

# Notice Inviting Tender (NIT)

Management Development Institute Gurgaon

Notice Inviting Tender for the Engagement of Public Relations (PR) Agency for MDI Gurgaon

(MDIG/Outreach & Communications Office/2023-24/dated 25 July 2023)

MDI Gurgaon invites bids in two bid systems from a highly reputed, well-established experience, professional and financially sound Public Relations (PR) Agency for providing PR Services to MDI Gurgaon to promote Institute's image nationally and globally.

## Tender Schedule: -

Date of Release of NIT	25 July 2023
Bid System	Two Bid System Financial Bid to be submitted in a separate sealed envelope. Rest of the documents along with EMD to be submitted in a separate sealed envelope as a Technical Bid. Both these bids should be put in one big envelope superscribed " <b>Notice Inviting Tender for the Engagement of Public Relations (PR) Agency for MDI Gurgaon</b> ".
Last Date & Time for Submission of Bids	24 August 2023 upto 05:00 PM
Online Pre-Bid Meeting	07 August 2023 at 04:00 PM Register for the Online Pre-Bid meeting by expressing intent to join an online meeting by sending an email to <a href="mailto:communications@mdi.ac.in">communications@mdi.ac.in</a> latest by 12:00 PM of 07 August 2023. <b>The Online Meeting link will be shared with all those who register.</b>
For any correction after Pre-bid meeting, the Addendum will be communicated on or after	09 August 2023
Bids should be addressed to	The Outreach & Communications Office Ground Floor, Chanakya Building Management Development Institute Mehrauli Road, Sukhrali Gurgaon - 122007, Haryana (INDIA)
EMD	EMD of Rs. 30,000/- (Thirty Thousand) through Demand Draft from any scheduled bank to be submitted in favour of Management Development Institute Society only.
The Complete Tender details and any updates on the Tender will be available on the MDI Website at the link: <a href="https://mdi.ac.in/infrastructure/tenders.html">https://mdi.ac.in/infrastructure/tenders.html</a>	
The notice inviting bids along with instructions to Bidders, Scope of Work, Eligibility criteria, System of award of contract, etc. form part of the bid document containing 19 pages in all.	

## About MDI Gurgaon

MDI Gurgaon is a reputed Business School ranked among the top B-Schools in India. MDI has the distinction of being the first internationally accredited Indian B-School. It has been accredited by South Asian Quality Standards (SAQS). The long-term Education Programmes are accredited by the Association of MBA's (AMBA), UK. MDI's substantive collaborations with a number of institutions across the world, offering opportunities for exchange of students and faculty, collaborative programmes, and exchange of knowledge and co-designing the future of business education make it the most internationalized business school in the country.

The Institute excels in management education, high-quality research, executive development, and value-added consulting. As a B-School, MDI is involved in the following activities:

- 1) Teaching - Post Graduate Programmes/ Executive Graduate Programmes/ Fellowship Programmes
- 2) Executive Development/ Continuing Education Programmes
- 3) Research
- 4) Consultancy Services

Having established its footprints worldwide, MDI's vision is to become one of the top business schools in the world. We now aim at focusing on global citizenship and developing sustainable business models.

**A. General Information to Bidders:**

- a) The bidder should submit the tender in two bid systems i.e. Technical Bid and Financial Bid in a separate cover. Both Technical Bid & Financial Bid should be in separate covers with specifications on the cover as "Technical Bid" & "Financial Bid" as the case may be. Both the independent covers should be placed in one big cover and sealed and superscribed as "**Tender for the Engagement of Public Relations (PR) Agency for MDI Gurgaon**".
- b) The bidders are requested to read the bid document carefully and ensure compliance with all scope, specifications, and instructions herein. Non-compliance with the scope, specifications, and instructions in this document may disqualify the bidders from the bid process.
- c) All documentation is required to be in English. Corrections/overwriting, if unavoidable, should be signed separately.
- d) Bidder should take into account any corrigendum published on the tender document before submitting their bids.
- e) The Institute reserves the right to accept or reject any bid, select the item, or reject the bidding process or any bid wholly or partly without assigning any reason.
- f) Incomplete bids or receiving the bid after the closing date and time is liable to be ignored and rejected.
- g) The Institute will not be responsible for non-receipt of tender quotations within the specified date and time due to any reason including postal delay or holidays.
- h) Please ensure that the bid document is signed and stamped on all pages as a token of acceptance of all the terms and conditions.
- i) The bid documents are non-transferable and should be submitted in the exclusive name of the party to whom we will actually provide the Purchase order.
- j) Sub-contract is not allowed.
- k) The bid should be submitted on the company letterhead and should be submitted duly signed by the authorized person.
- l) Bids once submitted shall not be returned to the tenderer in the future.
- m) The Institute reserves the right not to disclose the names and rates of successful tenderers.
- n) The financial bid shall be valid for 120 days. Institute will not entertain any request in respect of escalation of price due to any reason whatsoever.
- o) MDI may, at its discretion, extend the date for submission and/or opening of the bid.
- p) Bid received after the closing date/time will not be considered.

- q) Only those vendors should quote who can satisfy the scope of work and other requirements stated in Annex II (Scope of Work).
- r) Implementation of the project should be commenced within one week from the day of the Purchase Order.

**B) Termination of contract:**

- a) If the performance of the vendor is not satisfactory in executing the project, then the same will be informed in writing by MDI as a warning letter and if in spite of the issue of the warning letter the performance does not prove to the satisfactorily level as per the expectation of MDI within a fortnight then second warning letter will be issued. If after the issue of a second warning letter also performance doesn't satisfy MDI expectations, then Institute reserves the right to terminate the contract prematurely by giving one-month notice in writing without assigning any further reason whatsoever. After the contract becomes null and void the amount deemed payable to the vendor (if any) will sine die without any further payment. No further claim from the vendor will be entertained.
- b) Decision of the competent authority of MDI Gurgaon regarding determining the performance will be final.
- c) In the event of termination of this Contract, the parties agree to promptly deliver all the deliverables applicable to the fullest extent conceived, created, or developed prior to the date of termination. The Terms contained herein by their sense and context are intended to survive, the performance thereof by the Parties shall so survive the completion of performance or termination of this Contract.

**C) Payment Terms:**

- a) No advance payment shall be paid under any circumstances.
- b) The PR Agency shall submit an invoice within 30 (thirty) days of completion of each month along with required documents/proof of completion of required deliverables and assignment for the invoiced amounts.
- c) The payment will be released only after proper scrutinization of the monthly report submitted by the agency.
- d) EMD would be released without interest at the end of one year.

**D) Format of Price Schedule and related terms:**

- a) Tenderer must quote in Rupees. Prices should be quoted as per the enclosed format both in figures and words. The rates offered should be inclusive of all proposed work and comprehensive in nature.
- b) Any other format for submission of price bid shall be out rightly rejected without any further reference to the bidders.
- c) The charges quoted shall be kept firm throughout the pendency of contract of this work and no price escalation shall be entertained.
- d) Any additional service required for the successful completion of this project and not quoted in the financial bid by the tenderer then same shall have to be provided by the contractor at no extra cost if the work is awarded to the tenderer.

**E) Bid Rejection Criteria**

- a) Bids submitted by email would be summarily rejected.
- b) The bid shall be submitted under the Two-Bid system; Financial Bid is to be submitted in a separate sealed envelope; the Rest of the documents along with EMD to be submitted in a sealed envelope as Technical Bid duly marked as "Tender for Public Relation Agency for MDI Gurgaon".
- c) If the financial bid is submitted along with the technical bid and not submitted separately in a sealed envelope. It will be rejected at the tender opening stage itself.
- d) Bids without EMD would be rejected.

- e) Financial bids not submitted in the format (as per Annexure V) would be rejected.
- f) The bid documents must be complete in all respects. Use the format given in this document for the preparation of the bid response. Failure to comply with any of the instructions or conditions stated in this document or offering unsatisfactory explanations for non-compliance can lead to the rejection of the bid.
- g) Bids without a Profile and declaration on the company's letterhead would be rejected.
- h) Bidder not having an annual average turnover of at least Rs. 1.5 Crore during last three financial years.
- i) The Bidder has to be profitable and should not have incurred loss in any of the last 3 consecutive financial years. Bidders are required to submit CA Certificate or any other relevant certificate indicating the turnover for the last 3 consecutive Financial Years (FY 2019-20, 2020-21 & 2021-22).
- j) Certificate on the company's letterhead that vendor is not blacklisted.
- k) The bidders should have GST & PAN registration and a copy of the same to be provided.
- l) The bidder should quote for item as mentioned in the financial bid of the tender, failing which, their offer will be rejected.
- m) The bidder should have an office preferably in Delhi/NCR manned with their own qualified support staff.
- n) Further the Institute reserves the right to reject all the bids without assigning any reason.

**F) Term:**

The term of the contract pursuant to this NIT shall be for an initial period of Two (2) years. On successful completion of the term, the contract may be extended by MDI Gurgaon on mutually agreeable terms.

**G) Data Security:**

The Bidder shall use inputs provided by MDI solely for performing its obligations under this Contract, and will not, at any time, transfer, save, download, print, disclose, or in any other way use the inputs other than as directly required for the provision of the services under this Contract or as directed by MDI Gurgaon in writing.

**H) Any dispute/ difference arising out or relating to this Tender:**

- a. Matters regarding any dispute shall be referred for arbitration to any officer appointed by the Director of Management Development Institute Gurgaon whose decision shall be binding and final.
- b. Even after arbitration if any questions, disputes, and/or differences arises under and out of, or in connection with the contract, if concluded, shall be referred to the High Court of Haryana or any other court in the district of Gurugram (Haryana).

**I) Responses to Pre-Submission queries & issue of Addendum:**

- a) After publication of NIT in tender page of MDI website, MDI will begin accepting written questions from the applicants for pre-bid meeting. MDI will endeavor to provide timely responses to all queries. However, MDI makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does MDI undertake to answer all the queries that have been posed by the applicants. For any clarifications, write to Email- communications@mdi.ac.in . No queries will be entertained after the pre-bid meeting.
- b) At any time prior to the last date for receipt of tender, MDI may, for any reason, whether at its own initiative or in response to a clarification requested by a prospective applicant, modify the NIT document by an addendum. The addendum (if any) shall be posted online at <https://mdi.ac.in/tenders>
- c) Any such addendum shall be deemed to be incorporated into this NIT.
- d) In order to provide prospective applicants reasonable time for taking the addendum into account, MDI may, at its discretion, extend the last date for the receipt of bids which shall again be notified online through the MDI portal [www.mdi.ac.in](http://www.mdi.ac.in)

e) Laws of the Republic of India are applicable to this tender.

**J) System of award of contract:**

- a. The Tender would be awarded on the QCBS (Quality and Cost Based Selection) Method with a Technical Score weightage of 70% and Financial Bid Weightage of 30%.
- b. MDI reserves the right and may negotiate the price with the selected bidder before awarding the contract.
- c. This tender document is not an offer and is issued with no commitment.
- d. MDI reserves the right to withdraw this notice inviting tender and or vary any part thereof at any stage. MDI further reserves the right to disqualify any bidder, should it be so necessary at any stage.
- e. Institute reserves the right to reject any or all the tenders, wholly or partly without assigning any reason thereof, and shall not be bound to accept the lowest tender. Institute reserves the right for distributing the work among several vendors.

**K) Qualification Criteria:**

Following will be the minimum pre-qualification criteria. Each eligible bidder should possess all the following pre-qualification criteria. Responses not meeting the minimum pre-qualification criteria will be rejected and will not be evaluated.

S.No.	Pre-qualification Criteria	Supporting Compliance Document
1.	The applicant shall be a firm/ company registered under the Indian Companies Act, 2013, and that has registered offices in India. (Office in the National Capital Region of Delhi will be preferred)	Copy of Certificate of incorporation or any other relevant documents, brief company profile with a copy of GST & PAN.
2.	The firm should be in the business of providing similar services for at least 05 years as on the last date of Bid Submission.	Certificate by the Company Secretary of the Bidder's Organization or any other relevant documents.
3.	The Bidder has to be profitable and should not have incurred loss in any of the last 3 consecutive Financial Years (FY 2019-20, 2020-21 & 2021-22).	Attach a certificate from CA or any other relevant certificate.
4.	The Bidder should have an average annual turnover of at least 1.5 Crore of the last 3 consecutive Financial Years (FY 2019-20, 2020-21 & 2021-22).	CA certified document with the name of CA, registration number, signature, and stamp or any other relevant certificate.
5.	The bidder must have successfully executed 3 similar projects in the last 3 years. The documentary evidence in the form of a work order/contract and performance report must be enclosed on the client's letterhead. (Bidder's past achievement in this regard shall be considered for technical evaluation). Any experience as a consortium partner will not be considered.	Copy of Work Order/Contract along with Completion Certificate.

6.	Names & addresses of clients* (at least three) along with their contact details (telephone number/E-mail) of the contact persons of the clients of the recent past if available. ( <b>*premier B Schools/University like IIMs, IIT, XLRI, ISB</b> )	1. 2. 3.
7.	The firm should not be blacklisted by any Central Govt./ State Govt. / PSU/Govt. Bodies/ IITs & IIMs/Reputed Educational Institutes in India.	Certificate signed by the Authorized signatory
8	The bidding agency shall ensure a single point of contact with the MDI and shall be solely responsible for the execution and delivery of the work.	Yes / No
9	The bidder should participate as a single entity; no consortium or group companies will be allowed.	Yes / No
10	The Bidder should be registered with appropriate tax authorities such as Income tax, GST, etc., and should submit valid certificates of registration with these authorities.	Yes / No
11	The firm should not have any previous known hacking incidents and should not have any pending case with cybercrime (Attach Undertaking).	Yes / No
12	The bidder should have all relevant facilities and logistics available to execute the work. Appropriate technology, hardware and software, dedicated connectivity, trained remote proctoring staff, and adequate security measures with due diligence should be available.	Yes / No
13	The agency should have an in-house team to undertake all works as specified in the Scope of Work in Annexure II.	Yes / No

**L) Instructions to Bidders:**

The bidders are expected to examine all instructions, forms, terms & conditions, other details in the tender document carefully. Failure to furnish complete information as asked in the tender document or submission of a proposal not substantially responsive to the tender documents in every respect will be at the Bidder's risk and may result in rejection of the proposal.

**M) Force Majeure:**

Force Majeure is herein defined as any cause, which is beyond the control of the selected Bidder or the Institute as the case may be which they could not foresee or with a reasonable amount of diligence could not have foreseen and which substantially affect the performance of the Contract, such as: Natural phenomena, including but not limited to floods, droughts, earthquakes, epidemics/pandemic; Acts of any Government, including but not limited to war, declared or undeclared, priorities, quarantines, embargoes; Terrorist attacks, public unrest in work area Restriction, Freight Embargo; provided either party shall within ten (10) days from the occurrence of such a cause notify the other in writing of such causes. The Bidder or the Institute shall not be liable for delay in performing his/her obligations resulting from any Force Majeure

causes as referred to and/or defined above.

**N) Evaluation Procedure & Selection Process:**

- a. Only those Technical Bids that are found compliant/suitable after technical evaluation done by MDI will be called for Technical presentation.
- b. Bidders will be technically qualified based on Information/documents provided and Technical presentation done by the Bidder.
- c. Financial bids of only technically qualified bidders (those who score 60 or more marks in technical evaluation) will be opened.
- d. MDI decision will be final for the evaluation of Technical Bids.

**N) Parameters for Technical Evaluation and procedure for awarding technical score:**

S.No.	Description	Maximum Marks
1.	Number of years of business of the agency (Attach Certificate of incorporation or any other relevant documents, brief company profile with a copy of GST & PAN)	Upto 3 years: 6 Marks 3 - 5 years: 8 Marks Above 5 years: 10 Marks * Minimum 3 years of operation in similar lines is essential <b>Max Score: 10 Marks</b>
2.	Average annual turnover of the agency computed over the last 3 financial years (2019-20, 2020-21 & 2021-22)  (CA certificate is required as proof)	Upto 1.5 cr: 2 Marks 1.5 cr – 3 cr: 3 Marks 3 cr – 5 cr: 5 Marks 5 cr – 7 cr: 7 Marks 7 cr – 9 cr: 9 Marks Above 9 cr: 10 Marks <b>Max Score: 10 Marks</b>
3.	Number of full-time employees at Executive and Managerial Levels  (Attach copy of Appointment Letter)	Upto 5: 2 Marks 5 – 10: 4 Marks 11 – 15: 6 Marks 16 – 20: 8 Marks Above 20: 10 Marks <b>Max Score: 10 Marks</b>
4.	Number of Offices across India  (Need to Submit either the Electricity Bill/ Telephone Bill of the registered office of the past 3 months as business address proof)	Upto 3: 3 Marks 4 – 5: 5 Marks Above 5: 10 Marks <b>Max Score: 10 Marks</b>
5.	Number of higher educational degree/diploma awarding institutions with whom the agency should be working/ or have worked in the last 5 years.  (Need to submit the PO/ proof of the same)	Upto 2: 5 Marks 2 – 4: 10 Marks 4 – 6: 15 Marks Above 6: 20 Marks <b>Max Score: 20 Marks</b>

6.	<p>The presentation shall include:</p> <ol style="list-style-type: none"> <li>1. A Concept note highlighting the PR Strategy for MDI Gurgaon</li> <li>2. Case study document on crisis management/communication: A case study of how the agency handled the situation in the past may be presented.</li> <li>3. A concept note highlighting a strategic plan with specific deliverables that will help MDI grow its reputation and perception amongst peers and other stakeholders.</li> </ol>	<p><b>Max Score: 40</b></p> <p>Component 1 = 10 Marks Component 2 = 15 Marks Component 3 = 15 Marks</p>
<b>Total Technical Score: 100</b>		

- Minimum Technical Score required for opening of Financial Bid: **60 Points**.
- MDI decision will be final for the evaluation of Technical Bids.

The technically qualified bidder would be identified after considering the Technical bids including presentation.

**Procedure for awarding Commercial Score after opening the Financial Bids of the Technically qualified Bidders.**

Commercial Score of Bidder =  $(100 \times L1 \text{ Bidder Price}) / \text{Bidder's Price}$

**Procedure for Selecting the bidder**

The work shall be awarded to the vendor with the highest combined score calculated using the following formula:

Combined Score = Technical Score X 70% + Commercial Score X 30%

**Declaration:**

I/We do hereby confirm that I/We have the necessary authority and approval to submit this bid at MDI Gurgaon as per the terms & conditions mentioned above and also, hereby, agree and accept the terms & conditions mentioned in clause 'A to N' under General Information.

Date:

(Signature)

Place:

(Name of Authorised Signatory)

(Designation of Authorised Signatory)

(Name of Vendor)



**FORMAT-1**

**(Applicant's Expression of Interest)**

To,  
Outreach & Communications Office  
Management Development Institute  
Mehrauli Road, Sukhrali  
Gurugram - 122007, Haryana (INDIA)

**Sub:** Submission of NIT for Empanelment of PR Agency for MDI Gurgaon

Dear Sir/Madam,

As instructed, we attach the following documents:

1. Applicant's Expression of Interest as per Format-1.
2. Organizational Contact Details as per Format-2.
3. Experience of the organization as per Format-3.
4. Financial strength of the Organization as per Format-4.
5. Company Profile.
6. The BID document signed & stamped on each page.
7. All Annexures I, III, IV, V.
8. Agree to the scope defined in Annexure – II by signing and stamping on each page.
9. The filled-up financial bid as provided in Annexure-V duly signed and stamped.

Sincerely Yours,

Signature of the authorized signatory of the Bidder

[Full name of authorized signatory of the Bidder]

Stamp.....

**FORMAT-2**

S. No	Organizational Contact Details	
1.	Name of Organization	
2.	Year of establishment	
3.	Number of employees	
4.	Main areas of business	
5.	Type of Organization Firm/ Trust / Company registered under the Indian Companies Act, 2013	
6.	Particulars of registration with various Govt. Bodies/ Tax authorities a. Registration no b. Place of Registration c. Date of Validity	
7.	Whether the firm has been blacklisted by any Central Govt. / State Govt./PSU/ Govt. Bodies / Autonomous bodies/ IITs & IIMs/Reputed Educational Institutes in India. <b>If yes, please furnish details, If No, attach an Undertaking in regards to not being blacklisted.</b>	
8.	Address of registered office with telephone no. & E-mail	
9.	Address of offices - in the National Capital Region of Delhi, if any	
10.	Authorized Contact Person with telephone no. & E-mail ID	
11.	Any other information considered necessary but not included above	

**Enclose: -**

1. Copy of Certificate of Incorporation or any other relevant document.
2. Copy of Article of Association in respect of point no. 5 above or any other relevant document.
3. Undertaking in respect of point no.7 above.
4. Copy of PAN & GST

Signature of the applicant

Full name of the applicant

Stamp & Date

**FORMAT – 3**

**Details of Similar Works Executed (Minimum 3 required)**

S. No.	Client Name (Higher Education Institute / University/ Govt. / PSU/Others)	Nature of Work	Cost of Project	Project Start Date & End Date	Client Contact Details incl. Name, Phone No. &Email	CompletionCertificate Attached
						Yes / No
						Yes / No
						Yes / No
						Yes / No
						Yes / No

**Encl:** As above.

**Note:** This is to be furnished on the letterhead of the bidder.

Signature of the applicant

Full name of the applicant

Stamp & Date

**FORMAT – 4**

### Financial Strength of the Organization

S. No	Financial Year	Whether profitable (Yes/No)	Annual net profit (in Lakhs of Rs.)	Overall annual turnover (in Lakhs of Rs.)
1	<b>2019-20</b>			
2	<b>2020-21</b>			
3	<b>2021-22</b>			

**Note:** Please enclose the auditor's certificate or any other relevant document in support of your claim.

Signature of the Applicant

Full name of the Applicant

Stamp & Date

**Encl:** As above.

**Note:** This is to be furnished on the letterhead of the bidder.

**Annexure-I**

**(ON NON-JUDICIAL STAMP PAPER OF RS. 10/-) AFFIDAVIT**

I/we \_\_\_\_\_ Partner(s)/legal Attorney/ Proprietor(s)/ Accredited Representative(s) of M/s \_\_\_\_\_ solemnly declare that:

1. I/we are submitting tender for \_\_\_\_\_ against Tender namely - \_\_\_\_\_ dated \_\_\_\_\_
2. All information furnished by me/us in respect of fulfillment of eligibility criteria and information given in this tender is complete, correct, and true. All documents/credentials submitted along with this tender are genuine, true and valid.
3. My/our bid shall remain valid for a period of 120 days from the last date fixed for the bid submission in accordance with the Bidding Documents and shall be binding upon us and may be accepted at any time before the expiry of the period.
4. The Price-Bid submitted by me/us is "WITHOUT ANY CONDITION".
5. If any information or document submitted is found to be false/incorrect, MDI may cancel my/our Tender and can take any action as deemed fit including termination of the contract.
6. I/we also declare that the Government of India or any other Government body has not issued any show-cause notice or declared us ineligible or blacklisted us on charges of engaging in corrupt, fraudulent, collusive, or coercive practices or any failure/lapses of serious nature.
7. Our firm has not been involved in any hacking incidents and is not having any pending cases with cybercrime.
8. I/We understand that the MDI decision will be final for the evaluation of Technical Bids.
9. I/We have gone through all terms & conditions of the tender documents before submitting the same and accept the same along with the technical specification and all other conditions mentioned in the documents; including the condition that MDI is not bound to accept the lowest bid.

Signature of the applicant

Full name of the applicant

Stamp

Date:

**Annexure II**

**Scope of Work**

**The scope of work includes but is not limited to the following:**

The PR Agency will:

- Execute the PR Strategy proposed at the time of bidding.
- Execute the strategic plan proposed at the time of bidding that will help MDI grow its reputation and perception amongst peers and other stakeholders.
- Develop a monthly rolling plan for PR activity in consultation with MDI Gurgaon and execute the same in a time-bound and systematic manner. The monthly PR plan must be submitted to MDI Gurgaon in the last week of the previous month.
- Develop a strategic plan with specific deliverables that will help the institute grow its reputation and perception amongst peers and other stakeholders.
- Monitor print, electronic and online coverage and provide a report on a daily basis.
- Explore opportunities for positively profiling MDI Gurgaon leadership, faculty, staff, students, alumni, partners, donors, Board of Governors, etc, and its activities/projects on a regular basis in the mainstream media across platforms – print, electronic and online.
- Organise press conferences, as and when required, and arrange media coverage for events organised by MDI Gurgaon.
- Draft and disseminate the information approved by MDI Gurgaon amongst target media through press releases as per the requirement of MDI Gurgaon.
- Ensure publishing of authored/syndicated articles in mainstream newspapers, magazines, periodicals, news websites, etc.
- Organize interviews of MDI Gurgaon's Top Management with key newspapers, magazines, TV news channels, news websites, or any other suitable media. Ensure publication of stories based on such media interviews and authored articles.
- Organize press conferences/meets for important announcements.
- Provide PR-related assistance for media/industry events in which MDI Gurgaon decides to participate on its own.
- Organize participation of MDI Gurgaon's leadership and Top Management in important events and awards.
- Prepare responses to media queries on MDI Gurgaon's behalf.
- Place faculty-authored articles and thought leadership articles in print and online media.
- Ensure industry story participation as per media reporting trends.
- Ensure coverage on national news and/or business channels, in audio-visual medium, for every major event aimed at enhancing the image of MDI Gurgaon.
- Ensure that the coordinating person from the agency will be present in person to facilitate journalists visiting the Institute for events, interviews, relationship-building meetings etc.
- Be responsible for the image building of the Institute, as well as, for managing crises (misinformation, miscommunication, and negative publicity), in case there are any, in consultation with the Institute.
- Make the research publications of MDI faculty and research scholars media friendly and ensure publication of the same in the leading national/ international newspapers and business magazines.
- Ensure a minimum of (1) 3-4 coverages in print; (2) 3-4 coverages in online media on an event/activity in leading national dailies and online publications; (3) one major story every month in at least 2 leading Newspapers (national coverage) and at least one Business Magazine; (5) and publication of at least 2 Syndicate columns/ Articles every month in reputed outlets; (6) and publication of at least 6 press releases in reputed leading national dailies.

**Business Development Team for MDI**

- We expect a core leadership team on the MDI account comprising people, who are accountable for planning and achievement of the above-mentioned deliverables towards building brand MDI.
- However, one person, fully dedicated to MDI account will be responsible for the daily running of the MDI account and will also be expected to interact regularly with the Outreach & Communications Office at MDI Gurgaon.
- Performance Evaluation: Performance will be evaluated and reviewed at the end of every quarter. While MDI believes in rewarding the work done well, lapses in terms of not providing timely media coverage, non-responsive attitude, or irresponsible behavior will be taken seriously and may call for a re-evaluation of the contract from MDI's side. In case of repeated lapses, MDI has the right to penalize the agency and/or consider terminating the contract.

.....XXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXXX.....

**Annexure-III**

**Details of technical and administrative personnel to be deployed:**

S. No.	Designation	No. of employees in this category	Name	Qualification	Professional Exp.	Capacity in which employee would be involved in the Work



**Annexure-IV**  
**Technical Compliance Sheet**

<b>S. No.</b>	<b>Document to be Attached</b>	<b>Whether Submitted</b>	<b>Mention Page Number</b>	<b>Deviations If any</b>
1.	Applicant's expression of interest (Format-1)	Yes / No		
2.	Organizational Details (Format-2)	Yes / No		
3.	Experience in related fields (Format-3)	Yes / No		
4.	The financial strength of the organization (Format-4)	Yes / No		
5.	Company Profile	Yes / No		
6.	All Annexures-I, III,IV,V	Yes / No		
7.	The bid document signed & stamped on each page.	Yes / No		
8.	Affidavit (On Non-Judicial Stamp Paper of RS. 10/-) As per Format Attached Annexure 'I'	Yes / No		
9.	Whether agree to the scope of work given in Annexure II. Deviation, if any, must be reported by attaching separate sheet	Yes / No		

Annexure-V

## Financial Bid

(To be submitted on a Letterhead in a separate sealed Envelope)

S. No.	Description	Monthly Retainer Fee (in Rs.)	GST (in Rs)	Total inclusive GST (in Rs)
	Please quote one figure			
	Please specify any other charges (if any)			

Total Price quoted (in Figures): \_\_\_\_\_

Total Price quoted (in Words): \_\_\_\_\_

Note: In case of discrepancy in the amount quoted, the amount mentioned in word or figure which results in the lowest payable by MDI will be taken into consideration.

- Quotation Validity Period: - 120 days from the last date of Submission of NIT.

Place:

Signature of bidder

Date:

Name of the bidder

Stamp