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Tender no. IIMA /EEP / 2016-17 / 026 dated 05.09.2016



**Tender for Programme Specific Short Film Making for
Executive Education Programmes IIMA**

Part-1- TECHNICAL BID

To be submitted in sealed envelope along with sign and stamp on each page

Client

**Indian Institute of Management, Ahmedabad
Vastrapur, Ahmedabad, Gujarat – 380015**

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Chapter – 1

Background and Broad Scope of Work

1. Introduction

1.1. About the Institute

Indian Institute of Management, Ahmedabad (IIMA), was set up by the Government of India in collaboration with the Government of Gujarat and Indian Industry as an autonomous Institute in 1961. IIMA is **India's best** and **Asia's foremost Business School**, IIMA continues to be ranked as one of the finest institutions in the world. In 2008, IIMA also became the first business school in the country to be awarded EQUIS (European Quality Improvement System) accreditation. This accreditation awarded by the EFMD (European Foundation for Management Development) certifies that the quality of IIMA's academic processes and programmes are on par with the best business schools globally that have similar accreditation.

Over more than 50 years of its existence, the IIMA today has expanded its programmes and activities. It conducts the following major long duration programmes enrolling about 800 students in a year:

- Two-year Post-Graduate Programme in Management (equivalent to MBA)
- Two-year Post-Graduate Programme in Agri-business Management (equivalent to MBA)
- Fellow Programme in Management (equivalent to Ph.D.)
- One-year Post-Graduate Programme in Management for Executives
- Faculty Development Programme for Teachers in Universities and Colleges

In addition to the long duration programmes, the Institute continues to offer more than 100 short duration executive education programmes in an academic year, the academic activity with which the Institute started its operation in the early 1960s. More than 4500 top and senior level executives from India and abroad are benefitted through IIMA executive education programmes every year.

All the above academic (long and short duration) programmes are conducted in IIMA's two world class campuses spread over 103 acres in Ahmedabad city, Gujarat India. These two campuses include the 63 acre main campus of the Louis Kahn fame and the 40 acres new campus in Vastrapur having a more convention architectural design.

1.2 Concept brief for the Corporate Film making

IIMA would like to engage the services of an appropriate vendor to make Short Films for its executive education programs. The vendor having an experience and qualified team of

scriptwriters, directors, artists and producers, to offer a wide range of making short films. These are used for personal purposes, to showcase at various events and competitions, helping in changing the ideas into reality. The Agency's service helps in enhancing the business of the Institute's client base. Further, the service rendered by vendor should be trouble free sources, assured results, and rendered by professions and should help in both entertaining and educating the audience.

The services would include making, producing and editing short films. As part of the exercise they may have to cover in the film, IIMA's clients in participants, sponsors, client organizations and their CEO's, HR managers as worked out in a plan anything the details of the film to be produced.

1.3 The terms of reference for this assignment are as follows:

- 1.3.1. The vendor agrees to make short films on various Executive Education programmes at the contract awarded price, which would be valid for a year from the date of accepting the work order.
- 1.3.2. The vendor hereby agrees to submit the master copy of the approved short film in HD formats, which are accessible by common video player.
- 1.3.3. For each short film, as per 1.3.1, as decided by the Institute, the vendor agrees to produce the short film at the bid value within a maximum period of four months.
- 1.3.4. The vendor also has to complete the proposed short film within four months, failing which the EMD/Performance Evaluation equal to Rs.20,000 of the value of the contract would be forfeited.
- 1.3.5. The initial period of contract will be for one year from the date of accepting the assignment from the Institute. The contract may be extended for a further period mutually agreed upon subject to satisfactory performance, on the same rates, terms and conditions upon mutual consent. Over this period, the vendor would be available at short notice (15 days) to produce short film. Each short film would be completed over a month.
- 1.3.6. The assignment involves short film making on various Executive Education programmes, so as to enhance the market reach and consumer base.
- 1.3.7. To produce a quality and high class short film on the subject matter, it is expected that the agency would create and possess an appropriate professional team.
- 1.3.8. It is agreed that the travel and stay charges are as per agreed standard rates will be applicable to the vendor for outstation shooting, if so required. Normally, no shooting would be necessary outside Ahmedabad. Hence, charges would be paid to the vendor at IIMA rates in case Executive Education decides to go for outstation shooting.

- 1.3.9. It is also agreed that the duration of these short films would be between 03 minutes to 05 minutes.
- 1.3.10. It is also agreed that there would be a maximum of thirty films to be made on different open enrollment executive education programme subject to the approval of the Institute. However, this number may vary depends upon the requirement of the Institute. The minimum number may be taken as 2 (two).
- 1.3.11. It is also agreed between both the parties that the proposed short film should with the utmost satisfaction of Institute. The vendor will share the approach of coverage of all the films proposed to be taken up with the programme chair of the programme and the Chair, Executive Education before a film is made. In case of rejection of the film on the ground that the film does not meet the expected quality of the IIMA, the same would not be used by IIMA, and only a payment equal to 40% of the bid value of the film would be payable to the vendor. Appeal against rejection of the film may be made to the Director, IIMA.

Chapter 2

Notice Inviting Tenders and Schedule of Events

Sealed tenders under TWO bid systems are invited from experienced & reputed vendor for the services given below:

Name of work	TENDER for Vendor for Short Film Making for IIMA's Executive Education programmes
Tender no.	IIMA / EEP / 2016-17 / 026 / Dated 05.09.2016
Tender submission cost	Rs. 5000/- (Rs. Five thousand only) BY DEMAND DRAFT in favour of Indian Institute of Management Ahmedabad, payable at Ahmedabad
Earnest Money Deposit (EMD)/Performance Evaluation	Rs.20,000/- (Rs. Twenty thousand only) BY DD in favour of Indian Institute of Management, Ahmedabad, payable at Ahmedabad.
Contract period	The initial period of contract will be for one year from the date of assignment, The contract may be extended to one more year subject to satisfactory performance, on the same rates, terms and conditions upon mutual consent.
Issue of tender	From Institute website (www.iima.ac.in)
Pre-bid meeting for clarifications	At 11.00 am 15-09-2016 in the office of: Manager - Development, Executive Education Indian Institute of Management Ahmedabad Vastrapur, Ahmedabad, Gujarat (India) 380 015
Submission/receipt of tender	Up to 3.00 pm 29-09-2016 in the office of: Manager - Development, Executive Education Indian Institute of Management Ahmedabad Vastrapur, Ahmedabad, Gujarat (India) 380 015
Opening of tender	Part-I: (Technical Bid) shall be opened on same day of submission of documents by 3.30 PM at same office. During the opening, only name of Bidder and whether EMD/Performance Evaluation is furnished shall be informed and no other details/ information shall be given. As part of Technical Bid, bidders would be required to make presentation before the committee decided by Chair Executive Education Programme. Probable dates of presentations to be made by bidders of Technical Bids would be during 1st week of October 2016. Part-II: Price Bid submitted by technically qualified (acceptable) bidders shall be opened at a later date to be communicated after

	evaluation of their offers. During opening of Price Bids, name of bidder and total prices shall be read. No other details/ information shall be given.
Contact person (for any clarifications)	Manager - Development, Executive Education Mobile : +919687611850, Desk phone : +91 79 66324478 e-mail : mgrdevpexed@iima.ac.in

2.0 Notes:

- 2.1 All pages of tender documents (downloaded from IIMA website) shall be stamped and signed and submitted by the bidder.
- 2.2 Bids shall be submitted in THREE separate sealed envelopes as mentioned in Chapter 5 Bid Structure.
- 2.3 The bidder has to fill the price in the Price bid format downloaded from IIMA website only.
- 2.4 The prices shall be filled up both in figures and in words and the total amount shall be calculated and rounded off to the nearest rupee. No overwriting or use of correction fluid shall be accepted. Any correction shall be legible and signed by the authorised signatory.
- 2.5 The Institute reserves the right to modify any terms and conditions before submission of the bids. Such changes will be put on the website at least three (3) days prior to the submission of bids.

Chapter – 3

Technical Capabilities

3.1 Submission of documents to assess Technical Capabilities:

Bidders must submit the documentary proof in support of meeting the technical capabilities. Simply undertaking by the bidder for any item of the criteria shall not suffice the purpose. All the documentary proofs must be enclosed in a separate envelope marked as “Documentary Proofs for Technical capabilities” and this envelope should be enclosed in technical bid envelope.

3.2 Terms & Conditions:

- 3.2.1 Tender documents can be downloaded from the IIMA website (www.iima.ac.in). Merely obtaining tender document through IIMA website shall, however, not be construed that the bidder is considered qualified.
- 3.2.2 The bidders are required to pay the tender submission cost by Demand Draft at the time of submission of their Bid.
- 3.2.3 Tender/ offers may be sent by post/ courier to the office of Manager-Development, Executive Education, IIMA, Vastrapur, Ahmedabad 380015. However, IIMA accepts no responsibility for any loss/ delay/ non-receipt of offers not submitted in person. Offers received late/ incomplete are liable for rejection.
- 3.2.4 EMD/Performance Evaluation as mentioned in the tender document shall be paid separately by DD in favour of Indian Institute of Management Ahmedabad, payable at Ahmedabad.
- 3.2.5 During opening of Technical bid (i.e. Part-1) the name of Tenderers who have submitted their offers along with details of Earnest Money Deposit will only be read out and no other information/ details whatsoever will be read out.
- 3.2.6 The offer of the Tenderer shall be valid for a period of 90 days from the last date of submission of Tender/ revised offer (if any).
- 3.2.7 In deciding upon the selection of agency for the work, great emphasis will be put on the ability and competency of agency to provide high quality services according to the time schedule.
- 3.2.8 IIMA reserves the right to accept/ reject any tender in part or full, without assigning any reason whatsoever. IIMA also reserves the right to cancel this bid /tender without assigning any reason.
- 3.2.9 If the last date of receiving/ opening of the tenders coincide with a holiday, then the

next working day shall be the receiving/ opening date.

3.3 Expenses to be borne by bidder

All expenses in preparation and submission of bids and visits to the office or any place in connection with the preparation of Bid shall be borne by Bidder. IIMA, in no case, shall be responsible or liable for these costs regardless of the outcome of the Bidding process.

Chapter - 4

General conditions of contract

4.1 Introduction:

The essence of this contract is that IIMA would like to engage the services of an appropriate vendor to make short films on IIMA's executive education programmes. The services would include producing and submitting quality short film for the purpose of advertising Institute's Executive Education Programmes. The vendor hereby agrees to submit the master copy along with all associated copyrights of the approved short film in HD formats, which are accessible by common video player. The Institute has adopted HIGHEST quality standards for all its activities and the bidder is required to render services meeting stringent standards.

Before attempting to fill the tender document, the bidder should visit the Institute to familiarise himself with the various elements of services that are required to be rendered and to understand the quality levels of service that are required to be rendered.

4.2 Definitions:

Unless repugnant to the subject or context of usage, the following expressions used herein shall carry the meaning hereunder respectively assigned to them, namely;

- 4.2.1 The expression "Owner" and/or "Institute" occurring in the tender document shall mean Indian Institute of Management, Ahmedabad and shall include its successors and assignees.
- 4.2.2 The expression "Bidder" and / or "Vendor" shall mean the Tenderer who submits the tender for the work/services and shall include the successors and permitted assigns of the Tenderer.
- 4.2.3 The expression "Agency" shall mean the Tenderer selected by the owner for the performance of the subject work/services and shall include the successors and permitted assigns of the Vendor.
- 4.2.4 "Officer-in-Charge" shall mean any officer of the Institute authorized to act as the Officer-in-Charge for the work/services or any specified part thereof.
- 4.2.5 "Work" and "Scope of work" shall mean the totality of the work / services and supply of materials by expression or implication envisaged in the contract and shall include all material, equipment and labour required for commencement, performance, provision or completion thereof. Unless specified in detailed Bill of Quantities.
- 4.2.6 "IIMA" shall mean Indian Institute of Management Ahmedabad

4.2.7 "Contract" shall mean the contract for the work / services and shall include the tender document, the General Conditions of Contract, the Letter of Acceptance, and the accepted Rates (Bill of Quantities in Price bid).

4.3 Essential technical requirement:

4.3.1 The bidder must have all statutory registrations like PAN, TAN, Service Tax, etc. as applicable from time to time with respect to this contract.

4.3.2 No legal proceeding(s) and / or Industrial dispute(s) claiming wages or any other payment from or employment with the Principal employer have been initiated by any present employee or previous employee of the bidder (if a company or proprietorship however previously designated) or of any partner of the bidder (if the bidder is a partnership firm). This will have to be supported by an appropriate Declaration in the form of an Affidavit which, if found to be false, IIMA reserves the right to terminate the contract or take action deemed fit, in the overall interest of IIMA and the decision of Director IIMA in this regard shall be final and binding.

4.3.3 Notwithstanding anything stated in the tender document, IIMA reserves the right to assess the bidder's capability and capacity to perform the contract, should the circumstances warrant such an assessment in the overall interest of IIMA and the decision of IIMA in this regard shall be final and binding. Technical evaluation will be as mentioned in CHAPTER – 6 (Bid Evaluation System).

4.4 Power, water and other facilities:

Power, water and other facilities would be extended as mutually agreed upon.

4.5 Conditions of works / services:

4.5.1 Efficiency, promptness, quality of service, good behaviour and politeness of the vendor and his staff are the essence of the contract. The vendor is required to provide services as per requirement mentioned in detailed scope of works / Bill of Quantities.

4.5.2 Work / services shall be carried out by the vendor as per the conditions of contract.

4.6 Intimation to vendor:

4.6.1 IIMA shall inform the vendor of its requirement regarding the planned programmes and in urgent and exceptional cases 24 hours in advance. All intimation [written / verbal] will be given to the Vendor or his representatives.

4.7 Period of contract:

- 4.7.1 The initial period of contract will be for one year from the date of assignment. The contract may be extended to one more year subject to satisfactory performance, on the same rates, terms and conditions upon mutual consent.
- 4.7.2 The vendor shall be in force for the period stipulated in the contract, and on the expiry thereof, it will be deemed to have been terminated automatically unless otherwise intimated in writing. Further, the vendor will not have any right either contractual or equitable to demand any fresh contract for another term or to continue the same in preference to anyone else.
- 4.7.3 Notwithstanding anything contained in other clauses of the tender document, the contract will automatically terminate if and to the extent that the continuation of the contract or any part thereof become illegal or legally impermissible for any cause.

4.8 Payment of bills:

- 4.8.1 Payment shall be made after completion and submission with the satisfaction of IIMA on the basis of the bills having been prepared by the agency in duplicate at accepted "BILL OF QUANTITIES". It is desired that copies of the documents (as may be required by IIMA) are enclosed to ensure that the vendor has duly complied with his contractual and statutory obligations be enclosed along with the bill.
- 4.8.2 Income Tax deduction and other statutory deductions will be made from "per film" bills of the Vendor as per rules and regulations in force under the Income Tax Act.
- 4.8.3 Service Tax (if applicable as per rule) shall be paid on actuals.
- 4.8.4 Payments will be made within 30 days of submission of monthly bills provided the bills are complete and duly authenticated by the specified Officer(s) of the Owner.
- 4.8.5 Payments will be made by crossed account payee cheques only OR e - payment.

4.9 Escalation / De-escalation:

Item Prices/ Item Rates quoted will be firm during entire duration of the contract.

4.10 Earnest money:

- 4.10.1 Tenders submitted without earnest money will not be considered. The earnest money of the unsuccessful bidders will be refunded without any interest after the award of the contract to the final selected agency. The earnest money of the bidder is liable to be forfeited if the bidder prematurely withdraws his bid or the successful bidder fails to take up the job or fails to deposit the initial security deposit.

4.11 Security deposit:

4.11.1 Release of final payments, EMD/Performance Evaluation and retention money (if any) outstanding shall be on expiry or Completion of the contract including extended period.

4.11.2 No interest will be paid on any deposit / EMD/ Performance Evaluation.

4.12 Taxes, labour laws and other regulations:

4.12.1 The Vendor shall be liable to comply with all the rules and regulations in respect of all statutory obligations applicable to the workmen including safety regulations.

4.12.2 The Vendor shall accept and bear full and exclusive liability for the payment of any and all existing taxes of the Central or State Government or of any other authority with respect to the contract.

4.12.3 The Vendor shall be responsible and liable for all the claims of his employees.

4.13 Misconduct:

4.13.1 The Vendor shall keep the Owner indemnified from and against all personal and third party claims whatsoever arising out of any commission or omission by Vendor or his employees, or representatives as the case may be.

4.14 Inspection and testing by the owner:

Representative of owner may visit the working place of the agency and inspect actual work anytime during the contract period.

4.15 Interpretation:

4.15.1 The General conditions of Contract shall be read in conjunction with all other documents forming this contract. Notwithstanding the sub-divisions of the documents into these separate sections, every part of it shall be deemed to be supplementary to and complimentary of every part and shall be read with and into the contract.

4.16 Vacation of premises:

In case of temporary accommodation / premises, the vendor hereby agreed to vacate after completion of the assigned task.

4.17 Assignment & sub-contracting:

4.17.1 The Vendor shall not assign, sub-contract or sub-let the whole or any part of the contract in any manner. In case of unavoidable circumstances, the agency shall be able

to do it with approval of the owner of premises. However the job shall be sublet only to the party approved by the owner.

4.18 Rejection of tender (s):

4.18.1 The Owner reserves the right to reject any or all the tenders relating to the work/ services under this Tender Document without assigning any reason whatsoever.

4.19 Quantum of work:

This contract is basically a rate contract on short term basis. The quantities given in the "BILL OF QUANTITIES" (Part-2, Price Bid) are approximate only and may vary in actual course of execution. The Agency is therefore, advised to quote very carefully. No claim for compensation from the vendor shall be entertained due to any variation in quantities (irrespective of the quantum of variation). The rates fixed for a particular period shall remain same through the year. Actual executed quantities shall be measured and paid.

4.20 Services for special occasion:

NOT APPLICABLE

4.21 Prices, Taxes, Duties:

The Bidder should quote firm prices/ rates taking in to account all Taxes, Duties, Levies, Personal Tax, Corporate Tax and all other expenditure required to be incurred by him/her for providing required works / services etc. during the contract period as indicated under his contract and after wards no variation on any account unless otherwise specifically mentioned will be allowed. The quoted prices for all the items should be inclusive of all taxes except Service Tax, Education Cess and Secondary & Higher Education Cess Tax which shall be reimbursed on actual basis.

4.22 Bid validity:

Bid submitted by bidder shall remain valid for a period of 90 days from the date of submission of offer. Bidder shall not be entitled during this period to revoke or vary the content of Bid or any term thereof. In such case of making any variation subsequent to submission of bid at their own, the offer shall be treated as "REJECTED" and EMD/ Performance Evaluation may be forfeited without any reference to the Bidder.

4.23 Conditional tenders:

Conditional bids or Bids based on the process / basic schemes other than mentioned and / or not conforming to the technical specifications / requirements of the Bidding documents will not be considered.

4.24 **Contract agreement:**

The successful Bidder shall be required to execute a contract Agreement with IIMA on the non-judicial stamp paper of Rs. 100/- (Rupees One hundred only). The cost of stamp paper shall be borne by successful Bidder.

IIMA reserves the right to amend the terms & conditions of contract after Mutual discussions and shall only be in writing.

4.25 **Work at Risk and Cost:**

4.25.1 The Institute reserves the right to get the whole or part of the services executed by some other agency at the risk and cost of the firm if it is found that the quality and/or the progress in respect of whole or part of the services is not satisfactory.

4.26 **Insurance:**

4.26.1 The vendor shall provide and thereafter maintain insurance against all risks in respect of property and any equipment used for the execution of this Contract.

4.26.2 The vendor shall provide and thereafter maintain all appropriate workmen's compensations and liability insurance, or its equivalent, with respect to its employees to cover claims for death, bodily injury or damage to property arising from the execution of this Contract. The vendor represents that the liability insurance includes sub-vendor s.

4.26.3 The vendor shall also provide and thereafter maintain liability insurance in an adequate amount to cover third party claims for death or bodily injury or loss of or damage to property, arising from or in connection with the provision of work under this Contract or the operation of any vehicles, boats, airplanes or other equipment owned or leased by the Vendor or its agents, servants, employees or sub-vendor s performing work or services in connection with this Contract.

4.27 **Indemnity:**

Each Party (Indemnifying Party) shall indemnify and hold harmless the other party from any and all damages, losses, penalties, expenses and costs arising from, based on, related to or associated with the inaccuracy of any representation or covenant set forth in the Agreement or the breach of or failure to perform or satisfy any of the provisions of the Agreement or for loss of or damage to property, death or injury to person

4.28 **Evaluation of Price bid:**

(Please refer Bid Evaluation System given in CHAPTER – 6)

4.29 Arbitration:

All disputes regarding quality, specifications and rates shall be tried to be settled mutually by making references to conditions of contract documents or prevailing local practices etc., but if not settled mutually, shall be referred to arbitration subject to Arbitration Act of 1996 and its amendments, modifications to-date. Arbitration cost to be shared equally by the owner and the Vendor.

4.30 Authorization:

The Vendor shall submit to the Institute the names and reason and specimen signatures of the persons authorized by him to draw materials, sign joint measurements, bills, receive payments, receive instructions/notices etc. on behalf of the Vendor.

4.31 Precedence Clause:

In case of any ambiguity in interpretation of words/sentences mentioned in tender:

4.31.1 The Price bid will supersede the Technical Bid

4.31.2 Manager (Contracts & Compliance), IIMA's decision on interpretation of the entire Contract's terms and conditions will be final and binding to all.

4.32 Exit clause:

Both parties can terminate the contract at any time at the end of the period of a particular academic year when the term expires OR the contract can also be terminated by either side after giving three months' notice period.

On termination of the contract during the tenure, the vendor is required to submit all the pending projects accounts, material already developed, and a payment of no more than the costs incurred, with proof as submitted to the institute, would be made available.

Chapter – 5

Suggested Bid Structure

- 5.1 All pages of tender documents (downloaded from IIMA website) shall be stamped and signed and submitted by the bidder
- 5.2 The bid that will be submitted by the bidder should consist of the following THREE sealed envelopes in the sequence given below:

Envelope - 1	Tender Submission Cost, Earnest Money Deposit and Original Tender Bid document signed and stamped on each page.
Envelope - 2	<p>All relevant information which forms part of the Technical bid as mentioned in Part-1-Technical bid (Annexure A). This shall contain all the relevant information which forms part of the technical bid. The information provided in the technical bid will be used for understanding and assessing/evaluating the quality of solution being proposed by the bidder. Technical score for the bidder will depend on the information provided herein.</p> <p>The bidder will provide information on his capacity to make short films (documentation / promotional films) as also provide a sample of films made.</p> <p>All the above information should be organized in logically structured form and submitted as technical bid with an index. Bidder is free to add any additional information that can help in assessing technical quality of the solutions proposed and which touches upon the parameters/attributes for technical assessment.</p> <p>As part of the Technical Bid, the bidders may be asked to make a presentation to the Executive Education Committee bringing out their capacity and approach to developing these short films. The vendor may download brochure of sample programme from the Executive Education website: http://www.iima.ac.in/executive-education.html and quality of marketing plan for IIMA's Executive Education programmes.</p>
Envelope - 3	<p>All information related to prices in the format given in price bid document. Original Price Bid document ("BILL OF QUANTITIES" Part-2, Price Bid) signed and stamped on each page shall be submitted. The bidder has to fill the price in the Price bid format downloaded from IIMA website only.</p> <p>The prices shall be filled both in figures and in words and the total amount shall be calculated and rounded off to the nearest rupee. No overwriting or use of correction fluid shall be accepted. Any correction shall be legible and signed by the authorised signatory.</p>

Chapter – 6

Bid Evaluation Scheme

- 6.1 The price bids of only those bidders shall be considered for opening and evaluation whose bid is determined to be technically acceptable to IIMA.
- 6.2 Evaluation of price bid shall be taken up to determine the competitive prices of the techno-commercially acceptable bids and include the following:
 - 6.2.1 During Price bid opening only average technical score of agency will be read out by price bid opening committee before opening of price bids.
 - 6.2.2 Bidders getting less than 50% in the technical bid will not be considered for the price bid.
 - 6.2.3 The quoted prices shall be checked to determine the arithmetical correctness of the same.
 - 6.2.4 IIMA reserves the right to accept/ reject any tender in part or full, without assigning any reason whatsoever.
 - 6.2.5 IIMA reserves their right to negotiate the quoted price.
- 6.3 Technical bid and price bid together will be used to choose “techno-commercially” lowest bidder.
- 6.4 Technical Bid will be assessed for 70 marks and Price Bid will be assessed for 30 marks.
- 6.5 Technical bid score, out of 70, will be arrived based on the following Parameters / Attributes / Dimensions:

Sr.	Description	Maximum Marks
1	Prior experience in the domain of advertising films of sectors similar to Executive Education	20
2	Understanding as Exhibited of the nature of the requirements of IIMA and the proposed approach for making the films as judged through both the technical bid and the presentation.	20
3	Quality of appeal of the submitted short film (maximum 4) by the vendor	30

The technical bid evaluation would consist of evaluation of both materials submitted and a presentation that the vendor may be called to make.

Step -1: Bidders getting less than 50% in the technical bid will not be considered for the price bid.

Step - 2 (for techno-commercial evaluation): Bidders getting highest technical score will be considered as 70 and others will be adjusted on pro rata rate basis. This will become technical score = X

Methodology for arriving at the Price of Bidders

The lowest price will be considered in for arriving at PRICE BID score "Y".

B. Price bid score "Y shall be out of 30

$$Y = \text{Score of Price bid} = \frac{30 * (\text{Price quoted by lowest agency as mentioned above})}{(\text{Price quoted by an agency})}$$

Formula to calculate composite techno-commercial score of an agency:

$$\text{Total Score out of 100} = X + Y$$

The firm getting the highest composite techno-commercial score will be awarded the position.

Notes:

1. IIMA reserves the right NOT to award the work to the highest scorer.
2. IIMA reserves the right to reject any or all bids without assigning any reason.
3. IIMA reserves the right to increase or decrease the scope of work.

Annexure A (Envelop No. 2)
Technical Bid

Check list for documents to be submitted:

The following items need to be covered. Documents covering each of them may be submitted:-

Sr.	Particulars	Checklist for bidder	Checklist for IIMA
1	Number of years of existence in Advertisement film making		
2	No. of Key Professionals employed in case of firms		
3	Profile of Key Professionals: (please mention the credentials of professional(s) to be assigned to IIMA) 1. Qualification 2. Experience – Minimum 10 years' experience in Indian debt / money markets		
4	Profile of Services offered		
5	No. of clients managed for at least 5 years by the firm and its key professionals (enclose list of clients)		
6	Recognition/ Accolades won in last 3 years		
7	Whether any regulatory action including fines / strictures levied in last 5 years. Also, enclose a solemn declaration containing details of any regulatory action – pending or concluded)		
8	Client References (Three references from large account relationships serviced by you with name, office address, telephone number, etc.)		
9	Any other information relevant to your response to this BID that you may wish to provide.		

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**TENDER for Programme Specific Short Film Making for
Executive Education Programmes IIMA**



Part-2- PRICE BID

**To be submitted in separate sealed envelope along with sign and stamp on each page
(Envelop No. 3)**

Client

**Indian Institute of Management, Ahmedabad
Vastrapur, Ahmedabad, Gujarat – 380015**

BILL OF QUANTITIES

Sr.	Description	Unit	Approx. Quantity per Short Film	Unit Rate	Total Amount
				Rs.	Rs.
1	Bid all inclusive (Other than TA/DA charges for outstation shooting) for making a short film of final length between 03 to 05 minutes.	No.	1		

NAME OF THE COMPANY/FIRM/INDIVIDUAL _____

Please note:

1. For a short film not accepted, payment equal to only 40% of this bid value would be made.
2. As per point no. 1.3.10. It is also agreed that there would be a maximum of thirty films to be made on different open enrollment executive education programme subject to the approval of the Institute. However, this number may vary depends upon the requirement of the Institute. The minimum number may be taken as 2 (two).
3. The above rate quoted is inclusive of service tax, income tax and all other taxes as applicable. However, any changes in the taxation will be applicable.
4. The above rate quoted is also inclusive of site visit charges, provision of vendor's representative at site for periodic visit if required and all services as stated under the TENDER.
5. The vendor also has to complete the proposed short film within four months, failing which the EMD/Performance Evaluation equal to Rs. 20000/- would be forfeited.

Place: SIGNATURE WITH SEAL