



भारतीय प्रबंध संस्थान लखनऊ, नोएडा परिसर
INDIAN INSTITUTE OF MANAGEMENT LUCKNOW, NOIDA CAMPUS
Plot no. B-1, Sector -62 Institutional Area, Noida-201307, U.P
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E-TENDER NOTICE:

Notice Inviting Tender for Online Advertising and Social Media Marketing Services (WMP Program) at Indian Institute of Management Lucknow Noida Campus invites quotations from the reputed experienced for WMP:2020 admissions. The rates are required to be quoted on the specified terms and conditions:

IMPORTANT DATES

Tender announcement start date	18 th October 2019
Last date and time for submission of tender	07/11/2019 by 2:30 PM
Date and time for Opening of Technical Bid	08/11/2019, 2:30 PM
Venue for Opening of Technical and Rate Bid	Indian Institute of Management Lucknow, Noida Campus, B-1, Sector- 62, Noida- 201307 (U.P.)
EMD	Rs. 10,000/- (Ten Thousand Rupees Only) by way of demand draft of a nationalized bank in favor of "Indian Institute of Management Lucknow, Noida Campus" only
Total Estimated cost of tender	Rs. 5,00,000/- (Rupees Five Lacs Only)

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

NIT No. – IIML-NC /Digital Mkt.WMP/006/2019 date 18th October 2019. E-tenders are invited for "Online Advertising and Social Media Marketing Services for WMP 2020 Admissions" for Indian Institute of Management Lucknow, Noida Campus. A free view NIT is available on Govt. E-Procurement portal i.e. <https://eprocure.gov.in>. Interested vendors/agencies are requested to sign-in (new user sign-in only with DSC) online to obtain user-ID and password using Digital Signature. The tender document comprises of rate bid may be downloaded on acceptance of terms and conditions. Duly signed the terms and condition of the tender document - technical bid (Annexure-1) evaluation as per Annexure 2) and a financial bid (Annexure-3) may be uploaded on E-Portal of Govt. site i.e. <http://eprocure.gov.in> Complete tender document using Digital Signature before the last date and time of submission as mentioned above. The credentials as listed below shall be uploaded online.

IMPORTANT INSTRUCTIONS FOR BIDDERS

1. Indian Institute of Management Lucknow, an autonomous body, set-up by Ministry of Human Resources Development, Government of India having its office at Noida Campus, B-1, Sector-62 Institutional Area, Noida - 201 307 Uttar Pradesh (India) invites offers in prescribed BOQ from reputed vendors/agencies with the specified specifications in prescribed Performa.
2. Institute invites the quotations for obtaining services of WMP programs for “Online Advertising and Social Media Marketing Services” based on Indian Institute of Management Noida Campus.
3. Tenderer who has downloaded the tender from the Govt. site shall not tamper/modify the tender form including downloaded price bid template in any manner. In case if the same is found to be tampered/modified in any manner, tender will be completely rejected and EMD would be forfeited.
4. Intending tenderers are advised to visit website: <https://eprocure.gov.in> after 18th **October 2019** regularly till closing date of submission of tender for any Corrigendum/Addendum/Amendment.
5. A Bidder, who gives evasive information/reply against any such requirement, shall be liable to be ignored and rejected.
6. It is the responsibility of Bidder to go through the Bidding Document to ensure furnishing of all required documents in addition to above.
7. All filled bids are to be uploaded on the above site on or before 02:00 PM before the last date of submission. Manual bids shall not be accepted.
8. IIM Lucknow Noida Campus reserves the right to reject any of the offers without assigning any reasons thereof. You may seek clarification with this office on working days between 09:30 hrs to 1700hrs) on 0120- 6678515.
9. The details of terms and conditions are being given in the Tender document (**tender document - technical bid Annexure-1; evaluation as per Annexure 2) and a financial bid (Annexure-3).**
10. The bidder should also enclose a write-up (Brief profile) about services provided in last three years.
11. The Tenderer shall be required to deposit the earnest money (EMD) for an amount of Rs. 10,000/- (Rupees Ten Thousand only) refundable by way of demand draft of nationalized bank in favour of “**Indian Institute of Management Lucknow, Noida Campus**” only. Deposition of EMD through any other form will not be accepted. The scanned image of EMD to be uploaded online along with the bid documents and the hard copy of original should reach to the address mentioned below latest by 11:00 AM of the last date of tender. A registered firm under the NSIC/MSME scheme is exempted from submission of Earnest money Deposit (EMD) on submission of valid attested documentary proof.
12. The successful bidder shall pay 10% of contract value as a **Security Deposit** in the form of demand draft/FDR/ BG of nationalized bank in favour of “**Indian Institute of Management, Lucknow**” only.
13. Last date and time for submission of tender is 7th November 2019 by 2:30 PM **Only through online mode. (through CPPP portal)**