

INDIAN INSTITUTE OF MANAGEMENT SHILLONG

Umsawli, Shillong-793018

Website: www.iimshillong.ac.in

EOI No: V1-1601/10/2022-SPO/24-25/14

Dated: 28 Feb 2024



Expression of Interest
for Digital Marketing Services

Address To:

Chief Administrative Officer
Indian Institute of Management Shillong
Umsawli
Shillong – 793018

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DETAILED NOTICE INVITING EXPRESSION OF INTEREST

EOI is invited on behalf of Director, IIM Shillong from eligible, experienced agencies/ vendors for Digital Marketing services

EOI No	V1-1601/10/2022-SPO/24-25/14
Name and Location of Work	Expression of Interest for Digital Marketing Service at IIM Shillong
Date of Issue/e-Publishing at CPPP website https://eprocure.gov.in/eprocure/app	28 Feb 2025 at 17: 00 hrs
Document Download Start Date and time at CPPP website https://eprocure.gov.in/eprocure/app	28 Feb 2025 at 17: 00 hrs
Document Download End Date and Time at CPPP website https://eprocure.gov.in/eprocure/app	14 March 2025 at 15:00 hrs
EOI Queries should reach by	Latest by 10 March 2025 till 15:00 Hrs. EOI queries received later than the date and time as mentioned above shall not be entertained. Pre-Bid queries should only be emailed to office.pr@iimshillong.ac.in or pr@iimshillong.ac.in
Pre-Bid Meeting	NA
Last Date and Time for receipts of EOI online at CPPP website https://eprocure.gov.in/eprocure/app	14 March 2025 at 15:00 hrs
Date and Time for opening of EOI at CPPP website https://eprocure.gov.in/eprocure/app	15 March 2025 at 15:00 hrs
Qualifying process	<ol style="list-style-type: none">1. The bidder must satisfy all the eligibility criteria2. The bidder must demonstrate capability to deliver as per the expectation of the Institute (to be demonstrated through a presentation)
Address for correspondence	Store and Purchase Office, IIM Shillong, Umsawli, East Khasi Hills, Shillong-793018, Meghalaya Office Contact No : 0364-2308012/2308070 Email: office. spo@iimshillong.ac.in

Sd/-
Chief Administrative Officer
IIM Shillong

1.0 INSTRUCTIONS FOR ONLINE BID SUBMISSION :

- 1.1 Bidders would be required to register on the Central Public Procurement Portal at <https://eprocure.gov.in/eprocure/app> using a valid Digital Signature Certificate (DSC) and valid email address to be able to participate in the bidding process. On registration with the Portal they will be provided with a user id and password by the system through which they can submit their bids online.
- 1.2 Digital Signature Certificate (DSC) may be obtained from any authorized agencies registered with the Certifying Authority (CA), through National Informatics Center (NIC) in India.
- 1.3 Bidders can download the bid document from Central Public Procurement Portal website at <https://eprocure.gov.in/eprocure/app> and required to submit the bid online by scanning and uploading all the relevant documents through the online Portal only.
- 1.4 EOI information is also available in the Institute's website at <https://www.iimshillong.ac.in/EOI-notices/>. Any further detail regarding Amendment. /Addendum /Extension/ Corrigendum (if any) will be upload online only at both the given websites.
- 1.5 The bid submitted shall become invalid if- The bidder doesn't upload all the relevant testimonials as mentioned in this EOI document.
- 1.6 The Bidders will be required to produce the original copies of the eligibility criteria documents along with other documents mentioned in the EOI whenever needed at the various stages of EOI {if required}. Any discrepancy is noticed in the uploaded documents with reference to the original documents, the bid will be treated as invalid.

Sd/-
Chief Administrative Officer
IIM Shillong

2.0 GENERAL TERMS & CONDITIONS:

2.1 INSTRUCTIONS TO BIDDERS

- 1) EOI document: One set of EOI documents are uploaded in the CPPP portal. Bidder shall download the EOI documents and are advised to read the instructions carefully to ensure that his response complies fully before participating in the CPPP portal along with their offer letter.

3.0 EOI submission:

- 3.0.1 Bidders must upload their documents by the time and date mentioned in the Notice Inviting e-EOI in the CPP Portal (www.eprocure.gov.in), within stipulated time. Bidder may go through the given special instruction before participation in e-EOI.
- 3.0.2 Bidder may request clarification at any time up to the mentioned last date of seeking Clarification. Such clarification requests shall be addressed to the Store & Purchase Officer, IIM Shillong (Email: office.pr@iimshillong.ac.in or pr@iimshillong.ac.in)

3.1 EOI requirement

- 3.3.1 The technical bids will be opened online by a committee duly constituted for the purpose at the time and date as specified in the EOI document. All required documents against Notice Inviting EOI documents need to be uploaded at CPP Portal as per checklist at Annexure II by the bidders and verified by the Digital Signature Certificate (DSC). The same will be downloaded for technical evaluation and the result of technical bid evaluation will be displayed on <https://eprocure.gov.in/eprocure/app> in which can be seen by all bidders who participated in the EOI.
- 3.3.2 It is important that bidder clearly demonstrates his ability, giving to Institute a high level of confidence that the bidder will be able to perform the works/ supply/ service within the schedule and meeting the other requirements listed in the EOI document. Failure to do so may result in disqualification of the EOI.

4. Invitation for Proposals from Digital Marketing Agencies

Indian Institute of Management Shillong is seeking proposals from dynamic and innovative marketing agencies to spearhead its digital and social media initiatives. The selected agency will play a pivotal role in strengthening IIM Shillong's brand positioning, enhancing its digital presence, and engaging key stakeholders through comprehensive social media and digital campaigns.

Key Objectives:

- **Enhance Brand Visibility:** Increase the Institute's online presence and improve brand perception among industry leaders, academicians, alumni, prospective students, and policymakers. Utilize popular social media platforms, content marketing, SEO to reach a broader audience.
- **Innovative Digital Outreach:** Convert current challenges into opportunities through creative digital campaigns and innovative content strategies

- **Thought Leadership:** Build and sustain thought leadership in digital media with engaging, trend-sensitive, and relevant content
- **Drive Website Traffic:** Implement strategies to attract more visitors to IIM Shillong's website.
- **Generate Leads:** Develop campaigns to capture potential customer information. Use lead magnets, landing pages, email marketing, and forms to collect leads.
- **Enhance Engagement:** Foster interaction and build relationships with the audience. Use social media, email marketing, and personalized content to engage users.
- **Provide Data-Driven Insights:** Use analytics tools to track and measure campaign performance.
Provide clients with actionable insights and reports to inform future strategies.
- **Stay Ahead of Trends:** Keep up with the latest digital marketing trends and technologies.
Continuously innovate and adapt strategies to stay competitive.

5. SCOPE OF WORK : Kindly click on the link <http://bit.ly/4aTa9Yt>

Agencies must demonstrate:

- A proven track record in executing digital campaigns and managing comprehensive social media strategies—preferably with experience in the education or similar sectors
- Capability to meet the outlined deliverables, including creative development, KPI tracking, crisis management, and influencer outreach
- Submission should include the agency's profile, details of relevant past projects, a proposed strategy, and a detailed financial quotation

6. ELIGIBILITY CRITERIA:

- The bidder should be registered as a Company as per the Companies act. Appropriate documents/certificates issued from appropriate authorities should be enclosed to support this and if it is a partnership bidder, a certified copy of the Partnership Deed.
- The Agency should have PAN Number and GST Registration. (Proof to be attached)
- The bidder should have at least 5 years experience in Digital Marketing. (Proof of work executed is to be attached)

7. EOI EVALUATION PROCESS:

7.1 Interested bidders should submit comprehensive proposals that include all necessary documents staking their eligibility along with a detailed portfolio showcasing relevant work carried out.

7.2 Any act on the part of the bidder to influence anybody in the institute is liable to rejection of his bid.

7.3 IIM Shillong reserves the right to reject any application without assigning any reason.

7.4 IIM Shillong reserves the right to relax/ amend/ add/ withdraw any of the terms and conditions contained in the EOI Document without assigning any reason thereof.

7.5 The decision of the Competent Authority, IIM Shillong will be final in all matters relating.

7.6 Presentation for Bidders:

7.6.1 A Separate online meeting for presentation will be conducted through Online platform as decided by IIM Shillong, to assess the competence of the bidders.

7.6.2 The presentation will be the part of evaluation of bids and the date for the presentation will be declared later on, after the opening of bids. The link to online meeting for presentation will be shared with only those bidders, whose bid/ application would have been received by the closing time and date as indicated in the beginning of this document.

7.6.3 Maximum of two representatives per bidder will be permitted to attend an online meeting for presentation, subject to the submission of a valid authorization letter.

7.6.4 Basis Presentation and satisfying all criteria as mentioned, the Bidder will be shortlisted.

Name, Signature and Seal of Authorized Signatory of Agency

**PROFORMA FOR SUBMISSION OF OFFER LETTER OF EOI DOCUMENT,
DECLARATION AND BIDDER DETAILS**

(THIS “OFFER LETTER” TO BE SUBMITTED IN BIDDER’S LETTER HEAD)

Ref no.

Date:

To

The Chief Administrative Officer

IIM SHILLONG

Umsawli, Shillong – 793 018.

Sub:

“

_____.
_____.”
” against EOI No: ____ Dated ____/____/____

1. I/ We had read entire EOI and unconditionally accept all the terms and conditions laid down in the EOI document.
2. I/We enclose herewith documentary evidence of my/our experience of execution of work/ supply/ service of similar nature and magnitude carried out by me/us as per the eligibility criteria along with the other documents mentioned in the tender document.
3. I/ We confirm and declare that we are not blacklisted/ debarred/ de-registered by any Government department/ Public Sector Undertaking/ Autonomous bodies or any other agency for which we have executed/ undertaken the works/ supply /services during the last 5 years.
4. It is certified that all the information given hereby as well as in the enclosed eligibility bid documents are correct to the best of my knowledge and believe. It is also understood that I/We shall be liable to be debarred, disqualified in case any information furnished by me/us found to be incorrect.

Date.....day of.....2025

Name of the Bidder with Address:

Name:

Address:

Signature of Bidder(s), with the seal of Firm

ANNEXURE-II**INDEX COMPLIANCE SHEET**

(To be submitted on the letterhead of the Agency/
Bidder)

Sr. No	Document Name	Compliance (Yes / No)	Page No		Remarks
			From	To	
1	Details of the Agency As per Annexure – III				
2	Copy of Permanent Account Number (PAN) in the name of the bidder, if not proprietorship bidder.				
3	Copy of GST Registration Certificate.				
4	Proof of Income / Turnover to claim the eligibility related to Turn Over (CA Certificate)				
5	Proof of Experience: PO/ WO/ Agreement/ Experience Certificate/ Performance certificate from the clients.				
6	Duly signed and stamped of the entire EOI document along with its addendum/corrigendum, if any				
7	All other documents, as required to claim eligibility				

Place:

Date:

(Signature with stamp of the Agency)

Details of the Company

(To be submitted on the letterhead of the Agency/ Bidder)

Copies of all supporting documents duly signed and stamped by the Agency in support of below particulars must be attached along with this checklist

1	Name of the Agency (In Block Letters)	
2	Registered Office Address (With telephone no. & email address)	
3	Status of the organization : Proprietary/Partnership/Pvt. Ltd./Public Ltd. Company	
4	Year of incorporation /constitution of agency	
5	PAN No.	
6	GST No.	
7	Authorized Signatory Details	Name: Designation: Mobile No: Email:
8	Details of Contact Person Other than Authorized Signatory:	Name: Designation: Mobile No: Email:
9	Total No. of Year of Similar Experience Details of work experience (as per Annexure-IV) in support of Experience related eligibility criteria.	
10	Annual Business turnover for last three financial years, duly certified by the Chartered Accountant	FY 2021-22: Rs FY 2022-23: Rs FY 2023-24: Rs
11	Volume of business revenue during the last two years	
12	Total number of employees	
13	Whether the Agency faced any litigation with any organization earlier, if yes, kindly furnish the same with name of the organization and brief details of litigation.	
14	Any other information	

Verification:

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

Note:

- 1) Please enclose all supporting documents.
- 2) If documents are not included in the application, the bid will be automatically rejected.

Signature of authorized signatory Name:

Seal:

ANNEXURE – IV

DETAILS OF EXPERIENCE

(To be submitted on the letterhead of the Agency)

Sr. No	Name of the organization/ Institute where goods /services were provided with	Value of the contract in INR	Duration of contract		Total years of experience (YY/MM)	Copy of contract along with the performance report
	Name of Contact Person, Contact No. & email id.		From (MM/YYYY)	To (MM/YYYY)		(Yes/No)
1						
2						
3						
4						
5						
6						
7						
8						

Add more line if required

Note:

- Agencies are required to provide the information on above format only in reverse chronological order (start from latest/recent most organization to oldest organization) and also attach Copy of contract / performance certificate in same sequence. Agencies may add row / rows in the above format, if No of organizations / Institutions are more or mayadd additional sheet also.
- The bidder should provide the contact information (i.e., names of two contact persons, phone number, email address, URL of the company) of clients that IIM Shillong may contact in order to obtain the required information.

Signature of Agency

Name: _____

Designation: _____

Organization Name: _____

Contact No.: _____

