



**Indian Institute of Technology Bhilai (IITBh)**  
**District-Durg, Chhattisgarh, India – 491002**  
**www.iitbhilai.ac.in**

**Enquiry No IITBh/Services/Media/2024-25/032**

**Dated: 18-06-2024**

**Notice Inviting Quotation (NIQ)**

Sub: Inviting Quotation for Hiring PR Agency at IIT-Bhilai

Indian Institute of Technology Bhilai would like to hire a PR agency at IIT-Bhilai. For this purpose Quotations are invited from the reputed and bonafide agencies/service providers:

<b>S. No.</b>	<b>Description of Service</b>	<b>Unit</b>	<b>Price (in INR)</b>	<b>Total Price in Rupees</b>
1.	<b>Hiring of PR Agency</b> (Details mentioned at Annexure-1)	01		
2.	Any other charges, if any (Mention clearly)			
3.	GST in Rs.			
	Total of 1 to 4			

**Note:** GST should be quoted as per the Government norms, In case due to any error/ oversight, the GST quoted by the bidder is less than the actual rate as per tariff, the bidder will not be permitted to rectify the error/oversight. The orders/ contract will be placed for the total amount including the (lower) rate/s quoted by the bidder, with the reduced basic amount to the extent of difference in tax amount, so that the total amount (basic + actual rate as per tariff), remains same(quoted basic + quoted rate). The difference amount payable, if any, between the quoted rate and actual rate as per tariff shall be borne by the bidder.

We are inviting the detailed quotations for the above items in a sealed envelope (hard copy) to be submitted on or before **01-07-2024** at 3.00 PM at Stores & Purchase Office, IIT Bhilai.

**(A) SCOPE OF WORK:**

1. Hindi and English language translations for preparing press releases.
2. The monthly target of news publication:
  - a. National - 2
  - b. Local (Chhattisgarh) - 10
3. Categorize media houses as Top Tier (A), Mid Tier (B), and Bottom Tier (C) in consultation with the Media Cell and Director.
4. To maintain the following chain of communication:
  - a. Get the information from the concerned person and prepare a draft (Eng/Hin).
  - b. Show the draft to the concerned person for his/her approval.
  - c. After their approval, show the draft to the Media Cell for their approval.
  - d. After the Media Cell's approval, send the news to various media houses.
5. Photography and videography of events at the institute. The institute holds functions every week, or 2-3 days every week. The team should be ready to capture all these events. The media cell will inform the team about such activities.
6. Shooting and editing videos for the Institute's YouTube channel.
  - a. Various events, as mentioned in point no. 5.
  - b. Research activities and related videos.
  - c. Promotional videos.
  - d. Others as required.

**(B) EVALUATION METHOD**

Each bid will be evaluated based on two criteria - Technical bid evaluation and Financial bid evaluation. In "technical bid evaluation" the bidders will be evaluated based on the parameters mentioned in Section I, whereas in the "financial bid evaluation" the bidders will be evaluated based on the price/quotation provided by them. The "technical bid evaluation" will carry a total mark of 60 and the "financial bid evaluation" will carry a total mark of 40.

**Section I: Technical Bid Evaluation (Weightage: 60 marks)**

Bidders are required to fill in the details in this format. The bidder may provide the overall strength of their firm while filling in these details in the column "Bidders Response". Relevant supporting documents should accompany each information provided by the bidder.

1. Years of experience: (Weightage: 10 marks)
  - a. More than 10 years of experience: 10 marks
  - b. More than 5 years but less than 10 years of experience: 5 marks
  - c. Less than 5 years of experience: 3 marks

<b>Bidders Response (Supporting documents should also be submitted)</b>
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- 2. Manpower: (Weightage: Max. 5 marks)
  - a. More than 5 regular/Registered employees: 5 marks
  - b. Less than 5 regular/Registered employees: 3 marks

<b>Bidders Response (Supporting documents should also be submitted)</b>

- 3. Previous five-year experience: (Weightage: Max. 10 marks)
  - a. Experience in centrally funded institutes: 3 marks/year
  - b. Experience in state-funded universities: 2 marks/year
  - c. Other private universities: 1 marks/year

<b>Bidders Response (Supporting documents should also be submitted)</b>

- 4. Performance certificate of the previous completed project from the employer:  
(Weightage: Max. 5 marks)
  - a. National level work certificate: 3 marks
  - b. State-level work certificate: 2 marks

<b>Bidders Response (Supporting documents should also be submitted)</b>

4. Presentation based on the above-mentioned points and target task **(30 marks)**

Qualifying marks for Section I: 50%

## Section II: Financial Bid Evaluation (Weightage: 40 marks)

1. The lowest evaluated financial proposal/quotation will be given a maximum score of 100. The score of other firms would be calculated as per the formula:

F (Other than lowest bidder)

$$= (\text{Price quoted by lowest bidder} / \text{Price quoted by the bidder}) \times 100$$

2. Bidders should quote their rate/charge for each service mentioned in the BoQ sheet for financial evaluation purposes. IIT Bhilai reserves the right to reject any bid that does not quote reasonable rates for all the services mentioned in the BoQ.
3. Out of the total marks secured by the bidder in the financial evaluation, 40% weighted financial score will be taken into consideration in the calculation of the Composite evaluated score.

### (C) **General Terms and Conditions:**

1. Prices should be in Indian Rupees and should be inclusive of all Taxes, Duties & FOR IIT Bhilai.
2. Following documents need to be submitted along with the quotation:
  - a. Registration and GST certificate
  - b. Supporting documents of experience/previous works
  - c. Supporting documents of regular/registered employees
  - d. Performance certificate of previous projects from the employer
3. The required service to be started and completed as per the instructions from the concerned department.
4. Quotation must be valid for a minimum of 90 days from the date of opening of tender.
5. GST Number should be clearly mentioned in your offer, failing which your offer may not be considered.
6. Advance payment is not admissible. Payment shall normally be made within 30 days subject to receipt and acceptance (as per Work Order Terms) of the ordered materials/items.
7. Institute reserves the right to accept the delivery in part or full and to claim liquidated damages for delay in supply at 0.5% per week or part of the week of delay, subject to a maximum of 10% of the total value of the Purchase Order.
8. Any other information that you may like to obtain, you are free to contact IIT Bhilai through mail at [sp@iitbhilai.ac.in](mailto:sp@iitbhilai.ac.in) before submitting their quote.
9. IIT Bhilai reserves the right to accept and/or reject the tender without assigning any reason.

**Stores and Purchase Section  
Indian Institute of Technology Bhilai  
LDC Building, Level-2  
Dist - Durg-491002, Chhattisgarh**