

EXPRESSION OF INTEREST (EOI)

For

Appointment of "Public Relation Service Provider" for IIT Kanpur

1. Background:

Indian Institute of Technology Kanpur is a premier Institution established by the *Parliament* under 'Institutes of Technology Act 1961' to impart education of highest standard in various streams of technology and science besides research and has also been declared as an *Institute of National Importance* under the Act.

IIT Kanpur invites sealed Expression of Interest (EoI) from reputed 'Indian Public Relation Services Providing Organisations/ Firms' towards 'Appointment of Public Relation Service Provider for IIT Kanpur'.

The Expression of Interest (EoI) document containing the details of eligibility criteria, submission requirement, brief objective & scope of work and evaluation criteria etc can be downloaded from the Institute's website www.iitk.ac.in.

Applicants have to submit their applications with all relevant enclosures in the prescribed format in sealed cover clearly marked "*Expression of Interest (EoI) for Appointment of Public Relation Service Provider for IIT Kanpur*", so as to reach the room no. 318, IME Building, IIT Kanpur, Kanpur (UP) – 208 016 on or before 1700 hours on 11th September, 2019 at the above address. Any delay on account of courier/post etc. shall not be entertained by the Institute.

2. Purpose and Service Outcomes of the Assignment:

Indian Institute of Technology Kanpur is desirous to appoint a *Public Relation Service Provider* for:

- A. Proactively work towards spreading relevant news nationally and achieving higher share of voice in specified regions.
- B. Inclusion of positive coverage in electronic media (relevant channels) during the mandate period.
- C. Aim towards 70% inclusion of identified key messages.
- D. 60% of the overall coverage to be driven in CAT A publications (main lines + regionals).

3. Scope of Work (SoW): Broadly, the assignment would be as follows:

PROACTIVE PR			
Sl. No.	Activity	Frequency / Quantity	Scope of work of the service provider
A.	Proactive Content Seeding Topics to be identified mutually at the beginning of the month	02 per month	(1) To explore PR opportunities on the topic(s) finalized with relevant media (2) Consult IIT Kanpur over best way to garner visibility amongst the media fraternity for the topics identified (3) Execute all necessary steps in initiating PR activities
B.	Map editorial calendars (Magazine)	Each month	Share Media opportunity with IIT Kanpur

C.	Industry Story Participation	65% inclusion of IIT-Kanpur in every quarter	Share Media opportunity with IIT Kanpur
D.	Author Article (Alumni / Faculty/ Research Scholar)	One per quarter	Share Media opportunity with IIT Kanpur
REACTIVE PR			
Sl. No.	Activity	Frequency / Quantity	Scope of work of the service provider
A.	Press Release – Key announcements, campaign initiatives	On-going	Media Engagement, Execution and Coverage
B.	Press Conference / Events		
C.	Research & Innovation / Start-ups / Other initiatives		

Other Details:

Operational Deliverables		
Sl. No.	Activities	Durations
A.	Monthly Meetings	Once a month – at the beginning of each month
B.	Quarter Reviews	At the end of each quarter
C.	Annual Reviews	Once a year, at the end of 12 months
D.	Weekly Calls	Once a week
E.	Press Release	48 hours for drafting press release
F.	Briefing Book	To reach 48 hours prior to the scheduled meeting
G.	Coverage Updates – Direct & Indirect	Daily
H.	Media round report	Once a month
I.	Reporting	Monthly coverage dossier with analysis of SOV versus identified competition set Quarter & Annual reports to include key message analysis

4. Schedule for Completing the Assignment:

Initially, the whole assignment shall be for 12 calendar months extendable for another 24 months.:



Sl. No.	Service Category	Activities and Deliverables	Deliverables
A.	Consulting & Engagement protocol	Media monitoring	Daily
		Review and planning meetings	Monthly
		Review and plan presentations	Quarterly
		Strategic reviews and plans	Once in 06 months
		Business-as-usual calls/ meetings for WIP	Daily/ As required
B.	Research	Media intelligence	Monthly
		Setting strategic priorities	Monthly/ Quarterly
		Research for large format story opportunities	Monthly
C.	Media deliverables	Press releases	As required
		Press conferences/ round tables/ select media meets	1 per month
		Relationship meetings/ interviews	As required
		Drafting editorial content for above including authored articles	As required
D.	Other Services	Media coverage analysis report	1 per month
		Media coverage dossier for key activities	As required

5. **Minimum Requirement of Key Professionals and Kind of Expertise:** As per the requirement and scope of work assigned time to time, the Consultant should have the team of experts and supporting professionals as follows:
- Each of the Key Professional(s) to be deployed on the job must be Master in Mass Journalism & Mass Communication from any Institution/Universities of repute duly recognize by University Grants Commission (UGC).
 - The Key Professional(s) must have worked for a period more than five years in a big and reputed organization and rendered identical services to the organization.
 - The Firm must have a pool of Key Professionals duly rendering sub services for the last five years. The number of such key professionals in the pool would be determined by the Institute.
 - The Applicant Firm should submitted declaration to the effect that they meet above requirements in regard to the Key Professionals.
6. **Schedule of Deliverables and Period of Performance:** As per the scope of work within the agreed stipulated time period for each component, the *Service Provider* shall submit the reports in "editable softcopies" and one (1) no. signed hard copy. The report shall be in both word and pdf files.



7. **Background Material, Data, Reports and Record of Previous Surveys and so on, Available and to be Provided to the Consultant:** The data, surveys, materials, reports, survey-reports etc. required to fulfil the scope of work which are available with the institute shall be provided to the service provider. It will be the responsibility of the appointed service provider to verify it on the ground.

In addition to this, for different component of assignment, the responsibilities of the Institute shall be as follows:

PROACTIVE PR			
S No.	Activity	Frequency / Quantity	Responsibilities of the Institute
A.	Proactive Content Seeding Topics to be identified mutually at the beginning of the month	02 per month	(1) Allocate time for a meeting / Conference call in the first week of each month to discuss topics for the month (2) Share relevant information post identification of topics
B.	Map editorial calendars (Magazine)	Each month	Timely response on article submission
C.	Industry Story Participation	65% inclusion of IIT-Kanpur in every quarter	Timely response on Industry story opportunities
D.	Author Article (Alumni / Faculty/ Research Scholar)	One per quarter	Timely response on Industry story opportunities
REACTIVE PR			
S No.	Activity	Frequency / Quantity	Responsibilities
A.	Press Release – Key announcements, campaign initiatives	On-going	Intimation about the activities along with details in advance
B.	Press Conference / Events		
C.	Research & Innovation / Startups / Other initiatives		

8. **Facilities Such as Local Conveyance, Office Space, Office Machines, Secretarial Assistance, Utilities, Local Services, etc., which would Be Provided to The Consultant by the Procuring Entity:** All the requirements to fulfil the assignment shall have to be arranged by the service provider at its own cost. The stay arrangement in Visitor Hostel for the Executives of the service provider may be provided, if available, exclusively on chargeable basis.

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9. **Institutional and Organisational Arrangement:** The Officers nominated by the Director, IIT Kanpur shall administer the contract.
10. **Procedure for Review of the Work of Consultant after Award of Contract:** The work shall be reviewed by a group of experts/ Committee to be constituted by IIT Kanpur.
11. **Contact Information:** The contact information shall be as follows:
The Director
Director Office, 11th Floor, Faculty Building, Indian Institute of Technology Kanpur
Kanpur (Uttar Pradesh) – 208 016
12. **Earnest Money Deposit (EMD) :** The EoI document must be submitted along with the fee of *Rs. 5900 (Rupees Five Thousand Nine Hundred only) (5000/- + 18% GST)* in the form of a 'Demand Draft' drawn on a nationalised bank in favour of "Registrar IIT Kanpur" payable at SBI IIT Kanpur.
13. **How to Apply:** The documents as listed below (but not limited to) should be submitted in two separate sealed envelopes, clearly marked on the envelope its contents, as given below.
- A. **Envelope 1:** Only a 'Demand Draft' towards document processing fee.
- B. **Envelope 2:**
- i. Covering letter as well as authority letter as per Annexure 1.
 - ii. Affidavit for registration of firm/ company as per Annexure 2.
 - iii. An undertaking of not being black listed as per Annexure 3.
 - iv. Organization structure as per Annexure 4.
 - v. Details of In-house services as per annexure 5.
 - vi. Details of Associates/ Consultants as per annexure 6.
 - vii. Brief bio-Data of Key professionals as per annexure 7.
 - viii. The copies of valid registration/incorporation certificate of the firm(s) along with the copies of relevant documents.
 - ix. The document establishing that the applicant has a work experience of more than five years in the related field of Architecture. The details be submitted as per annexure 8.
 - x. The applicant shall attach work experience certificates of the works completed. The details be submitted as per annexure 9.
 - xi. Copy of the audited balance sheet for last three financial years starting 2015 – 2016. The details be submitted as per annexure 10.
 - xii. Income Tax Returns of last three F.Y. i.e. 2015-16 and onwards certified by a chartered accountant.
14. **Please Note:**
- A. Incorrect, incomplete, inadequate information may lead to rejection of the application. Canvassing in any form may lead to summary rejection of application.
- B. Applicants shall submit self-attested copies of certificates, letters, agreements, references etc. towards proof of eligibility.



- C. IIT Kanpur reserves the right to reject any application without disclosing assigning any reasons.
- D. IIT Kanpur shall also not be liable to provide any explanation to the applicants relating to the short listing and selection process. The decision of IIT Kanpur in this respect shall be final and binding on all applicants.

15. **Validity of EoI:** The EoI shall be valid for 60 days from the date of its submission.

16. **Pre-Bid Meeting:** A pre-bid meeting shall be held in forenoon on 17th September 2019(Tuesday) in Room No. 218, IME Building, IIT Kanpur.

17. **Opening of EoI:** The EoI document will be opened in afternoon on 17 September 2019(Tuesday) in the presence of representatives, if any, of the applicant carrying authority letter for the purpose. The representative subject to a maximum of one of each applicant will be allowed to attend.

18. **Eligibility Criteria:**

- A. The applicant should be a registered firm engaged in the providing similar services for a minimum period of five years, out of which, one service should be for a government educational institute.
- B. The applicant must be a profit making organisation continuously for last three years ending March 2019.
- C. The applicant who has been barred or black listed by any Central/State Government in India or abroad will not be eligible for qualification the applicant must submit the detail, if any, in this regard along with the EoI.
- D. Even though an applicant may satisfy the above requirements, he would be liable to disqualification if he has made misleading or false representation or deliberately suppressed any information in the forms, statements and enclosures required in the prequalification document.
- E. Record of poor performance such as abandoning work, not properly completing the contract, or financial failures / weaknesses etc.
- F. Short listing of the consultants can be subject to thorough verification of their credential and inspection of similar works carried out / in progress by them, through a Committee constituted by IIT Kanpur.

19. **Selection Procedure of the Service Provider:**

A "Two Stage Selection Process" shall be carried out for finalization of the *Service Provider* by the Institute. The two stages are described briefly as under:

Stage No.	Description
Stage 1	EoI: Applicants who will submit EoI application as per the prescribed Performa (annexure 1) along with Annexure 2 to 10, will be qualified on the basis of the criteria for qualification as laid in para 18 of this document and elsewhere.

Handwritten signature

Stage 2	RFP : All applicants who qualify based on the eligibility criteria will be issued the Request for Proposal (RFP). At this stage the evaluation of applicants shall be based on the response of RFP and presentation before the institute committee.
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20. **Annexure (s):** Each and every page of the EoI including the Annexures and other attachments , if any, must be duly filled, signed and executed by all the applicants. No blank is to be left empty. In case the blank is not applicable, then it should be mentioned "NOT APPLICABLE".

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