



राष्ट्रीय प्रौद्योगिकी संस्थान - आंध्रप्रदेश
NATIONAL INSTITUTE OF TECHNOLOGY ANDHRA PRADESH
Near National Highway No. 16, Kadakatla, Tadepalligudem – 534101
West Godavari District, Andhra Pradesh

Ref. No.: NITAP/MEDIA/2022/01 / 109

Date: 18.03.2022

TENDER ENQUIRY

Sub: Expression of Interest for Engagement of Public Relation Firm for Media Outreach, Perception etc for ONE YEAR at NIT Andhra Pradesh Campus, Tadepalligudem”

Please send your lowest quotation for the above work as per the details attached in **Annexure-1**. The quotation is to be sent in a sealed envelope to the following address:

**C/o Tender Box
Central Stores and Purchase Section,
Sardar Vallabhbhai Patel Administrative Building
NATIONAL INSTITUTE OF TECHNOLOGY, ANDHRA PRADESH,
Near National Highway No. 16, Kadakatla,
TADEPALLIGUDEM – 534101
West Godavari District, Andhra Pradesh.**

The quotation has to be sent by Post (Ordinary / Register / Speed Post) or drop in Tender Box physically. (Any other mode will not be accepted)

The envelope must be superscribed as “**QUOTATION**” at the center of the envelope and the above **reference number at left top** along with the name of the tender on the envelope. Quotations without the above superscription **will not be accepted**.

The last date to receive the sealed quotation is 11.04.2022.

ANNEXURE-1

About NIT Andhra Pradesh

National Institute of Technology (NIT) Andhra Pradesh is the 31st institution among the chain of NITs started by the Government of India. The institution is located in Tadepalligudem town in West Godavari District, (on the Chennai – Kolkata NH16) Andhra Pradesh and started the academic sessions from 2015 and currently 10 departments in the institute offering 8 B.Tech, 8 M.Tech and 13 Ph.D and 1 M.S by Research programs in various disciplines of Engineering, Technology and Sciences. The selection process for B. Tech. programme is the same as that of all NITs, i.e. through Joint Entrance Examination (JEE-Main). The main goal of this institution is to promote an excellence in teaching, research, and innovation through quality education and thereby to serve the society. Recently, the first convocation ceremony was held successfully with the Chief Guest – Hon'ble Vice President of India, Shri Venkaiah Naidu. NIT AP Campus received Platinum Rating by the Indian Green Building Council (IGBC). Following is the intake: 750 B.Tech per year, 100 M.Tech per year, 50 Study In India program–B.Tech per year and 235 Ph.D & 2 (M.S by Research) as current strength. Three B.Tech batches (2015, 2016 & 2017 admitted) are successfully graduated from the institute with an attractive placement record.

The newly constructed various buildings of NIT Andhra Pradesh were inaugurated on 27 October 2020 by Union Minister of Education Shri Ramesh Pokhriyal 'Nishank'. In the Phase –IA, following buildings are ready to use now by the students, faculty and staff: Academic Block, Boys Hostel, Girls Hostel, Laboratory Complex, Guest House, Workshops, Faculty Quarters, Canteen, Staff Quarters, Play Ground, and Cricket Ground.

NIT Andhra Pradesh continues to grow each year with improvement of quality and standards in higher education, research and industry relations. NIT AP is a fully residential campus. All the students live in hostels located on the campus. All these hostels have spacious rooms and have all basic amenities such as food mess, canteen, lounges, and Wi- fi internet access etc. The hostels are named after various rivers and tributaries of India.

For more details, please visit: <https://www.nitandhra.ac.in/>

National Institute of Technology (NIT) Andhra Pradesh invites online Bids for **Hiring of Public Relations Agency**. All offers should be written in both figures and words. Tender forms can be downloaded from the CPP Portal (<http://eprocure.gov.in/eprocure/app>) & Institute website <https://nitandhra.ac.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. NIT Andhra Pradesh reserves the right to reject any offer without assigning any reason whatsoever. NIT Andhra Pradesh reserves the right to cancel the tender at any stage without assigning any reason. Also, NIT Andhra Pradesh reserves the right to change the condition at any later stage. Incomplete tenders, amendments and additions to tender after opening or late tenders are liable to be ignored and rejected.

Purpose of EOI

The objective of this EOI is to engage a Public Relation (PR) agency who would better publicize and bring into focus the top research activities, community services, technology development initiatives, teaching, learning and professional programs of NIT Andhra Pradesh at national and international platforms as well.

The said PR agency will formulate a strategy (short and long term) to address the following objectives:

- Positioning NIT Andhra Pradesh as an “Institute of Choice” among prospective students and scholars (BTech, MTech, PhD, M.S. Research)
- Position NIT Andhra Pradesh as an institute focused on research and innovation
- Position NIT Andhra Pradesh as an institute with good industry, academic and research collaborations
- Highlight prospective faculty’s high-end interdisciplinary R&D work being done on campus
- Positioning NIT Andhra Pradesh as topmost Institute for International Collaborations – highlighting industry-friendliness of campus, promoting with start-ups
- Highlight the successful placements on the institute

Target audience

- Existing students and stakeholders
- Parents and potential students (top ranking JEE and GATE students)
- Faculty and potential faculty from India and abroad
- Industry, Corporate and PSUs
- Academic institutions – Indian and international
- R&D organizations (CSIR, DRDO, ISRO, DRDL, DAE, MNRE, DST, DBT etc)
- Government – policy makers, Ministry of Education and Ministry of Science & Technology
- State Government officials
- General Public

TARGET MEDIA FOR OUTREACH :

- Mainline national dailies: The Times of India, The Hindu, Hindustan Times, The Indian Express, Deccan Herald, Deccan Chronicle, New Indian Express, Pioneer, Telegraph, Statesman, Hindustan
- Financial dailies: The Economic Times, The Hindu Business Line, The Financial Express, Business Standard, Mint
- Magazines: India Today, Business Today, Business World, Forbes, The Week, Outlook
- News Wires: PTI, IANS, ANI, Reuters, India Science Wire & UNI
- Education Publications: The Times of India- Education Times, The Hindu- EDGE, Careers 360, BW Education
- Electronic media (Television) — mainline and business channels; Telugu and English
- Online News Portals
- Target Media in centers such as Delhi, Mumbai, Bengaluru, Kolkata, Chennai, and Hyderabad
- Media in Telugu

Scope of work

- The agency should document and present an elaborate communication strategy to achieve the above listed objectives elaborately with well-defined metrics to measure the success of the strategy with targets.
- The communication strategy should include print, electronics, regional media and online media including international media outreach.
- Senior team from the agency should conduct key message development workshop every quarter to develop key messages for the communication campaign at NIT Andhra Pradesh.
- The agency must conduct media training workshops from time to time for key faculty at the Institute to train them on effective message delivery and Do’s and Don’t’s with the media.

- The agency must develop a media list covering all media – Print, Electronic, Online – with journalists covering education, startups, entrepreneurship, Science & Technology, innovation, etc. And the media list must be updated on an ongoing basis for all key metros including Chennai, Delhi, Mumbai, Kolkata, Bangalore, Hyderabad.
- Agency must organize relationship building meetings for Director and Deans with editors and senior journalists across all key metros.
- Agency must meet the Director, Registrar, Deans, Associate Deans, Heads from time to time to understand priorities for the media outreach and develop outreach strategy, and execute accordingly.
- Agency must develop and disseminate press releases to national media on topics of media interest such as : Academics, Curriculum/ new courses, Innovations by faculty & students, Placements, students & faculty exchange programmes, Research Collaborations, Industry collaborations, National & International MoUs, any other research developments, admissions, seminars, workshops, convocation, and other outreach activities.
- Agency must meet up with faculty across Departments and Centers, reaching out to at least 2-3 new faculty per month across departments, to understand the research in progress and work out a case to strategize for media outreach for such research to highlight the outcomes and the impact.
- Agency must provide media outreach support for ongoing announcements and events, seminars and activities of media relevance on campus. An average of 3 large events per annum and about 5 small events per annum will be held on campus for which media has to be invited and coverage to be managed.
- Ongoing media outreach with electronic media to cover student and faculty research, events in the Institute must be organized. 2 large format electronic media coverage, regional and national, to be organized per year.
- The agency must place at least 2 authored articles per quarter from key faculty in the Institute in mainline national media. The article will be provided by the faculty.
- The agency must organize 1 visit of a senior journalist (preferably covering Science & Research) to campus per quarter from a national daily / magazine / TV to highlight the high-end research on campus.
- The agency must work with the placement cell of the institute to highlight the success stories of placements every season on campus.
- The agency will highlight the activities and success stories of the Research laboratories / Incubation Centre incubated by NIT.
- The agency must develop press releases or pitch notes for media on published research from faculty at NIT Andhra Pradesh and disseminate it to popular media.
- The agency must send the daily alerts for all news relevant to NIT Andhra Pradesh and other NITs & IITs.
- The agency must provide ongoing counsel during crisis. 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 strategy for crisis communication.
- The agency must also conduct a crisis communication workshop for key faculty to prepare them to communicate during crisis situations.
- The agency must monitor print, online and electronic media on a daily basis and send the Institute a daily monitoring report of all news clips.
- The agency must submit a dossier of coverage along with analysis of the coverage on a monthly basis.

Agency reporting and monitoring / measuring outcomes

- The agency will work with the Institute's Communication officer or as per the Directive of the NIT Andhra Pradesh authority 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 quarterly review with the Director, Registrar, Deans, Associate Deans and Heads.
- 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.
- The measurement of the success of the communication strategy will be based on achieving key objectives mentioned in the document above.

Minimum Criteria to be fulfilled to participate in the EoI:

The below is the qualification criteria for the bidders to submit the EoI. The qualification criteria must be met for shortlisting.

- i. The Bidder should have at least Five years of experience in providing similar services in Government funded Educational Institution.
- ii. The bidder should have a mandatory experience of handling at least 2 IITs/NITs/IIITs/IIMs/IISERs/CUs or CFTIs on contract for a minimum of 2 years
(Detail information, along with work orders and relevant documents, in this regard has to be enclosed along with the proposal/ quotation).
- iii. The Bidder shall have valid PAN, Goods and Service Tax registration number.
- iv. The Bidder should submit the Annexure I & II without fail.
- v. The Bidder will be disqualified in case of following conditions:
 - a) The Bidder should not be in litigation with any of service receiver.
 - b) The Bidder should not have a record of poor performance such as abandoning of any allotted project, inability to complete any allotted project, delay in completion of any allotted project etc.
 - c) The Bidder should not be black listed by any Government or its organizations.
 - d) The Bidder shall have to comply to all the Rules and Regulation of Labour Laws in force.

Supporting documents for Sl. I, ii & iii above and an undertaking for sl. iv should be furnished along with the EOI. If at a later stage it is found that the successful Bidder has wrongly certified, the contract will be forbidden and the same will be awarded to next successful bidder.

Mandatory expectations:

1) Publication expectations: At least 12 press releases per quarter and 50 for entire year

2) 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.

Review of Performance and right to withdraw the Hiring

NIT Andhra Pradesh will review the performance of the selected agency periodically (each month) and reserves its right to withdraw the Hiring at any time.

Termination by Default:

NIT Andhra Pradesh reserves its right to terminate the contract of agency in case of a change in the Government procedures or unsatisfactory services.

Modalities of Selection:

1. The prospective agency/ firm will submit their proposal in hard copy within the schedule date.
2. If required, the agency/ firm who submitting proposal against the EOI may have to give a PPT presentation, before the committee of the NIT Andhra Pradesh about their proposal as per the

announced schedule at NIT Andhra Pradesh.

3. Final selection will be made based on price quote submitted by the agency/ firm, who have fulfilled the Minimum Criteria and adhere to the scope of work stipulated above.

4. The contract is initially for a period of 01 (one) year and can be extended for up to a total of 02 (two) years on mutually agreed terms and conditions after review on the first year basis.

The decision of the NIT Andhra Pradesh Authority will be full and final in all respect.

Payment

Payment shall be made against the Bill submitted on a monthly basis on submission of monthly activity report and upon satisfactory performance.

Price Quote

Sl. No.	Item	Period	Rate (INR) Per Month	Total (INR)
01	ENGAGEMENT OF PUBLIC RELATION FIRM FOR MEDIA OUTREACH, PERCEPTION ETC FOR NIT ANDHRA PRADESH [As per proposal enclosed]	12 Month (One Year)		
	Taxes (If any)			
	Grand Total			

BREAK-UP OF ANY OTHER COST/ CHARGES SHOULD BE INDICATED CLEARLY.

Venue and Deadline for Submission of Proposals.

Proposals must be submitted to the NIT Andhra Pradesh, either by speed post or in person at the address specified below:

Address	Central Store & Purchase Section, NIT Andhra Pradesh, Tadepalligudem, West Godavari District, Andhra Pradesh State - 534101.
Email-Id (Clarification)	ad_io@nitandhra.ac.in with cc to purchase@nitandhra.ac.in
Last Date of Submission of EOI.	11.04.2022, 05.00 PM
Date of presentation by vendors (if required).	Date will be intimated

CLIENT DETAILS
(On Company/firm's Letter head)

Date:

To,
The Registrar
National Institute of Technology Andhra Pradesh
Tadepalligudem, West Godavari District
Andhra Pradesh State - 534101

Sir,

Ref No.: NITAP/MEDIA/2022/01 , dated 18.03.2022

EOI for Engagement of Public Relation Firm for Media Outreach at NIT Andhra Pradesh

I/we hereby mention following list of our clients which mentions successfully completed rate contracts in any of the IITs/NITs/IIITs/IIMs/IISERs/CUs or CFTIs 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.....

Date:

Business Address:.....

Encl: As above

UNDERTAKING

(To be issued by the bidder on company's letterhead)

To,
The Registrar
National Institute of Technology Andhra Pradesh
Tadepalligudem, West Godavari District
Andhra Pradesh State - 534101

We, M/s (Name of the _____ Firm), with
ref. to Tender No. Ref No.: NITAP/MEDIA/2022/01, dated 18.03.2022 (EOI for Engagement of Public
Relation Firm for Media Outreach at NIT Andhra Pradesh) 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 NIT Andhra Pradesh 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:

Note: Rate quoted should include the cost of installation, transport.

While sending your lowest quotation – please specify the following:

1. Sales Tax : Inclusive
GST : Indicate prevailing tax on percentage basis.
2. Excise Duty :
3. Rates
 - a) F.O.R. Destination/
 - b) Estimated Packing, Forwarding and Freight Charges in case of Ex-works only, may be mentioned on percentage basis.
4. Insurance : Inclusive/ indicate on percentage basis, in case payable by the Institute.
5. Preferred terms of payment (institute rules permit to pay on Receipt of materials in good condition/completion of the work):
6. Recommended mode of transport:
7. Discount offered, if any :
8. Validity of the offer :
9. Firm schedule of completion of work :
10. Detailed drawings / catalogues / Leaflets / literature / samples may be furnished wherever feasible / required
11. Please indicate clearly whether the rates quoted herein are the same as applicable to DGS & D / Government Department / Other Public Sector Undertakings.
12. The supplier shall invariably furnish the **Certificate of Clearance of GST Registration number along with the quotations.**
13. Please mention the Quotation number and name of the item/s (in brief) on your envelope when submitting your quotation to the Institute
14. Please note that the Director reserves the right to modify or alter the specifications and also to reject any or all the Quotations without assigning any reasons thereto.
15. The suppliers / firms are informed not to call on us without prior appointment.
16. The Institute is not responsible for delays / loss in postal transit or due to any other reasons.
17. Any Violation in the terms and conditions, the bidder will be made ineligible for the contract.
18. **Presently our Institute doesn't have DSIR certificate so no concession in GST. Normal rate of GST will be applicable.**

Yours faithfully,



Head of the Department

सह अधिष्ठाता/ Associate Dean
केंद्रीय भण्डार & खरीद भाग
Central Stores & Purchases Section
राष्ट्रीय प्रौद्योगिकी संस्थान
National Institute of Technology
आंध्रप्रदेश / Andhra Pradesh
ताडिपल्लिगुडेन / Tadipalligudem

Note: Rate quoted should include the cost of installation, transport.

Your quote should include the following - please specify the following:

1. Sales Tax
2. GST
3. Excise Duty
4. Rates
5. F.O.R. Destination
6. Estimated Packing, Forwarding and Freight Charges in case of Ex-works only. may be mentioned on percentage basis
7. Insurance
8. Institute
9. Preferred terms of payment (institute rules permit to pay on Receipt of materials in good condition/condition of the work)
10. Recommended mode of transport
11. Discount offered, if any
12. Validity of the offer
13. Firm schedule of completion of work
14. Details of foreign exchange / currency / bank / remittance / remittance may be furnished wherever feasible
15. Please indicate clearly whether the rate quoted herein are the same as applicable to DGST & D Government Department / Govt. Public Undertaking
16. The supplier shall forwardly furnish the Certificate of Classification of GST Registration number along with the quotation.
17. Please mention the Quotation number and name of the firm's in ball on your envelope when submitting your quotation to the institute
18. Please note that the Director reserves the right to modify or alter the specifications and also to reject any or all the Quotations without assigning any reasons therefor.
19. The supplier / firm are informed not to call on us without prior appointment.
20. The Institute is not responsible for delays / loss in postal rates or due to any other reasons.
21. Any violation in the terms and conditions of the tender will be made outside for the contract.
22. Presently our Institute doesn't have DGIR certificate so no concession in GST. Normal rate of GST will be applicable.

Yours faithfully,

Head of the Department
 National Institute of Technology
 Council Office & Purchase Section
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