

# GUJARAT NATIONAL LAW UNIVERSITY

(Established Under Gujarat Act No.: 09 of 2003)



## EOI Notice No.: PC-26/2017 (2<sup>nd</sup> Attempt)

**Expression of Interest (EOI)  
For  
Online advertisement campaign  
of MBA programme (2<sup>nd</sup> Attempt)**

### **Gujarat National Law University**

Attalika Avenue, Knowledge Corridor, Koba,  
Koba (Sub P. O.), Gandhinagar - 382426 (Gujarat), INDIA.

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## SECTION-I

### Expression of Interest (EOI) Notice No: PC-26/2017

#### 1. EOI Notification:

Gujarat National Law University (GNLU), Gandhinagar, invites sealed expression of Interest from eligible, reputed online education branding service providers as specified in of Requirement of this document.

EOI documents may be downloaded from GNLU website <http://www.gnlu.ac.in/tender.php>. The prescribed nonrefundable fee, as mentioned in the EOI, shall be sent with your offer through DD drawn in favor of "Gujarat National Law University", payable at Ahmedabad. Any subsequent amendments in the EOI will be available on the above mentioned website.

Duly filled-in documents may be submitted to the office of The Registrar, Gujarat National Law University, Attalika Avenue, Knowledge Corridor, Koba, Gandhinagar-382426, Gujarat, India by Speed Post/RPAD or by hand, on or before 17<sup>th</sup> June 2017 up to 05:00 pm.

|     |  |  |
|-----|--|--|
| 1.0 | NAME OF WORK   | Online advertisement campaign of MBA programme   |
| 2.0 | Estimated Budget allocation  | ₹ 3,35,000/-   |
| 3.0 | EOI Fee  | ₹ 2,500/-(Non Refundable)  |
| 4.0 | Earnest Money Deposit (EMD)  | ₹ 3,500/-  |
| 5.0 | Date of issue of Tender  | 9 <sup>th</sup> June, 2017 on <a href="http://www.gnlu.ac.in/tender.php">http://www.gnlu.ac.in/tender.php</a>  |
| 6.0 | Last date for receiving hard copy of all the documents along with Tender Fees. | 17 <sup>th</sup> June 2017 up to 05:00 pm.   |
| 7.0 | Address for Communication, Queries and Submission of filled Tender.            | The Registrar,<br>Gujarat National Law University<br>Attalika Avenue<br>Knowledge Corridor, Koba,<br>Koba (Sub P. O.), Gandhinagar - 382426<br>Gujarat, India. |

- Separate DD for Prescribed Fee/EMD must accompany the offer as mentioned in this document. Offers received without the requisite fee/EMD shall be summarily rejected. No exemptions.
- Eligibility Criteria, Terms and Conditions, Scope of Work, various format and Performa for submitting the EOI offer and other details are described in this document.
- Do not change this document. Any change/s made in the document by the service provider will lead to disqualification.

## **SECTION-II**

### **ELIGIBILITY CRITERIA FOR THE BIDDER**

#### **QUALIFICATION CRITERIA**

- 1) The bidder should have been in the education branding activity for at least 3 years as of 31<sup>st</sup> March, 2017.
- 2) Company/Agency/firm should have submitted Bid Processing fees of ₹ 2,500 (Rupees Two Thousand Five Hundred only) in the form of Demand draft in favour of “Gujarat National Law University” payable at Ahmedabad.
- 3) The bidder should have experience of handling online branding of institutes of national and international repute.
- 4) The bidder is required to provide branding and advertising through social media as well with experience in the same.
- 5) The bidder should have been in the Online Educational Media involving educational branding activity for at least 3 year.
- 6) Bidders are required to submit all supporting documents for above criteria with signed and stamp.
- 7) The bidder must have a credible and strong database of CAT 2017/2018 applicants (of not less than 50,000 applicants).
- 8) The bidder should have a track record of earning profits for the last two consecutive years.

The Evaluation Committee will assess competency of the online education branding service providers on below mentioned parameters:

- Number of years of existence
- Number of clients handled
- Experience of handling online branding of institutes of national and international repute
- Track-record

| Month          | October 2017                   | November 2017                  | December 2017                  | January 2018                   | February 2018                  | March 2018                     | April 2018                     |
|----------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|--------------------------------|
| <b>Product</b> | Premium listing - Ahmedabad    | Premium listing - Ahmedabad    | Premium listing - Ahmedabad    | Premium listing - Ahmedabad    | Premium listing - Ahmedabad    | Premium listing - Ahmedabad    | Premium listing - Ahmedabad    |
|                | Mailers to database            | Mailers to database            | Mailers to database            | Mailers to database            | Mailers to database            | Mailers to database            | Mailers to database            |
|                | Leads + Social media marketing | Leads + Social media marketing | Leads + Social media marketing | Leads + Social media marketing | Leads + Social media marketing | Leads + Social media marketing | Leads + Social media marketing |

### **SECTION-III**

#### **BACKGROUND**

Gujarat National Law University (GNLU) is the statutory university established by the Govt. of Gujarat under the **Gujarat National Law University Act, 2003**. The University is recognized by the **Bar Council of India (BCI)** and the **University Grants Commission (UGC) (2f & 12b)**. The University is also a member of the Association of Indian Universities (AIU) and member of United Nations Academic Impact (UNAI) and International Association of Law Schools (IALS). The University functions as nodal agency to uplift legal education in the State of Gujarat.

#### **The Objectives of the University**

The GNLU Act 2003 proclaims that GNLU, "shall be to advance and disseminate learning and knowledge of law and legal processes and their role in national development: to develop in the students and the research scholars sense of responsibility to serve society in the field of law by developing skills in regard to advocacy, legal services, legislation, parliamentary practice, law reforms and such other matters; to make law and legal processes efficient instruments of social development; and to promote inter-disciplinary study of law in relation to management, technology, international cooperation and development."

The ethos of imparting education in Gujarat National Law University comprises a mutual endeavour of the Faculty and the students who become part of our august family after clearing the hurdle of a rigorous and strenuous selection procedure, since only the cream of the country finds a place amidst us. The University has been in the process of striving for academic and professional excellence in the field of legal studies in the country. The University became functional from the year, 2004. Our teaching methodology and the student response to it can be safely summarized as being par excellence. Our student fraternity has won laurels in the various spheres of national and international moot court competitions, paper presentations and various cultural activities. We strive for an all-round and inter-disciplinary academic excellence in sync with the other National Law Schools of the country.

With over more than 10 years of its existence, the University today has expanded its programmes and activities not limited to the once mentioned below with about 1000 (approx.) students in a year:

- Under-Graduate Programme - FIVE YEARS B.A/B.Com/B.B.A/B.Sc/B.S.W., LL.B. (Hons.)
- Post-Graduate Programme - One year L.L. M., Two year M.B.A.
- Doctor Of Philosophy (Ph.D.) Programme

**SECTION-IV**  
**GENERAL TERMS AND CONDITIONS**

**1. Essential technical requirement:**

The agency must have all statutory registrations like PAN, TAN, Service Tax, PF, ESIC, Shop and Establishment registration etc., as applicable from time to time, with respect to this tender.

**2. EOI fee:**

2500/- (Rupees Twenty Five Hundred only) through DEMAND DRAFT drawn in favour of “Gujarat National Law University”, payable at Ahmedabad. EOI fee is non-refundable.

**3. Duration of the Project**

The expected duration of assignment is five months i.e. from October 2017 to February 2018.

**4. Assignment & Sub-Contract:**

The Agency shall not assign, sub-contract or sub-let the whole or any part of the service in any manner without express approval of the University.

**5. Prices, Taxes and Duties:**

The Bidder should quote firm prices/ rates taking in to account of all the Taxes, Duties, Levies, Personal Tax, Corporate Tax and all other expenditure required to be incurred by him/her for providing required services etc. during the contract period as indicated above and afterwards no variation on any account unless otherwise specifically mentioned will be allowed. The quoted prices for all the items shall be inclusive of all applicable taxes.

**6. Taxes, labour laws and other regulations:**

The selected agency shall accept and bear full and exclusive liability for the payment of any and all existing and future taxes of the Central or State Government or of any other authority with respect to the contract or any course pursuant thereto or anything done or service rendered pursuant thereto.

**Confidentiality and Disclaimer**

All information supplied by the GNLU in connection with this EOI must be treated as confidential and, for the avoidance of doubt, all parts of the EOI are to be treated confidentially by the Bidders.

**7. Bid validity**

Bid submitted by the bidder shall remain valid for a period of 6 (Six) months from the date of submission of offer. The Bidder shall not be entitled during this period to revoke or vary the content of Bid or any

term thereof. In such case of making any variation subsequent to submission of bid at their own, the offer shall be treated as “REJECTED”.

**8. Submission of Bid:**

The bid shall be submitted in sealed envelopes quoting reference number at the top of the envelope. The fee shall be enclosed with the Bid documents, in separate sealed envelopes, stapled with the packet containing Bid documents.

**9. Bid Evaluation:**

The Bidder will be evaluated based on the evaluation criteria.

**Conditional EOI:**

Conditional bids or Bids based on the process/ basic schemes other than mentioned and/ or not conforming to the requirements of the Bidding documents shall not be considered.

**10. Contract Agreement:**

The successful Bidder shall be required to execute a Contract Agreement with GNLU on the non-judicial stamp paper of Rs. 100/- (Rupees One Hundred Only). The cost of stamp paper shall be borne by successful Bidder. GNLU reserves the right to amend the terms & conditions of contract after mutual discussions and shall only be in writing.

**11. Liquidated Damages:**

In the event of failure to provide service beyond the specified date, liquidated damages @ 1% per month or part thereof in respect of the total loss value of the contract will be deducted, subject to a maximum of 10%; alternately the order will be cancelled and the remaining service will be given to any other suitable agency at the risk and expense of the qualified agency.

**12. Force majeure:**

If the whole or any part of the performance by the Parties of any part of their respective obligations hereunder is prevented or delayed by causes, circumstances or events beyond the control of the Parties including delays due to floods, fires, accidents, earthquakes, riots, explosions, wars, hostilities, acts of government, custom barriers, or other causes of like character beyond the control of the Parties, then to the extent the Parties shall be prevented or delayed from performing all or any part of its obligations hereunder by reason thereof despite due diligence and reasonable efforts to do so notwithstanding such causes, circumstances or events, the Parties shall be excused from performance hereunder for so long as such causes, circumstances or events shall continue to prevent or delay such performance.

**13. Interpretation:**

In the event of any difference in the interpretation of any of the clauses of the service contract and / or the documents, the clarification given by the Registrar of Gujarat National Law University, Gandhinagar shall be final and binding on the Parties.

**14. Exit Clause:**

GNLU can terminate the contract at any time i.e. during the contract period without giving any notice or citing any reasons.

**15. Settlement of Disputes:**

Any dispute or difference whatsoever arising between the parties out of or relating to the construction, interpretation, application, meaning, scope of operation or effect of the service contract or the validity or the breach thereof, shall be referred for settlement to The Director, Gujarat National Law University, Gandhinagar and the award made in pursuance thereof shall be binding on the parties concerning to the arbitration.

**16.** Any dispute whatsoever shall be subject to the **jurisdiction of Gandhinagar Courts only.**

**17. IMPORTANT:**

- a) University may accept or reject any or all the bids in part or in full without assigning any reason and is not bound to accept the lowest bid. The University at its discretion may change the upgrade or drop the criteria or part thereof at any time before awarding the contract.
- b) A bid submitted with false information will not only be rejected but the agency will also be debarred from participation in future processes.
- c) The Agency need to submit a certificate during the opening of Technical Bids that they are not currently debarred or blacklisted in any state /national level organization or educational Institute/University.
- d) In case of any dispute, the decision of the Director of this University shall be final and binding on the Bidders.
- e) For any query pertaining to this bid document, correspondence be addressed to: The Registrar, GNLU, Gandhinagar.

**SECTION- IV**  
**PRICE BID FORMAT**

| Sr. No. | ITEM  | Price/Amount<br>(Lump Sum Inclusive of Applicable Taxes )<br>(in ₹) |
|---------|---|---|
| 1       | Online advertisement campaign<br>of MBA programme |   |

**Note:**

- 1) The Bidders shall quote lump sum price the said item Inclusive of all taxes and duties. The GNLU will not be required to pay and/or reimburse anything over and above the price quoted.
- 2) The lump sum price should include overhead/ out of pocket expenses, travel, boarding, lodging, visits etc, if any.



**SECTION-V**  
**APPLICATION FORM**

To,  
The Registrar  
Attalika Avenue, Knowledge Corridor, Koba,  
Koba (Sub P. O.), Gandhinagar - 382426 (Gujarat), INDIA.

Subject: Online advertisement campaign of MBA programme

Sir,

Please refer to your EOI Notice No. PC-26/2017 published in the newspapers for EOI for IT Consultancy Services for Online advertisement campaign of MBA programme. We are hereby applying for the same as per the details specified below:

| <b>Bidder Details</b> |  |
|-----------------------|--|
| Company/Agency Name   |  |
| Office Location       |  |
| Address               |  |
| City                  |  |
| State                 |  |
| Pin Code              |  |
| Telephone             |  |
| E-Mail                |  |
| Fax Number            |  |
| Website               |  |

**Signature of the Authorised Signatory**  
**(With seal)**

**SECTION-VI**  
**DECLARATION**

1. I, ----- Son /Daughter of Mr. -----  
-----  
Proprietor/Partner/CEO/MD/Director/ Authorized Signatory of M/s. -----  
-----  
----- am competent to sign this declaration and execute this document.
2. I have carefully read and understood all the terms and conditions of the EOI and hereby convey my acceptance of the same.
3. The information/ documents furnished along with the above application are true and authentic to the best of my knowledge and belief.
4. I/We am/ are well aware of the fact that furnishing of any false information/ fabricated document would lead to the summarily rejection of my EOI at any stage besides liabilities towards prosecution under appropriate law.
5. Each page of the EOI document and papers submitted by my Bank is authenticated, sealed and signed, and I take full responsibility for the entire documents submitted.

**Signature of the Authorised  
Signatory**  
**(With seal)**

Place:  
Date: