

**EXPRESSION OF INTEREST (EOI)**

for

**Empanelment of Edu-tech Firms for Providing Technology, Infrastructure, Marketing Services & other related services for Executive Education Programmes and Management Development Programmes (MDPs) at Indian Institute of Management Ranchi through blended e-learning mode.**

**E-Tender No. IIMR/E-Tender/MDP/2023/03 dt. 16.01.2023**



**INDIAN INSTITUTE OF MANAGEMENT RANCHI**

Prabandhan Nagar, Vill-Mudma, Nayasarai Road,  
Ranchi, Jharkhand, PIN - 835303

URL: [www.iimranchi.ac.in](http://www.iimranchi.ac.in)

Issued by:

Administrative Officer - Purchase & Stores  
Indian Institute of Management Ranchi  
(for & on behalf of the Director, IIM Ranchi)

## 1. INVITATION FOR EXPRESSION OF INTEREST (EOI)

Indian Institute of Management Ranchi invites Expression of Interest (EOI) for Empanelling Edu-tech Firms for Providing Technology, Infrastructure & Marketing Service for IIM RANCHI's Executive and Management Development Programs conducted through online/offline mode at Indian Institute of Management Ranchi (hereinafter referred to as "IIM RANCHI").

Bid Downloading Schedule: Tender documents can be downloaded from IIM RANCHI website [www.iimranchi.ac.in](http://www.iimranchi.ac.in) and CPPP as per the schedule given in CRITICAL DATE SHEET as under: -

<b>CRITICAL DATE SHEET</b>	
<b>Published Date</b>	16.01.2023
<b>Pre-bid queries (If any)</b>	Bidder may send their queries in e-mail <a href="mailto:purchase@iimranchi.ac.in">purchase@iimranchi.ac.in</a> on or before 23.01.2023 by 11.00 am. However, no queries will be entertained after 23.01.2023 post 11.00 am. Replies to the queries will be uploaded on Institute's website
<b>Online Portal to participate in the E-Tender</b>	<a href="https://iimranchi.euniwizarde.com">https://iimranchi.euniwizarde.com</a>
<b>Last Date of Submission E-Tender through the above portal</b>	06.02.2023 by 03:00 pm
<b>Opening of E-Tender (Technical Bid)</b>	06.02.2023 at 04:00 pm
<b>Pre-information for technically qualified agencies</b>	To be declared later
<b>Contact Person (for any clarification during the tendering process)</b>	Administrative Officer - Purchase & Stores Indian Institute of Management Ranchi Prabandhan Nagar, Vill-Mudma, Nayasarai Road, Ranchi, Jharkhand, PIN - 835303 Email: <a href="mailto:purchase@iimranchi.ac.in">purchase@iimranchi.ac.in</a>

EOI document and other details like corrigendum etc. can be obtained/ downloaded *free of cost* from the:

- Institute website @ [www.iimranchi.ac.in](http://www.iimranchi.ac.in) (under 'Tender' section)
- CPP Portal @ <https://eprocure.gov.in/epublish/app>

The offers submitted by Fax/email shall not be considered. No other correspondence will be entertained in this matter.

The Institute reserve the right to change/revise the date of opening the tender. In such case the information will be displayed on institute's website.

## **2. INFORMATION FOR PARTICIPATING IN THE E-TENDERING**

The subject tender is proposed to be taken up through electronic mode (e-tendering) and the bidding agencies are requested to note the following instructions for submission of e-bids.

### **Registration with M/s ITI Ltd. (A Govt. of India Undertaking), the PSU through which IIM Ranchi has taken up the e-tendering process:**

Intending bidders are requested to register themselves with M/s ITI Ltd., (if not registered earlier) through <https://iimranchi.euniwizarde.com> for obtaining User ID & PW, by following the instructions, terms and conditions stipulated by M/s ITI Ltd., for this purpose.

### **For participating in the e-Tendering process of IIM Ranchi:**

After registration with M/s ITI Ltd., using the assigned User ID and Password, they can access the URL <https://iimranchi.euniwizarde.com> and with the help of the digital signature they can participate in the e-tender of Indian Institute of Management IIM Ranchi. The bidder may contact following e-wizard helpdesk contact details:

E-Wizard Technical Helpdesk  
301-302, 3rd Floor,  
The Cloverleaf, Plot No. 37,  
Sector-11, Dwarka,  
New Delhi - 110075  
Tel: 011-49606060, 8448288984  
Email: [ewizardabhishek@gmail.com](mailto:ewizardabhishek@gmail.com) / [ewizardhelpdesk@gmail.com](mailto:ewizardhelpdesk@gmail.com)

### **Note:**

- i) The indenting bidders must have valid Class 3 (Signing + Encryption) Digital Signature Certificate to submit the bids online.
- ii) Bidders are requested to read 'Instruction to Bidders for Participating in E-Tendering' carefully, which link has also been given separately on [www.iimranchi.ac.in](http://www.iimranchi.ac.in) → Tender.

### 3. ELIGIBILITY CRITERIA:

#### 3 A. Technical Bid

The following documents are to be furnished by the tenderer in Technical bid.

Sl. No.	Description
1	Bidder should be a Proprietary/ Partnership firm/ Company. Joint ventures companies are not allowed.
2	The bidders should not be blacklisted by any department of the Government of India in the past.
3	Copy of last 3 years Audited Profit & Loss Account statements, Balance Sheets and ITRs of FYs must be attached as proof in support of this.
4	The bidder should be in the business of providing Synchronous Technological and Marketing Service in academic institutions such as IIMs, IITs, and other premier management institutes in the country for a minimum period of two (02) years as on closing date of bid submission. The right to accept similar works of the vendor will rest with IIM RANCHI.
5	The bidder should have satisfactory completion of contracts/assignments in previous 02 years in the field of providing Synchronous Technological and Marketing Services to IIMs, IITs, and other premier management Institutes in the country.
6	The bidder must have work force/professionals (in required numbers, having educational marketing skills and technical competence for synchronous programmes) in their roll.
7	The bidder must have minimum employee strength of 10 people (on payroll) (Copy of valid Registration certificate, Business license or any other Statutory license required to operate the business with the labour authorities concerned and valid ESI & PF registration to be attached. Copy of the up-to-date remittances to ESI & PF also to be attached.)
8	Copy of PAN and GST
9	Signed and Scanned Copy of Tender Acceptance Letter (FORMAT- 2)

### 4. GENERAL TERMS & CONDITIONS

#### 4 A. Bid Validity:

The submitted bid by the bidder shall remain valid for a period of **SIX MONTHS** from the date of opening of financial bid. The bidder shall be blacklisted from IIM RANCHI if a bidder withdraws his bid during the period of bid validity as specified in the bid form.

#### 4 B. Rejection of Tender (s):

IIM RANCHI reserves the right to reject any or all the bids either in part or full relating to the work under this Tender Document without any reason whatsoever. IIM RANCHI reserves the right to accept or reject any or all tenders received by it without assigning any reason whatsoever. IIM RANCHI may also withdraw or cancel the tender either in part or in full to its sole discretion. IIM RANCHI also does not bind itself to accept the lowest bid.

**4 C. Authorization:**

Bidder signing the tender form or any other documents forming part of the contract on behalf of the Bidder shall be deemed to warrant that he has authority to bind the Bidder. Later, if it comes to light that the person signed had no authority to do so, IIM RANCHI may without prejudice to any other civil & criminal remedies cancel the tender and hold the Bidder liable for all costs, charges and damages.

**4 D. Contract Period:**

The initial empanelment will be for a period of two years, and on satisfactory completion, the empanelment will further be extended for a period of two years on yearly basis subject to approval of the Competent Authority. The terms & conditions during the extended period will remain the same as per the original contract.

**4 E. Compliance of statutory obligations:**

The bidder will be required to comply with all statutory obligations from time to time applicable to this contract. In the event of violation of any contractual or statutory obligations by the bidder, the bidder shall be fully and solely responsible for the same. Further, in the event of any action, claim, damages, suit initiated against IIM RANCHI by any individual, agency or government authority due to acts of the bidder, the bidder shall be liable to make good / compensate such claims or damages to the IIM RANCHI. As a result of the acts of the bidder, if IIM RANCHI is required to pay any damages to any individual, agency or government authority, the bidder would be required to reimburse to IIM RANCHI such amount along with other expenses incurred by IIM RANCHI or IIM RANCHI reserves the right to recover such amount from the payment(s) due to the bidder while settling its bills.

**4 F. Assignment and sub-contracting:**

The successful bidder shall not assign, subcontract or sublet the whole or any part of the contract in any manner. In case of unavoidable circumstances, the successful bidder shall be able to do it with prior approval of IIM RANCHI. However, the work shall be sublet only to the party approved by IIM RANCHI.

**4 G. Award of similar type of work/services based on the same rates:**

Upon mutual consent, IIM RANCHI may award similar type of work/services/programmes for which the rates shall be valid during the contract period.

**4 H. Quantum of work:**

This contract is basically for a delivery of programme on revenue sharing contract. The rates fixed for the contract shall remain the same throughout the contract period. The actual executed quantities paid for a Programme will be assigned to the selected bidder empanelled for the work described in this tender based on their performance and customer satisfaction/feedback. However, it should be noted that the assignment of programme would purely be at the discretion of IIM RANCHI.

**4 I. Exit Clause**

This is a service contract and the bidder has to complete the services as stipulated in the FINANCIAL BID. However, if conditions are beyond the control of the bidder, the contract can be terminated after giving two months' notice period. In this regard, the decision of Director, IIM RANCHI would be final and binding to all.

#### **4 J. Contract Agreement**

If required by IIM RANCHI, the successful Bidder (ESP) has to execute a Contract Agreement with IIM RANCHI on the non-judicial stamp paper of Rs. 100/- (Rupees One hundred only). The cost of stamp paper shall be borne by the successful Bidder. IIM RANCHI reserves the right to amend the terms & conditions of contract after mutual discussions and shall only be in writing.

#### **4 K. Indemnity**

The ESP shall indemnify and keep indemnified the Institute against all losses and claims for injuries and or damages to any person or property. The ESP shall abide by and observe all statutory laws and regulations as applicable in matters of Labour Law, Factory Act, Explosive Act, Workmen Compensation Act, Royalty, Excise Duty, Works Contract etc. and shall keep the Institute indemnified against all penalties and liabilities of every kind for breach of any such statute ordinance or law/regulations or by laws. The bidder shall not employ child labour.

#### **4 L. Termination of Empanelment**

##### **4 L.1 Termination due to ESP's Default**

If the ESP is in default under any of the provisions of this Contract, including but not limited to:

- i. Failure to proceed with all or any part of the Contract or Contract work with due diligence
- ii. Any serious issue related to safety/critical complaints from the participants of a programme
- iii. Any issue including technological failure, execution of marketing as per approved marketing plan, etc.
- iv. Failure to execute all or any part of the Contract or to perform any other obligations in accordance with the Contract.
- v. Refusal or neglect to make good of defective service or after being instructed to do so by IIM RANCHI.
- vi. Delay in executing the Contract/Empanelment
- vii. Abandoning the Contract/Empanelment
- viii. Assigning or subletting any part of the Contract Scope of Service without the prior written approval of IIM RANCHI.
- ix. Failure to comply with any Applicable Law.

Then, and in any such event and without prejudice to any other rights or remedies that IIM RANCHI may have, IIM RANCHI may issue the ESP written notice describing the default. If the ESP does not commence remedy of the default within (10) Ten days after receipt of the notice, IIM RANCHI may terminate all or any part of the Contract Service/Empanelment under this Contract and may then complete or have others complete all such terminated Work at the consultant's sole risk and cost.

In case of such termination, the ESP shall not be entitled to receive further payment, until the terminated Service is completed and accepted by IIM RANCHI. If the costs incurred by IIM RANCHI, including costs incurred in performing additional services to complete the Contract Scope of service and IIM RANCHI overheads in this regard, exceed the unpaid balance of the Contract Price, the ESP shall reimburse to IIM RANCHI such excess within (10) ten days after receipt of an invoice thereof.

The rights and remedies provided in this Article are in addition to the rights and remedies provided to IIM RANCHI by law, equity, or under any other Article in this Contract. Such termination will not relieve the Contractor of its responsibility to its labourers, suppliers or any other creditors, including IIM RANCHI.

#### **4 L.2 Termination for Convenience**

IIM RANCHI may, at its opinion, terminate for convenience the Empanelment, at any time by written notice to the ESP. Such notice shall specify the extent to which the performance of Service is terminated and the effective date of such termination.

#### **4 M. Dispute Resolution**

The Court of Jurisdiction shall be Ranchi for all purposes.

### **5. GENERAL SCOPE OF WORK AND SERVICES**

The objective of this tender is to empanel competent agencies for providing service as explained in detailed scope of work mentioned below. The Scope of work and services enumerated below are indicative and may not be exhaustive.

#### **5 A. Providing of Technology Platform, Infrastructure and Marketing support**

##### **Responsibilities of the empanelled Service Provider (ESP)**

The Empaneled Service Provider's responsibility shall include the following:

- i. The ESP shall undertake the installation, maintenance, and operation of the studio facility at IIM RANCHI at own cost, for which IIM RANCHI would provide a shell space with basic power requirements.
- ii. The ESP will also have to arrange, at his own cost, camera, internet / satellite connectivity / uplink, proprietary software, hardware, audio, video and lighting, seating, table, white board, and any other specialized equipment and personnel. The ESP is also required to maintain these equipment's and upkeep them in proper working conditions
- iii. The ESP shall make arrangements to furnish and set up other facilities like green room, air conditioning, uninterrupted power supply, furniture, control room and any other facilities required for the smooth functioning of the programme/facility. During power outages, there might be a power disruption for about 2 to 5 minutes. But as the programmes cannot stop due to power outages, the ESP is required to arrange his own UPS / inverter for the equipment, lighting, Internet connectivity, and camera setup at the studio and any other facilities required for the smooth functioning of the programme / facility.
- iv. The ESP shall provide at least one Technical Assistant per studio, selected by the ESP to be stationed at the studio. The duties of the technical assistant shall include the upkeep of the studio facilities and technical management of the programme delivery and also to provide the required facilities and hospitality of the faculty members at studio. All the expenses for such person will be borne by the ESP.

- v. The ESP shall depute, an Academic Assistant for supporting the programmes offered by IIM RANCHI and the expenses of such deputed person shall be borne by the ESP.
- vi. The ESP shall provide IIM RANCHI with the up-to-date market research and feedback to enable it to design appropriate e-learning programmes. The ESP will provide the services of an Educational Technology expert for effective interface with IIM RANCHI to assist in delivery of the programmes, with no additional cost to IIM RANCHI.
- vii. The ESP shall make the classrooms and studio available for the exclusive use of IIM RANCHI to run its programmes, as per the timings agreed between the ESP and IIM RANCHI, duly communicated to the ESP in writing at the beginning of a programme.
- viii. The ESP will conduct sales and marketing activities of the programmes developed, including design of appropriate marketing schemes and offers at his cost. The ESP will undertake the promotion and pricing strategies of the programmes after seeking prior approval from IIM RANCHI.
- ix. The ESP is expected to facilitate a minimum number of finally selected students for various programmes as specified when such programme is launched by IIM RANCHI, for which he would be bound on commercial terms. If the ESP fails to enrol the minimum guaranteed number of candidates for a course, the ESP is bound to pay 100% of the difference in the revenue share due to IIMR on account of the shortfall in enrolments.
- x. The ESP shall provide adequate classroom infrastructure to the students, strictly adhering to the standards agreed with IIM RANCHI under this EOI, for the smooth conduct of their studies and examinations.
- xi. The ESP shall ensure that the intellectual property rights of the content developed and delivered by IIM RANCHI are protected. This could be through technological measures combined with proper End User License Agreement (EULA) between the ESP and the participant. Also, internally it should be protected through appropriate contracts and organizational processes. Copies of the EULA and the Employment contract are to be provided to IIM RANCHI, along with a description of the organizational processes put in place to protect the intellectual property rights of IIM RANCHI.
- xii. The ESP shall handover the recorded lectures to IIM RANCHI for its internal purpose. The recorded lectures and all other academic content developed and delivered by IIM RANCHI are the intellectual property of IIM RANCHI. The ESP would retain no copy of the recorded lectures once the programme is over. Similarly, the ESP shall handover all the remaining academic content so provided by IIM RANCHI in running a programme back to IIM RANCHI, once the programme is completed.
- xiii. The ESP shall permit IIM RANCHI to conduct inspection of studios, classroom and material distributed to participants at reasonable times.
- xiv. The ESP is expected to conduct the assessment of the participants, on completion of a programme, by upholding the standards agreed upon under this contract. For this, the ESP should adopt necessary technological measures, and appoint necessary invigilators at each centre where the participants are taking their examinations for the programmes offered by IIM RANCHI. Proofs of these arrangements have to be provided by each centre heads, where the examinations are conducted.

The Empanelled Service Provider (ESP) is expected to fulfil the following:

- i. Undertake all necessary marketing activities to acquire the targeted participants for each programme unless participants for any specific programs are sourced directly by IIM RANCHI.



- ii. Provide services to IIM RANCHI to deliver blended learning Programmes to participants using multimedia-based online education using contemporary technology.
- iii. Provide services such as technology support, participant enrolment, development of marketing materials, aid in internet-based delivery, and participant management services including enrolment, attendance management services to all the participants enrolled in a programme it promotes.
- iv. Submit the Marketing and Promotional plan for each programme well in advance for IIM RANCHI approval. Bidder has to do the marketing as per the approved Marketing plan.
- v. Provide marketing and promotional services in respect of the awarded programme(s) and should acquire a minimum of students for each program as per the direction given by the Program Directors.
- vi. Bear the cost of all marketing, promotional and coordination activities, including advertisements. All such marketing, and promotional materials used by the Service Provider needs to be prepared in consultation with IIM RANCHI
- vii. Use its technology platform to support IIM RANCHI in promoting e-Learning programmes through various websites either owned by the service provider or on websites that have partnership with the service provider or through other social media platforms.
- viii. Carry out an appropriate marketing activity. It is expected that service provider should have expertise in conceptualizing, designing, and creating digital marketing strategies and campaigns on various platforms (like LinkedIn, Facebook, Twitter, YouTube, Instagram etc.).
- ix. Have a dedicated team headed by an Account Executive, a fully charted out operational plan for the campaign ensuring maximum reach out to the target group, support for design of marketing strategies besides, an updated current database for mailing and call contact.
- x. Have direct relationships with various sources, over the course of its development, which may be harnessed for the marketing of various IIM RANCHI blended learning programmes.
- xi. Provide the key metrics like number of hits, number of impressions, number of posts, number of inbound links, number of shares, number of comments, percentage conversion etc. on an on-going basis, for the validation of the campaign plan. The service provider shall provide weekly performance reports to IIM RANCHI.
- xii. Diligently and quickly pass on to IIM RANCHI any requests/enquiries it receives from its clients and potential clients for customized/regular programmes, while marketing IIM RANCHI's MDPs and Executive Programmes. All such queries/requests would have to be passed on to the designated Executive at the Consulting and Executive Education Office of IIM RANCHI.
- xiii. Start planning for finalising the Programme Description Sheet [PDS] in coordination with the concerned Programme Chair on receipt of the work order. The PDS for each programme shall become part of the contract document.
- xiv. Submit a separate PDS for each programme as agreed upon in writing prior to the Programme launch. PDS shall include all details of the programme covering programme name, duration, brief contents, minimum number of participants, certification, student facilities, selection process, fee structures, timings, penalties for deficiencies in service etc.
- xv. Comply with getting the minimum number of participants as agreed upon for each programme in the PDS. In case the registration of participants falls below the numbers (applicants who meet the criteria for selection as decided by IIM RANCHI) indicated

in the PDS, IIM RANCHI reserves the right to cancel, postpone the programme, or take any other suitable action it deems appropriate.

- xvi. Undertake all necessary marketing activities to acquire the targeted participants for each programme unless participants for any specific programmes are sourced directly by IIM RANCHI.
- xvii. Perform activities that are expected to cover the various stages of end-to-end marketing including but not limited to Electronic data mailing.
- xviii. IIM RANCHI intends to empanel **at least three service providers** for this requirement. All the empanelled service providers (ESP) are required to set up studios at IIM RANCHI campus in Ranchi, for which IIM RANCHI would provide the necessary space. They are also required to operate it and maintain it during the entire tenure of the contract.
- xix. IIM RANCHI will provide academic inputs for all the programmes. The technology, marketing, and other logistics over the lifecycle of the programme have to be provided by the appointed service provider.

#### **5 B. The other scope of work and services listed below are indicative and may not be exhaustive**

- i. Set up, install, operate, and maintain a studio at the IIM RANCHI campus for running the programmes listed under this EOI. IIM RANCHI would provide a shell space with necessary power supply.
- ii. Provide uninterrupted real time (synchronous) ready-to-use primary communication network between the Studio located at the IIM RANCHI Campus (where the Instructor will be seated) and Classroom Centre's (where the registered participants will be seated). This synchronous network connectivity will be used to share multimedia educational content in the form of audio, video, text, data in synchronous and between multiple studios (faculty side) and multiple classroom locations across India or abroad (student side).
- iii. Undertake all necessary marketing activities to acquire the targeted applicants for each program unless participants for any specific programs are sourced directly by IIM RANCHI.
- iv. The empanelled agencies are required to provide marketing related services in non-degree granting offline programmes and the agency will be paid with respect to successful enrolment of qualified students in the said offline programmes. The rate for such service would be negotiated with the empanelled agencies.
- v. Provide regular Upgradation to ensure state of the art technology is made available for connectivity, studio (Faculty end), classroom or Direct to Device (Student end) & all other related infrastructure provided.
- vi. Establish a dedicated helpline to support the accessing and usage related issues raised by the students.
- vii. Provide means to verify that registered participants are actually attending and taking part in the programme.

#### **5 C. Demand generation and follow-up**

- i. Facilitate the minimum number of enrolment in the programmes the empanelled service provider promotes.
- ii. Produce Creatives and Display advertisements for Social Media

- iii. Formulate an end-to-end Go-to-market strategy for acquiring participants for IIM RANCHI's Executive Education Programmes and MDPs.
- iv. Do Digital and Social Media Marketing: The bidder, after taking approval of IIM RANCHI must formulate a result-oriented comprehensive social media promotion strategy on the social media websites. Webinars Developing and Hosting Micro-Website for Lead Generation. The bidder is responsible to conduct a webinar as and when the faculty chair/s of the programme request. The micro-website of the programme related information is for the lead generation.
- v. Provide Weekly MIS and Lead Dashboard sharing.
- vi. Manage the examination process
- vii. Provide state of the art learning management system that would be accessible to all faculty of IIM RANCHI.

## **6. OTHER TERMS AND CONDITIONS**

On launch of a new programme, a Programme Description Sheet (PDS) will be floated among the Empanelled Service Providers (ESPs) and the contract will be awarded to the one who offers the best revenue alternative to IIM RANCHI & the number of participants guaranteed. The programme will be offered periodically and the awarded ESP will be responsible for the delivery of the repeat programmes for the entire duration of the contract.

The ESP needs to submit a quarterly report on the performance of the facilities provided by it. IIM RANCHI on its own can also conduct an independent assessment of the facilities provided by the service provider.

- i. The use of IIM RANCHI brand and logo name by the Service Provider shall be strictly as per norms/specifications and guidelines defined by IIM RANCHI.
- ii. All processes involved in the e-Learning programme such as selection of participants, enrolments, evaluation, teaching, assessment, certification etc. of the participants shall be carried out as per IIM RANCHI's policies and guidelines.
- iii. IIM RANCHI will decide about the course fee and develop and issue all the course material to the participants either through service provider or directly to the participants.
- iv. IIM RANCHI shall issue appropriate certificate as required to participants on closure of the awarded e-learning programme of IIM RANCHI as per policy.
- v. The term of empanelment shall be initially for a period of two years effective from the date of issuing empanelment letter and subsequently can be renewed for two year on yearly basis subject to approval of the Competent Authority.
- vi. An appropriate work order will be issued to the service provider for confirming the award of each programme allotted to it.
- vii. Any deviation from the scope & terms of original Tender are not permitted except if specifically agreed in writing.
- viii. The service provider should not assign this contract in full or any part thereof to any third party.
- ix. The Bidder should give explicit undertaking that the name of IIM RANCHI will not be used by any other, or by the Bidder, in any of the promotional material, nor display the IIM RANCHI name in its premises, in ways detrimental to the brand image of IIM

RANCHI. Any promotional material/displays in connection with this contract must be explicitly approved by IIM RANCHI in writing before use.

- x. The Bidder shall arrange, at their own expense at IIM RANCHI, to give a presentation/demonstration on their solution after submitting their bid document. The date and time of presentation/demonstration shall be communicated to the Bidders separately by IIM RANCHI. Each Bidder shall be given about one hour for presentation/demonstration.
- xi. However, IIM RANCHI reserves the right to call for presentation / demonstration for any or all the bid document.
- xii. The Bidder shall carefully examine and understand the specifications/conditions in this document and seek clarifications, if required, to ensure that they have understood all specifications/conditions of bid document. Such clarifications should be sought before submission of bids as per schedule.
- xiii. The incomplete bid document, conditional bid documents, bid documents not conforming to the terms and conditions and bids not submitted in the prescribed format are liable for rejection.
- xiv. IIM RANCHI reserves the right to reject any or all bid documents and/or cancel the tender/EOI without assigning any reason therefore before its finalization, and the bidders do not get any claim against IIM RANCHI in such circumstances.
- xv. **Penalty clause:** In the event of non-performance of any of the duties/obligations or breach of any of the conditions arising out of the understanding, the ESP shall be liable for a penalty as mentioned hereunder:

a) The ESP will make its best effort to maintain a high level of service, and shall take note of all advice/suggestions presented to them to improve the quality of the experience, and shall provide detailed explanation of why such suggestions are not implementable in case they decide to not implement certain suggestions.

b) If the ESP does promotional and marketing activities of any programme without institute's approval, it will be considered as unauthorized activity and INR 1,00,000/- will be levied per instance.

## **7. COMMERCIAL TERMS AND CONDITIONS**

### **7 A. Terms of Payment**

All fees, including application fee, admission fee, tuition fee, programme fees (viz., tuition fees), course pack/course material fees, etc. shall be collected by the ESP. The ESP shall remit 100% of certain kinds of fees like the application fees, admission fees, course pack/course material fees, etc., to IIM RANCHI as they are based on the actual expenses incurred by IIM RANCHI towards the candidates. The revenue so shareable between IIM RANCHI and the ESP has to be remitted to IIM RANCHI within fifteen days of IIM RANCHI raising an invoice for such amount and it should be inclusive of GST tax component applicable to the share of revenue of IIM RANCHI.

### **7 B. Performance Guarantee (Security Deposit)**

The ESP is required to maintain a security deposit of Rs.15.00 Lakhs (Rupees Fifteen Lakhs) during the entire tenure of the contract. This amount is to be remitted by the ESP to IIM

RANCHI at the time of signing of contract in the form of a Demand Draft in favor of “**Indian Institute of Management Ranchi**” payable at **Ranchi**.

In the event of either delay in the execution of the contract or non-performance/infringement of IPR of IIM RANCHI during the period of contract, the penalty will be levied against the same at the sole discretion of IIM RANCHI.

A minimum connectivity (uptime of 99.5%) during the classes is expected for all sessions (Studio to classroom/ end user). Performance would be evaluated based on the criteria agreed in the signed contract. A periodic review of the performance of all the services (quarterly) would be evaluated and shared by IIM RANCHI in quarterly review meetings.

#### **7 C. Damages for Loss of Intellectual Property Rights of IIM RANCHI**

If the intellectual property rights (IPR) belonging to IIM RANCHI are compromised, including if they are lost, stolen, misused, misappropriated, copied, distributed, posted, shared, and circulated due to the responsibility of the ESP, then the ESP agrees to compensate IIM RANCHI to the extent of INR 5,000/- per slide of presentation content that is so compromised, INR 10,000/- per page of document that is so compromised and INR 5,000/- per minute of audio and / or video content that is so compromised. In addition, the ESP also agrees to pay a fixed sum of damages to the extent of INR 1,00,000/- per instance of such compromise. In addition, IIM RANCHI also reserves the right to initiate criminal suit for breach of confidence and misappropriation of confidential information / data. This clause would survive for a period of three years after the termination of this contract. This amount would be adjusted from the security deposit maintained by the ESP with IIM RANCHI as per clause, after providing due notice in this regard.

#### **7 D. Installation and Commissioning**

The studios and communication facility need to be installed by the ESP at IIM RANCHI premises & commissioned within 60 days of award of contract. Any delay will invite penal charges of Rs.1 lakh (Rs.one lakh) for each calendar week of delay or part thereof.

**7 E. Liquidated Damages for Installation/ Commissioning Non-performance:** If the specifications of this EOI document are not met by the ESP during various tests, the ESP shall rectify the same to comply with the specifications, failing which IIM RANCHI has the sole right either to reject or to accept it finally by recovering the amount as deemed reasonable by IIM RANCHI from the security deposit provided by the ESP. Under such circumstances, the ESP should bear all cost incurred by IIM RANCHI in this regard.

All the above deductions are independent of each other and applicable separately and concurrently.

#### **7 F. Financial Bid**

Financial bid of only technically qualified bidders shall be opened. Technically qualified bidders shall be intimated through notification or email by IIM RANCHI. The date and time of opening the financial bid shall be communicated to the eligible bidders.

- i. The bidders have to submit the financial bid only as per the format/template given as FORMAT-3 in this Expression of Interest. Any other format for submission of financial bid shall be out rightly rejected without any further reference to the bidders.

- ii. In case if the financial bid is found to be altered/modified in any manner, tender will be completely rejected, and bidder is liable to be blacklisted from doing business with IIM RANCHI.
- iii. Do not quote price in the Technical Bid or elsewhere it would lead to bid getting disqualified without any further reference to the bidders.
- iv. The rate (%) must include all the applicable taxes and duties, fees and any other charges except GST. The GST component if applicable is to be shown separately and will be paid extra, if applicable.
- v. IIM RANCHI reserves the right to negotiate the quoted rate with the successful bidder.

**Special Note:** The empanelled service provider is expected to associate with IIM RANCHI for the Executive Education Programmes, and Management Development Programmes (MDPs), and any other related Programmes offered by the Institute.

## **8. TECHNICAL SPECIFICATIONS OF THE STUDIO**

### **8 A. Product Description**

The technology and the product / service provided by the bidder should have at least the following features:

- i. Ability to convey quality management education across a large geographical area without the faculty member being physically present in those locations
- ii. Provide two-way audio and video transmission from the faculty member to the students (for lectures) and back from students to faculty members (for feedback, queries and class participation activities with prior permission of the faculty member / presenter)
- iii. The audio transmission should be capable of providing stereo sound quality with zero distortion and zero voice loss
- iv. The video of high quality with at least 1024 x 720 resolution should be transmitted at the rate of at least 20 - 25 frames per second
- v. In addition to the audio and video transmission, the technology should have capabilities to transmit the presentations, and other teaching aids for the participants
- vi. The ability to manipulate the presentations remotely by the faculty member, including but not restricted to pointers being directed, highlight certain areas as important and drawing their attention, demonstrate videos within the presentations, play audio clips within the presentations, etc.
- vii. Capability to have whiteboard / blackboard integrated into the technology
- viii. Ability to take attendance of the participants taking part in the session and also periodically monitoring the attentiveness of the participants during the session
- ix. Ability to conduct polls during the classes / sessions, as well as demonstrate the results of such polls instantly to the entire audience
- x. Ability to conduct surprise quizzes during the session in the multiple-choice formats, with solutions being displayed, after the quiz is complete, to the entire class
- xi. Ability to ask a student to present a thought to the entire class, in which case, the others during the session including the faculty member becomes the audience. This is to be facilitated with two-way audio and video transmission capabilities at the student's end.
- xii. Ability to record the video and / or audio of the lectures during the session, the control of which is to be provided to IIM RANCHI and the faculty member.

- xiii. Ability to transmit the recorded audio and / or video at the request of the student or the bidder, only with the prior approval of IIM RANCHI. In this case, the ability to control and monitor the same is to be accorded to the faculty members and the management of IIM RANCHI
- xiv. Ability to access the facilities remotely, using a laptop and an internet USB dongle / data card / mobile data plan, in order to carry out the session without failure even during travel
- xv. Ability to upload and download documents, presentations, videos, audios, etc., both by the students as well as the faculty members, as suggested and as required by the programme
- xvi. Ability to monitor and control the usage permissions and capabilities of all the participants through periodical reports being generated as well as being presented in the form of dashboards to respective faculty members as well as the management of IIM RANCHI.

### **8 B. At Each Studio**

In order to provide the above features at (A) above, the bidder should be able to provide all the necessary hardware and software components as required and mandated by the technology platform. In addition to this, the bidder should also provide at least the following hardware components:

- i. A high-quality camera to record the video, with one serving as a backup
- ii. A set of high-quality audio microphone with another set serving as a backup
- iii. Necessary computer equipment to operate on, while the session is going on, by the faculty member
- iv. Necessary hardware and software components to facilitate transmission of the presentation
- v. Necessary hardware and software components to facilitate the viewing of various centre's /classrooms set up by the bidder with capabilities of touch screen or similar monitors
- vi. Necessary hardware and software components required to mix, compress, encode and transmit the audio, video, and presentations during the session, if required
- vii. Sufficient and ambient lighting conditions within the studio to facilitate good transmission of audio and video during the session
- viii. Air-conditioning facility within the studio
- ix. Necessary acoustic treatment of the studio to be done by the bidder
- x. Instructor podium with a work station / a tablet to operate the presentations
- xi. Uninterrupted Power Supply for all the equipment at both the studio as well as the control room with a minimum power back up of 180 minutes

The bidder in the technical bid document, needs to specify all the hardware and software components, with the brand name (with alternatives if any) with the model number / name and the respective number of units that they would be providing at the studio to be set up at IIM RANCHI. They also need to provide a schematic diagram with proper rendering of the tentative studio, positioning of all the technical components in the studio, demonstrating the as-would-be scenario. A Separate sheet needs to be attached as **Annexure 1**

## **8 C. Control Rooms**

In order to facilitate proper setting up and functioning of all the features specified in the product/service description provided above, the ESP might also provide a necessary control room at IIM RANCHI, if required. All the necessary hardware and software components required for such control room need to be provided and set up by the ESP. These components could be, but not restricted to, the following:

- i. Video Graphics System for managing presentation of lectures
- ii. Video Switcher
- iii. Audio Console and Automatic Gain Control
- iv. Relevant Network Management System

The bidder, in the technical bid document, needs to specify all the hardware and software components, with the brand name (with alternatives if any) with the model number / name and the respective number of units that they would be providing at the control room to be set up at IIM RANCHI. They also need to provide a schematic diagram with proper rendering of the tentative control room, positioning all the technical components in the control room, demonstrating the as-would-be scenario.

Free upgrades of all the relevant hardware / software tools

## **8 D. Classroom Facility**

In order to provide the product features specified at (A) above, the ESP should be able to provide all the necessary hardware and software components as required and mandated by the technology platform. All the necessary hardware and software components required at the remote / geographically dispersed classrooms need to be provided by the ESP. These components could be, but not restricted to, the following:

- i. Video Projection Facility
- ii. Live video broadcast with multicast for text, data, quizzes etc.
- iii. Interactive features should include:
- iv. Live return audio
- v. Call facility (to ask question)
- vi. Instructor alert facility (to anonymously indicate difficulty in understanding)
- vii. Application share facility
- viii. Caller Picture
- ix. Prepared questions
- x. Pop-up questions
- xi. Quizzes
- xii. Immediate student data response for instructor
- xiii. Live result viewing by entire class
- xiv. Store student responses for later analysis
- xv. Full duplex audio capability
- xvi. Relevant communication hardware / software
- xvii. Systems for managing all voice and data transmission between a participant and the instructor



## **9. EVALUATION CRITERIA AND METHOD OF EVALUATION**

- i. Screenings of Expression of Interest shall be carried out as per eligibility conditions mentioned in this document and based on verification of testimonials submitted, presentation and demonstration of the solution/services offered and or physical examination of infrastructure.
- ii. Those who qualify in the Technical Bid will be eligible for opening of the financial bid.

### **9 A. Recommended Rate**

Lowest percentage [%] share of revenue to bidder quoted among the technically qualified bidders will be declared successful bidder for empanelment.

### **9 B. Empanelment of agencies:**

The requirement for Empanelled Service Providers (ESPs) is 03 (three) service provider: -

- The Rate of L1 bidder will be empanelled.
- The rate of L1 bidder will be shared with L2, and L3 bidders to match L1 share percentage for empanelment, if denied by L2 & L3 bidders will be shared with L4 bidder and so on till the finalization of second and third service provider.
- In the case of three L1 bidders, the rate will not be shared with other bidders to match the rate.
- In the case of more than three L1 bidders, the final selection of successful bidder shall be made in the following manner: -
  - a) The one with the highest turnover during the last 3 years put together;
  - b) If more than one bid having the same total turnover, then the earliest one having Firm Registration with the competent authority
  - c) If more than one bidder had been registered on the same day, then by “Draw of Lots”.

At the sole discretion of IIM RANCHI, the distribution of the work / programme shall also be based on the relevant expertise of the bidder and the subsequent performance of the bidder. IIM RANCHI reserves the right to empanel more than 03 (three) service providers.

**The decision of the Director, IIM RANCHI will be final and binding to all for interpretation of any ambiguity.**

**TECHNCIAL BID CHECKLIST**

(To be submitted online in .xlsx File)

Ref: E-Tender No. IIMR/EOI/MDP/2023/03 dt. 16.01.2023

Sl. No.	Description	Submitted (Page no.)	Yes/ No
1.	Name of Tendering Agency		
2.	Name of the Proprietor/ Director/ Partner		
3.	Full Address of registered office with pin code		
4.	Mobile number of three top officials with name and designation		
5.	E-mail ID of the three top officials with name		
6.	Website of the agency, if any		
7.	Name and designation of authorized person with mobile number (authorization letter to be enclosed)		
8.	Bidder should be a Proprietary / Partnership firm / Company. Joint ventures companies are not allowed.		
9.	The bidders should not be blacklisted by any department of the Government of India in the past.		
10.	Copy of last 03 years Audited Profit & Loss Account statements, Balance Sheets and ITRs of FYs must be enclosed as proof in support of this.		
11.	The bidder should be in the business of providing Synchronous Technological and Marketing Service in academic institutions such as IIMs, IITs, and other premier management institutes in the country for a minimum period of two (02) years as on closing date of submission of bid. The right to accept similar works of the vendor will rest with IIM RANCHI.		
12.	The bidder should have satisfactory completion of contracts/assignments in previous 02 years in the field of providing Synchronous Technological and Marketing Services to IIMs, IITs, and other premier management Institutes in the country.		
13.	The bidder must have work force/professionals (in required numbers, having educational marketing skills and technical competence for synchronous programmes) in their roll.		
14.	The bidder must have minimum employee strength of 10 people (on payroll) (Copy of valid Registration certificate, Business license or any other Statutory license required to operate the business with the labour authorities concerned and valid ESI & PF registration to be attached. Copy of the up-to-date remittances to ESI & PF also to be attached.)		
15.	GST & PAN		
16.	Signed and Scanned Copy of Tender Acceptance Letter (FORMAT- 2)		

The EOI without these documents shall be treated as incomplete and liable for rejection.

- The EOI with documents NOT matching with above eligibility criteria and incomplete documents will be declared as “Not eligible”.
- All documents shall be attested by the authorized signatory, stamped, serially numbered.

**TENDER ACCEPTANCE LETTER**  
**(To be given on Company's Letter Head)**

To  
The Administrative Officer (Purchase)  
IIM RANCHI

Sub: Acceptance of Terms and Conditions of EOI & Financial Bid.  
Ref: E-Tender No. IIMR/EOI/MDP/2023/03 dt. 16.01.2023

Dear Sir,

We have downloaded/obtained the tender document (s) for the above mentioned EOI from the website (s) of IIM RANCHI [www.iimranchi.ac.in](http://www.iimranchi.ac.in)

We hereby certify that:

1. We have read the entire terms and conditions of the tender documents (including all documents like Formats, schedule(s), etc.), which form part of the contract agreement and I/ we shall abide hereby by the terms / conditions / clauses contained therein.
2. The corrigendum(s) issued from time to time by IIM RANCHI too have also been taken into consideration in its totality / entirety, while submitting this acceptance letter.
3. We have not tampered/modified the downloaded financial bid template from the institutes e-tender portal in any manner.
4. We offer to work at the rates as indicated in the financial bid, inclusive of all applicable taxes except GST component and GST if applicable will be paid extra as mentioned in separate column of financial bid format.
5. We do hereby declare that our Firm has not been blacklisted/debarred by any Govt. Department/Public sector undertaking and there has been no litigation with any Government department on account of these services.

We certify that all information furnished by our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then IIM RANCHI shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract, without prejudice to any other rights or remedy including the forfeiture of the full said earnest money deposit absolutely.

Yours faithfully,

(Name & signature with stamp of the bidder)

**FINANCIAL BID**

(To be submitted online in .xlsx File)

To  
The Administrative Officer (Purchase)  
IIM RANCHI

Sub: Submission of Financial Bid.

Ref: E-Tender No. IIMR/EOI/MDP/2023/03 dt. 16.01.2023.

Sir,

I/ We quote the under mentioned rates for the E-Tender under reference.

<b>Description of Services</b>	<b>Lowest Percentage (%) Share</b>
Lowest Percentage (%) Share for Completion of the services per Program	

Note: The lowest percentage (%) share will be given to the empanelled service providers on the Gross Revenue per program.

**DECLARATION**

I/We ..... (Name of the Authorized Representative of Bidder) of ..... (Name of the Bidder) do hereby declare that the entries made here are true to the best of my/our knowledge. I/We hereby agree to abide by all terms and conditions laid down in the tender document.

Place: (Name & signature with stamp of the bidder)

Date: