



Institute of Infrastructure, Technology, Research And Management

(An Autonomous University Established by Government of Gujarat)

IITRAM Campus, Near Khokhra Circle,
Maninagar (East), Ahmedabad – 380026, Gujarat.

Contact No.: 079-67775430

E-mail: purchase@iitram.ac.in

Website: www.iitram.ac.in

No. IITRAM/PUBLICITY/PUR/2025/499

Date: 07.03.2025

NOTICE INVITING QUOTATION

IMPORTANT INFORMATION:

Name of Work:	Providing Public Relation Services to IITRAM (2 nd Attempt)
Date of Issue of NIQ:	07.03.2025
Last Date & Time for Physical Submission of NIQ offer:	20.03.2025 till 05:00 PM
Date & Time of opening of NIQ offer:	21.03.2025 at 11:30 AM (at IITRAM Campus)
Quotation Inviting Authority and Address:	The Registrar Institute of Infrastructure, Technology, Research And Management Near Khokhra Circle, Maninagar (East), Ahmedabad – 380026, Gujarat. Phone: - 079-67775430 E-mail: purchase@iitram.ac.in

NOTICE INVITING QUOTATION

Subject: Inviting Quotation through NIQ format for Providing Public Relation Services to IITRAM (2nd Attempt) – reg.

Institute of Infrastructure, Technology, Research And Management (IITRAM) invites quotation(s) for “**Providing Public Relation Services to IITRAM (2nd Attempt)**” as per details shown in the Annexure-I on the following General Terms & Conditions:

1. General Terms and Conditions:

- 1.1 The bidder should have valid PAN Card. Copy of PAN Card to be submitted.
- 1.2 The bidder should have valid GST Registration. Copy of GST Registration to be submitted.
- 1.3 The bidder has to quote the price for the services according to the scope of work mentioned in **Annexure-I**.
- 1.4 The price quoted shall include taxes, other levy payable, other charges (if any) to supply the item(s)/goods/ service(s) mentioned in Annexure-I at our site.
- 1.5 The bidder will have to submit duly filled & properly signed bid in the attached performa(s)/ formats and annexure(s).
- 1.6 The bidder shall have to submit quotation to the IITRAM office on or before **20.03.2025 till 05:00 PM** in sealed envelope super-scribed “**Providing Public Relation Services to IITRAM (2nd Attempt)**”.
- 1.7 The IITRAM, Ahmedabad reserves the right at the time of purchase/contract award to increase or decrease quantity of item(s)/ services.
- 1.8 If there happens to be a holiday on any date indicated in this NIQ notice, the transaction shall be performed on the next working day.
- 1.9 The quotations will be opened on **21.03.2025, at 11:30 AM** at IITRAM Ahmedabad Premises. No separate information shall be given to individual bidders.
 - The bidders or their authorized representative may remain present during the opening of the quotations, if they desire so, at their own expenses.
- 1.10 Incomplete quotations, amendments and additions to quotations after opening or late quotations are liable to be ignored and rejected.
- 1.11 All or any Claim(s), dispute(s) or difference(s) arising out of or in connection with this agreement shall be subject to the jurisdiction of the Courts at Ahmedabad only.

2. Validity of Quotation:

The offer shall be valid up to 90 (ninety) days from the end date i.e. 20.03.2025 mentioned in this NIQ for submission of quotation.

- No bidder shall withdraw his rates after the quotation is opened. If a bidder does so, that bidder shall be considered ineligible for work/contract in IITRAM in future.

3. Evaluation of Quotation:

The NIQ evaluation committee of the Institute will evaluate and compare the received quotation(s) to

determine the substantially responsive quotations i.e. (i) NIQ is complete (ii) properly signed (iii) confirm with the terms/conditions and scope of work. Further, the financial evaluation will be done only for the substantially responsive bid based on the following parameter(s):

- Total Price quoted at Annexure – III [Format for Submission of Financial Details]

4. Award of Contract:

IITRAM will award the contract to the bidder whose quotation has been determined to be substantially responsive and who has offered the lowest quotation for requested items:

- Notwithstanding the above, IITRAM reserves the right to accept or reject any quotation and to cancel the NIQ process and reject all quotation(s) at any time prior to the award of contract without giving any reason.
- The bidder whose quotation is accepted will be notified of the award of contract by the IITRAM prior to expiration of the quotation validity period. The T&Cs of the accepted offer shall be incorporated in the Work Order.

5. Service Period & Penalty:

5.1 The service will be for a period of THREE (03) MONTHS.

5.2 **Penalty:** If any services are delayed / not found satisfactory, penalty up to 10% of the bill amount will be deducted from the bill.

6. Terms of Payment:

6.1 **Payment:** The payment will be released on monthly basis within 30 (thirty) working days, upon successful providing services, submission of clear tax-invoice(s) and supporting documents.

6.2 Advance payment will not be made under any circumstances.

6.3 All bills along with relevant supporting documents shall be submitted to Registrar IITRAM, Ahmedabad – 380026. The original invoice (with first Invoice only) should also accompany the following documents/details:

- a) Copy of valid Registration certificate under the GST rules.
- b) Particulars required for making payments through Cheque/RTGS/NEFT, in accordance with the clause on 'Terms of Payment' of bid documents.
- c) Mobile No.
- d) e-mail ID (If any)

6.4 Recoveries as per the Institute's norms shall be made while making payment (if any) without prior intimation to the supplier.

7. Address for the submission of physical NIQ offer:

The Registrar
Institute of Infrastructure, Technology, Research And Management
Office No. G2,
Near Khokhara Circle, Maninagar (East),
Ahmedabad- 380026, Gujarat.

We look forward to receiving your quotation.

**-SD-
Registrar**

(SCOPE OF WORK)

Name of Work: Providing Public Relation Services to IITRAM (2nd Attempt)

Sr. No.	SCOPE OF WORK
1.	<p><u>Video and Reels:</u></p> <p>1 Video Shoot Services:</p> <ul style="list-style-type: none">• Pre-production planning, including concept development, scriptwriting, and storyboard creation.• On-site video shoot with professional equipment (cameras, lighting, sound recording).• Multiple camera angles and creative shots as per the project’s requirements.• Incorporation of client-provided branding elements and guidelines. <p>2 Reels Marketing Services:</p> <ul style="list-style-type: none">• Editing and post-production of video content for reels, including color grading, sound design, and motion graphics.• Custom captions, hashtags, and overlays to enhance engagement.• Scheduling and publishing reels based on peak engagement hours.• Monitoring and responding to user comments and queries on the reels.
2.	<p><u>PR and Consultancy:</u></p> <p>1. Public Relations (PR) Services:</p> <ul style="list-style-type: none">• Developing a comprehensive PR strategy tailored to enhance the client’s public image and brand presence.• Building and maintaining media relationships with key journalists, editors, and influencers in relevant industries.• Organizing press events, such as conferences, media briefings, or interviews (if required).• Monitoring and addressing public and media sentiment to protect and enhance the client’s reputation.• Providing media training to key spokespersons (if applicable). <p>2. News Release Creation and Distribution:</p> <ul style="list-style-type: none">• Crafting professional, engaging, and SEO-optimized news releases aligned with the client’s branding and messaging.• Coordinating with the client for approvals on drafts and revisions of news releases.• Distributing news releases to targeted media outlets, including newspapers, magazines, online publications, and broadcast media.• Leveraging digital PR platforms for widespread online dissemination.• Providing follow-up and ensuring media pick-up across key outlets.
3.	<p><u>Paid Marketing:</u></p> <p>1. Campaign Strategy and Planning:</p> <ul style="list-style-type: none">• Understanding client goals, target audience, and key performance indicators (KPIs).• Conducting keyword research, audience segmentation, and competitor analysis to design effective campaigns.• Creating a detailed campaign strategy, including budget allocation across platforms and ad formats. <p>2. Google Ads Management:</p> <ul style="list-style-type: none">• Setting up and managing campaigns, including:<ul style="list-style-type: none">○ Search Ads○ Display Ads• Writing compelling ad copies and selecting high-performing keywords.• Monitoring ad performance and optimizing campaigns for conversions, CTR, and ROI.

	<p>3. Meta Ads (Facebook & Instagram) Management:</p> <ul style="list-style-type: none">• Designing and managing campaigns, including:<ul style="list-style-type: none">○ Awareness campaigns○ Lead generation ads○ Conversion-focused ads• Crafting visually appealing ad creatives (images/videos) and engaging ad copies.• Retargeting campaigns for warm leads and high-intent audiences.
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Note: The service will be for a period of three (03) months

Date:

Place:

Seal & Signature of Company

*(To be printed on firm's letterhead)***FORMAT FOR SUBMISSION OF BIDDER'S INFORMATION**

1	Registered Name of the Bidder:	
2	Registered Office Address: Contact Number Fax Number E-Mail	
3	Correspondence Address: Contact Number Fax Number E-Mail	
4	Details of the authorized person: (Name, Designation, Address) Contact Number Fax Number E-Mail	
5	Bidder Registration Type - <ul style="list-style-type: none"> • Proprietary Firm • Partnership Firm (if yes, give partnership deed) • Company or LLP • Government/ Public Sector Undertaking • Member of a group of companies (if yes, give name, address & details of group companies) • Subsidiary of a large corporation (if yes, give the name & address of the parent organization) If the company is subsidiary, state what involvement will the parent company have in the project. 	
6	Permanent Account Number (PAN):	
7	Goods & Service Tax Number (GST):	
8	<u>Particulars of Bank Account</u> Name of the Bank: Name of the Branch: Branch Code: Address & Contact Details: IFSC Code: Type of Bank Account: Bank Account No.:	

Seal & Signature of Company

Date: _____

Place: _____

FINANCIAL BID

(Format for Submission of Financial Details)

Name of Work: Providing Public Relation Services to IITRAM (2nd Attempt)

Sr. No.	Name of Item(s)	Total Amount <i>(Without GST)</i> <i>(INR)</i>	Applicable GST Slab Rate (%)	Gross Amount <i>(Including GST)</i> <i>(INR)</i>
1.	Providing Public Relation Services to IITRAM (2 nd Attempt) (as per scope of work defined under Annexure-1)			
TOTAL AMOUNT WITH GST				
Rupees in Word: _____				

Note: The service will be for a period of three (03) months

DECLARATION:

I/We hereby declare and affirm that I/We have read and understood the entire terms & conditions and item descriptions as stipulated in the NIQ. I/we shall abide by the terms / conditions / clauses contained in the NIQ document(s) (page 1 to 7) and unconditionally accept it in totality / entirety.

Seal & Signature of Company

Date:

Place: