

# INDIAN INSTITUTE OF MANAGEMENT INDORE

PRABANDH SHIKHAR, RAU-PITHAMPUR ROAD, INDORE – 453556

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## Corrigendum-I

No.: IIMI/2016-17/17/Corrigendum-1

16-09-2016

The following amendments have been made in EOI No. IIMI/2016-17/17 dated 02-September-2016 for Expression of Interest for Making a Promotional Video on IIM Indore and its Alumni.

1. In Point No. 02 Technical Specification- (Time frame, Page no. 3): Time Frame will be **45 days** instead of 30 days.
2. In Point No. 02 Technical Specification- (Schedule of Requirement, Page no. 3): following specification added in Schedule of Requirement.
  - **Output Video Format:** High definition video (FLV, MP4 or any other format requested by IIM Indore)
  - **Raw Footage (Non-Edited Video):** Complete raw footage will be provided by the vendor to IIM Indore. Storage device for this purpose will be provided by the Institute.
  - **Copyright:** Copyright of the video will rest with IIM Indore.
  - **IIM Indore Mumbai Campus:** The video and the photograph should include the IIM Indore Mumbai Campus also.
  - In addition to the video, the vendor will also provide photographs of aerial view of IIM Indore campus.

**Accordingly the revised EOI is attached.**

**All bidders are requested to submit the bid in the attached revised format only.**

Other terms and conditions remain unchanged.

Sd/-

Santosh Kumar Sahoo  
Officer (Stores & Purchase)

**भारतीय प्रबंध संस्थान इंदौर**  
**INDIAN INSTITUTE OF MANAGEMENT INDORE**

प्रबंध शिखर, राज-पीथमपुर रोड, इंदौर - 453 556  
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ईओआई क्रमांक EOI No: IIMI/2016-17/17-1



दिनांक/ Date: September 16, 2016

आईआईएम इंदौर और इसके पूर्व छात्रों पर एक प्रोमोशनल वीडियो बनाने के लिए रूचि की अभिव्यक्ति (संशोधित)  
**Expression of Interest for Making a Promotional Video on IIM Indore and its Alumni (Revised)**

**(E-PROCUREMENT MODE ONLY)**

भारतीय प्रबंध संस्थान इंदौर (आईआईएम इंदौर) एक बोली प्रणालियों में निम्नलिखित मदों के लिए प्रतिष्ठित एजेंसियों से ऑनलाइन बोली (ई- टेंडर) आमंत्रित करता है |  
Indian Institute of Management Indore (IIM Indore) invites online bids (e-tender) from specialized agencies for the following:

**ईओआई का संक्षिप्त विवरण Brief Details of EOI:**

मद का विवरण Item Description	अनुमानित कीमत Estimated Cost (Rs.)	ईओआई फीस सभी टैक्स मिलाकर EOI Fee (inclusive of all taxes) (Rs.)
आईआईएम इंदौर और इसके पूर्व छात्रों पर एक प्रोमोशनल वीडियो बनाने के लिए रूचि की अभिव्यक्ति <b>Making a Promotional Video on IIM Indore and its Alumni</b>	10,00,000/-	500/-

ईओआई दस्तावेज <http://eprocure.gov.in/eprocure/app> से डाउनलोड किया जा सकता है और केवल इसी पोर्टल के माध्यम से जमा किये जाने की अंतिम तिथि और समय तक प्रस्तुत किया जाना चाहिए |

The EOI Document can be downloaded from Central Public Procurement (CPP) Portal <http://eprocure.gov.in/eprocure/app> and bid is to be submitted online only through the same portal up to the last date and time of submission of EOI.

**ईओआई की महत्वपूर्ण तिथियाँ Critical Dates of EOI:**

S. No.	Particulars	Date	Time
a.	ईओआई के ऑनलाइन प्रकाशन / डाउनलोड की तिथि Date of Online Publication/Download of EOI	02-09-2016	1730 Hrs.
b.	बोली से पूर्व बैठक / Pre-bid Meeting	09-09-2016	1430 Hrs.
c.	ईओआई प्रस्तुत करने की प्रारंभ तिथि/ EOI Submission Start Date	16-09-2016	1730 Hrs.
d.	ईओआई प्रस्तुत करने की समाप्ति तिथि / EOI Submission Close Date	28-09-2016	1100 Hrs.
e.	ईओआई शुल्क जमा करने की तिथि व बंद करने का समय Closing date & time for Submission of EOI Fee	28-09-2016	1100 Hrs.
f.	ईओआई का खोला जाना Opening of EOI	28-09-2016	1130 Hrs.

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## 1. ABOUT IIM INDORE

### 1.1 Introduction

Indian Institute of Management Indore (IIM Indore) is an Autonomous Institute under Ministry of Human Resource Development, Govt. of India.

## 2. TECHNICAL SPECIFICATION

### 2.1 Scope of Work for Making of a Promotional Video on IIM Indore and its Alumni

**Duration:** 15 minutes

**Time Frame:** 45 days

**Purpose:** The purpose of the project is to develop, shoot and produce a professional, high quality video highlighting the achievements of IIM Indore's alumni, along with their testimonials for the Institute. The video may also include a short description of IIM Indore.

**Target Audience:** Students, Alumni, Recruiters, Aspirants

**Requirements:** The Agency will conceptualize, develop, shoot and produce the video of at-least 15 minutes duration, with at-least 6-8 alumni interviews, who may be based at Mumbai, Delhi and Bangalore. The Agency will take high quality professional photographs and videos during the production.

The videos and the photographs will include one or more of the following themes:

- IIM Indore Alumni (convocation, batch photographs, current workplace photographs, special achievements photographs, if any)
- IIM Indore campus life
- **The Agency will provide all the necessary production and post-production equipment. No equipment/software (i.e. cameras, computers, movie editing software, etc.) would be purchased under this project by the Institute.**
- The Agency will provide illustrative examples of how the video would be constructed, including story-board, script and final film decisions.
- The Agency will use variety of artistic and innovative cinematic approaches like multiple cameras, interviews in natural settings, candid moments, noise-free audio recording, background score, VFX and animation (if required), high quality transitions and voice over narrations to build a connection with the viewers.
- The film would be engaging enough to build a rapport with the audience in order to play a significant role in IIM Indore's branding as well.

- **Output Video Format:** High definition video (FLV, MP4 or any other format requested by IIM Indore)
- **Raw Footage (Non-Edited Video):** Complete raw footage will be provided by the vendor to IIM Indore. Storage device for this purpose will be provided by the Institute.
- **Copyright:** Copyright of the video will rest with IIM Indore.
- **IIM Indore Mumbai Campus:** The video and the photograph should include the IIM Indore Mumbai Campus also.
- In addition to the video, the vendor will also provide photographs of aerial view of IIM Indore campus.

### 3. EOI FEE (NON REFUNDABLE) DETAILS

- a) **EOI Fee of Rs. 500/- (Rupees Five Hundred only)** including all taxes in the form of Demand Draft/Banker's Cheque from Nationalized/scheduled bank in favour of Indian Institute of Management Indore, payable at Indore should be submitted.
- b) The details pertaining to EOI fee is to be filled as per Annexure-I.

### 4. OID, ELIGIBILITY CRITERIA & TECHNICAL CRITERIA

#### 4.1 OID (Other Important Documents)

OID viz. Firm Incorporation Certificate, PAN details, TIN/CST/ST etc. details are to be provided.

#### 4.2 Eligibility Criteria

- a) The Bidder should give Self declaration certificate for acceptance of all terms & conditions of EOI documents. A duly completed certificate to this effect is to be submitted as per the Annexure-II.
- b) The firm should be neither blacklisted by any Government Dept., nor is any criminal case registered / pending against the firm or its owner / partners anywhere in India. A duly completed certificate to this effect is to be submitted as per Annexure-III.
- c) The bidder should attach list of Purchase Order / Work Order where the similar type of work executed during the last seven years as detailed below

➤ Three similar works of 40% of the estimated cost **OR**

- Two similar works of 50% of the estimated cost **OR**
- One similar work 80% of the estimated cost

The details of the same along with supporting document are to be submitted as per the Annexure-IV.

- d) The Annual Turnover should be at least 30% of the estimated cost during each of the previous three financial years (2012-13 to 2014-15). Copies of duly audited balance sheet / trading account / profit & loss accounts are to be submitted as per the Annexure-V.

#### 4.3 Technical Criteria

Bidders should comply the specification of the EOI item in all respect. The detailed format is attached at Annexure-VI. The bidder is to complete the same in all respect and submit accordingly.

#### 5. FINANCIAL BID DETAILS

No price bid to be submitted at this stage. Financial bid will be invited separately only from the qualified bidders who participated in the EOI.

#### 6. TIME SCHEDULE

S. No.	Particulars	Date	Time
a.	Date of Online Publication of EOI	02-09-16	1730 Hrs.
b.	Pre-bid Meeting	09-09-16	1430 Hrs.
c.	EOI Submission Start Date	16-09-16	1730 Hrs.
d.	EOI Submission Close Date	28-09-16	1100 Hrs.
e.	Closing date & time for Submission of original EOI Fee	28-09-16	1100 Hrs.
f.	Opening of EOI	28-09-16	1130 Hrs.
g.	Invitation of Financial Bid	will be invited from the technically qualified bidders only on a later date	

#### 7. AVAILABILITY OF EOI

The EOI document can be downloaded from <http://eprocure.gov.in/eprocure/app> and be submitted only through the same website.

## 8. PRE-BID MEETING

- Pre-bid meeting was held on 09-09-2016 at 1430 Hrs. in IIM Indore to address the queries of the bidders regarding the EOI, if any.

## 9. BID VALIDITY PERIOD

The EOI remain valid for 120 days from the date of opening. An EOI valid for a shorter period shall be rejected, being non-responsive.

## 10. BID SUBMISSION

### 10.1 Instruction to Bidder

Bidders are required to enrol on the e-Procurement module of the **Central Public Procurement Portal (URL: <https://eprocure.gov.in/eprocure/app>)** by clicking on the link "**Online Bidder Enrolment**" on the CPP Portal. **The registration is completely free of charge.**

Possession of a valid Class II/III DSC in the form of smart card / e-token is a prerequisite for registration and participating in the bid submission activities. DSCs can be obtained from the authorised certifying agencies recognized by CCA India (e.g. Sify/TCS/nCode/eMudhra etc).

Bidders are advised to register their valid email address and mobile numbers as part of the registration process. These would be used for any communication from the CPP Portal.

Only one valid DSC should be registered by a bidder. Please note that the bidders are responsible to ensure that they do not lend their DSCs to others which may lead to misuse.

The Bidders are required to log in to the site through the secured log-in by entering their respective user ID / password and the password of the DSC.

The CPP portal also has user manuals with detailed guidelines on enrollment and participation in the online bidding process. The user manuals can be downloaded for reference.

Any queries related to process of online bid submission or queries related to CPP Portal in general may be directed to the 24x7 CPP Portal Helpdesk. The **Toll Free** contact numbers for the helpdesk are 1800 3070 2232, 7878007972 and 7878007973.

## 10.2 Online Bid Submission Procedure

**OID:** The file should be saved in a PDF version and should comprise of the following items:

1. Packet-1: Duly Completed Scanned PDF of PAN Card.
2. Packet-2: Duly Completed Scanned PDF of Registration Certificate Details.
3. Packet-3: Duly Completed Scanned PDF of Sales Tax/VAT.
4. Packet-4: Duly Completed Scanned PDF of Service Tax.
5. Packet-5: Duly Completed Scanned PDF of Bidder Address Details.

**Cover-1:** The file should be saved in a PDF version and should comprise of the following items:

1. Packet-1: Duly Completed Scanned PDF copy of Annexure-I with copy of DD or Banker's Cheque for EOI Fee.
2. Packet-2: Duly Completed Scanned PDF copy of Annexure-II.
3. Packet-3: Duly Completed Scanned PDF copy of Annexure-III.
4. Packet-4: Duly Completed Scanned PDF copy of Annexure-IV with supporting Documents.
5. Packet-5: Duly Completed Scanned PDF copy of Annexure-V with supporting Documents.
6. Packet-6: Duly Completed Scanned PDF copy of Technical Bid as per Annexure-VI

## 10.3 Offline Submission of EOI Fee

It is also required to submit EOI Fee (DD/Bankers cheque) in original with name of the firm on backside, in a sealed envelope superscripted "**EOI for making promotional video on IIM Indore and Its Alumni**" at the following address on or before 28-09-2016 at 1100 hrs.

Officer (Stores & Purchase)  
First Floor, Administrative Block  
Indian Institute of Management Indore  
Prabandh Shikhar, Rau-Pithampur Road  
Indore-453 556 (M.P), India  
Phone: 0731-2439631-34  
Email: [stores@iimidr.ac.in](mailto:stores@iimidr.ac.in)

## 11. BID OPENING

- a) Technical Bids will be opened on 28-09-2016 at 1130 Hrs.
- b) Bids should be summarily rejected, if EOI is submitted other than through online or EOI Fee is not submitted within stipulated date / time.



## 12. BID EVALUATION

- a) Bidders who meet the eligibility criteria and complied the technical bid will be called for a presentation at IIM Indore campus. Date and time of the presentation will be communicated to the eligible bidders.
- b) Evaluation Criteria of Presentation:

Criteria	Maximum Marks	Minimum Marks
1. Quality of Production (camera used, editing and background score)	20	10
2. Creativity (conceptualization, script, vfx)	20	10
3. Clients handled	20	10
4. Deadline	20	10
5. Ideas for the video	20	10

Only the bidders scoring minimum 10 mark each or more out of 20 will be short-listed for Invitation of financial bid.

- c) Based on results of the Technical evaluation (eligibility criteria and presentation), IIM Indore invite the financial bid from those Bidders who qualify in the Technical evaluation. The financial bid with the lowest price will be the highest evaluated bid.

## 13. PAYMENT TERMS

No advance payment will be made in any case. Bills in Duplicate should be sent and the payment shall be released generally within 30 days, only after it is ensured that the Service / quality of the service supplied are to the entire satisfaction of IIM Indore. If any service is found laps, or not of the desired quality etc., the same should be replaced by the firm(s) immediately for which no extra payment shall be made.

## 14. LIQUIDATED DAMAGES

In case of delay in work completion by the stipulated date, IIM Indore reserves the right of imposing penalty @ 0.5 % per week on the overall value of the work order subject to maximum 10 % of the total cost of work order.

## 15. EARNEST MONEY DEPOSIT (REFUNDABLE) DETAILS

- a) No EMD to be submitted at this stage.
- b) The technically qualified bidder has to submit EMD of **Rs.50,000/- (Rupees Fifty Thousand only)** in the form of Demand Draft/Banker's Cheque from Nationalized/scheduled bank in favour of Indian Institute of Management Indore, payable at Indore, along with the Financial Bid.
- c) No interest will be paid on the EMD.

## **16. PERFORMANCE SECURITY DETAILS**

- a) The successful bidder will have to deposit the performance security valid for 15 months in the form of TDR/FDR/Bank Guarantee @10% of the total value of order within 10 days from the date of issue of the award letter. No interest will be paid by IIM Indore on the deposit.
- b) Performance Security will be refunded to the supplier, after it duly performs and completes the contract/warranty period in all respect.
- c) Performance Security will be forfeited if the firm fails to perform/abide by any of the terms or conditions of the contract.
- d) In case, the firm fails to deliver the required service within specified delivery period, the same goods/items will be procured from open market and the difference of cost, if any, will be recovered from Performance Security or from pending bill(s) of the defaulting firm or from both in case the recoverable amount exceeds the amount of Performance Security.

## **17. WORK COMPLETION SCHEDULE**

The successful bidder should complete the work within **45 days** from the date of receipt of the work order.

## **18. TERMS AND CONDITIONS**

### **18.1 Termination for Insolvency**

- a. The IIM Indore may at any time terminate the Contract by giving a written notice to the awarding firm, without compensation to the firm, if the firm becomes bankrupt or otherwise insolvent as declared by the competent Court, provided that such termination will not prejudice or affect any right of action or remedy, which has accrued or will accrue thereafter to the department.
- b. The courts of Indore alone will have the jurisdiction to try any matter, dispute or reference between the parties arising out of this purchase. It is specifically agreed that no court outside and other than Indore Court shall have jurisdiction in the matter

### **18.2 Force Majeure**

- a. Should any force majeure circumstances arise, each of the contracting parties be excused for the non-fulfillment or for the delayed fulfillment of any of its contractual obligations, if the affected party within 15 days of its occurrence informs in a written form the other party.

- b. Force Majeure shall mean fire, flood, natural disaster or other acts such as war, turmoil, sabotage, explosions, epidemics, quarantine restriction, strikes, and lockouts i.e. beyond the control of either party.

### **18.3. Arbitration**

In the event of any dispute or difference arising under this supply, the Director, IIM Indore or his nominee is the arbitrator and the decision of the arbitration will be binding on both parties.

### **18.4 Other Conditions**

- a) In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the EOI, Earnest Money/Performance Security shall be forfeited.
- b) IIM Indore reserves the right to accept or reject any or all the EOIs in part or in full, without assigning any reason thereof.
- c) IIM Indore reserves the right to relax / amend / withdraw any of the terms and conditions contained in the EOI Document without assigning any reason thereof. Any inquiry after submission of the quotation will not be entertained.
- d) Conditional EOIs will not be considered in any case.
- e) IIM Indore reserves the right to modify/change/delete/add any further terms and conditions prior to issue of NIT/financial bid.
- f) IIM Indore shall not be responsible for any postal delay, non-receipt or non-delivery of the EOI Fee.
- g) IIM Indore may issue corrigendum to EOI documents before due date of Submission of bid. The bidder is required to read the EOI documents in conjunction with the corrigendum, if any, issued by IIM Indore. The bidder is not supposed to incorporate the amendment in the body of the EOI document.**

## ANNEXURE – I

To  
**Officer (Stores & Purchase)**  
Indian Institute of Management  
Prabandh Shikhar,  
Rau – Pithampur Road  
Indore

**Sub: - EOI Fee Details.**

Ref : - EOI No. IIMI/2016-17-1 Dated 16/09/2016  
(EOI for Making a Promotional Video on IIM Indore and its Alumni - Revised)

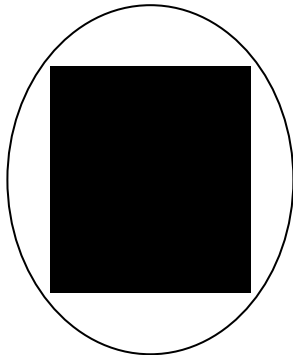
Dear Sir,

The following DD in favour of IIM Indore are enclosed herewith towards EOI Fee:

<b>Detail of DD</b>	<b>Amount (Inclusive of all taxes)</b>	<b>DD No. &amp; Date</b>	<b>Bank Name</b>
EOI Fee	Rs. 500/-		

**Date:**

**Place:**



**Authorized Signatory**

**Name:**

**Designation:**

**Contact No.:**

**ANNEXURE – II**

To  
**Officer (Stores & Purchase)**  
Indian Institute of Management  
Prabandh Shikhar,  
Rau – Pithampur Road  
Indore

**Sub: - Self Declaration Certificate**

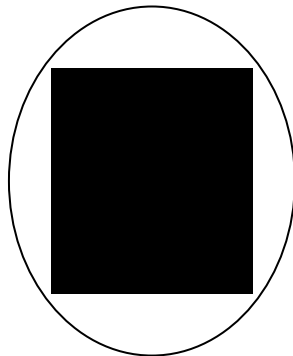
Ref : - EOI No. IIMI/2016-17-1 Dated 16/09/2016  
(EOI for Making a Promotional Video on IIM Indore and its Alumni - Revised)

Dear Sir,

With reference to the above, I am/ We are offering our **EOI for Making a Promotional Video on IIM Indore and its Alumni**, I / We hereby reconfirm and declare that I / We have carefully read, understood & complying the above referred EOI document including instructions, scope of work, terms & conditions, specifications, schedule of quantities, unloading and all the contents stated therein.

**Date:**

**Place:**



**Authorized Signatory**

**Name:**

**Designation:**

**Contact No.:**

**Email ID:**

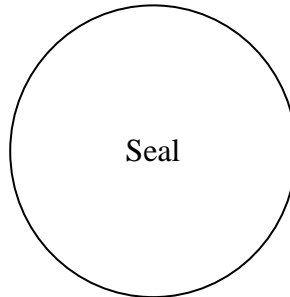
**ANNEXURE – III**

**CERTIFICATE**  
(to be provided on letter head of the firm)

I hereby certify that the above firm neither blacklisted by any Central/State Government/Public Undertaking/Institute nor is any criminal case registered / pending against the firm or its owner / partners anywhere in India.

I also certify that the above information is true and correct in any every respect and in any case at a later date it is found that any details provided above are incorrect, any contract given to the above firm may be summarily terminated and the firm blacklisted.

**Date:**



**Place:**

**Authorized Signatory**

**Name:**

**Designation:**

**Contact No.:**

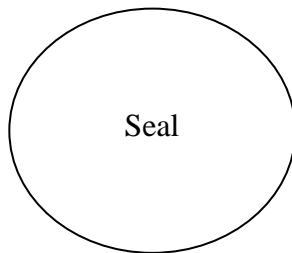
**ANNEXURE – IV**

**Work Order Details:**

<b>S. No.</b>	<b>Evaluation Criteria</b>	<b>Name of the Client with Order No. &amp; date</b>	<b>Date of Satisfactory Completion Certificate Issued by the Client</b>	<b>Remark</b>
	<b>List of Purchase Order / Work Order where the similar type of Work executed by you during the last 7 years</b>			
<b>1</b>	<b>Three similar works of 40% of the estimated value OR</b>			<b>Supporting Documents are to be attached along with the Annexure-IV</b>
<b>2</b>	<b>Two similar works of 50% of the estimated value OR</b>			
<b>3</b>	<b>One similar work of 80% of the estimated value</b>			

Date:

Place:



Authorized Signatory

Name:

Designation:

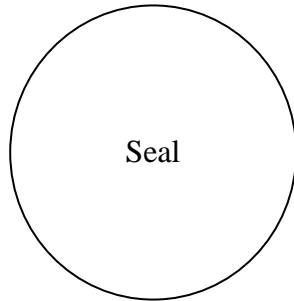
Contact No.:

**ANNEXURE – V**

**Annual Turnover Details:**

<b>Evaluation Criteria</b>			<b>Remark</b>
<b>Bidder's Annual Turnover for last three Financial years</b>	<b>Financial Year</b>	<b>Turnover in Rs.</b>	-
	<b>2014-15</b>		<b>Supporting Documents are to be attached along with the Annexure-V</b>
	<b>2013-14</b>		
	<b>2012-13</b>		

Date:



Place:

Authorized Signatory:

Name:

Designation:

Contact No.:

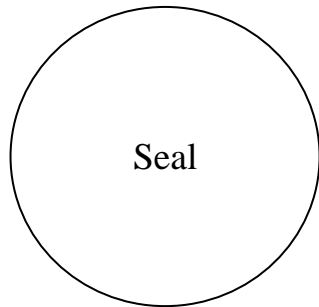


Specification	Complied (Yes/No)	If No Remarks
<b>Duration:</b> 15 minutes		
<b>Time Frame:</b> 45 days		
<b>Purpose:</b> The purpose of the project is to develop, shoot and produce a professional, high quality video highlighting the achievements of IIM Indore's alumni, along with their testimonials for the Institute. The video may also include a short description of IIM Indore.		
<b>Target Audience:</b> Students, Alumni, Recruiters, Aspirants		
<p><b>Requirements:</b> The Agency will conceptualise, develop, shoot and produce the video of at-least 15 minutes duration, with at-least 6-8 alumni interviews, who may be based at Mumbai, Delhi and Bangalore.</p> <p>The Agency will take high quality professional photographs and videos during the production.</p>		
<p>The videos and the photographs will include one or more of the following themes:</p> <ol style="list-style-type: none"> <li>1. IIM Indore Alumni (convocation, batch photographs, current workplace photographs, special achievements photographs, if any)</li> <li>2. IIM Indore campus life</li> </ol>		
The Agency will provide illustrative examples of how the video would be constructed, including story-board, script and final film decisions.		
The Agency will use variety of artistic and innovative cinematic approaches like multiple cameras, interviews in natural settings, candid moments, noise-free audio recording, background score, VFX and animation (if required), high quality transitions and voice over narrations to build a connection with the viewers.		

The film would be engaging enough to build a rapport with the audience in order to play a significant role in IIM Indore's branding as well.		
<b>The Agency will provide all the necessary production and post-production equipment. No equipment/software (i.e. cameras, computers, movie editing software, etc.) would be purchased under this project by the Institute.</b>		
<b>Output Video Format:</b> High definition video (FLV, MP4 or any other format requested by IIM Indore)		
<b>Raw Footage (Non-Edited Video):</b> Complete raw footage will be provided by the vendor to IIM Indore. Storage device for this purpose will be provided by the Institute.		
<b>Copyright:</b> Copyright of the video will rest with IIM Indore.		
<b>IIM Indore Mumbai Campus:</b> The video and the photograph should include the IIM Indore Mumbai Campus also.		
In addition to the video, the vendor will also provide photographs of aerial view of IIM Indore campus.		

Date:

Authorized Signatory:



Name:

Designation:

Place:

Contact No.: