

**REQUEST FOR PROPOSAL FOR SELECTION OF BRANDING AGENCY FOR
IIM TIRUCHIRAPPALLI**

RFP No. 24SPT291T dated 08.01.2025

Details	Date	Time	Venue
Name of Work/ Service	<i>Request for Proposal for Selection of Branding Agency for IIM Tiruchirappalli</i>		
Date of issue of RFP Document	08.01.2025	18.45 Hrs. onwards	-
Pre-bid Meeting	15.01.2025	11.00 Hrs.	Deans Office Meeting Room, Administrative Block, IIM Tiruchirappalli.
Last date of Submission of RFPs	29.01.2025	17.00 Hrs.	-
Opening of Technical Bid	30.01.2025	11.00 Hrs.	-
Technical Evaluation (Presentation and Demonstration)	04.02.2025	11.00 Hrs.	<i>Tentative. The exact date and Time will be communicated later.</i>
Opening of Price Bid	<i>To be informed later</i>		-
RFP Document	The RFP document can be downloaded from the IIM Tiruchirappalli website: https://www.iimtrichy.ac.in/tender-published .		
EMD Amount (Refundable to unsuccessful bidders)	EMD Amount Rs. 55,000/- to be remitted in the below IIM Tiruchirappalli Bank Account through online mode. Bank Account Details Name of the Beneficiary: IIM Tiruchirappalli Bank Name: State Bank of India SB A/c. No: 32170808935 IFSC Code: SBIN0071187		
Copies of payment transaction receipts for EMD have to be attached to the application form, without which the bid won't be considered. The payment of EMD is exempted for MSME Bidders. Bidders claiming exemption should attach the necessary document proof, which should be attached to the RFP document.			
SD Amount	5% of the Work Order Value to be remitted by the successful Bidder to IIM Tiruchirappalli as SD. The SD amount will have to be remitted to IIM Tiruchirappalli within five working days, along with the letter of acceptance from the receipt of the Provisional Work Order, failing which the Provisional Work Order will stand cancelled.		
Address for submission of RFP	The Chief Administrative Officer (i/c) Indian Institute of Management Tiruchirappalli Trichy - Pudukkottai Main Road Trichy - 620 024.		
Mode of Submission of RFP	Speed Post/Registered Post/Courier or Hand delivery – during office hours (9.30 to 17.00 hrs) only (To be submitted at Dispatch Section of IIM Tiruchirappalli @ Administrative Wing – 2 nd Floor and obtain acknowledgment).		

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NOTICE INVITING REQUEST FOR PROPOSAL

OVER VIEW

The Indian Institute of Management Tiruchirappalli (IIM Tiruchirappalli) is an Institute of National Importance, and more details are available on our website <http://www.iimtrichy.ac.in>.

IIM Tiruchirappalli is seeking sealed proposals from qualified Brand Design Agencies to be appointed as a consultant for the said activity. The selected agency/consultant will be responsible for developing a brand identity that effectively represents the institute's purpose and values. This process will involve the development of detailed guidelines to ensure the application of the brand identity across interfaces (online and offline).

The agency's work will encompass multiple languages (English, Hindi, Tamil) and sub-brands, ensuring that the brand identity is adaptable and resonates with diverse audiences (e.g., Chennai Campus, Placements, EEC-Executive Education and Consulting). The agency will provide guidelines for the design of stationery and other promotional materials, guaranteeing that all visual communications align with the established brand identity.

Eligible agencies are encouraged to submit their proposals, demonstrating their expertise in brand design and their understanding of how to create a cohesive identity that can be utilized across a wide range of applications. This initiative aims to elevate the brand presence of IIM Tiruchirappalli and reinforce its standing in the higher education landscape.

Service Description	Estimated Value for Part A of Financial Bid (Excluding GST)	Interest-free Performance Security Deposit
<i>Selection of Branding Agency for IIM Tiruchirappalli</i>	Rs. 11,00,000/-	5% of the Work Order value

*Any reference to RFP should be read as Request For Proposal.

SCOPE OF WORK

- a) Defining the brand purpose
- b) Revisiting the logo for the new/digital era (that is also appealing to the millennial and GenZ audience)
- c) Developing a comprehensive branding guidelines document including designs and artworks of brand elements
- d) Implementation plan

1) Prerequisites for Brand Document Preparation

The successful bidder should be able to provide answers to the following questions in consultation with the stakeholders of IIM Tiruchirappalli before starting the Branding related works:

- Background of IIM Tiruchirappalli's journey so far in less than 500 words.
- What emotions do you want your audience to feel when they interact with IIM Tiruchirappalli?
- What are the 3 key messages IIM Tiruchirappalli wants to communicate about IIM Tiruchirappalli, through its website?
- What are the 3 largest strengths or unique aspects of IIM Tiruchirappalli?
- What are the 3 strongest benefits of studying or teaching at IIM Tiruchirappalli?
- What is the desired perception IIM Tiruchirappalli wants to create for its audience?
- Mandatory elements that a vendor needs to keep in mind, while preparing the visual world for IIM Tiruchirappalli.

2) Defining the brand purpose

- a) Conduct in-depth discussions with stakeholders to gain insights into the institution's history, values, culture, and goals.
- b) Analyze competitors and industry trends to identify opportunities for differentiation. Understand target audiences and their perceptions.
- c) Engage with students, faculty, and alumni to gather feedback on the current brand perceptions and expectations for a new identity.
- d) Clearly articulate the brand's purpose, mission, vision, and values. Determine what the brand aims to achieve and how it wants to be perceived in the market.
- e) Create detailed personas of the target audiences, considering their demographics, interests, and preferences to tailor the brand identity effectively
- f) The goal of conceptualizing and developing a new brand identity is to create a powerful and cohesive visual representation that enhances the institution's presence, fosters a strong connection with its audiences, and reflects its aspirations. This process not only revitalizes the brand but also positions the organization for future growth and success.

3) Revisiting the Logo for the Digital Era

- a) Explore the Options for a contemporary design that emphasizes clarity and professionalism. The logo should resonate well in digital formats.
- b) Use contemporary fonts that enhance readability in digital and print interfaces.

- Ensure the logo is versatile for various digital platforms, from social media icons to website headers. It should look good in both color and monochrome.
- c) Maintain a connection to the original logo's essence to honor the institution's heritage while refreshing its image for the future.
- d) Engaging with faculty, staff, students and alumni for their input during the redesign process will foster a sense of community and ownership over the new identity.

4) Comprehensive Branding Guidelines Document

- a) Generate a wide range of ideas for the new brand identity, including potential names, taglines, and visual elements.
- b) Develop a comprehensive visual identity system that includes color schemes, typography, iconography, and imagery styles, ensuring consistency across all applications.
- c) Create a detailed brand guidelines document that outlines how to use the brand elements. This includes specifications for logo usage, color applications, typography, and layout principles.
- d) Provide visual examples of the brand identity in action, showcasing its application across various media, such as print materials, digital platforms, merchandise, and signage.
- e) A comprehensive Brand Identity Manual – digital copy covering the brand identity and its applications mentioned above and various other applications, which have not been specified above.
- f) The guidelines must include the preferred materials / make, suitable substitute material, etc., for various applications of brand identity like sign boards, office interiors, furniture, painting, wallpapers, vinyl, printing, paper type, etc.
- g) Suggest modern, clean fonts that are easily readable. Ensure consistency across all materials, from brochures to digital platforms.
- h) The guidelines should also explain the reasoning behind do's and don'ts for brand identity guidelines and for special cases for better understanding by the user.

5) Designs and Artworks of Brand Identity

- a) **Signages:** Signages Design and Artwork for Trichy Campus and Chennai Campus. Signages should be in bilingual (Hindi, English), Trilingual (Tamil, Hindi, English) in various ratios according to the location and requirement; Logo sign boards – Classrooms (25, 50, 80, 90, 250 seater), Boardroom, Conference Rooms, Director's Office, EEC Office, Academic Office, Placement Office, Administrative Offices, Reception, Auditorium

Building Entrances, Sports Block, Health Center, LRC (Learning Resource Center), etc.

- b) **Stationery for Trichy Campus and Chennai Centre:** Business Card; Identity Card (students, faculty, staff); Letterhead – A4, A5, Legal; Note sheet – A4.
- c) Envelope for A4/ legal, A5 size sheets; Visitor Pass, Corporate Gift Boxes, Memento Packaging/Box, etc.
- d) **Advertising:** Design Templates for regular mediums – Print, TV (logo closure); Below the Line (BTL) (poster, banner, standee, gate arch, leaflet, booklet, flyer, dangler); Out of Home (OOH) in standard sizes; Events - Internal Backdrops, Invitations, Promotion in sponsorships, cobranded events, etc.
- e) **Branding and Advertising in Digital Medium - Social Media graphics - designs** for profile pictures, cover photos, etc. Templates for social media posts that reflect the brand’s visual identity; Use engaging visuals and consistent typography to promote events, achievements, and updates; Create a hashtag specific to IIM Tiruchirappalli.
- f) **Others** – Branding for Entrance and Reception at Tiruchirappalli Campus and Chennai Campus including painting, various statutory and regular displays, direction boards, signage display template and content, etc.
- g) **Merchandise:** Branded merchandise like t-shirts, mugs, diary, calendar, registers, notepads, bags, water bottles, other event kit items and notebooks. Ensure that the designs are appealing and promote b-school pride among stakeholders.
- h) **Promotional materials for programmes and events:** Design guidelines for brochures, posters and flyers that highlight programs, achievements, and campus life. Use high-quality images and infographics to convey information clearly.
- i) **Video Content:** Guidelines for videos that highlight student experiences, faculty insights, and campus culture.

6) Implementation Plan

Develop a plan for introducing the new brand identity internally and externally. This may include training/educating various stakeholders on brand usage.

7) Access: On the Website

The ‘Brand Identity’ Guidelines will serve as the foundation for consistent brand representation across all platforms and materials. The deliverables should be crafted as **interactive web pages hosted on the Institute’s official website**, ensuring accessibility and ease of use for all stakeholders.

To guide the development process, agencies can refer to **the leading business schools worldwide for identity guidelines** (e.g., <https://identity.hbs.edu/>). The final guidelines should reflect the unique culture, values, and aspirations of IIM Tiruchirappalli.

Scope of Work

a) Logo Usage

The branding agency is expected to establish detailed guidelines for usage of the Institute's logo. This includes defining acceptable variations such as primary, secondary, and simplified versions. Clear instructions should be provided on appropriate logo sizes, placement rules, and the space required around the logo to maintain its integrity. The guidelines should also address how the logo should interact with various backgrounds, such as solid colors, gradients, and images, and provide examples of improper usage to avoid misrepresentation.

b) Color Palette

A well-defined color palette must be developed to reflect the Institute's identity. This should include specifications for primary and secondary colors etc. The agency should ensure that the recommended palette adheres to web accessibility standards and offers guidance on how colors should be combined effectively in different contexts.

c) Fonts

The guidelines should include specifications for the Institute's official fonts, detailing their use across headings, subheadings, and body text. Suggestions for supporting fonts and font pairings should also be included. Instructions should cover font sizes, weights, and alignments to ensure uniformity across print and digital media.

d) Graphic Elements

The agency will design a suite of graphic elements that complement the Institute's identity. This includes patterns, shapes, and icons that can be consistently applied across various materials. The guidelines should also provide a clear direction for the use of photography, focusing on composition, tone, and subject matter, along with standards for creating visually engaging infographics, charts, and other data representations.

e) Applications: Brand Examples

The visual identity guidelines should extend to practical applications. These include but are not limited to print materials such as brochures, posters, and stationery, as well as digital media like email templates, web graphics, and social media assets. Specific standards for branded merchandise, such as apparel and signage, should also be provided.

f) Web Pages of the Institute

The branding agency must create detailed web page guidelines to ensure consistency and alignment with IIM Tiruchirappalli's brand identity. These guidelines should define the layout structure, typography, color usage, and graphic elements for the Institute's website.

Recommendations should include font sizes, line heights, and spacing for headings and body text, along with appropriate color applications for backgrounds, text, and interactive elements like buttons and links, ensuring accessibility. The agency should specify guidelines for ensuring optimal performance across devices, and provide standards for integrating images, icons, and multimedia elements. These web page guidelines will serve as a practical framework for the Institute's web development team to create accessible, professional, and brand-consistent web pages.

Eligibility Conditions for Bidders

The Bidding Agency must fulfill the conditions mentioned in the succeeding paras to be eligible for technical evaluation of the bid:

- a) The Bidder(s) must be registered with the Goods and Services Tax Council for Goods & Services Tax (GST). A copy of the GST registration certificate must be submitted with the RFP document. Additionally, the GST Registration Certificate, PAN, and Bank account details must be included along with the Technical Bid. The names on these documents should match or be linked with those on the RFP document.
- b) The Bidder(s) must be registered with the appropriate registration authority and must have been in operation for at least five years as of December 31, 2024. A copy of the Certificate of Incorporation or relevant registration certificate should be provided.
- c) The Bidder(s) must have at least five years of experience in similar work as of December 31, 2024. Relevant proof, such as Work Orders, Letters of Intent, or Agreements, must be submitted with the Technical Bid. "Similar work" refers to branding projects for large businesses, multinational corporations, reputed private organizations, Government of India organizations, banks, top-ranked academic institutions (ranked up to 50 in the NIRF 2024), or state governments. Experience in digital marketing or social media marketing is not considered branding work. Only work executed directly by the bidder or their employees will be considered; work completed through subcontractors will not be accepted. Branding work executed for the bidder's own organization or sister companies is not acceptable. The documents provided by the bidder must be clear, foolproof, and indisputable, ensuring the institute's satisfaction. The Institute reserves the right to reject any bids deemed dubious or unclear.
- d) The Bidder must provide copies of work orders showing similar projects completed in the past five years and details of ongoing similar projects or other contractual obligations as of December 31, 2024. The following criteria apply:
 - At least one similar project costing 80% or more of the estimated tender cost, or
 - At least two similar projects costing 60% or more of the estimated tender cost, or
 - At least three similar projects costing 40% or more of the estimated tender cost.

*Note: Multiple branding orders within a year for the same organization will also be considered as a single project. The bidder must include copies of the relevant work orders/contracts with their Technical Bid, showing the branding scope of work. Work orders executed between January 1, 2020, and December 31, 2024, should be included. Ongoing contracts/SLAs will

also be accepted, regardless of the issue date, provided a bonafide certificate from the client is submitted.

- e) Preference will be given to vendors who have successfully completed branding projects for any reputable academic institution ranked below 50 in the NIRF 2024/2023.
- f) The average annual turnover of the Bidder for the past three consecutive years (2021-22 to 2023-24) must be at least 100% of the estimated cost of the tender. If no turnover is reported in any year, that year will still be considered in the average calculation. Copies of audited balance sheets with profit & loss statements for the past three years (as outlined in Annexure-I, Technical Bid) must be submitted.
- g) Bidders must be regular in filing Income Tax returns. A copy of the filed Income Tax returns and audited accounts for the last three financial years (2021-22, 2022-23, and 2023-24) should be submitted along with the Technical Bid.
- h) The Bidder should not have been blacklisted by any department of the Government of India, any State Government or any private organization. There should be no criminal case filed against the bidding firm or its owners/partners in any part of India. The Bidder must provide a self-declaration certificate accepting all terms and conditions of the RFP. An undertaking on company letterhead, duly signed by the owner/partner or both, must be enclosed, as per Annexure - III.

Instructions to Bidders

1. Downloading of RFP Document

The RFP documents can be downloaded from the Institute's website at <https://www.iimtrichy.ac.in/tender-published>. There is no fee for downloading.

2. Earnest Money Deposit (EMD)

- a) The bidder(s) must remit an Earnest Money Deposit (EMD) of Rs. 55,000/- (Fifty Five Thousand Rupees only) via online transfer to "IIM TIRUCHIRAPPALLI" using the bank details provided on Page 1. A copy of the payment transaction receipt must be attached with the Technical Bid, otherwise, the RFP will not be considered for the bidding process.
- b) The EMD of the successful bidder will be adjusted towards the interest-free performance security deposit. The EMD of unsuccessful bidders will be refunded after the RFP is finalized. No interest will be paid on the EMD.
- c) Micro and Small Enterprises (MSEs) as defined under the MSE Procurement Policy of the Department of Micro, Small, and Medium Enterprises (MSME), firms registered with Central Purchase Organizations, relevant Ministries/Departments, or Startups recognized by the Department of Industrial Policy & Promotion (DIPP) for these items, are exempt from the EMD requirement. These bidders must submit a valid self-attested registration certificate with the RFP.
- d) Bidders seeking EMD exemption, who withdraw or modify their bids during the validity period, or fail to sign the contract or submit the performance security after being awarded

the contract, will be suspended from bidding for three years or as decided by the competent authority.

3. Relationship Certificate

- a) The bidder must provide a certificate confirming that none of their near relatives is employed in the unit to which the RFP is being applied. In the case of a proprietorship, the certificate should be provided by the proprietor, in a partnership, by all partners, and in a limited company, by all directors. If this condition is violated at any stage, the RFP will be cancelled, and the bid security will be forfeited.
- b) The company or firm, or the concerned person, will also be debarred from further participation in future bids for the unit.
- c) For this purpose, "near relatives" are defined as:
 - Members of a Hindu undivided family,
 - Spouse,
 - Relatives such as father, mother, son(s), son's wife (daughter-in-law), daughter(s), daughter's husband (son-in-law), brother(s) and their wives, sister(s) and their husbands (brother-in-law).
- d) The Relationship Certificate (Annexure-III) must be submitted with the Technical Bid.

4. Amendment to Bid Document

- a) IIM Tiruchirappalli may modify the bid document at any time before the submission deadline, either on its own or in response to bidder queries during the pre-bid meeting.
- b) Such amendments will be published on the IIM Tiruchirappalli website and will be binding on all prospective bidders.
- c) The Institute may extend the bid submission deadline at its discretion.
- d) IIM Tiruchirappalli reserves the right to cancel the RFP at any stage of evaluation before finalization without providing any reason.
- e) IIM Tiruchirappalli also reserves the right to, at any time and at its sole discretion:
 - Accept or reject any or all bids,
 - Seek additional clarifications or supporting documents during technical bid evaluation,
 - Suspend, modify, or terminate the bidding process,
 - Modify or add any terms and conditions before issuing the Order.

5. Conditional Bids

Conditional bids, or those based on processes or schemes not outlined in the RFP or not complying with the technical specifications, will not be considered.

6. Technical Bid Criteria

- a) The technical bid must include all relevant information necessary for evaluating the proposed solution.
- b) All information should be clearly organized in a logically structured format, with an index included. The bidder should comply with the scope of work, eligibility criteria, and technical requirements as outlined in Annexure-I. Deviations from the Annexure-I format are not acceptable.

7. Price Bid Details

- a) The Price Bid, i.e., the BoQ provided with the RFP, must be completed with all relevant details and submitted in the specified format. Renaming or altering the BoQ format is not acceptable.
- b) The Price Bid should be submitted strictly according to Annexure-II. Failure to follow this format will result in the rejection of the bid.
- c) The quantities mentioned in the Price Bid are indicative and may vary depending on the Institute's requirements.
- d) The bid must include rates for all items. Incomplete bids will not be considered.
- e) The rates quoted by the bidder must include all charges except GST and should remain fixed until the work is completed. No escalation will be entertained at any stage, including during any extended period.
- f) **Part-B of the Price Bid:**
 - The rate contract will be valid for three years. The bidder must submit quotes for the first two years, with a 10% increase for the third year.
 - Evaluation will be based solely on the rates provided in Part A of the Price Bid. Part B will not be considered for evaluation.
 - Bidders may seek clarifications on the RFP by emailing saict@iimtrichy.ac.in (Tel: 0431-250 5047/5073), with a copy to purchase@iimtrichy.ac.in.
 - The bidder must quote rates only in the Price Bid (Annexure-II). Any rates indicated elsewhere will result in the rejection of the bid.

8. Validity of Bids and Rates

- a) All prices quoted in the bid must remain valid until the completion of the contract. Price escalation will not be permitted during the contract period, including any extension.
- b) The quote shall remain open for acceptance for 90 days from the date of opening the Price Bid.

Procedure for submission of RFP

- a) The RFP document must be downloaded from the IIM Tiruchirappalli website at <https://www.iimtrichy.ac.in/tender-published>.
- b) The bidder(s) shall not make any modifications or alterations to the RFP document as published on the IIM Tiruchirappalli website.
- c) All communication and documentation related to the RFP must be in English.
- d) No pages or sections of the RFP document should be detached. No additions or alterations should be made to the original RFP document.
- e) The RFP document must be submitted in clear handwriting, printing, or typing, without any ambiguity.
- f) If corrections are needed in the information provided by the bidder, they must be made by crossing out the previous entry. There should be no overwriting. All corrections must be signed and dated by the bidder.
- g) The RFP must be submitted in two parts: the Technical Bid and the Price Bid. All pages of the RFP document submitted must be signed and sequentially numbered by the bidder as per the procedures and requirements outlined in the document.
- h) By submitting the offer, it is assumed that the bidder has read and understood all terms and conditions. The bidder must provide an undertaking, as per Annexure-III, confirming that the terms and conditions of the RFP have been read and accepted.
- i) The bidder must consider any corrigenda or addenda published prior to submitting their bid.
- j) Bidders are warned that providing incomplete or ambiguous information, withholding important details, or altering the prescribed RFP format will result in the outright rejection of the bid.

1. Submission of Bids

Since this RFP is based on *two bid system*, TWO SEPARATE SEALED ENVELOPES placed inside a LARGER Size Master Envelope have to be submitted as explained below:

a) Technical Bid - (Envelope A)

The following documents are to be furnished by the bidder(s) along with Technical Bid as per the RFP document;

- i. Profile of the Bidder as per Annexure - I
- ii. Application form as per Annexure - III.
- iii. Copy of PAN and GST Registration.
- iv. EMD Payment Slip/ MSME Certificate for EMD exemption.
- v. The work order(s) executed within the last five years (dated on or before December 31, 2024) to prove the eligibility criteria (between January 01, 2020, and December 31, 2024).
- vi. Copy of the constitution or legal status of the bidder service provider – proof for Sole proprietorship /firm agency, etc., (Ex., an Attested copy of the deed of partnership if

the firm is a partnership concern, Certificate of Incorporation duly certified in case of Company).

- vii. A copy of all the work orders, testimonials/completion/performance certificates from the present and past clients of equivalent orders with a value of 11 lakhs and above executed within the last five years with verifiable contacts need to be attached with the RFP document. This is essential for technical evaluation.
- viii. A copy of Income tax returns filed and audited accounts statement for the last three financial years (2021-22, 2022-23 & 2023-24).
- ix. The Relationship Certificate (Annexure-III) needs to be placed in the Technical bid cover.
- x. Duly Signed RFP document and its annexes.
- xi. All other documents mentioned in the RFP document, **except the Price Bid document**.

The **Technical Bid** Envelope with the aforementioned required enclosures should be in sealed condition and SUPERSCRIBED with the following text: ***“Technical Bid for the Request for Proposal for Selection of Branding Agency for IIM Tiruchirappalli ”***.

b) Price Bid - (Envelope B)

- i. **Price bid** (As per Annexure-II duly filled and signed) – Price must be quoted as per the format specified, failing which RFP shall be rejected.
- ii. Only duly filled ***Price Bid*** as per Annexure-II should be put in a separate envelope and the envelope should be in sealed condition. This envelope should be **SUPERSCRIBED** with the following text: ***“Price Bid for Request for Proposal for Selection of Branding Agency for IIM Tiruchirappalli”***.

The **two sealed envelopes** should carry the name and address of the bidder and be placed/kept inside a LARGER Size Master Envelope with the following text **SUPERSCRIBED** on the master envelope:

Request for Proposal for Selection of Branding Agency for IIM Tiruchirappalli

The master envelope containing the two envelopes should be delivered on or before the deadline.

If the two inner envelopes A (Technical Bid), and B (Price Bid), and the one outer envelope (i.e., larger envelope) are not marked as instructed, IIM Tiruchirappalli will assume no responsibility for the misplacement of the envelopes. Any bid received in unsealed condition will be rejected.

The RFP should be submitted either through Registered Post/Speed Post/Courier or delivered to IIM Tiruchirappalli in hand. IIM Tiruchirappalli will not accept any responsibility or grant any relaxation of time for any Postal delay in the submission of the RFP.

Pre-Bid Meeting

A Pre-Bid Meeting will be held in person at the Dean's Office Meeting Room, Administrative Block, IIM Tiruchirappalli, on 15.01.2025 at 11:00 AM to address any queries before submitting the bids.

Bidders who are unable to attend the meeting in person may participate via virtual mode.

To attend the Pre-Bid Meeting, bidders must send a scanned copy of their authorization letter (from their firm or the firm they represent) to purchase@iimtrichy.ac.in by 11.00 AM on 13.01.2025, as per the format provided in Annexure-IV.

Bidders are also encouraged to email their questions or queries to purchase@iimtrichy.ac.in by 11.00 AM on 13.01.2025, so that we can address them during the Pre-Bid Meeting.

Opening of Technical and Price Bid

The Purchase Committee will open the master envelope and technical bid in the presence of the bidders or their authorized representatives via video conferencing on 30.01.2025 at 11:00 AM (tentatively).

Each bidder is allowed to authorize a maximum of two representatives to attend the bid opening. Bidders or their representatives must submit a scanned copy of the authorization letter from their firm (or the firm they represent) to purchase@iimtrichy.ac.in before attending the bid opening. The authorization must be in the format provided in Annexure-IV and submitted prior to the opening of the Master Envelope and Technical Bid, on the specified date (which will be communicated later).

RFP Evaluation Process

Selection of the vendor shall be based on *Quality and Cost Based Selection (QCBS)* under Rule 192 of the General Financial Rule 2017. The proposals will be evaluated by considering the following factors:

- Final selection of the vendor shall be based on *Quality and Cost Based Selection (QCBS)* with **70% weightage for technical** evaluation and **30% weightage for commercial** evaluation.
- The bidder would be selected on the basis of ranking and evaluation of Technical and Price Bids by a Committee formed by the Institute, and the Committee's decision would be final and binding.

The process of selection of the successful bidder is given below:

Stage 1: Document verification – The Committee will review the documents submitted by the bidders, and only those firms that qualify will be invited to present to the Evaluation Committee of IIM Tiruchirappalli, either in person or virtually. Only bidders who meet all the basic eligibility requirements outlined in the RFP document will be considered for the presentation to the Evaluation Committee.

Stage 2: Technical Evaluation Bidders who qualify in Stage-1 will be invited to present to the Evaluation Committee on 04.02.2025, starting at 11:00 AM (tentatively), either in person or virtually. The Committee will evaluate the firms based on the criteria specified in the technical bid.

Bidders are requested to prepare their technical proposal according to the indicative scope of work. The technical bid must include all relevant information as outlined in the RFP. Bidders are also encouraged to include any additional information that can help assess the technical quality of their proposed solutions and address the parameters for technical evaluation.

The details provided in the technical bid will be used to understand and evaluate the quality of the solution being proposed. The technical evaluation will be based on the information submitted and the presentation made to the Committee. The technical bid score, out of 100, will be determined based on the following evaluation parameters:

Sl. No	Parameters for Technical Evaluation	Marks
1	Turn Over in the last 3 years (i.e. FY 2021-22 to 2023-24) a) 11.01 Lakhs – 20 Lakhs – 2 Marks b) 20.01 Lakhs – 30 Lakhs – 3 Marks c) 30.01 Lakhs – 50 Lakhs – 4 Marks d) More than 50.01 Lakhs – 5 Marks	5
2	Period of Existence • 5 - 6 Years – 2 Marks • 7 - 8 Years – 3 Marks • 9 - 10 Years – 4 Marks • More than 10 years – 5 Marks	5
3	Similar Branding projects executed within the last 5 years with an - • Order value between 3-10 lakhs (through single or multiple orders within a year from the same organization). (7 marks) • Order value of 10 lakhs or more (through single or multiple orders within a year from the same organization). (15 marks) Similar Branding projects executed for IIMs, IITs, NITs or top 50 NIRF 2024 ranked B-Schools with an - • Order value between 3-10 lakhs (through single or multiple orders within a year from the same organization). (10 marks) • Order value of 10 lakhs or more (through single or multiple orders within a year from the same organization). (20 marks)	30
4	Level of understanding of IIM Tiruchirappalli's branding requirements • Evidence of detailed research about IIM Tiruchirappalli's mission, vision, services, and values • Competitor Analysis with a clear explanation of how IIM Tiruchirappalli can differentiate itself from competitors. • Demonstration of how the proposed solutions address IIM Tiruchirappalli's branding gaps. • Alignment of the proposal with IIM Tiruchirappalli's industry, geographical context, and existing market positioning. • Familiarity of the firm with the industry and corporate needs, along with the alignment of their proposed branding solutions to evolving market trends and requirements.	25

5	<p>Strategy for Brand Identity Design and Target Audience Identification</p> <ul style="list-style-type: none"> Detailed outline of how key brand identity elements (logo, colour scheme, typography) will be conceptualised. Evidence of specific methods for identifying and segmenting target audiences (e.g., personas, behavioural analysis). Clear explanation of how consistent messaging will be created across platforms. Inclusion of creative and actionable ideas for building a compelling brand story. 	25
6	<p>Component-wise Branding Execution Schedule</p> <ul style="list-style-type: none"> Submission of a clear, step-by-step timeline with specific milestones and deliverables. Identification of all deliverables (e.g., brand guidelines, visual assets, strategy documents). Process of incorporation of the feedback from IIM Tiruchirappalli and inclusion of specific checkpoints and review stages in the schedule. 	10
Total (Technical Score)		100

The bidder must submit all the required documents and information related to the above parameters.

The decision made by the Evaluation Committee regarding the Technical Evaluation will be final.

At the conclusion of this stage, each firm will receive a Technical score (out of 100). Bidders who score below 60 marks in the Technical bid will not be considered for the opening of the Price bid.

Price bids will only be opened for those bidders who achieve a score of 60 or above in the technical evaluation.

Under the QCBS (Quality and Cost Based Selection) process, the technical proposals will carry a weightage of 70%, while the financial proposals will account for 30%.

Stage 3: Final score (combined score) Technical bid and price bid together will be used to arrive at the highest **techno commercial score (TCS)**. The bidder with the highest TCS will be chosen to provide the services covered by this RFP.

The TCS of a bidder with technical score T and commercial bid value C is calculated using the following formula.

$$TCS = 0.3*(CI/C) + 0.7*(T/TI)$$

where CI is the lowest commercial score, and TI is the highest technical score.

The technical score will be revealed to the bidders just before the opening of the commercial bid.

The Bidder securing the highest combined score of TCS will be invited for negotiations/discussion, if required, and shall be awarded the contract. In the event of two or more bidders have the same TCS score in the final ranking, the bidder with the highest technical score will be declared as successful bidder.

Any inquiry after submission of the quotation will not be entertained. The decision of IIM Tiruchirappalli will be final and binding to all for interpretation of any ambiguity.

Opening of Price Bid:

The price bids of all technically eligible bidders will be opened after the evaluation of the technical bids, including the presentations by the qualified bidders, in the presence of the eligible bidders or their authorized representatives via video conferencing. The exact date and time for the opening of the Price Bid will be communicated at a later time.

Bidders or their representatives must submit a scanned copy of the authorization letter from their firm (or the firm they represent) to purchase@iimtrichy.ac.in before attending the Price Bid opening meeting, as per the format provided in Annexure-IV.

The Institute reserves the right to accept or reject any or all offers, including the lowest, without providing any reasons.

General Terms & Conditions

1) Payment Terms:

- a. No advance payment will be made in any case.
- b. Payment will be made within 30 days after deducting the penalty amount (if any), on completion of the Work and the receipt of bills. TDS and any other Government levies applicable on bills as per Government instructions/ notifications issued from time to time shall be applicable and deducted from the Service Provider's bills.
- c. **Escalation / De-Escalation of Rates:** Not Applicable. The rate shall be firm throughout the contract period and any extension thereof.

2) Penalty Clause

- a. Any deficiency or delay in the services outlined in the Scope of Work will be considered a lapse on the part of the service provider. Such lapses will be taken seriously, and penalties will be imposed in the event of any delay in delivering the required services as specified in this Tender within the agreed timelines. IIM Tiruchirappalli reserves the right to impose penalties and the amount of the penalty will be determined on a case-by-case basis. The decision of the competent authority at IIM Tiruchirappalli regarding the penalty will be final and binding.
- b. If the services are not performed to the satisfaction of IIM Tiruchirappalli as per the agreed terms and conditions, the Institute reserves the right to engage another agency to perform the services at the cost and risk of the service provider.

3) Performance Security Details

- a. The successful bidder will be required to submit an interest-free Performance Security Deposit amounting to 5% of the Work Order value via online transfer to the IIM Tiruchirappalli Bank Account, as specified on Page 1 of the tender document, within ten

working days of receiving the work order. The security deposit will be held by the Institute for the duration of the contract, including any extensions or renewals, and will be refunded after 60 days from the successful completion of the contract, subject to any applicable deductions.

- b. The Performance Security will be refunded to the service provider upon the successful completion of the contract/warranty period, provided that all terms and conditions have been met.
- c. The Performance Security will be forfeited if the service provider fails to perform or comply with any of the terms or conditions of the contract.
- d. If the service provider fails to deliver the required services within the specified timeframe, the services will be procured from the open market, and any cost difference will be recovered from the Performance Security or from the service provider's pending bills, or both, if the amount to be recovered exceeds the Performance Security.

4) Delivery Schedule:

- a. The successful bidder should complete the stipulated work within 90 days from the date of receipt of the Work Order.
- b. The brand strategy services should be handled by the successful bidder and will start from the date of award of contract. As the first stage of the branding work, the bidder is required to conduct a study in consultation with IIM Tiruchirappalli to finalize the requirements. The work plan outlining the different phases and delivery schedule should be submitted to IIM Tiruchirappalli for approval.

5) Warranties and Liability:

- a. The bidder/company should not sub-let the contract or part it to any other agency or individual(s).
- b. The bidder/company warrants that it owns and has complete rights to license, convey and without any encumbrance the branding activities and media coordination covered in the contract.
- c. The bidder/company further warrants that it has obtained all required registrations, permissions and consents from all third parties necessary to deliver the necessary activities.
- d. The bidder/company expressly warrants that the branding activities and media coordination do not contain any protective feature to restrict or prevent its use by IIM Tiruchirappalli or its agents and customers.
- e. The bidder/company warrants that the branding activities and media coordination do not infringe upon the trademark, copyright patent trade secrets or any other rights of any third party, and where there is a use or infringement the bidder/company shall obtain a license for use from the rights holder permitting such use. The bidder/company shall indemnify IIM Tiruchirappalli against liability for infringement.
- f. The bidder/company warrants that all branding activities and media coordination are provided from or obtained only from IIM Tiruchirappalli. The intellectual property rights

of branding activities and media coordination will be the propriety of IIM Tiruchirappalli and cannot be used by anyone else without the permission of IIM Tiruchirappalli.

6) Intellectual Property Rights (IPR)

This is to assign legal ownership and control over the creative assets and materials produced during the branding process. These rights cover logos, designs, taglines, graphics, and other branding elements developed by the vendor.

- a. **Ownership of Work:** IIM Tiruchirappalli will own the rights to the branding work upon completion of the project.
- b. **Usage Rights:** IIM Tiruchirappalli should have full rights to use, modify, and distribute the branding materials without limitation unless otherwise agreed.
- c. **No Third-Party Infringement:** The branding vendor should ensure that the materials created do not infringe upon any third party intellectual property rights and should indemnify the client if any issues arise.
- d. **Transfer of Rights:** The vendor may transfer complete ownership or assign the full rights to the client upon payment, ensuring the client has exclusive rights to the branding materials.
- e. **Confidentiality:** Any proprietary or confidential aspects of the institute and branding work should be protected by the vendor failing which legal action will be taken against the vendor.

7) SIGNING OF CONTRACT:

- a. The successful bidder must sign the Contract Agreement, agreeing to all the terms and conditions outlined in the RFP, on non-judicial stamp paper of Rs. 100/- (Rupees One Hundred only) within 10 working days of receiving the Work Order along with the submission of the interest-free performance security deposit. If the successful bidder fails to sign the Contract within the specified time frame, the Earnest Money Deposit (EMD) will be forfeited, and the acceptance of the bid will be considered void.
- b. The service provider will not be permitted to change the firm's name after the contract has been awarded.
- c. The bidder must certify that no change in ownership is anticipated during the contract period. If a change is anticipated, the bidder must outline the scope and impact of such a change. In such cases, IIM Tiruchirappalli reserves the right to file a suit for breach of this clause, seeking damages and/or specific performance.
- d. The individuals assigned by the service provider, whether employees or otherwise, will be solely employed by the service provider, and IIM Tiruchirappalli will have no relationship with them. The service provider will be fully responsible for their actions, conduct, and any liabilities arising from their work.
- e. The service provider's employees will have no legal claim to employment or any other benefits from IIM Tiruchirappalli. They will remain employees of the service provider. The service provider is solely responsible for informing their employees of this before assigning them to work at the Institute.

8. The Institute has already issued a work order for the development of the website, and the branding for the website is included as part of the website development tender. The successful bidder will be required to collaborate with the website development and branding teams to ensure that the website aligns with the approved branding.
9. Bidders/companies must thoroughly familiarize themselves with the requirements of IIM Tiruchirappalli. No claims for compensation due to difficulties encountered later, after the award of the contract, will be entertained.
10. Final Payment: The final payment to the service provider will be processed after clearing the outstanding liabilities of the Institute, if any.
11. The individuals assigned by the service provider, whether employees or otherwise, will remain solely employed by the service provider. IIM Tiruchirappalli will have no relationship with these employees, and the service provider will bear full responsibility for their actions, conduct, and any liabilities arising.
12. Canvassing in relation to the RFP process is strictly prohibited. Any RFP submitted by a bidder engaging in canvassing will be rejected. Any bribe, commission, or advantage offered or promised by the bidder, or on their behalf, to any officer or staff of IIM Tiruchirappalli, will result in the rejection of their RFP. Canvassing by or on behalf of the bidder will also lead to the disqualification of their proposal.
13. Authority of the Person Signing the Documents: Any person signing the RFP application or related documents on behalf of another shall be deemed to have the authority to bind that party. If it is found that the person signing does not have such authority, IIM Tiruchirappalli reserves the right to cancel the contract without prejudice to other civil or criminal remedies and hold the signatory liable for all associated costs and damages.
14. The Service Provider shall be responsible for depositing all applicable taxes, levies, cess, etc., to the concerned tax authorities as per existing laws and regulations.
15. Statutory deductions, including Income Tax TDS, will be deducted from the Service Provider's bills at the prevailing rate as per the provisions of the Income Tax Department. IIM Tiruchirappalli will issue a certificate for such deductions.
16. If the Service Provider fails to comply with any statutory or taxation liabilities and, as a result, IIM Tiruchirappalli incurs any loss or obligation, the Institute will be entitled to recover such amounts from the outstanding bills or the Performance Security Deposit of the Service Provider. This will be in addition to IIM Tiruchirappalli's right to take penal actions, including terminating the contract.
17. Subletting of Work: The Service Provider is prohibited from assigning or subcontracting any part of the work to another party. The RFP is non-transferable, and only one RFP may be submitted by a single bidder.
18. Jurisdiction: Any disputes arising under this contract will be subject to the jurisdiction of the courts in Tiruchirappalli.
- 19. Force Majeure:**
 - a. In the event of a force majeure situation, each party will be excused from fulfilling or fulfilling on time any of its contractual obligations if the affected party informs the other party in writing within 15 days of the occurrence.

- b. Force Majeure refers to unforeseen events such as fires, floods, natural disasters, war, turmoil, sabotage, explosions, epidemics, quarantine restrictions, strikes, lockouts, or any other circumstances beyond the control of either party.

Annexure – I (Profile of the Bidder)

EMD Transaction/Exemption Eligibility Details		Transaction Ref No: _____ dated: _____ If exempted Provide Valid Certificate Number: _____	
S. No.	Required information		Description
1	Name of the / firm /company		
2	Address of the agency/firm/company		
3	Legal status (Individual, proprietary, partnership firm, limited company, etc.)		
4	Authorized Signatory Details	Name	
		Designation	
		Email	
		Phone	
	Details of Contact other than Authorized Signatory	Name	
		Designation	
		Email	
		Phone	
5	Month and Year of commencement business.		
6	Statutory details (Photocopies to be attached):	Registration number of the firm. (as per the Shops and Establishment act.).	
		PAN No. of the Agency	
		GST No. of the Agency	
7	Has your firm/company ever changed its name at any time? If yes, provide the previous name and the reasons therefor.		
8	Have you or your constituent ever left the Contract awarded to you incomplete? If so, give the name of the Contract and reasons for not completing the Contract.		

9	Brief details of litigation, if any, connected with related Work, current or during the last three years, the opposite party, and the disputed amount.	
10	Give details of the Termination of the previous Contract, if any	
11	Details of bank mandate	
	Name of the Beneficiary	
	Name of the Bank	
	Name of the Branch	
	Account No.	
	Type of Account IFSC	
	IFSC Code No.	
12	Total experience (years/ months) Related work in Central Educational Institution/Organization:	

Turnover in the relevant field on a contract basis during the last 3 years (from 2021-22 to 2023-24). Please submit documentary evidence i.e. extract of Profit and Loss account, Balance Sheet & Income Tax return filed.

Financial Years	2021-22	2022-23	2023-24
Details of Gross Annual Turnover - (Rs. in Lac)			
Average Turnover in last three years	INR _____ in Lakhs		

Annexure – I (Continued)

List of present and past clients in the following format. The information provided will facilitate the evaluation of the Technical Bid (***Please use a separate sheet if required without changing the format***). Please attach client certificate and work orders etc., clearly giving period of contact.

Sr. No.	Name of the organization with complete postal address	Details of work and period for which the contract was awarded	Work order Value INR	Name and designation of the client (contact person) with Tel. / Mobile No (s) and Email ID
1				
2				
3				
4				
5				
6				
7				
8				
9				

ANNEXURE – II (PRICE BID (BoQ))

PART – A (MANDATORY ITEMS)

S. No	Description	Total Cost (Rs.) without GST
1	Charges for the Branding Work as per the Scope of the Work mentioned in the Tender Document.	
Total Amount excluding GST and including all other charges		

PART – B (OPTIONAL ITEMS)

S. No	Description of Work	Rate per Work/brochure (Excluding GST)	Rate per page/minute for extra (Excluding GST)
1	Designing of a single page Brochure		
2	Designing of Brochure with 10 Pages		
3	Designing of Brochure with 20 Pages		
4	Designing of Brochure with 30 Pages		
5	Designing of Brochure with 40 Pages		
6	Designing of Brochure with 50 Pages		
7	Cost for the Development of a 1-2 minute promotional video		
8	Cost for the Development of a 5-6 minute promotional video		
9	Cost of designing a social media post		NA
10	Cost for the Designing of a Backdrop for Events		NA
11	Cost for the development of a homepage banner for the website		NA
12	Cost of making a Selfie point design for events		NA
13	Cost of designing a poster for an event		NA
14	Cost of designing a standee for an event		NA
15	Cost of designing a flyer for an event		NA
16	Cost of designing an invitation for an event		NA

17	Cost of designing a T-Shirt		NA
18	Cost of designing an Identity Card		NA
19	Cost of designing a letterhead - A4 for an event		NA

Note:

The works mentioned in the scope of work as part of the branding project are to be completed within three months and the rates will be applicable as mentioned in Part A. The rates quoted in Part B will be applicable only for work orders issued for future requirements.

The items mentioned in the **Part B** of the Price Bid are rate contracts and the same will be valid for a duration of **three years with effect from the date of completion of the branding project**. The bidder is required to provide quotes for the first and second years up front, with a 10% increase applicable for the third year. The creative works outlined in PART B are for future requirements only (for a period of three years) and serve the purpose of conveying an already established brand identity. These will be treated as optional/additional items and will not be considered for evaluation purposes. The institute may decide to issue a work order for these items as required, subject to the internal approval process.

The evaluation is purely based on the value mentioned in the Part A of the Price Bid. Part B will not be considered for the evaluation.

ANNEXURE – III: SUBMISSION OF RFP DOCUMENT

The Chief Administrative Officer (i/c),
Indian Institute of Management Tiruchirappalli,
Trichy-Pudukkottai Main Road,
China Sooriyur Village,
Tiruchirappalli 620 024.

Date:

Subject: “Request for Proposal for Selection of Branding Agency for IIM Tiruchirappalli ”

Reference: RFP Notice published in IIM Tiruchirappalli website. - ***RFP No: 24SP291T dated: 08.01.2025***

Dear Sir,

With reference to the RFP notice published on the above-mentioned website, I / We hereby submit my/ our RFP in the required format. I / We have carefully gone through the terms and conditions and prescribed given, and I / We accept the same without any alterations/modifications.

It is certified that I, _____ (name of the person)

S/o Shri _____

r/o _____

a) am authorized to sign this document on behalf of M/s.

(the name of the firm/company which is bidding in this RFP) and that our firm/company have never been blacklisted by any of the Government Organization / Agencies in the past and there is no criminal case registered against our firm/company or its owner/partners anywhere in India.

b) hereby certify that none of my relative (s) as defined in the RFP document is/are employed in IIM Tiruchirappalli as per details given in the RFP document. In case at any stage, it is found that the information given by me is false/incorrect, IIM Tiruchirappalli shall have the absolute right to take any action as deemed fit / without any prior intimation to me.

c) further declare that:

1. All the statements made in this application are true, complete, and correct to the best of my knowledge and belief. I understand that if at any stage, it is found that any information given in this application is false/ incorrect or that our Agency does not satisfy the eligibility criteria, our candidature is liable to be canceled/ terminated.

2. I understand that the decision taken by the IIM Tiruchirappalli is final and binding in all

matters.

3. I hereby agree to work as per the terms and conditions stipulated by IIM Tiruchirappalli.
4. I understand that IIM Tiruchirappalli reserves the right to accept or reject and to cancel the RFP and reject all bids at any time before the award of the contract, without detailing any specified reasons whatsoever

Place: _____

Signature _____

Name _____

Date: _____

Designation: _____

Seal of agency / Firm / Company

ANNEXURE – IV: LETTER OF AUTHORISATION

**LETTER OF AUTHORISATION FOR ATTENDING PRE-BID/PRICE
BID OPENING MEETING (on bidder’s letterhead)**

To

The CAO (i/c)

IIM Tiruchirappalli

Pudukkottai Main Road,

Tiruchirappalli - 620 024

Subject: Authorization for attending Pre Bid/Technical Evaluation cum Presentation/Price Bid Opening Meeting on (date) in the “*Request for Proposal for Selection of Branding Agency for IIM Tiruchirappalli*”.

The following persons are hereby authorized to attend the Pre Bid for the RFP mentioned above on behalf of.(Bidder) in order of preference given below.

Order of preference	Name	Designation	Contact No	Specimen Signatures
I				
II				

Alternate Representative

Signatures of Bidder

or

Authorized officer to sign the bid Documents on behalf of the Bidder.

Notes:

1. A maximum of **two representatives** will be permitted to attend Pre Bid Meeting/bid opening. In cases where it is restricted to one, first preference will be allowed. Alternate representatives will be permitted when regular representatives are not able to attend.
2. Permission for entry to the hall where bids are opened may be refused in case authorization as prescribed above is not recovered.

CHECKLIST FOR DOCUMENTS TO BE ATTACHED WITH THE RFP

Sl. No	Covers	Details	Remarks	Tick (√)
1	(Cover 1)	All the documents and Annexes, except the Price Bid document.		
2	(Cover 2)	Only Price Bid document as per the Annexure-II		
3	Whether GST Registration Certificate is enclosed.			
4	Whether PAN is enclosed.			
5	Whether duly filled in Technical Bid documents (i.e., Annexure-I to the RFP document) along with all the related enclosures have been enclosed with the RFP: <ul style="list-style-type: none"> i. Registration/ Incorporation details of the bidding firm/Agency/ Company ii. Documents in support of the Legal Status of the Bidder. Copy of Registered Partnership Deed or Articles / Memorandum of Association in the case of partnership firm or Private Limited Company. iii. Authorization / Power of attorney for signing the RFP document iv. Audited Annual Accounts, Income Tax Returns, and assessment orders for the last three consecutive financial years i.e., 2021-22 to 2023-24 v. The work order(s) executed within the last five years (dated on or before December 31, 2024) to prove the eligibility criteria (between January 01, 2020, and December 31, 2024). vi. Details of ongoing contracts in the prescribed format along with proof with verifiable contacts. vii. All other information/ details/ supporting documents/proof given in the RFP documents. viii. Signed RFP document. 			
7	Whether Technical Bid documents as per <u>Annexure-I</u> of the RFP document are submitted.			
8	Whether Undertaking, Near Relative Certificate, and Declaration as per <u>Annexure-III</u> to the effect that the Bidder had never been blacklisted by any of the Government Organization / Agencies is submitted.			
9	Whether Technical Bid documents and all the required enclosures to the Technical Bid are serially numbered and overwriting/ erasures, if any, in the technical bid duly been signed and endorsed with seal?			
10	Whether an Index or Table of Contents of all enclosures to the Technical bid been prepared and attached with the Technical bid, to facilitate quick reference?			
11	Whether RFP documents have been signed with a seal on all the pages by the Bidder.			