

**E-TENDER
FOR
EMPANELMENT OF PUBLIC RELATIONS AGENCY**



EOI – Expression of Interest for Selection of PR Agency

Tender No. : GBU/ADMIN/PR/04/2022

Tender date: 19/05/2022

Last Date of Online submission of bids: 09/06/2022 Time: 11:59 P.M.

Last date of submitting Physical Copy of Technical Bid 10/06/2022 Time: 03:00 P.M.

Date of opening of bids: 13/06/2022 Time 12:00 Noon

Address

Gujarat Biotechnology University
Near Gujarat International Finance Tec (GIFT)-City,
Shahpur Village, Gandhinagar- 382355, Gujarat, India

Email: info-gbu@gujarat.gov.in

SCHEDULE OF TENDER

E - Tender Details:

1	E-Tender No:	GBU/ADMIN/PR /04/2022		Date. 19/05/2022
2	Name of the Work	E-Tender for Public Relation Services at GBU		
3	Type of E -Tender	Cost of Tender Document In Rs	EMD in Rupees	Lease period
		1,500/-	75,000/-	Initially for a period of one year and renewal yearly subject to satisfactory performance.
4	Pre-Bid Meeting	26/05/2022 03:00 P.M.		
5	Last Date for Submission of E-Tender	09/06/2022 18:00 Hrs		
6	Date and time of opening of Technical Bid	13/06/2022 12:30 P.M.		
7	Date and time of opening of Commercial Bid	After due recommendation of search committee		
8	Bid Document	Bid documents can be downloaded from the website: www.gbu.edu.in or https://www.nprocure.com/		
9	Place of Submission of bid Documents	The Interested Bidders is directed to submit EMD and technical bid documents at Gujarat Biotechnology University in sealed cover on or before 10/06/2022 by 3:00 P.M... The said documents should be courier/speed-post at the mentioned address on or before last date of tender submission date. Registrar Gujarat Biotechnology University Near Gujarat International Finance Tec (GIFT)-City, Shahpur Village, Gandhinagar- 382355, Gujarat, India		
10	Eligibility Criteria	The bidder must meet the eligibility criteria indicated in the Technical Bid Evaluation Process.		

Gujarat Biotechnology University, Gandhinagar invites online Bids for **Empanelment of Public Relations Agency**. All offers should be written in both figures and words. Tender forms can be downloaded from <https://www.nprocure.com/> & <https://www.gbu.edu.in>. The bidders are requested to read the tender document carefully and ensure compliance with all specifications/instructions herein. Non-compliance with instructions in this document may disqualify the bidders from the tender exercise. The Registrar, Gujarat Biotechnology University, Gandhinagar reserves the right to select or to reject any quotation wholly or partly without assigning any reason. Incomplete tenders, amendments and additions to tender after opening or late tenders are liable to be ignored and rejected.

Instructions for Preparation & Submission of bids:

1. Technical Bids should be submitted in PDF format & Financial Bids should be submitted in Excel format.
2. **In case of financial bids**, a standard BOQ format has been provided in Excel format. Bidders are required to download the BoQ Excel file and fill their financial offer on the same BOQ format. After filling the same, submit it online in Excel format, without changing the financial template format.
3. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF/Excel formats. Bid documents may be scanned with 100 dpi with black and white option.
4. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
5. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
6. Kindly add scanned PDF of all relevant documents in a single PDF file like, compliance sheet etc.
7. Bidder should log into the site well in advance for bid submission so that he/she upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
8. Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
9. Each bidder should be marked with the following reference on the top of bids submitted online: **“GBU- Empanelment of Public Relations Agency, dated 19/05/2022”**.
The rates should be quoted in figures (typed or printed) and cutting should be avoided. The final amount should be in figures as well as in words. If there are cuttings, they should be duly initialed, failing which the bids are liable to be rejected.
10. Technical Bids should be submitted in PDF format & Financial Bids should be submitted in Excel

format.

11. **In case of financial bids**, a standard BOQ format has been provided in Excel format. Bidders are required to download the BoQ Excel file and fill their financial offer on the same BOQ format. After filling the same, submit it online in Excel format, without changing the financial template format.
12. Bidder, in advance, should get ready the bid documents to be submitted as indicated in the tender document / schedule and generally, they can be in PDF/Excel formats. Bid documents may be scanned having good resolution.
13. The bidder has to digitally sign and upload the required bid documents one by one as indicated in the tender document.
14. The uploaded tender documents become readable only after the tender opening by the authorized bid openers.
15. Bidder should log into the site well in advance for bid submission so that he/she upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay due to other issues.
16. Upon the successful and timely submission of bids, the portal will give a successful bid submission message & a bid summary will be displayed with the bid no. and the date & time of submission of the bid with all other relevant details.
17. Each bidder should be marked with the following reference on the top of bids submitted online: **“GBU- Empanelment of Public Relations Agency, dated 19/05/2022”**.
18. The rates should be quoted in figures (typed or printed) and cutting should be avoided. The final amount should be in figures as well as in words. If there are cuttings, they should be duly initialed, failing which the bids are liable to be rejected.
19. Any bidder currently engaged in litigation with other Organizations, must inform their status in writing. Communication with bidders will be carried out electronically and /or in hard copy. All bidders must provide their current Email address.
20. Bidder should log into the site well in advance for bid submission so that he/she upload the bid in time i.e. on or before the bid submission time. Bidder will be responsible for any delay.
21. All the Bids will be opened in the presence of bidder’s representatives, who, chooses to attend the same as per the date and time specified in the Tender Document.

General Terms & Condition:

1. While sending rates, the firm shall give an undertaking to the effect that **“the terms/conditions mentioned in the enquiry letter/Tender Notice against which the rates are being given are acceptable to the firm.” in .pdf/Excel format.** In case the firms do not give this undertaking, their rates may not be considered.
2. The quantity shown against the item is approximate and may vary as per demand of the Institute at the time of placing order.
3. Bids received after **Date 09/06/2022 and Time 11:59 P.M.** , shall not be considered.
4. The Technical Bids will be opened on **Date 13/06/2022 and Time 12:00 noon** , The date & time for opening of Financial Bids will be informed later on to the technically qualified bidders.
5. The tenders will be received online through portal <https://www.nprocure.com>. All tender documents received after the specified date and time shall not be considered.

For any correspondence regarding tenders is on below address:

“Registrar -Gujarat Biotechnology University
Near Gujarat International Finance Tec (GIFT)-City,
Shahpur Village, Gandhinagar- 382355, Gujarat, India”

6. The bidder is expected to examine all instructions, terms, and specifications in the tender document. Failure to furnish all information required or to submit a bid not substantially responsive to the tender document in every respect will be at the bidder’s risk and may result in the rejection of the bid. Prior to detailed evaluation, the Institute will determine the substantial responsiveness of each bid to the tender document. A substantially responsive bid is one which conforms to all the terms and conditions of the bidding/tender document and is without any material defects and deviations. Deviations from, or objections or reservations to critical provisions such as those concerning qualification criteria, availability of regulatory/statutory approvals and clearances, ready and explicit willingness to accept and honor the terms and conditions etc. will be deemed to be material deviations. If a bid is not substantially responsive, it will be rejected by the Institute and may not subsequently be made responsive by the bidder by correction of the non-conformity. The Institute will evaluate and compare the Price/Financial/Commercial bids of only those Technical bids which have been determined to be substantially responsive. The Institute will award the contract to the successful bidder who has been determined to qualify to perform the Contract satisfactorily, and whose bid has been determined to be substantially responsive and is the lowest evaluated bid.
7. If at any stage it is found that any of the details/documents furnished by the bidder is/are false/misleading/fabricated, the bid would be liable for cancellation without intimation to the bidder.
8. **Arbitration Clause:** In the event of any dispute or difference(s) between the vendee Institute (Gujarat Biotechnology University- Gandhinagar) and the vendor(s) arising out of non-supply of services or the services not found according to requirements or any other cause whatsoever relating to the purchase order before or after it has been executed, shall be referred to “The Registrar, Gujarat Biotechnology University- Gandhinagar”, who may decide the matter himself or may appoint

arbitrator(s) under the arbitration and conciliation Act, 1996. The decision of the arbitrator shall be final and binding on both the parties.

- a) The venue of the arbitration shall be the place from where the order is issued.
 - b) The place of arbitration and the language to be used in arbitral proceedings shall be decided by the arbitrator.
 - c) All disputes shall be subject to Gandhinagar Jurisdiction only.
9. All tenders in which any of the prescribed conditions is not fulfilled or any condition is put forth by the bidder shall be summarily rejected.
10. The bidders or their authorized representatives may also be present during the opening of the Technical Bid, if they desire so, at their own expenses.

Note: Price bids of only those bidders will be opened whose technical bids are found suitable by the committee appointed for the purpose. Date and time of opening of price bids will be decided after technical bids have been evaluated by the committee. Information in this regard will be intimated only to the technically qualified bidders. In exceptional situation, an authorized committee may negotiate price with the qualified bidder quoting the lowest price before awarding the contract.

11. Clarifications:

In case the bidders require any clarification regarding the tender document, they are requested to submit their queries on the e-mail info-gbu@gujarat.gov.in on or **before Date 26/06/2022, 15:00 Hrs.** To facilitate evaluation of Bids, the Authority may, at its sole discretion, seek clarifications in writing from any Bidder regarding its Bid.

12. **Assistance to bidders:** Any queries relating to the tender document and the terms & conditions contained therein should be addressed to tender Inviting Authority for a tender or relevant contact person indicated in the tender.

Validity:

The bid should be valid for acceptance up to a period of 180 Days. The Bidders should be ready to extend the validity, if required without any additional financial implications.

13. **Tender expenses and documents:** All costs incurred by the bidder in the preparation of the tender shall be at the entire expense of the bidder.

14. Bidders should go through the tender terms, conditions and specifications carefully and fill in the

attached compliance statement accurately and unambiguously. They should ensure that all the required documents are furnished along with the bid.

Terms for the service of Public Relations Agency

Gujarat Biotechnology University- Gandhinagar seeks the services of Public Relations Agency to meet the following objectives.

- Build the perception of GBU amongst its key stakeholders
- Positioning GBU as world class University for the postgraduate institution of choice for MSc and PhD in biotechnology
- Design a media strategy, including social media for one year, and for five years focusing on what GBU needs to do to develop its perception as a new, high-quality institution
- Highlight GBU as a premium and accessible offering – with world-class post graduate programmes aligned with industry, to postgraduate students, research scholars and post-doctoral fellows
- Positioning GBU among prospective faculty highlighting translational R&D work
- Highlight GBU's approach to innovation in research domain and entrepreneurship culture Global need and its Development prospects.
- Contributing to sustained improvement in perception metrics in national and global rankings by publicizing high-impact achievements
- Develop a crisis communication strategy for GBU

Target audience of the Public Relations Agency would be:

- UG and PG Students (GAT- B/ DBT), pursuing students and postdoctoral fellow prospects.
- Faculty and potential faculty from India and abroad.
- Industry – for pursuing collaborations, seeking funded projects and CSR contributions.
- Academic institutions – Indian and international.
- R&D organizations.
- Government – policy makers including those in the Ministry of Education and Ministry of Science & Technology.
- State Government officials.
- Prospective donors
- Public at large – Publications, paper display, Patent liaising arranging
- Academic leadership of international universities.
- Performing International conferences, Seminars, Visit of High Commission Delegates Pro-Terminologies.
- Managing Media Personnel during various events at GBU and media coverage. (Online/offline).

Eligibility Criteria of the Public Relation Agency:

- The Bidder's firm should be registered in India. (Below mentioned document proof should be attached).

Statutory details (attach photocopy of each)	
(i)	Company Registration No -
(ii)	Validity of Registration Number (up to)-
(iii)	PAN Card No –
(iv)	Aadhar Card No of the tenderer -
(v)	GST Reg. No -

- Minimum 5 years' experience in the field of public relations services and preferably with one top educational institution client in India. Like IITs,NITs, IISc,IISERs as client. (Necessary document proof should be attached).
- The agency should have at least 25 permanent employees. (Necessary document proof should be attached).
- The agency should have annual turnover of minimum Rs.50 lacs during each of the last 3 years ending A.Y. 2018-19, 2020-21 & 2021-22. This should be certified by a chartered accountant. (Necessary Annual accounts statements should be attached).
- The agency is expected to submit a brief plan of action as to how the agency will deploy resources (including personnel) to achieve the desired objectives and should also give the detailed financial quote to provide the service to Gujarat Biotechnology University- Gandhinagar

Other Important Information

- Gujarat Biotechnology University- Gandhinagar reserves the right to reject any offer without assigning any reason whatsoever.
- Gujarat Biotechnology University- Gandhinagar reserves the right to cancel the tender at any stage without assigning any reason. Also,Gujarat Biotechnology University- Gandhinagar reserves the right to change the condition at any later stage.
- The proposals should be complete in all respects. Conditional / incomplete proposals are liable to be rejected.
- Gujarat Biotechnology University- Gandhinagar may enter into a parallel rate contract with more than one agency for the said purposes.Empanelment with this Institute does not ensure business of any quantum, whatsoever. Institute reserves the right to place an order for similar requirements on any other firm. Any deviation from the Terms & Conditions mentioned above will imply disqualification for the firm.
- The agency empaneled will have to execute an agreement with the Gujarat Biotechnology University- Gandhinagar in the format approved by the Gujarat Biotechnology University- Gandhinagar. The same will be provided after finalization of empanelment. If the selected Agency differs/does not agree on any conditions/terms of the contract, if not persuaded, Gujarat Biotechnology University- Gandhinagar has the right to appoint the next ranked agency without any obligation or without assigning any reasons to anyone and shall not be held liable for any losses or damages caused by such action.

Submission of Bids:

The technical bid should contain the details of eligibility criteria and the brief plan of action proposed by the agency. The price bid should contain the detailed financial quote for the services to be provided by the agency. The Financial Bid should not contradict the technical offer in any way. The rates will remain unchanged during the period of the contract. The rate quoted should be for monthly basis.

Evaluation of Bids

Bid evaluation will take place in three stages.

Stage I: Evaluation of Pre-Qualification Bid

The Pre-Qualification Bid of the bidders will be evaluated and the bidders who have qualified all the criteria stipulated in bidder eligibility criteria will alone be selected and their technical bids will be opened

Stage II: Technical Bid evaluation

All bidders who qualify in the Stage I will be required to make a power point presentation before a Committee as per the terms and conditions of the tender document. The technical submission and technical presentation together will be considered for technical bid evaluation.

The total marks for technical bid will be for 100 marks, out of which the bidders should score minimum 60 marks to qualify for opening of their financial bid. The Financial bids of those bidders who have scored less than 60 marks will not be opened. The marks will be based on

- (a) the strength of the plan presented for Gujarat Biotechnology University - Gandhinagar
- (b) the quality and quantity of resources that the Bidder is willing to exclusively commit to Gujarat Biotechnology University - Gandhinagar,
- (c) The depth of reach of the Bidder within media circles, as demonstrated by previous examples, dominants etc.
- (d) assessment of submitted case studies of media relations, social media and crisis communication relevant to GBU
- (e) an overall assessment of the Bidder's standing as a PR firm within their peer community

Stage III: Financial Bid Evaluation

Financial Bid with the lowest quoted amount (L1) will be assigned a financial score of 100 and other bids will be assigned scores that are inversely proportional to their quoted amount.

Selection Process and Assigning of Work

The successful bidder will be selected based on assessment of skills, experience, and understanding/analysis of the project scope and cost (QCBS).

The total score, both technical and financial, shall be obtained by weighing the technical and cost scores and adding them up. The calculation for arriving at the total combined score (Technical and Cost) is given below.

Marks obtained by a Bidder for the technical bid	=	M
Amount quoted by the lowest bidder	=	L1
Amount quoted by a Bidder	=	L
Points for Financial proposal of the bidder	=	$(L1/L) \times 100 = F$
Combined technical and financial score (H) of the bidder	=	$M \times 0.7 + F \times 0.3 = H$

The combined technical and financial scores of all the bidders will be calculated as above and the bidder who secures the highest combined score (H1) will be selected as the successful contractor.

Scope of Work

- 1. Media Strategy:** The agency should develop and implement a detailed communication strategy to achieve the above objectives with well-defined metrics to measure the success of the strategy. The agency will be required to work closely with institute's community to highlight the campus, research, achievements and ongoing student-activities.
- 2. Workshops and Training:** Bi-annual media workshops to train GBU officials on effective message delivery and Do's and Don'ts. A key message development workshop should also be scheduled early in the contract period.
- 3. Crisis Management/Communications:** The agency must provide ongoing counsel during crisis situations. This should include alertness in media monitoring, counseling the Institute on crisis communication and preparing media statements and responses to media queries and coming up with a general strategy for crisis communication.
The agency must also conduct a crisis communication workshop for Institute leadership to prepare them to communicate effectively during crisis situations.
- 4. Highlighting the following including the terms of services:**
 - (a) Campus/Research facilities
 - (b) Bespoke Unique Practical based Curriculum
 - (c) Research led master's program
 - (d) Research by faculty
 - (e) International Collaboration with University of Edinburgh
 - (f) India's first dedicated Biotechnology University

Mandatory expectations:

- 1) No. of visits by the PR Agency-team:** Senior team from the agency should visit the campus bi-annually and interact with the key officials and researchers of the Institute for reviewing the progress and for planning

strategy. During these visits, work-shops and training sessions may be organized as mentioned above (Point no.2, Scope of the work).

- 2) **Expected media coverage:** The coverage should include print (national, local, regional), electronic (national, local, regional), local media and online media, including international media outreach. The media languages covered should include English, Hindi, and other regional languages.
- 3) **Placement of a person on campus:** One full time staff member of the agency should be placed on campus exclusively for taking care of the works of the Institute. This staff should assist in drafting the media articles including appropriate quotes etc.
- 4) **Publication expectations: Atleast 6 press releases per half yearly and 12 for entire year**
- 5) The agency must place at least two authored articles per quarter from faculty in the Institute in mainline national media. The articles should be developed using the rough draft provided by the faculty. The agency should assist in developing the draft into a good article for publication.
- 6) **Visit and interactions with reputed media journalists:** Agency should organize relationship-building meetings for the Institute's leadership with editors and senior journalists of reported media bi-annually. The agency must also organize one visit of a senior journalist_(preferably covering Science & research) to campus from a national daily / magazine / TV to highlight the high-end research happening on campus. i.e half yearly.
- 7) **Panel invitation:** The agency should source/explore opportunities for interested faculty of the Institute to be invited as panelist for discussions in national/regional TV channels, online platforms, major events etc quarterly/half yearly.
- 8) **Daily monitoring:** The staff deputed on campus should monitor the print, online and electronic media on a daily basis, keep records of news/articles that are of interest to the Institute and send the Institute a daily monitoring report of all news clip. The agency must submit a dossier of coverage along with analysis of the coverage on a monthly basis.
- 9) The agency must submit bi-annual dossier with the key innovation news and send to the reputed relevant industries and ministries.
- 10) **Translation:** The agency should take care of the translation of news articles for media from English to Hindi, Gujarati or other regional languages.
- 11) **Coverage of Major Events of the Institute:** Agency must provide wider media coverage and outreach support for major announcements of the Institute, major events, seminars and other activities of media relevance happening on campus. On an average, about one large event per quarter and about one small event per quarter will be held on campus for which media has to be invited and coverage to be ensured.
- 12) **Societal activities of the Institute:** The agency shall help showcasing Gujarat Biotechnology University- Gandhinagar's contributions towards societal development.
- 13) **Local Media outreach:** The agency must take measurable steps to communicate and engage with the local media.
- 14) **Digital Media- Social Media Optimization** - a) To effectively manage, develop and use the Social Media and SMO Marketing (Unique) Campaign integrated with Social Media- YouTube, Facebook, Twitter, LinkedIn, Blogs, Opinion Polls, Instagram, Pinterest etc. of Gujarat Biotechnology University Gandhinagar to communicate with the social media audience, providing them with satisfactory resolutions. In House publication – GBU Times/ GBU Innovations/ GBU latest research forms/ out-comes.
b) Creative Website content generation for Campaign
 - Google Business Page

- Info graphics/Graphics Support
- Blogs for the web and assist in web-based PR strategies
- Research, Google Analytics & Social Media Support
- Dissemination of Gujarat Biotechnology University- Gandhinagar related information, including press communication in digital space.
- 24x7 handling and managing for social media accounts of Gujarat Biotechnology University - Gandhinagar on various platforms and maintaining a major presence in the social media of national/ International stage.

Agency reporting and monitoring / measuring outcomes

- The agency will work with the Institute's Media Cell on a day-to-day basis for the above activities.
- The agency will submit a weekly report on activities in progress, a monthly report, a monthly plan and conduct the bi-annual reviews with the Registrar and Director.
- The agency will submit a detailed analysis of the coverage garnered for the Institute in national media and its impact on a monthly, quarterly and annual basis. This will include statistics of the progress such as the News items per month, workshops organized, coverage of events etc.
- The agency will be required to submit the action plans for the coming quarter in advance for approval.
- The measurement of the success of the communication strategy will be based on achieving key objectives mentioned above.

Agency resources

The agency must have a senior team counseling the Institute on the communication strategy. An on-site resource person with about 3-5 years of experience should be placed on campus as an exclusive resource for Gujarat Biotechnology University- Gandhinagar from the agency (as per details mentioned in point 3). Resources must be made available always for execution of strategy for Gujarat Biotechnology University- Gandhinagar at national level.

Terms of Payment

No advance payment will be considered. Payment for work awarded will be made to the agency, after completion of work to the satisfaction of Gujarat Biotechnology University- Gandhinagar. The Empaneled PR Agency will submit pre-receipted bills in triplicate for settlement.

Performance security:

A successful bidder should submit performance Security amounting to Rs.1,25,000 (Rupees One Lacs Twenty-five Thousand Only) in the shape of DD from a scheduled bank in India drawn in favour of “Registrar, Gujarat Biotechnology University- Gandhinagar” payable at Gandhinagar.

Review of Performance and right to withdraw the empanelment

Gujarat Biotechnology University- Gandhinagar will review the performance of the selected agency periodically and reserves its right to withdraw the empanelment at any time.

Approval before Sending to any external party

The Agency will have to work in coordination with the representatives of the Gujarat Biotechnology University- Gandhinagar for each assignment. The entire document or any sort of information which goes to the media or any other external party has to be approved by the Gujarat Biotechnology University- Gandhinagar representative.

Termination by Default:

Gujarat Biotechnology University- Gandhinagar reserves its right to terminate the contract of agency in case of a change in the Government procedures or unsatisfactory services.

Force Majeure

Neither party will be liable in respect of failure to fulfill its obligations if the said failure is entirely due to Acts of God, Governmental restrictions or instructions, natural calamities or catastrophe, epidemics or disturbances in the country. The party affected by an event of Force Majeure will immediately notify the other party of such an event and will also notify the unaffected party on cessation of disability resulting from such Force Majeure act.

Upon the occurrence of any Force Majeure Event, the parties may agree on suitable mechanism including but not limited to extension of timelines by a period equal in length to the duration of the Force Majeure Event for fulfilment of their obligations under the contract.

The contract shall be governed by laws of India and all Government rules on purchase matter issued from time to time and in force for the time being are applicable to this contract tender.

In case of any conflict, the decision of Registrar- Gujarat Biotechnology University Gandhinagar will be final and binding to both the parties.

Indemnity

Each party shall fully indemnify, hold harmless and defend the other party (“Indemnified Party”) from and against any and all suits, proceedings, actions, claims, demands, liabilities and damages which the Indemnified Party may hereafter suffer, or pay by reason of any demands, claims, suits or proceedings arising out of claims of infringement of any domestic or foreign patent rights, copyrights or other intellectual property, proprietary or confidentiality rights with respect to any materials, information, design or process used by the first party or by its Contractors in performing its obligations or in any way incorporated in or related to the contract.

Rights in Intellectual Property and Material

- All the rights relating to the Trademarks and Copy Rights in respect of publicity work generated by the Agency on behalf of GUJARAT BIOTECHNOLOGY UNIVERSITY- GANDHINAGAR and paid for by GUJARAT BIOTECHNOLOGY UNIVERSITY- GANDHINAGAR shall vest with GUJARAT BIOTECHNOLOGY UNIVERSITY- GANDHINAGAR. Provided that GUJARAT BIOTECHNOLOGY UNIVERSITY- GANDHINAGAR would reimburse the Agency for any sums of money paid for the assignment / licensing of the copyright by way of fees, charges, or otherwise as provided by the guidelines, regulations, rules, or policies of any professional body or association, with prior approval from GUJARAT BIOTECHNOLOGY UNIVERSITY- GANDHINAGAR.
- All concepts, communications etc. created or conceived by the Agency on behalf of GUJARAT BIOTECHNOLOGY UNIVERSITY- GANDHINAGAR and involving name of GUJARAT BIOTECHNOLOGY UNIVERSITY- GANDHINAGAR shall not form part of any award or competition or promotion unless prior written consent of GUJARAT BIOTECHNOLOGY UNIVERSITY- GANDHINAGAR has been obtained.

Sd/-

Dy. Registrar
(Stores & Purchase)

Annexure-I
PRE-QUALIFICATION BID
SERVICE OF PUBLIC RELATIONS AGENCY FOR GUJARAT BIOTECHNOLOGY UNIVERSITY-
GANDHINAGAR
Tender No. GBU /ADMIN/PR /04/2022

Sl. No.	Bidder Eligibility Criteria	Compliance (Yes/No)	Reference Page No.	Remarks, If any
1	The Bidder should be registered in India. Necessary document proof should be attached All document proofs (except S.N 5 which may be self-certified by bidder) to be certified by Company CA or Statutory Auditor			
2	Minimum 5 years' experience in the field of public relation services and preferably with one top educational institution client in India. Like IITs, NITs, IISc, IISERs Necessary document proof should be attached.			
3	The agency should have at least 25 permanent employees. Necessary document proof should be attached.			
4	The agency should have annual turnover of minimum Rs.50 lacs during each of the last 3 years A.Y. 2018-19, 2020-21 & 2021-22. This should be certified by a chartered accountant. Necessary final account statement should be attached.			
5	brief plan of action as to how the agency will deploy resources (including personnel) to achieve the desired objectives			

**SIGNATURE OF BIDDER
ALONG WITH SEAL OF THE
COMPANY WITH DATE**

**SERVICE OF PUBLIC RELATIONS AGENCY FOR GUJARAT BIOTECHNOLOGY UNIVERSITY-
GANDHINAGAR**

Tender No. Tender No. GBU /ADMIN/PR/04/2022

Sl.No.	Details	Vendor compliance (Y/N)	Reference Page No.	Remarks, If any
1	Branding objectives for Gujarat Biotechnology University- Gandhinagar – what should be the Top 5 messages that Gujarat Biotechnology University- Gandhinagar needs to communicate Through media outreach.			
2	Media Strategy for next 1 year and for the next 5 years – what does GBU needs to do to enhance its media presence? What is currently missing or lacking in the Institution’s media outreach?			
3	Plans for international media outreach for Gujarat Biotechnology University- Gandhinagar?			
4	Crisis Communication – What should be the GBU broad strategy in case of a crisis situation? Any case studies of handling crisis situation by the agency that Can be shared?			
5	Few concrete story ideas/suggestions for Gujarat Biotechnology University- Gandhinagar			
6	Experience of working with top educational institutions or organization of similar nature – Few examples of important campaigns undertaken for them			
7	Resource Team for GBU – Share the profile and experience of the Resource Team that will be deployed exclusively to service Gujarat Biotechnology University- Gandhinagar			
8	State minimum monthly targets for number of articles in (a) Leading national print and electronic media, (b) vernacular and regional print and electronic media, (c) international print and electronic media and (d) influencer stories that will be generated. In each instance, also present example names of such media outlets as a demonstration of quality.			

SIGNATURE OF BIDDER ALONG WITH SEAL OF THE COMPANY WITH DATE

COMMERCIAL BID**Annexure-III**

Sl. No	Details	Monthly Fee in INR
1	Public Relation Services for Gujarat Biotechnology University- Gandhinagar for a period of one year from the date of acknowledgement of the work order	
2	Translation of press releases of Gujarat Biotechnology University- Gandhinagar from English to Hindi, Gujarati (or other languages as required)	
3	Quote for handling Institute's social mediaplatform like Facebook, Twitter, LinkedIn etc.	
Sub Total		
GST@ ____%		
Total price (Inclusive all taxes)		

(Note: - Commercial terms and conditions in Excel format must also be uploaded)

Date:

Signature _____

Name & Address of the Firm _____

Mobile No. _____

CLIENT DETAILS

(On Company/firm's Letter head)

Date:

To,

The Registrar

Gujarat Biotechnology University
Near Gujarat International Finance Tec (GIFT)-City,
Shahpur Village, Gandhinagar- 382355, Gujarat, India

Sir,

Ref GBU/ADMIN/PR/04/2022 Empanelment of Public Relations Agency, dated 19/05/2022 tender for Empanelment of Public Relations Agency at Gujarat Biotechnology University- Gandhinagar.

I/we hereby mention following list of our clients which mentions successfully completed rate contracts in any of the IITs/NITs/CSIR/IISER/ISC/Govt. Institute / Govt. University for the similar services. Copies of such rate contracts and purchase orders of each rate contract are enclosed with the offer:

Sr. No.	Name of Client	Purchase order/rate contract details	Period	Amount of order

Yours faithfully,

(Signature of the Bidder).....

Name & Designation Seal.....

Business Address:.....

Date:

Encl: As above

DECLARATION OF ANNUAL TURNOVER

(On Company /firm's Letter head)

To,
The Registrar
Gujarat Biotechnology University
Near Gujarat International Finance Tec (GIFT)-City,
Shahpur Village, Gandhinagar- 382355, Gujarat, India

Sir,
Ref: Tender No. GBU /ADMIN/PR /04/2022

Empanelment of Public Relations Agency,dated 19/05/2022 tender for Empanelment of Public Relations Agency at Gujarat Biotechnology University- Gandhinagar

I/we hereby declare that, our firm's Annual Turnover for similar/ subjected services is minimum Rs. 50 lakhs and I/we have also supported an Audited Accounts for your references:

F.Y. 2018-19	F.Y.2020-21	F.Y.2021-22

1. Anything to the contrary contained herein, in the event that the Bid Due Date falls within 3 (three) months of the closing of the latest financial year of Bidder, it shall ignore such financial year for the purposes of its Bid and furnish all its information and certification with reference to the 3 (three) years, preceding its latest financial year. For the avoidance of doubt, financial year shall, for the purposes of an Bid hereunder, mean the accounting year followed by the Bidder in the course of its normal business.
2. In case the annual accounts for the latest financial year are not audited and therefore the Bidder cannot make it available, the Bidder shall give an undertaking to this effect and the statutory auditor shall certify the same. In such a case, the Bidder shall provide the Annual Turnover for the 3 (three) years preceding the year for which the Annual Turnover is not being provided.

Yours faithfully,

(Signature of the Bidder).....
Name & Designation Seal.....
Business Address:.....

Date:

Encl: Documents with respect to proof of turnover

Income Tax Returns

To,

The Registrar
Gujarat Biotechnology University
Near Gujarat International Finance Tec (GIFT)-City,
Shahpur Village, Gandhinagar- 382355, Gujarat, India

Sir,

Ref: Tender No. GBU /ADMIN/PR /04/2022

Empanelment of Public Relations Agency, dated 19/05/2022 tender for Empanelment of Public Relations Agency at Gujarat Biotechnology University- Gandhinagar

I/we hereby declare that, our firm had filed Income Tax Returns for any of the last three year's i.e. out of A.Y. 2018-19, 2020-21 & 2021-22 and the same is supported with copies of ITR of three assessment years.

F.Y. 2018-19	F.Y.2020-21	F.Y.2021-22

Yours faithfully,

(Signature of the Bidder).....

Name & Designation Seal.....

Business Address:.....

Date:

Encl: Copies of three year's ITR

BID SECURITY UNDERTAKING
(To be issued by the bidder on company's letterhead in lieu of EMD)

To,
The Registrar
Gujarat Biotechnology University
Near Gujarat International Finance Tec (GIFT)-City,
Shahpur Village, Gandhinagar- 382355, Gujarat, India

We, M/s _____ (Name of the
Firm), with ref. to Tender No. GBU /ADMIN/PR /04/2022

Empanelment of Public Relations Agency, dated 19/05/2022 for Empanelment of Public Relations Agency at Gujarat Biotechnology University- Gandhinagar, hereby undertake that:

- 1) We accept all terms and conditions of the tender document.
- 2) We accept that, we will not modify our bid during the bid validity period and will honour the contract after the award of contract.
- 3) In the event of any modification to our bid by us or failure on our part to honour the contract after final award, our firm may be debarred from participation in any tender/ contract notified by Gujarat Biotechnology University- Gandhinagar for a period of one year. We undertake that we shall not appeal against such debarment in any court of law.

Yours faithfully,

(Signature)

Name:

Date:

Office Seal:

SELF ATTESTED COPY

(To be submitted along with the Technical Bid)

I/We (Name) _____

Contractor/Firm/individual _____ do hereby solemnly affirm and declare that the individual/firm are not blacklisted by Central Government/ State Government of Gujarat, or any entity controlled by it, and any other entity.

DEPONENT

DATE & TIME

THE ADDRESS _____

VERIFICATION

Verified that the content of above affidavit is true and correct to the best of my/our knowledge and belief. No part of it is false and nothing has been kept concealed therefrom.

DATE & TIME

DEPONENT