



## CHANDRAGUPT INSTITUTE OF MANAGEMENT PATNA (CIMP)

### NOTICE INVITING TENDER

Ref No.: Admission/Brochure-PGDM/2023

Date: 08<sup>th</sup> June 2022

Sealed bids are invited on behalf of the Director, Chandragupt Institute of Management Patna from reputed and creative individual consultants and designing firms having proven track record of designing and developing Placement Brochure, Admission Brochure, Application forms, Posters, and Leaflets for renowned educational institutions or Corporate Brochure for industry.

#### Scope of Work for Placement Brochure & Admission Brochure:

Concept, Visualization, Professional Photo Shoot, Design, Artwork Development, Editorial Support, Digital Proofing, Printing and Fabrication along with Delivery in the institute.

- Conceptualizing theme for both Brochures
- Professional Photo shoot of students and campus infrastructure (Soft copies of the entire photo shoot to be submitted in DVD format within 15 days post completion of photo shoot)- **approx 2 working days will be required**
- Designing of Placement Brochure & Admission Brochure, Application forms, Posters, Leaflets
- Content Editing
- Production of multi colors Brochures
- Conversion of fully developed Placement Brochure & Admission Brochure in image for uploading on website (both PDF & flash version, less than 3 MB in size)
- Printing of approved Brochures through approved printers

**The specifications for Placement Brochure 2023 are given as follows:-**

Sl. No.	Specification/ Description
1.	Quantity : 100 Copies
2.	Paper: Inside Paper: 170 GSM Imported Art Paper; Cover Paper: 300 GSM Imported Art Board
3.	Cover Pages : Matt Lamination, Foil and UV
4.	Book Size : 8.5"x 12"
5.	Pages : 60+ 4 (Approx.)
6.	Printing : All through Multi Color
7.	Special Production : Online Coating on all inner pages
8.	Professional Photo Shoot of Campus, Students and Faculties
9.	Binding : Sewing and Perfect
10.	Envelope : Matching multicolor envelope

**The specifications for Admission Brochure 2023-25 are given as follows:**

<b>SI. No.</b>	<b>Specification/ Description of Goods</b>	<b>Quantity Required</b>
1.	Printed Materials: (30+4 Pages approx.) Admissions Brochure Paper: Inside: 170 GSM Imported Art Paper- online coating on all inner pages Cover: 300 GSM Imported Art Board- Matt lamination, Foil and UV Book Size: 8.5”x 12” Binding: Sewing and Perfect  Envelopes-120 GSM Super Printing Single Colour)	200
2.	Printed Materials (Application Form- 4 Pages)	100
3.	Printed Materials (Posters A3)	50
4.	Printed Materials (Leaflet - 4 Pages, on 250 GSM Art Paper)	300

**Time of Delivery for both brochures & other materials:**

Within 30 days after issue of the work order

**Eligibility Criteria:**

Prior experience of designing, script writing, printing/ publishing of similar brochures, newsletters and other publications for educational institutions. Having relevant experience of executing similar work for national level institutions or at least 5 IITs or IIMs in past 3 years. A sample of work done before along with the list of clientele needs to be submitted along with the bid.

**Terms & conditions:-**

- a) All photographs and videos of the professional photo shoot will be provided to the institute. Editable version of all the designed brochures and other materials will be also shared by vendor to the institute.
- b) Travelling, accommodation and food expenses of the photographers for the professional photo shoot need to be borne by the agency. CIMP **may** provide accommodation (based on the availability) and food on payment basis.
- c) Skilled personnel are required to be deployed for conceptualizing the brochure.
- d) Tender documents will not be entertained if it is received after the due date, incomplete, not properly filled in.
- e) Bids will be evaluated on Quality-cum-Cost Basis.
- f) Bids to be accompanied by (1) list of clients including nature of work done (2) samples of similar work done (3) details of creative professional employees (4) list of in-house facilities.
- g) The payments for the above mentioned work will be made in two installments (50% advance and remaining amount on the completion of the work).
- h) The Institute reserves the right to change or modify or substitute any clause in the terms and conditions listed above at any point of time.
- i) The delivery of the brochures should be within 30 days after the completion of the professional photo shoot.

- j) The Institute reserves the right to cancel the “call for tender” or extend the last date.
- k) Vendors responding to this enquiry shall be deemed to be agreeable to the terms and conditions herein contained.
- l) Any legal disputes that may arise out of the contract shall be subject to the jurisdiction of a court in Patna, Bihar.
- m) Vendor should not be blacklisted from any of the IIMs, IITs, or by the Government of Bihar.

**Deadline and Submission:** - The deadline for submission of bids is 5 PM 23<sup>rd</sup> June, 2022

**Send your bids to the following address:**

Chandragupt Institute of Management Patna  
Mithapur Institutional Area, Patna- 800001  
Tel: 0612 – 2366015//021, 9693223405  
E-mail: admission@cimp.ac.in/ director@cimp.ac.in  
Website: www.cimp.ac.in