



# INDIAN INSTITUTE OF MANAGEMENT AMRITSAR

PIT Building, Inside Govt. Polytechnic Campus;  
Polytechnic Road; Chheharta, G.T. Road Amritsar – 143105  
Phone No. 0183- 2820034, Email: purchase@iimamritsar.ac.in

**Ref No. IIMASR/NIT/2022-23/298**

**Date:10.11.2022**

**Sub: - Proposals are invited for the Promotion of the Executive MBA (EMBA) programs for the year 2022-23 over LinkedIn.**

Madam/Sir,

E-quotations are invited from interested bidders on the IIM Amritsar e-tender portal for the **Promotion of the Executive MBA (EMBA) programs for the year 2022-23 over LinkedIn.** The program to be promoted is given in Table A of this document. The bid should be uploaded on the IIM Amritsar e-tender portal by 12:00 PM on 22.11.2022. The technical bids will be open on the same day on the e-tender portal at 15:30 PM. The date and time of the presentation for the technical evaluation will be communicated to the successful bidders later. The financial bid of selected bidders will be open after 2 days after the completion of the technical evaluation and presentation process of all successful bidders.

**Table A**

S. No	Name of the Program	Link for detailed information about the program
1	Executive MBA (Hybrid)	<a href="https://iimamritsar.ac.in/p/executive-mba-3">https://iimamritsar.ac.in/p/executive-mba-3</a>
2	Executive MBA (Physical mode)	<a href="https://iimamritsar.ac.in/p/about-program-3">https://iimamritsar.ac.in/p/about-program-3</a>



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## A) GENERAL TERMS & CONDITIONS: -

1. The quotation is invited to promote the EMBA programs (mentioned in Table A) at IIM Amritsar on LinkedIn to generate genuine prospective leads/interest for the admissions in the program.
2. The tentative contract duration will be from the date of awarding the contract to Feb 07, 2022.
3. The bidders who submit their proposals must have at least three years of digital marketing experience in promoting similar programs of other reputed educational institutes like IIMs/IITs/NITs/NIDs, etc. for detailed criteria; please refer to point 11.4.
4. The proposal needs to be submitted in two parts:  
**Part A** Technical Bid  
**Part B** Financial Bid.
5. The technical evaluation (based on the technical bid) consists of a detailed presentation (to be done online) of the strategy to be opted for by the bidder for promoting the programs. Annexure A of this is to be uploaded to submit the technical bid
6. The interested bidder should not be backlisted during the last two financial years. Bidders have to submit Annexure C for the same.
7. The bidder needs to submit the financial bid as per Annexure B for both campaigns [mentioned in point 17(b)]. Bids submitted for a single campaign will be rejected.
8. Proposal in the prescribed format will only be considered; the proposal should provide sufficient details as required.
9. If the proposal is not in the prescribed format or lacks supporting documents, the proposal will be rejected without assigning any reasons.
10. The Financial Bids of only those firms will be opened whose Technical Bids are found technically suitable on Technical Evaluation by the institute.
11. **Technical Evaluation (Part A):** The Technical Bid will be in the form of an online presentation to be made by the interested vendor to the evaluation committee after the online submission of the tender. The interested vendors are advised to work on a detailed strategy to reach the maximum number of the relevant target audience for both programs, as mentioned in Table A. The other pointer that may help vendors to design strategies are as follows:
  - 11.1 IIM Amritsar would decide which campaign [refer to point 17(b)] to start first for both the programs mentioned in Table A.
  - 11.2 The interested vendors appearing for technical evaluation should provide numbers like expected reach/impressions, tentative click-through ratio, possible leads from consideration campaigns, and other relevant statistics to help IIM Amritsar to reach a conclusion.

11.3 The institute would provide enough freedom to vendors to realign the strategy, use the expertise as per the actual outcome of the campaigns, and optimize the output for IIM Amritsar.

11.4 Criteria for technical evaluation are classified as under:

### Stage I (Technical evaluation) - weightage 20%

- Technical Evaluation: Stage I (Pre-Qualification criteria of the bidder, maximum 20 Marks).
- The bidders must meet the following pre-qualifying requirements to qualify for Stage II (Presentation for the technical evaluation):

S. No.	Particulars	Eligibility Criteria	Proof / Documents Required	Maximum Score (20)
1	Experience	The bidders should have completed a minimum of five contracts providing digital marketing services in the last three years.	Enclose a list of clients and their testimonials/experience certificates/work orders having the client's seal and signature.	5 - 8 contracts - 8 marks 9 - 12 contracts - 12 marks 13 - 16 contracts - 16 marks 17+ contracts - 20 marks
2		The bidder should have completed a minimum of two contracts (out of the minimum five as mentioned above) for promoting programs of reputed educational institutes like IIMs (IITs/NITs/NIDs/IISCR) etc.		
3		The bidder should be operational in the same business for the last three years and should not be backlisted during the last two financial years.		

### Stage II (Technical evaluation) - weightage 50%

The shortlisted bidders will be called for a presentation to present their tentative yet detailed marketing strategy/plan in order to reach the relevant target audience for both programs (as mentioned in Table A).

The institute evaluation committee will evaluate the same and give the marks out of 50.

S. No.	Particulars	Evaluation Criteria	Maximum Score (50)
4	Presentation on Promotional strategy	The presentations will be evaluated by the technical and/or the evaluation committee appointed by the competent authority based on the Feasibility of the proposed strategy, campaign planning, program-wise segmentation & targeting, and understanding of the target audience in the education sector.	Feasibility of the proposed strategy - 10 marks Campaign planning - 20 marks Understanding of the target audience in the education sector - 20

12. **Financial Evaluation:** The Financial Bid (Tender) should be submitted strictly in the prescribed Annexure B



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and should remain valid for a minimum of ninety days.

- a. Financial bids, which are incomplete and are not submitted in the prescribed format, will be summarily rejected.
  - b. The interested bidders should work on the maximum conversions from the consideration ads as per the target audience of the program (refer to point 13). The bidders may use their domain expertise to achieve a higher-than-average click-through ratio (CTR) for similar campaigns, appropriate industries/geographies to be targeted, possible leads from consideration campaigns, etc., and provide the cost in Annexure B.
13. To work on a financial bid for lead-based and consideration campaigns, bidders may refer to the target audience of the programs. The target audience for the EMBA (Hybrid) program is as follows:
- 13.1 Working professionals with graduation
  - 13.2 Working professionals with a minimum of five years of work experience.
  - 13.3 Entrepreneurs (with a minimum of five years of work experience)
  - 13.4 The target audience will remain the same for the promotions done in India and outside India.
- The target audience for EMBA (Physical Mode) program is as follows:**
- 13.5 Audience that fulfills the criteria mentioned in points 13.1, 13.2, and 13.3 in the Delhi NCR region only.

## 14. Selection criteria for the award of the contract:

The award of the contract will be based on Quality and cost-based selection (QCBS). The evaluation of Technical and Financial bids will be made as mentioned below. Out of 100 marks, the technical bid will be allotted a weightage of 70% technical score (TS), while the financial proposal will be allotted a weightage of 30% financial score (FS). The technical scores (TS) and financial scores (FS) secured by each bidder will be added with weights of 70 % and 30%, respectively (**refer to Annexure F**).

Bidders will be ranked according to their CS (H1, H2, H3, and so on). The bidder ranked as H1 would be the successful bidder and eligible for the award of work. However, in the event of a tie at the top position between two or more bidders, the preferred bidder shall be selected on the basis of more technical competence, i.e., the bidder with a more technical score (TS).

15. After opening the price bids of the short-listed bidders, if there is a discrepancy between words and figures, the amount indicated in words will prevail. However, the institute reserves the right to accept or reject any offer without assigning any particular reason whatsoever, and no communication will be entertained in this regard. IIM Amritsar also reserves the right to accept or reject any or all CFQs either in whole or in part or to invite revised price bids, or to annul the bidding process at any time before finalization without incurring any liability



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to the affected bidder. IIM Amritsar does not bind itself to accept the lowest price bid or any CFQ and reserves the right of accepting the whole or any part of the CFQ, and the bidder shall be bound to perform the same at the rates quoted. The decision of Director IIM Amritsar shall be final and binding.

16. The proposal received after the due date and time will not be considered for further scrutiny and will outrightly be rejected.

## 17. Scope of Work:

- a) Design and execute the digital marketing strategy for promoting the Executive MBA (Hybrid) and Executive MBA (Physical Mode) programs mentioned in Table A of this document.
- b) The campaign for both programs should be divided into two parts. First, Consideration Campaigns that spread awareness about the programs on LinkedIn and redirect the positive lead to the institute's website. The successful bidder is expected to work on quality campaigns with high CTR. Second, lead generation campaigns on LinkedIn.
- c) The first campaign's objective is to reach the target audience to spread awareness and create interest among the target audience and convert them into a lead for the programs mentioned in Table A.
- d) The second campaign's objective is to generate Qualified leads in compliance with the eligibility criteria for the program (no. of qualified leads is given in Annexure B).
- e) Both the campaigns mentioned in point 17(b) should be run in India and outside India for EMBA (Hybrid) program. The cities to be targeted outside India are - Sydney, Melbourne, Dubai, and Singapore.
- f) EMBA (Physical Mode) program should be promoted in the Delhi NCR region only.
- g) EMBA Office will decide which campaign to start first from the two mentioned in point 17(b).
- h) For targeting the campaigns precisely, the EMBA Office will suggest the criteria like location/industry and other demographic variables that LinkedIn may have. The EMBA Office may also seek input from the successful bidder for the same.
- i) The successful bidder would provide all graphic design, content development, and other support needed to successfully execute the digital marketing campaign.
- j) The successful bidder shall make the campaign live within three days of awarding this contract.
- k) The successful bidder should take all necessary steps to optimize for relevant lead generation in the specified period.
- l) IIM Amritsar reserves the right to start/pause/discontinue any campaign or the entire promotion without assigning reason to the successful bidder.
- m) IIM Amritsar reserves the right to not go for any of the two types of campaigns mentioned in **point 17(b)** or not go for promotions outside India.



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- n) IIM Amritsar reserves the right to discontinue any part of the entire promotion. In such cases, the payment will be made on a pro-rata basis.
  - o) IIM Amritsar reserves the right to discontinue the contract to promote the programs if the work done by the successful bidder is found to be non-satisfactory.
  - p) The successful bidder would create a separate lead form over LinkedIn to capture the data for the second campaign, as mentioned in point 17(b).
  - q) The selected bidder would suggest the necessary codes to be added to the IIM Amritsar website only to check the efficacy of the consideration campaign [**as mentioned in point17(b)**].
  - r) The qualified leads generated from the lead-based campaign will be shared with the EMBA Office at IIM Amritsar daily.
  - s) The desired number of leads from the lead generation campaign for the EMBA (Hybrid) program is 400 (refer to Annexure B). However, the EMBA Office will have a right to terminate the campaign before the number is achieved. The EMBA Office also reserves the right to extend the lead-based campaign to get more qualified leads. In such cases, the payment will be made on a pro-rata basis.
  - t) The EMBA Office will determine the number of clicks needed post-technical evaluation or post-awarding the contract. The EMBA Office may seek the opinion of the successful bidder for the same. For consideration campaigns, the leads/conversions should be redirected to the EMBA program page on IIM Amritsar's website. The link of the same will be shared by the EMBA Office with the successful bidder.
  - u) The successful bidder will share the entire data related to the campaign with EMBA Office, like total reach, conversions, clicks, impressions, etc. The EMBA office reserves the right to verify the same by accessing the admin details of the LinkedIn page. The successful bidder must ensure the accessibility of such data to the EMBA Office.
  - v) The successful bidder would take and consider all the feedback on the leads provided by the EMBA Office at IIM Amritsar to realign and optimize the strategy.
  - w) The successful bidder must get all the graphics/content approved by the EMBA Office before making it live on LinkedIn.
  - x) The target audience of the marketing campaign should follow the eligibility criteria mentioned in point 13 of this document. The EMBA Office will provide the necessary information to the successful bidder for targeting relevant demography.
  - y) All materials developed for the campaign will be handed over to the institute at the end of the campaign (On DVD / HDD / Google Drive)
18. The agency is expected to provide maximum reach to both the EMBA programs mentioned in Table A with its



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promotional strategy.

19. The EMBA Office at IIM Amritsar will conduct weekly review meetings for the first 21 days of the campaign. Later the frequency will be changed based on the effectiveness of the campaign running. The time and date of the weekly meeting will be decided with mutual consent at a later stage.

## 20. Payment Terms:

- a) Full payment of the quoted amount for:
  - I. the lead-based campaign will be made only after generating 700 (Seven Hundred) qualified leads by the selected agency. If the EMBA Office decides to end the campaign before the number is achieved, the payment will be made pro rata.
  - II. the consideration ad campaign will be made only after generating and reaching 10,000 (ten thousand) clicks by the selected agency. If the EMBA Office decides to end the campaign before the number is achieved the payment will be done pro rata.
- b) The EMBA Office will hold a review meeting for both campaigns after getting every 10% of the total clicks mentioned in Annexure B and every 20% leads from the two campaigns respectively. The EMBA office will decide whether the work done by the selected agency is meeting the expectation and decide whether to continue or terminate the contract.
- c) For the consideration ad campaign, the payment will be done pro-rata based on the per hundred click cost quoted in Annexure B by the agency. 100 (One Hundred) clicks will be treated as one unit for this tender document and invoice processing.
- d) No advance payment shall be made as per the Government of India norms.
- e) The payment will be released based on the actual work done. The agency can submit the itemized bill in every 15 days. The EMBA Office will certify the work before processing the payment.
- f) The institute reserves the right to cease the payment or discontinue the campaign with the selected agency in case of non-satisfactory work performance, that is, when the selected agency fails to provide qualified leads or fails to generate high CTR and reach in the target audience for the program.
- g) The institute also reserves the right to discontinue the whole promotion campaign or in parts at any time without assigning any reason to the selected bidder. In such cases, the institute is not liable to pay the full amount quoted by the successful bidder. The payment may be done on a pro-rata basis for the work done to date.
- h) The institute will bear no additional cost apart from the total quoted price in this tender in any case.
- i) The institute will not make any payment to any other party for the work done apart from the awarded





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agency.

- j) The awarded agency must not outsource the whole or any part of the work to be done on this tender document to any other party. If any such practice is adopted by the selected bidder, the contract gets terminated with immediate effect. In such cases, the institute reserves the right to cease the payment for the work already done.
21. The contract will be initially for a period of one year from the date of issue of the order. Based on satisfactory performance, the contract may be extended maximum up to another two years (one year at a time) on mutually agreed terms and conditions. However, the institute reserves the right to terminate/curtail the contract at any time after giving one month's notice without assigning any reason. The rates agreed upon at the time of the contract will be fixed for the initial contract period. In case of an extension of the contract, revised rates will be invited and mutually decided.

## **22. IIM Amritsar reserves the right:**

- a. to accept or reject any or all quotations either in whole or in part or to invite revised price bids or to annul the bidding process or to postpone and/or extend the date of receipt/opening of quotation or to withdraw the same at any time before finalization without incurring any liability to the affected Tenderer / Bidder. The Director, IIM Amritsar, does not bind himself to accept the lowest or any quotation and reserves the right to accept the whole or any part of the quotation. Moreover, the Tenderer/Bidder shall be bound to perform the same at the rates quoted.
  - b. to postpone and/or extend the date of receipt/opening of quotation or to withdraw the same, without assigning any reason thereof.
  - c. to obtain feedback from the previous/ present clients of the vendor by contacting them or by visiting their site to get first-hand information regarding the services (being) provided by the vendor.
23. If the date of opening of the quotation is declared a holiday, it will be opened on the next working day at the same time.

## **B) SUMMARY OF REJECTION OR DISQUALIFICATION OF BIDS**

- a. Applications received after the stipulated deadline
- b. Any bid in which rates have not been quoted per the specified formats/ details specified in the bid document.
- c. If any bidder has filled more than one bid.
- d. If unclear, poorly scanned copies are uploaded and received.
- e. Conditional proposal/bid will not be accepted and will be rejected outright.
- f. Canvassing in any form will make the quotation liable to rejection.





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- g. Made misleading or false representations or deliberately suppressed the information in the form, of statements and enclosures required in the qualification document
- h. Record of poor performance such as abandoning work, not properly completing the contract, financial failures /weakness, etc.
- i. Made misleading or false representations or deliberately suppressed the information in the forms, statements and enclosures required in the qualification document.
- j. If any additions/ alternations are' made in tender forms.
- k. Bids submitted through any other mode other than the E-Tendering portal on IIM Amritsar's website (<https://iimamritsar.ac.in/>).
- l. Missing any supporting document(s) with the Bids.
- m. False or misleading information is submitted.
- n. Unhealthy participation.
- o. Record of poor performance such as, abandoning work, not properly completing the contract, or financial failures /weakness, etc.

## C) AWARD OF CONTRACT

- 1. The selected agency should accept the offer within 7 days from the date of receipt of the “award of contract”, failing which the offer will be canceled.
- 2. It is clearly understood by the parties that no financial liability of any type is created by the issuance of the work order.

## D) QUERIES & RESPONSES

Queries related to the stated above should be submitted at [purchase@iimamritsar.ac.in](mailto:purchase@iimamritsar.ac.in) only till 14.11.2022, 05:00 pm. Queries submitted after the due date and time and on any other email id will not be entertained. Those bidders who will submit their queries will be invited to join the online pre-bid meeting. All the queries sent over email only will be addressed in the online pre-bid meeting.

**Sd/-**  
**Dean Administration**



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## Annexure A

### (Bidder Information Sheet)

1	Name of the Bidder	
2	Trader Name (in Block letters)	
3	Status (Proprietorship/Partnership/LLP/Limited Co.) (In Block letters)	
3	Name of the Authorized Person Email Contact No.	
4	Postal Address	
5	PAN	
6	GSTN	
7	Last three financial turnover 1. 2. 3.	
8	Bank Details Bank Name: Account No. IFSC:	

**Yours Faithfully,**  
**(Signature of the Agency, with Official Seal)**



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## Annexure B

### Financial Bid format to be submitted by bidders

#### I. Campaign - I [awareness & conversions through LinkedIn considerations ads for the programs mentioned in Table A]

SL No	Description	Cost for 10,000 clicks (i)	GST (in Rs.) (ii)	Total amount (for 10,000 clicks in Rs.) (i+ii)
<b>EMBA (Hybrid)</b>				
1	Reaching the target audience and conversions (with consideration ads) over LinkedIn in India*			
2	Reaching the target audience and conversions (with consideration ads) over LinkedIn outside India*			
<b>Total (a)</b>				
<b>EMBA (Physical Mode)</b>				
3	Reaching the target audience (with the consideration ads) over LinkedIn in the Delhi NCR region in India*			
<b>Total (b)</b>				

\*Interested bidders may include their commission/service charges, designing & optimizing cost, re-marketing cost, or any other cost that will occur in reaching the target audience/impressions/clicks, etc. mentioned in the above table.

**Yours Faithfully,**  
**(Signature of the Agency, with Official Seal)**



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## II. Campaign - II [Lead Generation from LinkedIn Ads for the programs mentioned in Table A]

S. No	Description	Total Leads	The total cost of leads Amount (i) (in Rs.)	GST (ii) (in Rs.)	Total amount (i+ii) (in Rs.)
<b>EMBA (Hybrid)</b>					
1	Lead generation campaign on LinkedIn in India	300			
2	Lead generation campaign on LinkedIn Outside India	100			
<b>Total (c)</b>		<b>400</b>			
<b>EMBA (Physical Mode)</b>					
3	Lead generation campaign on LinkedIn in India	300			
<b>Total (d)</b>		<b>300</b>			

### Total Amount:

(a) + (b) + (c) + (d) = Rs. \_\_\_\_\_ (inclusive of GST)

Total amount in words - \_\_\_\_\_

**Yours Faithfully,**  
**(Signature of the Agency, with Official Seal)**



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## Annexure C

### SELF-DECLARATION ABOUT NON-BLACK-LISTING

(To be submitted on the letterhead of the agency)

To  
Indian Institute of Management Amritsar  
PIT Building, Inside Govt. Polytechnic Campus;  
Polytechnic Road, Chheharta, GT Road, Amritsar-143105.

Date:

Subject: Self Declaration About Non-Black-Listing for “**Promotion of the Executive MBA (EMBA) programs for the year 2022-23 over LinkedIn**”

Tender No:

Sir,

In response to RFP under reference, I/ We hereby declare that presently our firm/ agency/ company is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations.

We further declare that presently our agency / firm / company is also not blacklisted/ debarred and not declared ineligible for any reason other than corrupt & fraudulent practices by any Central/ State Govt. Department, Public Sector Undertakings, Autonomous Bodies, Academic Institutions and Commercial Organizations in last five years from the last date of submission of proposal.

If this declaration is found to be incorrect then without prejudice to any other action that may be taken, my/ our EMD / Performance Security may be forfeited in full and the proposal if any to the extent accepted may be cancelled.

**Yours faithfully,**

**(Name & signature with stamp of the agency)**



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## Annexure-D

### ACCEPTANCE OF TERMS & CONDITIONS OF RFP (On the letter head of the agency)

To  
Indian Institute of Management Amritsar  
PIT Building, Inside Govt. Polytechnic Campus;  
Polytechnic Road, Chheharta, GT Road, Amritsar-143105.

Date:

**Sub:** Acceptance of Terms & Conditions of Tender for “**Promotion of the Executive MBA (EMBA) programs for the year 2022-23 over LinkedIn**”

Tender No.:

Dear Sir,

I/We have downloaded/obtained the tender document(s) for the above-mentioned “Work’ from the web site(s) namely as per your notice given in the above-mentioned website(s).

1. I/We hereby certify that I/we have read the entire terms and conditions of the tender documents (including all documents like annexure(s), schedule(s), etc.), which form part of the contract and I/we shall abide hereby by the terms/conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by your department/ organization with this tender have also been taken into consideration while submitting this acceptance letter.
3. I/We hereby unconditionally accept the terms and conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirely.
4. I / We do hereby declare that our Firm has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking.
5. No employee or direct relation of any employee of IIM Amritsar is in way connected as Partner/Shareholder/Director/Advisor/Consultant/Employee etc. with the Agency / Firm / Company.
6. I/We certify that all information and data furnished and attachments submitted with the application by our Agency / Firm / Company are true & correct.
7. I/We are aware that if any information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason thereof summarily reject our proposal or terminate our contract, without prejudice to any other rights or remedy including the forfeiture of the full said Earnest Money Deposit/ Performance Security absolutely.

**Yours Faithfully,**  
**(Signature of the Agency, with Official Seal)**



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## Annexure -E

### DETAILS OF EXPERIENCE (To be submitted on the letterhead of the agency)

S. No.	Name of the organization/ Institute where services were provided with Name of Contact Person, Contact No. & email id	Value of the contract in INR	Duration of Contract		Total year of experience	Copy of contract with the performance certificate/ report (Yes/ No)
			From (DD/MM/YY)	To (DD/MM/YY)		
1						
2						
3						
4						
5						

**Note Yours Faithfully,  
(Signature of the Agency, with Official Seal)**



## QUALITY COST BASED SYSTEM

### Illustration

#### STAGE 1: TECHNICAL BIDS EVALUATION

Bidder details	Technical Mark Obtained
Bidder1	92
Bidder2	85
Bidder3	55
Bidder4	75

#### QCBS Grading System

Grade	Range	Marks
Outstanding	91-100	100
Excellent	81-90	90
Very Good	71-80	80
Good	61-70	70
Very Fair	51-60	60
Fair	41-50	50
Average	31-40	40
Below Average	21-30	30
Poor	11-20	20
Very Poor	1-10	10
Zero	0	0

#### STAGE 2: Conversion of Technical Marks to Technical Score

Bidder details	Technical Score based on Grading System
Bidder1	100
Bidder2	90
Bidder3	Rejected *
Bidder4	80

\*Since the eligible technical score should be 70 & above, bidder 3 is rejected

**STAGE 3: FINANCIAL BID EVALUATION**

Bidder details	Financial Bid Amount
Bidder1	1,30,000
Bidder2	1,20,000
Bidder4	1,00,000

**Stage 4: Conversion of financial bid amount to score**

Bidder Details	Financial Bid Amount	Financial Score (LFB/F*100)
Bidder1	1,30,000	$100000/130000*100=76.92$
Bidder2	1,20,000	$100000/120000*100= 83.33$
Bidder4	1,00,000	<b>100</b>

LFB = Lowest Financial Bid, F = Quoted Amount

**Consolidated Technical & Financial Score**

Bidder Details	Technical Score	Financial Score
Bidder 1	100	76.92
Bidder 2	90	83.33
Bidder 4	80	100

**Stage 5: Combined Technical and Financial Score (CTFS)  
With Weightage 70:30**

Bidder Details	Applying weights for the Technical Score & Financial Score	CTFS	Rank of the Bidder
Bidder1	$100*(70/100) + 76.92*(30/100)$	<b>93.07</b> (70+23.7)	L1
Bidder2	$90*(70/100) + 83.33*(30/100)$	<b>87.99</b> (63+24.99)	L2
Bidder4	$80*(70/100) + 100*(30/100)$	<b>86</b> (56+30)	L3