

Notice Inviting Tender (NIT)

Management Development Institute Gurgaon

MDI Gurgaon invites bids from Digital Marketing Agencies (MDIG/Outreach & Communications Office/2024-25/dated 06 February 2025)

MDI Gurgaon invites bids in two bid systems from a highly reputed, well-established experience, professional and financially sound Digital Marketing Agency to provide digital marketing Services.

Tender Schedule: -

Date of Release of NIT	06 February 2025
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 Technical Bid
Last Date & Time for Submission of Bids	28 February 2025 upto 4:00 PM
Online Pre-Bid Meeting	12 February 2025 Register for the Online Pre-Bid meeting by expressing intent to join an online meeting by sending an email to communications@mdi.ac.in latest by 11 February 2025 by 4:00 PM. The Online Meet link will be shared with all those who register.
For any correction after Pre-bid meeting, the Addendum will be communicated on or after	14 February 2025
Bids should be addressed to	Pragati Gupta Outreach & Communications Office Management Development Institute Gurgaon 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 favor of Management Development Institute Society only.

The Complete Tender details and any updates on the Tender will be available on the MDI Gurgaon Website at the link: <https://mdi.ac.in/infrastructure/tenders.html>

The notice inviting bid along with instructions to bidders, Scope of Work, eligibility criteria, system of award of contract, etc. form part of the bid document containing 21 pages in all.

A. General Information: -

Sealed Quotations are invited from the Digital Marketing Agencies (Delhi/NCR) to handle the Digital Marketing work of MDI Gurgaon as per the following terms and conditions:

- 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 Digital Marketing 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. Bid papers must be signed on all the pages by the tenderer.
- 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 or select the item or to 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 are 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 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 Gurgaon 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 of MDI Gurgaon as 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 same will be informed in writing by MDI Gurgaon as a warning letter and if in spite of the issue of warning letter the performance does not prove to the satisfactory level as per the expectation of MDI Gurgaon within a fortnight then a second warning letter will be issued. If after the issue of second warning letter performance doesn't satisfy MDI Gurgaon expectations, then the 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. The 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. Format of Price Schedule and related terms:

- a. Tenderer must quote in INR 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.

D. Payment Terms:

- a. Payment will be made on the monthly retainership model upon submission of monthly deliverables/ progress reports.
- b. All payments would be made in Indian Rupees.
- c. On a need basis the agency will design and implement performance marketing campaigns for MDI Gurgaon programmes and events. The payment would be done on an actual cost basis for campaigns run on aggregator platforms like Google Adv, GPN, Linkedin, Facebook, Instagram, and Youtube.
- d. All video/ still content is to be provided by the vendor agency with edits. No extra payment will be made for such assignments.
- e. EMD would be released without interest at the end of one year.

E. Bid Rejection Criteria:

- a. Bids submitted on 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 Digital Marketing Agency for MDI Gurgaon".
- c. Bids without EMD would be rejected.
- d. 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.
- e. Financial bid 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 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 rejection of the bid.
- g. Bids without Profile and declaration on company's letter head would be rejected.
- h. Bidder not having turnover of at least Rs.2 Crore during each year in the last three financial years will not be considered.
- 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 2021-22, 2022-23 & 2023- 24).
- j. Certificate on company's letter head that vendor is not blacklisted.
- k. The bidders should have GST & PAN registration and 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 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 Gurgaon 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 Gurgaon website, MDI Gurgaon will begin accepting written questions from the applicants for pre-bid meeting. MDI Gurgaon will endeavor to provide timely responses to all queries. However, MDI Gurgaon makes no representation or warranty as to the completeness or accuracy of any response made in good faith, nor does MDI Gurgaon 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 Gurgaon 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 Gurgaon may, at its discretion, extend the last date for the receipt of bids which shall again be notified online through MDI Gurgaon portal 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 a Financial Bid Weightage of 30%.
- b. MDI Gurgaon reserves the right and may negotiate 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 Gurgaon reserves the right to withdraw this notice inviting tender and or vary any part thereof at any stage.
- e. MDI Gurgaon further reserves the right to disqualify any bidder, should it be so necessary at any stage.
- f. 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. The 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 who have their registered offices in India (office in National Capital Region of Delhi will be preferred)	Copy of Certificate of incorporation or any other relevant documents, brief company profile with copy of GST & PAN.
2.	The firm should be in the business of providing similar services for at least 03 years as on last date of bid submission	Certificate by 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 2021-22, 2022-23 & 2023- 24)	Attach certificate from CA or any other relevant certificate.
4.	The Bidder should have an annual turnover of at least Rs.2 Crore in each of the last 3 consecutive Financial Years (FY 2021-22, 2022-23 & 2023- 24)	CA certified document with name of CA registration number, signature and stamp or any other relevant certificate.
5.	The bidder must have successfully executed minimum three similar assignments in the recent past years (premier B-Schools/University/premier technical college like IIMs, IIT, XLRI, ISB/ Fortune 500 ranked companies). The documentary evidence in the form of 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 recent past if available.	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 Gurgaon 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
14	Agency should submit details of metrics of performance used and obtained in three similar assignments done in the last three years	

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 the 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 cause as referred to and/or defined above.

N. Evaluation Procedure and Selection:

- a. Only those Technical Bids that are found compliant/suitable after technical evaluation done by MDI Gurgaon 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 bidders who score more than 60 marks in technical evaluation) will be opened.
- d. MDI Gurgaon decision will be final for the evaluation of Technical Bids.

Parameters for Technical Evaluation and procedure for awarding technical score:

S.No.	Description	
1.	Experience in Digital Marketing (Attach Certificate of incorporation or any other relevant documents, brief company profile with a copy of GST & PAN)	Upto 3 years in operation: 2 Marks 2 marks for each year in operation for every year beyond the minimum requirement of 3 years of operation in similar lines. Max Score: 8
2.	Strength of team to be deployed for MDI Gurgaon (Need to submit the list of employees, with qualifications, certifications, time spent with the agency, and experience of handling similar projects, in format specified in Annexure – III).	Upto 2 suitable members: 3 Marks Upto 3 suitable members: 5 Marks Upto 4 suitable members: 8 Marks *Suitability will be assessed on the basis of details furnished in Annexure – III. Max Score: 8
3.	Number of digital marketing assignments of similar nature executed in the last 3 years for higher education institutions (Need to submit PO/proof of the same).	3 assignments: 3 marks 3 Marks for each assignment beyond the minimum requirement of 3 assignments Max Score: 12
4 (A)	Reputation of higher education clientele for whom digital marketing projects/campaigns were executed in the last 3 years with project/campaign value exceeding Rs. 3 lac (Need to submit PO/proof of the same)	Higher education institution with last 3 years average rank: 1 – 20 of NIRF (Management) – 3 points 21 – 50 of NIRF (Management) – 2 points 51 – 100 of NIRF (Management) – 1 points Higher education institution accorded special status by the the Ministry of Education (GoI): Institution of National Importance – 3 points Institution of Eminence – 3 points * If a client fulfills multiple criteria, the highest points secured in any criteria will be awarded. Max Score:12
4 (B)	OR Recipient of International & National award in Advertising (Need to submit proof of the same)	OR The ABBY AWARD/ Indian Marketing Awards (IMA) /IndIAA Awards/Shark Awards/Big Bang Awards / Goafest (National) – 5 points Any International awards of global reputation– 7 points Max Score:12
5.	Presentation Component 1: Quality of marketing plan suggested for marketing various programs offered by MDI Gurgaon. Component 2: Case study of digital marketing campaigns conducted by bidder showcasing the variety and excellence in campaign management on diverse online platforms	Max Score: 60 Component 1 = 30 Marks Component 2 = 30 Marks
	Total Technical Score: 100	
Points in S. No. 1 to 4 would be given only on the basis of documents submitted as part of technical bids. The Purchase Order and Completion certificate must be attached to score Points in these categories.		

- i. Minimum Technical Score required for opening of Financial Bid: **60 Points**.
- ii. MDI Gurgaon's 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 Digital Marketing including online campaign for admission to various programmes at MDI Gurgaon as per the terms & conditions mentioned above and also, hereby, agree and accepts the terms & conditions mentioned in clause 'a to r' 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,

MDI Gurgaon Communications Office
Management Development Institute Gurgaon
Mehrauli Road, Sukhrali
Gurugram - 122007, Haryana (INDIA)

Sub: Submission of Bid for Empanelment as Digital Marketing 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 in 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.....

Date:

Encl: As above.

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

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. If yes, please furnish details, If No, attach Undertaking in regards to not being blacklisted.	
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 3 above or any other relevant document.
3. Undertaking in respect of 7 above.
4. Copy of PAN & GST

Signature of the applicant
Full name of the applicant
Stamp & Date

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

FORMAT – 3

Details of Similar Works Executed

S. No.	Client Name (Higher Education Institute / University/ Govt. / PSU/Others)	Name / Nature of Work	Cost of Project	Project Start Date& End Date	Client Contact Details incl. Name, Phone No. &Email	Completion Certificate 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	2021-22			
2	2022-23			
3	2023-24			
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 a 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 Gurgaon 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 case with cybercrime.
8. I/We understand that MDI Gurgaon 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 Gurgaon is not bound to accept the lowest bid.

(Signature of the Tenderer with Seal)

Date:

Annexure II Scope of Work

Objective

a) MDI Gurgaon, through this engagement wishes to develop and execute its communication strategy to address all stakeholders, including potential students, MDI Gurgaon Alumni, corporates and policymakers in business and management. This shall cover FPM programs, Post Graduate Diploma Programmes, Executive Post Graduate Programmes, and Management Development programs (Online and Offline).

b) Specific objectives of the digital marketing initiative:

To undertake an appropriate branding exercise and create awareness about various programs of MDI Gurgaon; All materials developed for the purpose of the campaign will be handed over to the authorized person of MDI Gurgaon along with the concerned bills/invoices through emails or any other similar electronic means as specified by the institute.

The vendor needs to fulfill the following objectives via digital marketing activities customized for the institute.

- I. To establish, preserve and enhance the online brand reputation of MDI Gurgaon as India's premier B-school clearly indicating the Unique selling points that set MDI Gurgaon apart from local & global competition.
- II. To generate leads & track conversions across all traffic sources for all campaigns, keywords, landing pages, etc. & set guidelines for campaign optimization to increase ROI with every campaign.
- III. To proliferate the digital assets of MDI Gurgaon with frequent, relevant, and varied content in accordance with monthly online campaign & content calendar with requisite permissions from the institute; adhering to the brand guidelines set by the institute.
- IV. To generate website traffic from various online sources and create opportunities to inform potential students all about MDI Gurgaon & what it has to offer.

c) Deliverables:

1. Immediately upon joining MDI Gurgaon, the agency will conduct a comprehensive study to assess the institution's perception and reputation. This exercise will be repeated quarterly. The findings and observed improvements over time will serve as a benchmark for evaluating the agency's performance in enhancing MDI Gurgaon's perception and reputation.

2. Landing Page Creation

Designing, developing, optimizing, and managing the landing page for running the campaign. The agency will design and create the landing page at their own cost agency Lead generation and management

3. Digital Campaign designing, implementation, and lead generation (Including videos, Creative banners and content)

The agency shall be responsible for suggesting a digital marketing plan that will meet the objectives of digital campaigns as per the requirements of MDI Gurgaon across all short term and long term programmes such as PGDM, PGDM-BA, PGDM-BM, PGDM-Online, PGDM-PPM, FPM etc, Conferences, Seminars, Workshops & Other events.

Promotional activities must be done digitally, including, but not limited to, the following:

- i. Keyword-based search advertising (Google search/Display Ads).
- ii. The agency will propose and execute customized Digital Marketing plans on behalf of the institute for various programs of the institute on different platforms like Facebook, Google, YouTube, Instagram and LinkedIn etc.
- iii. Agency will be responsible to generate the leads through various activities as specified and the agency will share the detail of leads with the institute.

- iv. Targeted Mobile marketing, Ad copy, Third party database.
- v. Carrying out analytics to prioritize admission leads
- vi. Specific websites and platforms need to be identified,
- vii. Content marketing blogs, Articles, testimonials etc
- viii. Mobile marketing campaigns
- ix. Digital Tie-ups and Alliances that the agency can make
- x. Experience of working with global national brands
- xi. Experience of working with educational institutions
- xii. Web banner, web page design, social media page, social media poster
- xiii. Video editing and promotions
- xiv. Start-up promotions
- xv. The strategy to be pursued on each of these platforms need to be delineated
- xvi. The strategy to be pursued over the duration of the campaign (timeline) needs to be delineated
- xvii. Identify specific parameters (i.e., key performing indicators) that will be tracked and measured during the duration of the campaign.
- xviii. The agency will provide access to all the campaign data in real time.
- xix. Email Marketing:
 - Targeted Email campaigns -Email copy, creative, third-party database.
 - Email open rate
 - Delivery percentage
 - Bounce rate
 - Total no of clicks
 - Subscribers ranking in order of engagement with email (basis open, clicks, etc.)
 - Any un-subscriptions

Create digital contents & creatives (inclusive of required writeup, posters, videos, reels, memes, Animation, Editing, Captioning and rendering etc.) and execute digital campaigns for the above-mentioned activities.

4. Search Engine Optimization:

- I. Formulate SEO strategy for the MDI Gurgaon Website mdi.ac.in in order to make MDI Gurgaon website rank on top in the leading search engines (Google, Bing etc).
 - II. Provide SEO related inputs (Keywords, Meta tags, Description tags, Doctype declaration, Character encoding, URL structure, Robots.txt, Canonical link element, XML and HTML sitemaps, custom 404, Redirects, HTTP headers, HTML code, iFrame etc.) to MDI Gurgaon and its web developer to get the inputs implemented on time.
 - III. SEO on 50 keywords – all 50 keywords on Page 1 or Page 2 within one year
 - IV. Improve Organic traffic on the website of MDI Gurgaon
 - V. On page optimization report with Domain authority
 - VI. No of backlinks
 - VII. Backlink authority score
 - VIII. Alexa Rank movement
 - IX. Organic traffic analysis report (via google analytics)
 - X. Google search console report
5. To provide support to the MDI Gurgaon for specific activities such as admissions, launch of executive program, conferences, convocation, program inaugurations, important guest lecture series, etc.
6. The agency should enhance the brand image of the institute in the market to reflect what the institute stands for and create brand recall in the industry, prospective students, alumni, and policy makers.

7. Online Reputation Management including Crisis Management

- I. Track conversations, links and blogs about MDI Gurgaon
- II. Track sentiments- Positive, Neutral or Negative posts related to MDI Gurgaon to be identified and reported
- III. Moderate all social media platforms in order to deal with spam, unauthorized advertisements, inappropriate content etc.
- IV. Keep a constant vigil on all social media comments, blogs, queries and engage for safe and satisfactory resolution of any negative perception / observation.
- V. Channelize and draft a plan to work out and neutralize negative sentiments.
- VI. Use good industry standard monitoring tool for analysing comments / remarks about MDI Gurgaon in various online media like e-newspapers, e-magazines, blogs, social media platforms at national & international level.

8. Code Changes and Additions

The agency must possess in-house capabilities for altering, developing and implementing existing page code and backend programming to maximize a site's impact and ability to be indexed.

9. HTML Email Coding

The agency must possess email designing & coding capability to run high conversion successful email marketing campaigns.

10. Strategy Consulting on various campaigns

The agency must possess the means & expertise to consult the corporate communications team in leading digital campaigns for promotion of MDI Gurgaon and its offerings.

11. Campaign Tracking, ROI & Analysis Report

Throughout the campaign, the agency must provide performance reports to MDI Gurgaon that summarize key campaign metrics, including the number of impressions, unique customers reached, campaign expenditure, and customer interactions with the campaigns. The agency should also include a comparative analysis of website traffic and performance on digital platforms, benchmarking MDI Gurgaon's results against those of equivalent peer institutions, and highlighting any notable differences.

Some of the campaign measures & metrics to be submitted include, but are not limited to, the following:

- I. Reach
- II. Impressions
- III. Views (video)
- IV. Engagement (like, comment, share)
- V. Call to action (conversions)
- VI. Detailed channel wise analytics will also contain geographic & social breakup (subjective to information available on the social channel)
- VII. system or software for tracking conversion

The agency also must submit 'Monthly Performance Reports' of all the digital activities managed and performed to MDI Gurgaon, which should include:

- I. A detailed analysis of the promotion steps taken for MDI Gurgaon on social media platforms and the results achieved.
- II. Social presence/channel analysis.
- III. Content analysis of the most engaging types.
- IV. Trend analysis.

- V. Sentiment and perception analysis.
- VI. Influencer report.
- VII. Comprehensive analytics and web traffic report for the MDI Gurgaon website, including keyword rankings.

12. Online Paid advertising:

- I. Clicks
- II. Click through Rate (CTR)
- III. Ad quality score
- IV. Cost Per Click (CPC)
- V. COCA (Cost of customer acquisition)
- VI. Conversion Rate
- VII. CPM (Cost per Impression)
- VIII. Campaign ROI
- IX. Average position (google AdWords)

13. Content storage/ Backup

The Agency shall be responsible for the storage/backup/recovery facility of content and data created by the Agency.

- I. The data would be retained by the agency until 12 months from the date of creation of the content.
 - II. The Agency shall hand over the entire content archives to the MDI Gurgaon at the end of every quarter.
14. The agency should perform all activities, from designing to launching promotional campaigns, at their own expense. MDI Gurgaon will work closely with the agency to only suggest inputs and finalize the promotional campaign designs. The institute will pay only the social media platform charges, service charges and GST as applicable and MDI Gurgaon will not be responsible to pay any charge to a third party or for any work included separately.
15. The agency must take approval of all campaign materials from MDI Gurgaon before executing any part of the digital promotional campaign.
16. Campaign on any other social media other than Facebook, LinkedIn, Youtube, Twitter, Instagram and Google, should also be considered, if required by MDI Gurgaon.
17. Number of Campaign will be based on the requirement of MDI Gurgaon. All the information will be shared with the agency on campaign to campaign basis.
18. The agency should possess understanding and knowledge about current consumer trends & be able to gather & analyze information about the browsing habits & preferences of customers in the target market section. This information should be utilized to inform and enhance marketing strategies.
19. The agency must share administrative access of the dashboards to MDI Gurgaon wherever applicable such that MDI Gurgaon will be able to monitor the progress of the campaigns.
20. The agency is required to ideate and execute at least 3 social media posts on Institute's social media handles in a week.
21. A dedicated Social Media Executive, who will also fulfill content creation responsibilities, will be stationed at MDI Gurgaon (6 days a week, 9:30 am to 5:30 pm). This individual will oversee the development and

publication of engaging and relevant digital content across various platforms, in addition to producing high-quality written content.

Support by selected agency:

The agency should be able to provide 24x7 support for making updates on Social Media Platforms of the MDI Gurgaon through its in-house staff.

Approval:

The vendor agency must take prior approval of the concerned authority in MDI Gurgaon/ Point of Contact via email, for any kind of creations/ creatives/ videos/ content etc. for uploading/ publishing on various social media platforms.

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Annexure-IV

Technical Compliance Sheet

S. No.	Document to be Attached	Whether Submitted	Mention Page Number	Deviations If any
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.	Financial strength of the organization (Format-4)	Yes / No		
5.	Company Profile	Yes / No		
6.	All Annexure -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 'A'	Yes / No		
9.	Whether agree to the scope of 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)
Digital Marketing Firm				
	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 Gurgaon will be taken into consideration.

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

Place:

Sign of bidder

Date:

Name of bidder

Firm's Name with stamp