

April 15, 2008

Chairperson  
PGP Admissions  
Indian Institute of Management  
Ahmedabad – 380 015

Dear Sir

Subject: **Bid for pre-qualification for tender to conduct CAT for IIMs in a computerized and standardized multi-test mode**

This has reference to your advertisement in the newspaper regarding the Bid for pre-qualification for tender to conduct CAT for IIMs in a computerized and standardized multi-test mode. We are a software development firm engaged in client/server and web based application development, computerized Assessment/ admission Tests & statistical analysis jobs for various academic institutes since 1997. The list of our esteemed customers includes educational institutes, civil construction companies, various state health services corporations and environment impact assessment groups in India and abroad. Some of our clients are Management Development Institute (MDI), Gurgaon, Institute of Management Technology (IMT), Ghaziabad, Nagpur & Dubai, International Management Institute (IMI), Delhi and National Council for Educational Research & Training (NCERT), New Delhi etc. (List enclosed).

We are pleased to submit our bid with details (point wise) as required by you.

**1. Five years experience in computerized entrance-test construction and delivery for academic institutions.**

- We have been conducting computerized entrance-test for FPM in Management Development Institute (MDI), Gurgaon for last eight years since 2001. Copy from Chairman, FPM is enclosed.
- We have been conducting computerized assessment-test for various PGDM programmes in IMT, Ghaziabad since 2005 on continued basis. Copy from Dean (Academics) is enclosed.
- IMT, Ghaziabad and IMI, New Delhi are using Web based online student registration and payment receiving system for admissions. IMI's admission system includes receiving of the payment through Credit Card also with integrated payment gateway. Applications have been totally developed and

maintained by us. The system also facilitates the selection of interview centers etc.

**2. Administered at least 100,000 computerized entrance tests annually on a continued basis nationally and/or internationally.**

- About 1,00,000 computerized tests per year are administered by us for last three consecutive years since 2005 for Institute of Management & Technology (IMT), Ghaziabad for various PGDM Programs.  
Copy of certificate from the Dean, Academics is attached.

**3. Key personnel with doctoral/professional degrees and demonstrated experience as psychometricians either on their payroll or as associates.**

**a. Key Personnel**

- i. Mr. Arun Jain B.E. Delhi College of Engineering – Senior System Analyst, Database administrator and Overall Project In charge.
- ii. Dr. Sangeeta Jain PhD Delhi University – Project Coordinator  
She is PhD from Delhi University during 1990 with extensive research/ teaching experience in University of Delhi. Since 1997 she has promoted A & S Software Group and Coordinated execution of various projects in educational institutes like NCERT, CDAC- Noida etc.
- iii. Dr. V. K. Jain PhD (Statistics) IIT, Delhi. – Psychometric Analyst & Sr. Project Member

**b. Other Project Staff**

- i. Programmers
- ii. Data Entry operators
- iii. IT staff
- iv. Staff for Project Coordination.

**4. Over 100 fully-functional, computerized entrance test venues spread all across India.**

We/ our associates have fully functional, computerized test venues spread all across India i.e. [Ahmedabad, Bangalore, Bhopal, Chandigarh, Chennai, Coimbatore, Delhi, Hyderabad, Jaipur, Kolkata, Lucknow, Mumbai, Pune etc.] The test centers are fully equipped with high end server and client machines fully networked with power backup to conduct computerized tests in fully secured environment.

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**5. Demonstrated ability to construct large item banks for graduate level entrance examinations.**

We are already working with a number of reputed management institutes in India and abroad and have resources to generate large question bank with various difficulty levels. We have already published Practice Test CDs for engineering and medical entrance tests with 20,000 questions in various subjects.

*not relevant*

**List of References:**

- i) Dr. B. S. Sahay  
Professor and Director  
IMT Ghaziabad  
Mobile: 09810611113  
[director@imt.edu](mailto:director@imt.edu)
- ii) Dr. Dhruv Nath  
Professor and Chairman FPM – Fellow Programme in Management  
MDI, Gurgaon  
Mobile: 09810104402  
[dhruv@mdi.ac.in](mailto:dhruv@mdi.ac.in)
- iii) Dr. Ramesh Behl  
Professor and Head (IT)  
IMI, New Delhi  
[rbehl@imi.edu](mailto:rbehl@imi.edu)
- iv) Dr. Avtar Singh  
Professor and Head  
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- v) Dr. Anwar Ali  
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- vi) Dr. D. P. Goyal  
Professor and Director  
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[director@ime.in](mailto:director@ime.in)
- vii) Dr. Gokulnanda Patel  
Registrar and Professor  
Birla Institute of Management Technology (BIMTECH), Greater Noida  
[Gn.patel@bimtech.ac.in](mailto:Gn.patel@bimtech.ac.in)

Please find closed a Demand Draft of Rs. 5, 00,000/= (Rupees five lacs only) in favour of Indian Institute of Management Ahmedabad with following details:

- i) Demand Draft No.: 599479
- ii) Date: 12/04/2008
- iii) Drawn on (Bank Name): Indian Bank

We have tried to furnish all relevant details based on the criterion given in the advertisement. We hope this meets your requirement. Any other further information can be provided as and when required. You may also visit our Web Site (URL given above) for more information.

We shall be happy to provide you demonstration of the web based student registration/ payment gateway system and Online Learning and Teaching (OLT) software which is used for administrating Online Tests. The demo can be organized at our test centers or at a place & time convenient to you.

We assure you of our best services for all time to come.

Thanks & Regards

Yours Sincerely



**(Dr. Sangeeta Jain)**

**Enclosures:**

1. List of Clients.
2. Copy of Performance Certificate for conduction of computerized admission Tests from Chairman FPM, MDI, Gurgaon.
3. Copy of Performance Certificate for Online Learning and Teaching (OLT) software from Chief Administrative officer, MDI, Gurgaon – Graduate Programme office.
4. Copy of Performance Certificate for Online Learning and Teaching (OLT) software and conduction of 1,00,000 online tests every year since 1995 from Dean (Academics) IMT, Ghaziabad.
5. Demand Draft of Rs 5,00,000/=.
6. CVs of Key Personnel.