tender with a notice. The Contractor/Supplier shall have no claim to any payment of compensation or otherwise whatsoever, on account of any profit or advantage which he might have derived from the execution of the work/supply in full but he did not derive in consequence of the foreclosure of the whole or part of the works.

9. **Performance Security of 3 % of contract value in terms of Bank Guarantee by scheduled banks shall be given by the successful bidder for the total period of Warranty.**

11 **The release of EMD:** The EMD shall be released after receipt of performance security from the successful bidder.

12 **The validity of bids:** The rate quoted should be valid for a minimum of 90 days. No claim for escalation of the rate will be considered after opening the Tender.

13 **Imports: In case, Goods are to be Imported, the Indian agent should furnish authorisation certificate by the principles abroad for submission of the bid in response to this Notice Inviting Tender.**

14 Clarification of Tender Document:

A prospective bidder requiring any clarification of the Tender Document may communicate to the contact person given in this notice inviting tender. The contact person will respond to any request for clarification for the Tender Document received not later than 5 working days prior to the last date for the receipt of bids

15 Amendment of Tender document: At any time prior to the last date for receipt of bids, Institute may for any reason, whether at its own initiative or in response to a clarification requested by a prospective bidder, modify the Tender document by an amendment.

16 **Institute may at its own discretion extend the last date for the receipt of bids.**

17 The bids shall be written in English language and any information printed in another language shall be accompanied by an English translation, in which case for the purpose of interpretation of the bid, the English translation shall govern.

18 The Institute reserves the right of accepting any bid other than the lowest or even rejecting all the bids. The decision of the Institute Purchase Committee is final in all matters of tender and purchase.

19 The bidder should give the following declaration while submitting the Tender.

DECLARATION

I/we have not tampered/modified the tender forms in any manner. In case, if the same is found to be tampered/modified, I /we understand that my/our tender will be summarily rejected and full Earnest money deposit will be forfeited and I /we are/are liable to be banned from doing business with NITK, Surathkal and/or prosecuted.

Signature of the Bidder : _____

Name and Designation : _____

Business Address : _____

Place :

Seal of the Bidder's Firm

Date :

19. Any other details required may be obtained from the contact person given in the notice inviting tender during the office hours.

SECTION 2: CONDITIONS OF CONTRACT.

1. In the case of import, both CIF and/ or FOB rate should be quoted. All components of expenditure to arrive at Bangalore need to be explicitly specified.
2. The bidder shall indicate the excise duty exemption for the goods if applicable.
3. The rates should be quoted for preferably FOR destination from supply within India.
4. **The institute is eligible for customs duty & GST exemption & In the case of import there will not be a GST.**
5. The rate quoted should be on a unit basis. Taxes and other charges should be quoted separately, considering exemptions if any.
6. Rate quoted should be inclusive of Testing, commissioning and Installation of equipment and Training.
7. Payment: No advance payment will be made. Payment will be made only after the supply of the item in good and satisfactory condition and receipt of performance security by the supplier. **In the case of Imports, the payment will be made through LC / Sight Draft / After Installation, and performance security need to be submitted at the time of LC commitment/issue of sight draft.**
8. Guarantee and Warranty period should be specified for the complete period conforming to section 3 of this tender document.
9. The period required for the supply and installation of the item should be specified conforming to section 3 of this tender document.
10. In case of dispute, the matter will be subject to Mangalore Jurisdiction only.

SECTION 3: SCHEDULE OF REQUIREMENTS, SPECIFICATIONS AND ALLIED DETAILS

[To be filled up by the Department / Center of NITK, Surathkal]

Item(s) Name to be Procured : Formulating Media Strategy & Promotional Strategy.

Type (Equipment / Software / Furniture / Others) : Others

Brief Specifications of the Item(s)
(Attach Additional Sheet if necessary) : attached (Annexure-F)

Quantity : N.A

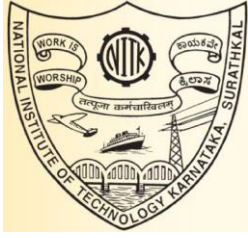
Any other details / requirement : -----

Warranty Period required : 5 Days

Delivery Schedule expected
after release of Purchase order
(in Weeks) : 5 Days

EMD (in Rupees) : Rs. 19,470.00

Performance Security to be given
by Successful Bidder after release of
Purchase Order (in Rupees) : 3% of Purchase Order



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

SECTION 4 - PRICE BID (for indigenous Supplies)

[To be used by the bidder for submission of the bid]

Reference Number:

Date:

Sr. No.	Description of the Item and Specification	Qty. in Units	Unit Price (Rs.)	Discount %	GST (%)	Other charges if any (please specify details)	Total Price (Rs.)

1. Delivery Mode: Delivery at NITK Surathkal, at the site only.

Total Bid Price in the above column should be inclusive of all taxes and levies transport, loading, unloading etc.

Delivery Period:..... days.

Validity Date: Minimum 90 days from the date of submission of Tender/Tender.

2. Payment Term: No advance payment will be made. Payment will be made as mentioned in the Annexure-F in the payment terms.

PAN No. :

GST Registration No. :

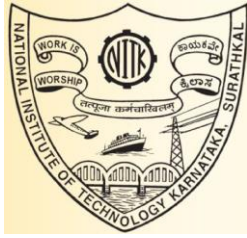
Seal and Signature:.....

Name & Business Address:.....

Note: Price Bid should be submitted in given format only. For additional information/extra items above format may be typed and used.

Place:

Date:



NATIONAL INSTITUTE OF TECHNOLOGY KARNATAKA, SURATHKAL

SECTION 4 - PRICE BID (for Imported Supplies)

[To be used by the bidder for submission of the bid]

Reference Number:

Date:

S. No.	Description of Items & Specifications	HSN/SAC Code	Quantity in Units	IGST %	Price basis (CIF)	Total Bid Price
	Installation and Commissioning Charges (if any, quote in INR)					
	Bidder Commission (if any quote in %)					
	Other Charges (please specify details)					
Grand Total						

HSN Code: Harmonised System of Nomenclature Code no. and # SAC Code: Service Accounting Code no.

1. Delivery Period:..... days.
2. Validity Date: Minimum 90 days from the date of submission of Tender.
3. The validity of the bid: 90 days from the date of submission of the Tender or Tender.
4. Mode of Shipment: _____
5. Port of Shipment: _____

Place:

Date:

SECTION 5 : CONTRACT FORM

[To be provided by the bidder in the business letter head]

1. (Name of the Supplier's Firm) hereby abide to deliver them by the delivery schedule mentioned in section 3 tender document for the supply of the items if the purchase order is awarded.
2. The item will be supplied conforming to the specifications stated in the tender document without any defect and deviations.
3. Warranty will be given for the period mentioned in the tender document and service will be rendered to the satisfaction of NITK, Surathkal during this period.

Signature of the Bidder : _____

Name and Designation : _____

Business Address : _____

Place :
Date :

Seal of the Bidder's Firm