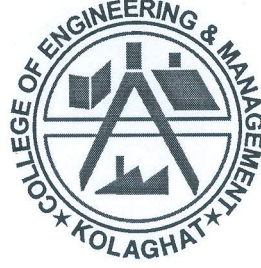


Tender No.: CEM/Admission/01/2024-25 dated 04 January, 2025

College of Engineering & Management, Kolaghat

P.O. - KTHP Township, Dist. - Purba Medinipur, Pin - 721 171 (West Bengal), India

www.cemkolaghat.in



Tender No.: CEM/Admission/01/2024-25 dated 04 January, 2025

Open Tender

For

Digital and Promotional Services for Admission

This Tender document contains 11 pages


Director
Dr. Dilip Kumar Gayen
College of Engineering
& Management, Kolaghat



Notice Inviting Tender

Sealed tenders under two bid systems (Technical and Commercial) from eligible, bona-fide and resourceful marketing companies are invited for the following work:

Digital and Promotional Services for Admission of College of Engineering & Management, Kolaghat

Offer should accompany Descriptive Catalogue/ Brochure. The validity of the bid should be at least two months (60 days) or more from the date of opening of this tender. The tender cost of Rs. 500/-(non refundable) and EMD in the shape of demand draft drawn in favour of "College of engineering and Management, Kolaghat," payable at Mecheda or UTR No. in electronic mode transaction in SBI Mecheda, IFSC SBIN0003695, A/C No. 31548797749, should be attached with the Technical Bid.

Director,

College of Engineering & Management, Kolaghat

KTPP Township, Purba Medinipur, West Bengal, PIN - 721 171

Tender Reference No.	CEM/Admission/01/2024-25 dated 04 January, 2025
Name of work	Digital and Promotional Services for Admission
Contract Period	01 Year
Price of Tender Document	Rs. 500.00 (Five hundred only)
EMD	Rs. 10,000 (Ten thousand only)
Last Date and Time for receipt of tender offers	11 th January, 2025 (12:00 PM)
Time and Date of Opening of tender offers	11 th January, 2025 (02:30 PM)
Place of Opening tender offers	Administrative Building, College of Engineering & Management, Kolaghat,
Contact person and Contact Number	Prof. Dr. Dilip Kumar Gayen, Director, 9434032803
E-mail:	director@cemk.ac.in

College of Engineering and Management, Kolaghat, located in the KTPP campus of Purba Medinipur district, is one of the premier institutions among the new generation Engineering colleges of Eastern India. Ever since its inception under the aegis of the AICTE the college has already made its presence felt in the technical horizon of the State. The College is affiliated to Maulana Abul Kalam Azad University of Technology (MAKAUT), WB.

The College of Engineering and Management, Kolaghat is desirous to engage a reputed service provider for digital promotion, branding, marketing activities to enhance student enrollment.

A. SCOPE OF WORK:

(i) Digital Promotion:

- a) Comprehensive digital marketing strategy should be aligned with the institute's goals and objectives.
- b) Market research and analysis is required to be conducted to identify target audiences, industry trends, and competitor insights.
- c) Single point of contact is required to coordinate and ensure all deliverables are closed.
- d) Development of creative and compelling marketing campaigns to promote the institute's programs, unique selling points, and brand is required.
- e) Social media marketing (SMM) - maintenance and paid promotion, search engine optimization (SEO), Search engine marketing (SEM), website traffic conversion. Payment to Meta and Google will be released directly by the college while the service provider will look over other activities. College official social media handlers like Facebook, Instagram, Youtube, etc would be used.
- f) Sharing college promotional materials including events, happenings to prospective students using SMS, Whatsapp, etc. College will bear charges for SMS, Whatsapp separately.
- g) Service provider will provide required (manpower, software) services only who will work for college without disclosing its identity.
- h) Such service is required for initially 10 months from date of work order, which may be further extended.
- i) Payment would be released on monthly basis.

(ii) Creative Development Services:

- a) Creative Services includes Content development, Visual Identity Design, Graphic Design Services (Advertising Campaigns, Social Media Creative, and Print Advert Designs, admission information brochure, alumni news letter, etc).
- b) Such service is required for initially 10 months from date of work order, which may be further extended.
- c) Payment would be released on monthly basis.

(iii) AV Production:

- a) AV production includes campus tour, corporate video, reels, Alumni & student experience. Such service is required for initially 10 months from date of work order, which may be further extended.
- b) Such service is required for initially 10 months from date of work order, which may be further extended.
- c) Payment would be released on based on nature of work.

(iv) Student Counseling and Guidance:

Service provider should provide two certified career counselors at college premises. One

Signature

counselor will work for 10 months at college from date of work order; another will work for 06 months during peak admission season. Both counselor will work under close surveillance using CCTV with AV recording. Payment would be released on monthly basis. Followings are responsibilities of counselors.

- a) Provide personalized counselling and guidance to prospective students and their parents, addressing inquiries related to programs, admissions requirements, scholarships, and career prospects.
- b) Conduct individual and group counselling sessions to assist students in making informed decisions about their educational journey and program selection.
- c) Stay updated on industry trends, design disciplines, and emerging career opportunities to provide relevant and up-to-date information to students.

(v) Online reputation Management:

- a) Improve college rating on various online platform including Facebook, Google, career portals.
- b) Post good feedbacks on various online platform including Facebook, Google, Quora, career portals.
- c) Counter all negative feedback, comments on college posted or distributed over the internet.
- d) A group of interns may be engaged by the service provider.
- e) Such service is required for initially 10 months from date of work order, which may be further extended.
- f) Payment would be released on monthly basis.

(vi) Arrangement of relationship programs:

- a) Arrangement of relationship programs like workshop, short term courses for current students.
- b) Encourage college's current parents/students to improve college rating and post positive feedback on various online platform including Facebook, Google, Quora, career portals.
- c) Such service is required for initially 06 months from date of work order, which may be further extended.
- d) Payment would be released on monthly basis.

(vii) Student Engagement Activities:

- a) Online coaching, tips, suggestions for WBJEE aspirants by expert or top WBJEE rank holders.
- b) Such service is required for initially 03 months from date of work order, which may be further extended.
- c) Payment would be released on monthly basis.

viii) Telesales services:

Dedicated College IVR facility should be used with audio recording. Telecallers can work from remote places. Service provider should engage at least 03 telecallers. Responsibilities are as following

- a) Attend all incoming queries
- b) Call all prospective students.
- c) Follow up on leads, conduct information sessions, and engage with prospective students to convert inquiries into applications and enrollments.

Such service is required for initially 10 months from date of work order, which may be further extended. Payment would be released on monthly basis.

ix) Development of Admission portal.

- a) Separate admission portal with online payment option (advance seat booking), necessary information (specifically placement, student services, academics), integrated lead management system (LMS) needs to be developed by the service provider. CRM is also required to be developed. Overall design should optimize the identity, accessibility, usability and distribution of content. It should be mobile friendly with aesthetic appeal.
- b) Following contents are symbolic and may be changed during the actual development of the portal.
About Institute, Mission & Vision, Accreditation, Academic Programmes, Admission Procedure, Fee Structure, Financial Assistance, Admission Helpline, Apply Online, Fees Payment, Admission brochure, FAQ, Admission Enquiry, Why CEMK, Hostel, List of Recruiters, Placement Statistics, Placement Brochure, Industry Collaborations, Co-curricular activities, Achievements, Campus Life, Student facilities, Alumni Initiatives & Achievements, Alumni News letter, Photo & Video gallery.
- c) Admission portal should have option for advance payment and receipt generation. It should be able to generate various reports with excel download option.
- d) Service provider should be responsible for hosting, maintenance of the portal.
- e) Service period is initially 01 year from date of work order, which may be further extended. Payment would be released on phased manner.

x) Event Management and Event Promotion:

- a) Arrangement of zone wise career counseling boot camp for prospective students is required.
- b) College will provide college faculty members as speakers.
- c) Career counseling boot camp will be initially organized at 05 locations of College surrounding districts, which may be extended further.
- d) Service provider is responsible for event management, invitation of guests, logistics for school teachers, promotion of the event, contact prospective students.
- e) Higher number of footfalls is desired.
- f) Payment will be released based on each event.

Additional Scope of Work:

- (i) Provision of paid internships for college students.
- (ii) Offering placement opportunity for college students with partner organization.

Outcome:

A number of 200 enrollments are desired through such promotional activities.

B. TERMS AND CONDITIONS

(i) Eligibility of Bidders

- Bidder should be a company registered under Ministry of Corporate Affairs, GOI.
- The bidder must have 05 years of experience in Software Development Life Cycle (SDLC), digital marketing, academic marketing and associated work relating thereto.
- Bidder should have existing development and support office at Kolkata or nearby places.
- No consortiums are allowed.
- The Bidder shall have company registration with CIN, GST certificate and Permanent Account Number (PAN) issued by Income Tax Department.
- The bidder should have minimum 10 numbers of employees engaged in similar assignment working on the company pay role.
- The bidder is not black listed by any Govt. /semi Govt. organization or PSU.



(ii) Deliverables

Bidder has to generate monthly activity report to college authority

(iii) Training and Maintenance Support:

Bidder will provide training for use of admission portal including LMS, CMS.

(iv) On Site Infrastructure Requirements

Bidder should prescribe the minimum infrastructure required at institute like Office space, Personal Computer, Access to stable dedicated Internet Connection, Telephone, Access to Printer, Lodging/boarding facility, etc.

(v) Contract time period

The contract period for will be 1 year from the date of contract, which may be extended by written approval from the institute. The institute holds all the rights of extension or non- extension of the contract period. The bidder is not authorized to terminate the agreement before its maturity.

(vi) SUBMISSION OF BID PROPOSAL

Bid Should Be Submitted In Two Envelopes:

- Envelop 1 (Technical envelope) and
- Envelope 2 (Commercial envelope).

Envelope 1 and 2 should be inserted in third envelope.

1. Contents Of Technical Envelope 1 (Technical Bid)

- a. Bid Application format as on ANNEXURE I on the letter head.
- b. Letter of Undertaking regarding acceptance of terms and conditions.
- c. Supporting documents.
- d. Cost – effort estimation.
- e. Phase wise breakup of the work.
- f. Proposal for daily basis support.

2. Contents Of The Commercial Envelope 2 (Commercial Bid)

Price bid as per format on ANNEXURE II

3. Authentication Of Bid

The original and all copies of the Bid Document shall be a computer printout and shall be signed by a person or persons duly authorized to bind the Bidder to the Contract.

4. Sealing And Marking Of Bids

The copies of the Technical Bid shall be placed in lacquer sealed envelope-1 clearly marking each "Technical Bid. The Commercial Bid shall be placed in separate lacquer sealed envelope-2 clearly marking it as "Commercial Bid ". The two envelopes shall then be placed in third envelope, which shall also be appropriately sealed and marked as Bid for Digital and Promotional Services for Admission.

5. Address For Submission of Bids

Last date of submission of the bid is 11th January, 2025 upto 12.00 noon. Bids complete in all respect shall be delivered to either by post or by hand in sealed cover to:

Director,
College of Engineering & Management, Kaolaghat
KTPP Township, Purba Medinipur, West Bengal, PIN - 721 171

6. Rejection Of Bid

The Bid Document shall be submitted in the form of printed document. Bids submitted by fax or email would not be entertained. Any condition put forth by the bidder not conforming to the bid requirements shall not be entertained at all and such bid shall be rejected.

7. Late Bids

Any bid received by institute after the deadline for submission of bids prescribed by institute, will be summarily rejected and returned unopened to the Bidder. Institute shall not be responsible for any postal delay or no receipt / non- delivery of the documents. No further correspondence on this subject will be entertained.

8. Clarification Of Bids

To assist in the evaluation, comparison and an examination of bids, institute may, at its sole discretion, ask the Bidder for a clarification of its bid including breakdown of rates. The request for clarification and the response shall be in writing. If the response to the clarification are not received before the expiration of the deadline prescribed in the request, the college reserves the right to make its own reasonable assumptions at the total risk and cost of the Bidder.

9. Completeness Of Bids

Institute will examine the bids to determine whether they are complete, whether they meet all the conditions of the Tender Document and Technical Specifications, whether any computational errors have been made, whether required sureties have been furnished, whether the documents have been properly signed and whether the Bid Documents are substantially responsive to the requirements of the Tender Document.

10. Rejection Of Bid

A bid that does not meet criteria or is not responsive shall be rejected by institute and may not subsequently be made responsive by correction or withdrawal of the non-conforming deviation or reservation by the Bidder.

IMPORTANT

1. College of Engineering & Management, Kolaghat authority may accept or reject any or all the bids in part or in full without assigning any reason and does not bind itself to accept the lowest bid. The Institute at its discretion may change the quantity / upgrade the criteria / drop any item or part thereof at any time before placing the Purchase Order.
2. In case of any dispute, the decision of the Institute authority shall be final and binding on the bidders.
3. For any query pertaining to this bid document correspondence may be addressed to the address of the institute or by email/phone as mentioned above.
4. Separate annual maintenance cost for application and server/cloud hosting should be quoted. The bidder should provide at least one year maintenance at free of cost after completion of project.
5. If the bidder is capable to offer different technological solution for this project, then separate financial and technical bids for each solution can be submitted.


Director
Dr. Dilip Kumar Gayen
College of Engineering
& Management, Kolaghat



Annexure-I

Tender No.: CEM/Admission/01/2024-25 dated 04 January, 2025

Technical Bid

Digital and Promotional Services for Admission of College of Engineering & Management,
Kolaghat

1. Name of the Company:
2. Address (with Tel. No., e-mail address):
3. Contact person:
4. Company Information:
 - (a) Registration Number (CIN):
 - (b) PAN Number:
 - (c) GST. / Tin No:
5. Confirm the following enclosures along with this format:
 - a) Self-attested copy of the proof of registered office.
 - b) Self-attested copy of Pan card and GST proof.
 - c) Documents attached showing details of Technical Manpower.
 - d) Bio-data of Manpower to be deployed under this project with their qualification and experience.
 - e) Document in support of 5 years of experience in Software Development Life Cycle (SDLC) and development of web based interactive forms and associated work relating thereto.
 - f) Document in support of development of similar experience in projects of reputed institute/university offering engineering courses.
 - g) Letter of undertaking regarding the company is not black listed by any Govt./semi Govt. organization or PSU.
 - h) Letter of undertaking regarding acceptance of all the terms and conditions of this tender document.
 - i) Proposal including Cost – effort estimation, Phase wise breakup of the work.

Declaration

I hereby certify that the information furnished above is full and correct to the best of our knowledge. We understand that in case found any deviation in the above statement at any stage, the company will be black-listed and will not have any deal with the Trust in future. I also certify that the period of validity of this Bid is 60 days from the date of opening of the Financial Bid.

Signature and Seal of authorized signatory

Date:

Note: The bidder shall sign all papers of the bid and also the pamphlets, drawings, client list, company profile etc before submitting his/her bid.

ANNEXURE-II

Tender No.: CEM/Admission/01/2024-25 dated 04 January, 2025

Financial Bid**Digital and Promotional Services for Admission of College of Engineering & Management,
Kolaghat**

Format for the submission of bid

SI No.	Particular	Rate (In INR)	Months/Unit	Costs (In INR)
i	Digital Promotion		10	
ii	Creative Development Services		10	
iii	AV Production		NA	
iv	Student Counseling and Guidance			
	iv. a) Counselor 1		10	
	iv. b) Counselor 2		6	
v	Online reputation Management		10	
vi	Arrangement of relationship programs		6	
vii	Student Engagement Activities		3	
viii	Telesales services			
	viii.a) Tele Caller 1		10	
	viii.b) Tele Caller 2		10	
	viii.c) Tele Caller 3		10	
ix	Development of Admission portal		NA	
x	Event Management and Event Promotion		5	
	Total			
	Applicable Taxes			
	Grand Total			

Grand Total (in words) _____

Signature and Seal of authorized Signatory

Dated:

CHECK LIST FOR SUBMISSION OF TENDER**(Mark In Appropriate Box As Applicable)**

1.	Confirm original tender signed on each page & included in the offer.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
2.	Confirm all item rates have been filled without any condition & deviation and submitted in sealed envelope marked "Priced Part".	Yes <input type="checkbox"/>	No <input type="checkbox"/>
3.	Confirm EMD is submitted with Part – I (Technical & Unpriced Commercial Part) of offer.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	Details of EMD – Value Rs. _____ Demand Draft/ Pay Order No. _____ Banker Name _____ Date of D.D./ P.O. _____		
4.	Confirm latest Assessment order/ IT return enclosed.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
5.	Confirm details of GST Registration Furnished.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
	GST Registration No. _____ Place of Registration _____		
6.	Confirm submission of PQ requirement - Work orders (executed in any of last 3 financial years) of similar nature Furnished.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
7.	Confirm submission of PQ requirement - copy of Audited Balance Sheets and Profit & Loss accounts of last financial years furnished.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
8.	Copy of Permanent Account Number (PAN) furnished.	Yes <input type="checkbox"/>	No <input type="checkbox"/>
9.	Power of Attorney/ Proof of proprietorship furnished.	Yes <input type="checkbox"/>	No <input type="checkbox"/>