

TENDERfor
Empanelment ofDigital Marketing Agency
For
Executive Management Programmes Division

RefNo.Empanelment/Digital MarketingAgency/Tender/ 2021(I)



INDIANINSTITUTEOFFOREIGNTRADE
(Deemed to be University)
B-
21QUTABINSTITUTIONALAREANEWDE
LHI-110016

TENDER NOTICE

24.02.2022

Sub: Notice Inviting Tender for Empanelment of Digital Marketing Agency for Executive Management Programmes Division

1. About the Institute:

Indian Institute of Foreign Trade (IIFT) is a Deemed to be University is a national institute involved in Post-Graduate Teaching of Management Studies, Economics and research in both disciplines. Established in 1963, as an autonomous body under the Ministry of Commerce & Industry, Government of India, it has significantly contributed towards the external trade sector of India through policy research and skill-building over the past six decades. It also emerged as a leading Business School in the country, consistently ranked among the top 10 in the list. Its rich contributions in knowledge domain helped the Institute to earn the status of "Deemed to be University" in the year 2002. Over the years, IIFT has emerged as a national university with focus on Economics and International Business, which is reflected in all major activities of the Institute, namely: Research, Teaching and Training. The National Assessment and Accreditation Council (NAAC) has recognized IIFT as Grade 'A++' Institution in its evaluation during 2005 as well as in 2015. Recently, the Institute has been granted autonomy by UGC/MHRD as Category-I institution.

The EMP Division of the institute is in the process of Empanelment of Digital Marketing Agency. Competitive Bids are hereby invited from the eligible parties. Expression of Interest (Eoi) from the reputed firms for providing digital marketing services for the Executive Programmes of the division.

Important dates

- (a) **Last date & time of submission of bids:** 3rd March, 2022 at 11.00 am
- (b) **Date & time of opening of Technical bids:** 3rd March, 2022 at 2.00 pm
- (c) **Date & time of opening of Financial bids:** Shall be notified
- (d) **Late and delayed proposal:** Late and delayed bids will not be accepted.
- (e) **Unscheduled Holiday:** In case any unscheduled holiday occurs on the prescribed closing / opening date, the Next working day shall be the prescribed date of closing/opening.

ELIGIBILITY CRITERIA

The consultant/firm must be registered in India as required by law and should have **minimum 1 year of continuous operation** up to the date of publication of this proposal. **Documentary evidence to be mandatorily enclosed.**

Experience: Experience of minimum 1 year having successfully provided / currently providing service of similar nature to private sector and public sector organizations.

OR

Experience of minimum 1 year having successfully provided / currently providing service of similar nature to IITs/IIMs/State/Central Universities/Educational Institutions.

A certificate, duly signed and stamped as to be enclosed issued by authorized official of such organizations. Financial bids shall be opened only of the firms found to be qualifying in the parameters laid down. The decision of the Institute in this regard shall be final and binding on bidders.

2. Scope of work:

Increasing programme reach and overall presence of the EMP Division at all social media platforms through use of digital marketing channels.

- (a) The empaneled agencies shall be responsible for the overall Digital Marketing and Communication campaigns of EMP Division across all social media and digital channels.
- (b) Conceptualize, design, develop and execute Digital marketing campaigns for the promotion of the Executive Diploma Programmes.
- (c) The empaneled agencies should be capable of running both performance as well as brand campaigns.
- (d) The empaneled agencies are also required to carry out regular SEO audit and ensure that the content is optimized for organic leads generation.
- (e) The objective of these campaigns is primarily lead generation for the diploma programmes and the agency must be able to assure number of leads generated.
- (f) The campaign must target working professionals and potential participants of the programme.
- (g) In evolving the campaign, the vendor / digital marketing partner must take into account the other promotional efforts of the division (primarily Direct Mailers) and should harmonize the Digital campaign to ensure synergy and impact.
- (h) The digital marketing campaign must flow from a promotional strategy for each programme and outline the high-level approach for the campaign. The strategy must cover the following:
 - The target audience for the programme
 - Key benefits / takeaways from the programme
 - How the proposed campaign proposes to reach out to the given target –describe in terms of the target fields available with each medium.
 - Why the suggested campaign is the best fit for reaching out to the target
 - The campaign creatives must emphasize the key benefits from the programme.

The empaneled agencies must be adept in using the following digital marketing channels

for marketing:

- Google Ads
- LinkedIn – banner advertisements and sponsored updates
- Facebook
- Instagram
- Twitter
- Google display network
- Remarketing
- Online news magazines and newspapers
- Development of banner creatives
- Development of creatives for the LinkedIn brand pages of ExecutiveEducation
- Development of email creatives
- Email campaign through third-party data bases
- Bulk SMS campaign
- Lead capture mechanism
- Cookies and “look-alikes” to extend reach.

Note: The above is only a suggested list but the recommended approach must take into the efficacy of each channel for the promotion of specific programme.

3. Technical and Financial Bids:

The prescribed bid document consisting of (i) Technical Bid and (ii) Financial Bid, sealed separately in two different envelopes, superscribing “Technical Bid” and “Financial Bid”, as the case may be, and placed in a duly sealed big single envelop superscribing “**Tender for empanelment of Digital Marketing Agency” Ref No. Empanelment/ Digital Marketing Agency/ Tender/ 2021(0)** may be dropped in the tender box kept at the guard room at the main gate of the Institute. The bid may be addressed to **Assistant Registrar (General Administration), Room No. 522, Block-I, Indian Institute of Foreign Trade, B-21, Qutab Institutional Area, New Delhi-110016** by due date and time. The bids may be sent through Post also so as to reach at the aforesaid address by prescribed time and date.

Both the bids (Technical and Financial) duly signed by Authorized Signatory should be submitted in two separate sealed envelopes as described below:

- a) **Envelope 1:** Containing Technical Bid duly completed in all respects along with all relevant documents as prescribed in the **Annexure-I**.
- b) **Envelope 2:** Containing the Financial Bid, as prescribed in the **Annexure-V**.

Both the Envelopes should be super-scribed in bold letters and must be sealed in a big envelope with the statement:

- ‘Technical Bid for empanelment of Digital Marketing Agencies’ with Reference No. of Tender.
- ‘Financial Bid for empanelment of Digital Marketing Agencies’ with Reference No. of Tender.

Estimated Tender Cost: INR 6.00 Lacs (Inclusive of all taxes)

Finally, the above-mentioned envelopes should be kept in a single sealed cover/

envelopes super-scribed in bold letters with the statements- **'TENDER FOR EMPANELMENT OF DIGITAL MARKETING AGENCY'** with Reference No. of Tender and to be submitted in Tender Box till, dt. 24.02.22 by 11:00 am kept at:

Indian Institute of Foreign Trade,
"IIFT Bhawan" B-
21, Qutab Institutional Area, New Delhi-110016

NOTE: BIDS RECEIVED THROUGH EMAIL WILL NOT BE ACCEPTED. ONLY HARD COPIES OF THE BIDS ARE REQUIRED TO BE DROPPED IN THE TENDER BOX.

4. Bid Opening & Evaluation:

- (i) The evaluation and comparison of firm(s) shall be based on quality & cost based selection (QCBS). The final score shall be arrived by adding technical & financial score with respective weightages (50% for technical & 50% for financial).
- (ii) The bidder obtaining the highest combined weighted technical and financial score will be considered for work order. The procedure for technical & financial evaluation is as under:
- (a) Technical evaluations: The firms fulfilling eligibility criteria only shall be considered for technical evaluations. The technical evaluation shall be based on following parameters:
- (1) **Work-Experience** of providing the services- Maximum 25 marks.

Count of clients	Total Marks
1	10
2-3	15
4-5	25

- (2) **Presentation** (Clearly specifying scope of work and deliverables) -Maximum 25 marks
- (3) **Lowest Financial Bid**- Maximum 50 marks

(b) Financial evaluations: The financial bids of only those bidders shall be considered **who secure 60% and above marks in technical evaluation**. The maximum financial score of 100 will be given to lowest bidder and other eligible firm given financial scores that are inversely proportional to their prices with respect to the lowest offer.

5. Award of Contract:

- **Period of Empanelment**: The empanelment will be initially for a **period of 6 months** which may be extended further with mutual consent, subject to satisfactory performance.
- The Successful Bidder should accept the offer within 10 days from the date of receipt of "Work of Offer", failing which the offer will be cancelled.

- IIFT, New Delhi reserves the right to engage one or more agencies at a time and to cancel the contract at any time without assigning any reason.
- IIFT, New Delhi reserves the right to modify/change/delete/add any further terms and conditions prior to the issue of work order.
- The Institute does not guarantee any minimum business or assignment which will depend on the requirements, financial resources available and your performance.

Note: Clarifications may be sought from bidders regarding documents submitted.

6. Terms of Contract:

- Text of promotional material will be provided by the Institute in electronic format (MS word) through email and the designing/creative options/artwork should be done by the digital marketing agency to the satisfaction of the Institute.
- The empaneled digital marketing agency shall arrange for promotions of executive management programmes from time to time according to the specific instructions such as name of the programme, start time, target audience, date of posting etc. These instructions will be communicated in writing by the Institute from time to time.
- The Agency shall provide the service on 24-hour notice basis to design, translate and post the promotional material. The digital marketing agency must ensure that the matter of the promotional material given is correctly re-produced in the final posting appearing at various social media platforms.
- IIFT, New Delhi being a Premier Educational Institute, many of the requirements could be of emergent nature. The Digital Marketing Agency has to respond to such requirements at short notice despite holidays/beyond office hours.
- Translation from English to Hindi or vice versa of all promotional material to be posted at various social media platforms shall be arranged by the agency and no additional charges for translation of the same will be made.
- Posting of the promotional material by the digital marketing agency shall be after approval of promotional material design/artwork. The same is to be published on the specified dates on receipt of Work Order/Confirmation from IIFT, New Delhi.
- It shall be the responsibility of the digital marketing agency to ensure that all promotional material of all the Executive Management Programmes of the Institute would be placed prominently and appear in an impressive manner.

- IIFT, New Delhi reserves the right to make necessary modification to these selected artwork, concept etc. and the concerned Digital Marketing Agency will be required to carry out the modification suggested in the artwork.
- If the post is misprinted or posted differently from the approved one, the digital marketing agency will publish corrigendum/correct post. thereof at their own cost at the earliest (within a week).
- The empanelment of digital marketing agency shall not mean that the Institute cannot issue/post promotional material directly/through any other digital marketing agency without routing through the digital marketing agency empaneled through this tendering process.
- The digital marketing agency will not be allowed to assign or sublet the empanelment or any part of it to any other vendor/agency in any form. Failure to do so shall result in the termination of empanelment.
- The performance of the Digital Marketing Agency shall be regularly reviewed on the key parameters of creativity, initiative, competency and response time and participation in the process. In the event that digital marketing agency fails to meet the requirements, we shall be constrained to terminate the empanelment by serving one month's prior notice.
- If the services of the digital marketing agency are not found satisfactory, IIFT, New Delhi shall have the right to cancel the empanelment at any time without assigning any reason and without any financial compensation to the agency.
- IIFT, New Delhi reserves the right to empanel any other Digital Marketing Agency or cancel empanelment of any Digital Marketing Agency without assigning any reason by serving one month's notice even before expiry of the period of empanelment.
- The Institute will have the right to drop any Digital Marketing Agency from the empaneled list without assigning any reason whatsoever. Institute also reserves the right to modify the Terms and Conditions for empaneled Digital Marketing Agencies.
- One of the crucial parameters for evaluating Digital Marketing agency performance is the count of leads generated through its marketing campaigns/ efforts.
- **The bidder needs to submit Bid Security Declaration (Annexure-X), absence of this said document will lead to rejection of the bid.**

7. Performance Security:

The firm will be required to submit performance security equivalent to 3% of the order value with validity beyond 60 days of the Contract Period. On expiry it will be refunded without any interest. The Performance Security may be in the form of DD or Bank Guarantee from a scheduled bank. The BG may be encashed by the Institute in case of services not found satisfactory. **(May please refer Annexure-IX)**

8. Payments Terms:

- Payments shall be made within 30 (thirty) days after receipt of the final bill, duly supported by all the relevant marketing material used for the particular campaign carried out.
- No advance payment will be made to the empanel agency under any circumstances.
- TDS/Income Tax etc. are to be deducted at source from the bills of service provider as per rule.

9. General Terms & Conditions:

- Any action on the part of the bidder to influence anybody in the institute is liable to rejection of his bid.
- In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the Tender, will not be considered for empanelment.
- IIFT, New Delhi reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof. Any enquiry after submission of the quotation will not be entertained.
- The decision of Competent Authority, IIFT, New Delhi will be final in all matters relating to the empanelment and binding. IIFT, New Delhi reserves the right to reject any application without assigning any reason.

9.1 Liquidated Damages:

- (a) The date of start of services specified in the work order should be deemed to be the essence of the contract and the services should be started on that date. Extension will not be given except in exceptional circumstances. Should, however, the service be started after the date specified in the work order, such starting of services will not deprive IIFT of its right to recover liquidated damages as per Clause 14(b) below.
- (b) Should the contractor fail to start services on specified date, IIFT shall be entitled to recover liquidated damages to the extent of the difference in charges incurred by IIFT in making alternative arrangements along with penalty of Rs.1,000/- per day for the delayed period.

9.2 Action by purchaser against bidders/vendors in case of default:

In case of default by Bidder(s)/Vendor(s) such as: -

- (a) Failure to deliver and/or commission any or all of the services within the time period(s) specified in the contract, or any extension thereof granted by the purchaser.
 - (b) Failure to perform any other obligation(s) under the Contract; and
 - (c) If the contractor persistently neglects to carry out his obligation under the contract and/or commits default in complying with any of the term and the condition of contract and does not remedy it or take effective steps to remedy it within the time specified after a notice in writing is given to him in that behalf by purchaser.
- When the contractor has made himself liable for any of the cases aforesaid, the IIFT shall have the power to terminate the contract as aforesaid and forfeit performance guarantee.

9.3 Force Majeure:

If, at anytime, during the continuance of this contract, the performance in whole or in part

by either party of any obligation under this contract is prevented or delayed by reasons of any war or hostility, acts of the public enemy, civil commotion, sabotage, fires, floods, explosions, epidemics, quarantine restrictions, strikes, lockouts or act of God (hereinafter referred to as events) provided notice of happenings of any such eventuality is given by either party to the other within 21 days from the date of occurrence thereof, neither party shall by reason of such event be entitled to terminate this contract nor shall either party have any claim for damages against the other in respect of such non-performance or delay in performance, and deliveries under the contract shall be resumed as soon as practicable after such an event comes to an end or ceases to exist, and the decision of the purchaser as to whether the deliveries have been resumed or not shall be final and conclusive. Further that if the performance in whole or part of any obligation under this contract is prevented or delayed by reasons of any such event for a period exceeding 60 days, either party may, at its option, terminate the contract.

9.4 Extension of Contract:

IIFT will have the right to extend this contract on the same rates, terms & conditions at one time or in spells of lesser time period up to a cumulative maximum period of six months or till an alternative arrangement is made whichever is earlier. Extension beyond six months on the same rates, terms and conditions will be mutually agreed upon.

9.5 Termination for Insolvency:

IIFT may at any time terminate the contract by giving written notice to the contractor without compensation to the contractor, if the contractor becomes bankrupt or otherwise insolvent as declared by the competent court provided that such termination will not prejudice or affect any right of IIFT.

9.6 Arbitration:

- (a) Except as otherwise provided elsewhere in the contract, in the event of any disputes, controversy or differences arising out of or related to this agreement or the breach, termination or invalidity thereof between the parties, such party or parties shall make a request to the other party or parties to amicably settle such differences or disputes and parties shall thereupon make every effort to settle the same amicably within a period of 60 (Sixty) days from the date of making of such request.
- (b) Where parties are unable to settle the disputes through conciliation, the same shall be referred to the Vice Chancellor IIFT for referral of such disputes to a sole arbitrator, to be mutually decided by the parties, as per the provisions of the Arbitration and Conciliation Act, 1996, any amendment thereof, and any notification issued or rules made thereunder from time to time. The venue of the arbitration proceeding shall be IIFT Delhi Centre.

10. Clarification of Bid Documents:

- (a) A prospective bidder, requiring any clarification on the Bid Documents shall notify the Purchaser in writing by E-mail, as indicated in the invitation of Bid. The Purchaser shall respond in writing to any request for the clarification of the Bid Documents, which it receives 5 days prior to the date of opening of the Tenders. Copies of the query

(without identifying the source) and clarifications by the Purchaser shall be sent to all the prospective bidders who have received the bid documents.

(b). Any clarification issued by IFT in response to query of prospective bidders shall form an integral part of bid documents and shall amount to an amendment of the relevant clauses of the bid document.

11. Near Relationship Certificate

The bidder should give a certificate that none of his/her near relative, as defined below, is working in the unit where he is going to apply for the tender. In case of proprietorship firm certificate will be given by the proprietor. For partnership firm certificate will be given by all the partners and in case of limited company by all the Directors of the company excluding Government of India/Financial Institution nominees and independent non-Official part time Directors appointed by Govt. of India or the Governor of the state and full time Directors of PSUs both state and central. Due to any breach of these conditions by the company or firm or any other person the tender will be cancelled and Bid Security will be forfeited at any stage whenever it is noticed and IIT will not pay any damage to the company or firm or the concerned person.

The Company or firm or the person will also be debarred for further participation in the tenders in the concerned unit. The near relatives for this purpose are defined as: -

- Members of a Hindu undivided family.
- They are husband and wife.
- The one is related to the other in the manner as father, mother, son(s) & Son's wife (daughter in law), Daughter(s) and daughter's husband (son in law), brother(s) and brother's wife, sister(s) and sister's husband (brother-in-law). **(May refer to the attached Annexure- VI)**

12. Restrictions on procurement from a bidder of a country which shares

a land border with India [Order (Public Procurement No. 1) of DOE, Public Procurement Division, No. F.No. 6 /18/2019-PPD, dt. 23.7.2020] and amendments/clarifications issued subsequently by DOE shall be applicable to this tender.

- I. Any bidder from a country which shares a land border with India will be eligible to bid against this tender only if the bidder is registered with the Competent Authority [Department for Promotion of Industry and Internal Trade (DPIIT)] as specified in Annex-I of Order (Public Procurement No. 1) Dated 23.07.2020.
- II. "Bidder" (including the term 'tenderer', 'consultant' or 'service provider' in certain contexts) means any person or firm or company, including any member of a consortium or joint venture (that is an association of several persons, or firms or companies), every artificial juridical person not falling in any of the descriptions of bidders stated herein before, including any agency branch or office controlled by such person, participating in procurement process.
- III. "Bidder from a country which shares a land border with India" for the purpose of this order means:-
 - (a) An entity incorporated, established or registered in such a country; or
 - (b) A subsidiary of an entity incorporated, established or registered in such a country; or
 - (c) An entity substantially controlled through entities incorporated, established or registered in such a country; or
 - (d) An entity whose beneficial owner is situated in such a country; or
 - (e) An Indian (or other) agent of such an entity; or
 - (f) A natural person who is citizen of such a country; or
 - (g) A consortium or joint venture where any member of the consortium or joint venture falls under any of the ab

ove.

IV. The beneficial owner for the purpose of (iii) above will be as under:

1. In case of a company or Limited Liability Partnership, the beneficial owner is the natural person(s), who, whether acting alone or together, or through one or more juridical person, has a controlling ownership interest or who exercises control through other means. Explanation-
 - a) "Controlling ownership interest" means ownership or entitlement to more than twenty-five percent of shares or capital or profits of the company;
 - b) "Control" shall include the right to appoint majority of the directors or to control the management or policy decisions including by virtue of their shareholding or management rights or shareholder's agreements or voting agreements.
2. In case of a partnership firm, the beneficial owner is the natural person(s) who, whether acting alone or together, or through one or more juridical person, has ownership or entitlement to more than fifteen percent of capital or profits of the partnership;
3. In case of an unincorporated association or body of individuals, the beneficial owner is the natural person(s) who, whether acting alone or together, or through one or more juridical person, has ownership or entitlement to more than fifteen percent of the property or capital or profits of such association or body of individuals.
4. Where no natural person is identified under (1) or (2) or (3) above, the beneficial owner is the relevant natural person who holds the position of senior managing official;
5. In case of a trust, the identification of beneficial owner(s) shall include identification of the author of the trust, the trustee, the beneficiaries with fifteen percent or more interest in the trust and any other natural person exercising ultimate effective control over the trust through a chain of control or ownership.
6. An agent is a person employed to do any act for another, or to represent another in dealings with third person.
7. The successful bidder shall not be allowed to sub-contract work to any contractor from a country which shares a land border with India unless such contractor is registered with the Competent Authority. **(May refer to the attached Annexure-VII)**

13. Service Warranties. Supplier shall perform all Services: (i) exercising that degree of professionalism, skill, diligence, care, prudence, judgment, and integrity which would reasonably be expected from a skilled and experienced service provider providing services under the same or similar circumstances as the Services under this Agreement;

(ii) in accordance with all Specifications and all Buyer policies, guidelines, by-laws and codes of conduct applicable to Supplier; and (iii) using only personnel with the skills, training, expertise, and qualifications necessary to carry out the Services. Buyer may object to any of the Supplier's personnel engaged in the performance of Services who, in the reasonable opinion of Buyer, are lacking in appropriate skills or qualifications, engage in misconduct, constitute a safety risk or hazard or are incompetent or negligent, and the Supplier shall promptly remove such personnel from the performance of any Services upon receipt of such notice, and shall not re-employ the removed person in connection with the Services without the prior written consent of Buyer.

Technical Criteria: List of documents to be submitted with the application:

Sr. No.	Particulars	Details/Compliance(Y/N)	If Submitted, Mention Page No.	Remarks
1.	Brief profile of the Agency As per Annexure-II			
2.	Copy of Permanent Account Number(PAN)			
3.	Copy of GST Registration Certificate			
4.	Valid document in support of Registered/Branch office at New Delhi.			
5.	List of clients (Annexure III)			
6.	Bid Security Declaration (Annexure-IV)			
7.	Duly signed and stamped of the entire bid document <u>along with its addendum/ corrigendum if any.</u>			
8.	Annual Turnover of last 3 years 2018-2019, 2019-2020 and 2020-2021			

**Brief Profile to be filled by the Advertising Agency
(To be submitted on the letterhead of the bidder)**

1	Name of the Digital Marketing Advertising Agency (In Block Letters)	
2	Registered Office Address (with Telephone No. & Email address)	
3	Status of the organization (Proprietary/Partnership/Pvt.Ltd./Public Ltd. Company)	
4	Name of the Directors/Partner/Proprietor	
5	Name & Address with Telephone No., Fax no. and Email ID of contact person with designation	
6	Website, if any	
7	Year of Incorporation/Constitution of Agency	
8	Registration No./Trade License No.	
9	Experience (in years)	

Verification:

The details furnished in the application are true and correct to the best of my/ our knowledge and that in case of furnishing any false information or suppression of any material information. The applications shall be liable to be rejected besides initiation of panel proceedings by IIFT, New Delhi, if it deems fit.

Signature of authorized signatory

List of Clients

Name of Organization	Name of Contact Person	Contact Number

SELF-DECLARATION ABOUT NONBLACK-LISTING

(To be submitted on the letterhead of the bidder)

To
The Assistant Registrar (General Administration)
IIFT Bhawan,
Out of Institutional Area,
New Delhi-110016

Subject: Self Declaration about Non Black-Listing for "Empanelment of Advertising Agency"

Sir/Madam,

In response to tender under reference No.: Empanelment/Digital Marketing Agency/Tender/2021(I).I/we hereby declare that presently your Agency/Firm/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 Government Department, Public Sector undertaking, Autonomous Bodies, Academic Institutions and Commercial Organizations.

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

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 tender if any to the extent may be cancelled.

Yours faithfully,

(Name & Signature with stamp of the bidder)

Annexure-V

Proforma for Financial Bid for Empanelment of Advertising Agency at IIFT, New Delhi

Name of Organization:

S.No.	Name of Service	Total Monthly Cost Incurred (Inclusive of all taxes)
1	SEO Optimization to ensure SERP performance organically	
2	Lead Management Infrastructure- Lead capture and cloud server charges	
3	Google Analytics implementation to ensure correct lead traceability	
4	Digital Marketing Campaign Performance monitoring and evaluation	
5	Digital Marketing plan for social media platform such as Facebook, LinkedIn, Twitter, Instagram and any other (Please specify)	
6	All the social marketing activities as referred herein 2(h) must be included in the marketing campaign	

NEARRELATIONSHIPCERTIFICATE

"I.....S/o.....R/oherebycertifythatnoneofmyrelative(s)asdefinedi
nthetenderdocumentis/areemployedinIIFTunitasperdetailsgivenin tender document. In case at any
stage, it is found that the information given by me is false /incorrect, IIFT shall have the absolute
right to take any action as deemed fit / without any priorintimationtome."

Date:.....

Signatureof bidder

Place:.....

Nameofbidder.....

Alongwithdate&Seal

Certificate regarding restrictions on procurement from a bidder of a country which shares a land border with India

Certificate for Tenders

"I have read the clause regarding restrictions on procurement from a bidder of a country which shares a land border with India and certify that this bidder is not from such a country, or if from such a country, has been registered with the Competent Authority. I hereby certify that this bidder fulfils all requirements in this regard and is eligible to be considered. [Where applicable, evidence of valid registration by the Competent Authority shall be attached]

Certificate for Tenders for Works involving possibility of sub-contracting

"I have read the clause regarding restrictions on procurement from a bidder of a country which shares a land border with India and on sub-contracting to contractors from such countries; I certify that this bidder is not from such a country or, if from such a country, has been registered with the Competent Authority and will not sub-contract any work to a contractor from such countries unless such contractor is registered with the Competent Authority. I hereby certify that this bidder fulfils all requirements in this regard and is eligible to be considered. [where applicable, evidence of valid registration by the Competent Authority shall be attached]

Date:.....

Signature of bidder

Place:.....

Name of bidder.....

Along with Date & Seal

UNDERTAKING&DECLARATION

FOR UNDERSTANDING THE TERMS & CONDITION OF TENDER & SPEC. OF WORK

Certified that:

1. I/We have read, understood and agree with all the terms and conditions, specifications included in the tender documents & offer to execute the work at the rates quoted by us in the tender form.
2. If I /We fail to enter into the agreement & commence the work in time, the Bid security (EMD) / Performance guarantee deposited by us will stand forfeited to the IIFT.
3. I/We are not blacklisted by GST authorities.

The bidder hereby covenants and declares that:

1. All the information, Documents, Photocopies of the Documents / Certificates enclosed along with the Tender offer are correct.
2. If anything is found false and/or incorrect and/or reveals any suppression of fact at any time, IIFT reserves the right to reject our tender offer / cancel the LOA / Purchase / work order if issued and forfeit the Bid security (EMD) / Performance guarantee / Bill amount pending with IIFT. In addition, IIFT may debar the contractor from participation in its future tenders.

Date:.....

Place:.....

Signature of bidder Name of bidder.....

Along with Date & Seal

For the Performance Bank Guarantee
(To be typed on non-judicial stamp paper of appropriate value)
Subject: PERFORMANCE GUARANTEE

Whereas INDIAN INSTITUTE OF FOREIGN TRADE (hereafter referred to as "IIFT") has issued an APO No.....
 Dated...../...../2022 awarding the work of "....." to
 M/s....., R/o (hereafter referred to as "Bidder") and IIFT has asked him to submit
 a Performance Guarantee in favor of Director, IIFT of Rs...../- (hereafter referred to as "P.G.
 Amount") valid up to
/...../2021 (hereafter referred to as "Validity Date"). Now at the request of the Bidder, We.....
 Bank having branch..... (Address)
 And Regd. Office address
 as..... (hereinafter called "the Bank") agree
 to give this guarantee as hereinafter contained:

1. We, "the Bank" do hereby undertake and assure to the IIFT that if in the opinion of the IIFT, the Bidder has in any way failed to observe or perform the terms and conditions of the said agreement or has committed any breach of its obligations there-under, the Bank shall on demand and without any objection or demur pay to the IIFT the said sum limited to Performance Guarantee amount or such lesser amount as IIFT may demand without requiring IIFT to have recourse to any legal remedy that may be available to it to compel the Bank to pay the same.

2. Any such demand from the IIFT shall be conclusive as regards the liability of Bidder to pay to IIFT or as regards the amount payable by the Bank under this guarantee. The Bank shall not be entitled to withhold payment on the ground that the Bidder has disputed its liability to pay or has disputed the quantum of the amount or that any arbitration proceeding or legal proceeding is pending between Bidder and IIFT regarding the claim.

3. We, the Bank further agree that the guarantee shall come into force from the date of its issue and shall remain in full force and effect up to its Validity date.

4. The Bank further agrees that the IIFT shall have the fullest liberty without the consent of the Bank and without affecting in any way the obligations hereunder to vary any of the terms and conditions of the said agreement or to extend the time for performance of the said agreement from any of the powers exercisable by IIFT against the Bidder and to forebear to enforce any of the terms and conditions relating to the said agreement and the Bank shall not be relieved from its liability by reason of such failure or extension being granted to Bidder or through any forbearance, act or omission on the part of IIFT or any indulgence by IIFT to Bidder or any other matter or thing whatsoever which under the law relating to sureties would but for this provision have the effect of relieving or discharging the guarantor.

5. Notwithstanding anything herein contained

(a) The liability of the Bank under this guarantee is restricted to the Performance guarantee amount and it will remain in force up to its Validity date.

(b) The guarantee shall stand completely discharged and all rights of the IIFT under this Guarantee shall be extinguished if no claim or demand is made on us in writing on or before its validity date.

6. In case IIFT demands for any money under this bank guarantee, the same shall be paid through banker's Cheque in favour of "Indian Institute of Foreign Trade" and payable at "Delhi".

7. The Bank guarantees that the below mentioned officer who has signed it on behalf of the Bank has authority to give this guarantee under its delegated power.

Place:.....

Date:.....

(Signature of the Bank Officer)

(Rubber stamp of the bank)

Authorized Power of Attorney Number:.....

Name of the Bank Officer:.....

Designation:.....

Complete Postal address of Bank:.....

Telephone Numbers.....

Fax Numbers.....

E-mail ID:.....

Declaration of Bid Security

I _____ Son/Daughter/Wife of _____ on behalf of the
_____ (Name of the Company) do hereby declare that if we withdraw or modify our bids for the EO during the pe-
riod of validity, or if we are awarded the contract and we fail to sign the contract, or to submit a Performance Security bef-
ore the deadline defined in EO, we will be suspended for a period of 01 _____ year from being eligible to
submit EO/Proposal for contracts with IIFT.

Name: Com
pany: Signa
ture:

Declaration

I/we.....(NameoftheAuthorizedRepresentativeofBidder)of.....(
Name of the bidder) do hereby declare that the entriesmade hereare true to the best of
my/our knowledge. I/We hereby agree to abide by all terms
andconditionslaid downintenderdocument.

Place&Date:

(Name&signaturewithstampofthebidder)

Proforma to be used for the sealed envelope while submitting the tender

<p>Ref No. <u>Empanelment/ Digital Marketing Agency/Tender/ 2021(0)</u></p>
<p>To TheAssistant Registrar(General Administration) IIFTBhawan,B-21 OutabInstitutionalArea, NewDelhi- 110016</p>
<p>“Tender for Empanelment of Digital Marketing Agency for Executive Management Programmes Division”</p>
<p>From M/s..... Address:.....</p>

In case of queries, please contact to:

Executive Management Programmes Division (EMPD)
Tel: +91-11-39147200 (Extn. 620), +91-11-39147320
(Direct)
Email: empd@iift.edu

