



भारतीय समुद्री विश्वविद्यालय
INDIAN MARITIME UNIVERSITY
(A Central University under the Ministry of Ports, Shipping and Waterways, GoI)
HEADQUARTERS

File ref. no. IMU-HQ/R/70/37/01/2024-PUR

30.06.2025

Sub: Clarification to queries raised by the bidder during Pre Bid Meeting held on 19.05.2025 against the GeM Bid for Hiring of PR Agency for IMU.

Ref: GeM Bid No. GEM/2025/B/6142087 dated 09.05.2025

Madam/Sir,

1. With reference to the pre-bid meeting held on 19.05.2025 through Video Conference, queries and clarifications provided by the Committee during the meeting is appended below for kind information and necessary action of all prospective bidders.

SN	Query	Clarifications provided by the Committee
1	Whether the bid estimated Rs. 15.0L is for one year or total period of contract?	It is for one year
2	Whether the technical presentation is required? If yes, is it required with the bid submission or it can be directly submitted on Presentation day?	Technical presentation is not part of the evaluation criteria and hence presentation at the time of bid submission is not required.
3	What will be the technical evaluation criteria as no marks system is there in the bid document?	It is a two-bid system, Technical Eligibility Criteria and Price Evaluation. It is based on L-1 cost based evaluation. This is not a QCBS tender. The technical bids will be evaluated based on the documents sought vide para-11 of ATC of the Gem Bid.
4.	Do you need Social Media platform wise strategy or there will be only one strategy which can be applied on all social media channels?	The PR Agency will act as an advisor and provide a strategy to leverage the various platforms.
5.	Do you need us to be present at the event or you will be sharing the raw images and videos to immediately post on social media handles of IMU?	The raw images and videos will be provided by IMU and the service provider should offer suggestions to the images and videos to package it for having outreach to the maximum probable audiences.
6.	In Press releases: 8 yearly requirements is mentioned but in deliverables, it is mentioned as 6, Please elaborate.	The press releases shall be maintained at 8 (Eight) in both yearly requirements plus deliverables.
7.	Are there specific geographies or cities IMU wants to focus on for reputation building?	IMU carries out the campaign on Pan India basis. However, based on Common Entrance Registration data, specific emphasis may be given to specific states.
8.	In how many languages would translation be required? Will the	It is based on the event and geographical location and the translation charges are to be

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	charges be borne by the client or expected from the agency?	borne by the service provider. Specific cost has to be provided in the price bid.
9.	What are the long-term institutional goals IMU wants to align with through this PR engagement?	IMU would like to achieve the goals as laid down under MIV 2030 & MAKV 2047 vision documents of MoPSW. The PR Agency will support this cause.
10.	What tonality should be maintained in all external communications?	All external communications shall be with the approval of IMU.
11.	Who from IMU will serve as key spokesperson(s) for media opportunities?	It is event based. IMU will provide the information.
12.	In certain cases, media sometimes expects gifts. Will IMU bear the cost?	All the expenditure on this head to be borne by the Service provider.
13.	Media also prefers transportation to be provided in case to case basis. Will IMU bear the charges of media commute or is the agency expected to bear the same, If they are travelling from out of the state or in city travels also?	Media personnel travel cost within the city limits may be considered by IMU, on case to case basis by hiring a common vehicle. No outstation costs will be borne by IMU.
14.	Is the agency expected to include the cost of the media kits that need to be developed for the media in the commercials?	No. IMU will define the kit and procure it. However, contents for the promotional material to be developed by the PR Agency.
15.	Is there any visit required to be undertaken by the deputed representative of the PR agency at IMU-HQ?	Yes, the representative may be required to visit 3 times (maximum) in a year to the IMU-Campus / city where IMU Campuses are located and the expenditure under this head to be borne by the PR Agency and price bid is required to be submitted accordingly.
16.	As per Scope of Work, what is the periodicity of submission of report?	Please refer to the deliverables, as mentioned under Annexure-1 "Media monitoring & reporting" head in the scope of work. The report is required to be submitted accordingly (Daily, Weekly, Monthly & Quarterly).
17.	Please explain para-10 (g) (i) of the Penalty clause, whether it will be on the total order value of for the particular instance/scope of work value?	The percentage of penalty will be on the total contract value awarded through GeM for a period of one year.

Note: All other terms and conditions remains same as per GeM Bid referred above with Additional Terms & Conditions (ATC) attached with the bid.

2. This issues with the approval of the Competent Authority.


Assistant Registrar (Purchase)