

INDIAN INSTITUTE OF CORPORATE AFFAIRS

(Ministry of Corporate Affairs)

INVITATION FOR EXPRESSION OF INTEREST (EoI)

Indian Institute of Corporate Affairs (IICA) has been established by the Ministry of Corporate Affairs (MCA), Government of India to act as a think-tank and centre of excellence to support the growth of the corporate sector in India through an integrated and multi-disciplinary approach. The state-of-the-art campus of IICA is located at Manesar, Haryana in the National Capital Region.

The IICA offers capacity building and advisory solutions to the Government, Statutory Authorities, Private Sector, etc through its Schools and Centres. It creates customized programmes designed especially for specific ministries, departments or companies that seek training as per their requirement. The Institute would be playing an important role in implementing the new CSR mandate in the country in light of the Companies Act 2013.

The IICA invites '**Expression of Interest**' from interested organisations with a proven track record for undertaking **Digital Marketing for the IICA Certificate Programmer in CSR (ICP-CSR) of 9 months duration for developing trained and certified CSR professionals in the country.** This is to meet the burgeoning requirement for such professionals in light of the new and enlarged implications emerging out of Section 135 of the Companies Act 2013.

Eligibility Criteria for application:

1. Agencies / organisations with proven track record having minimum three years of experience in digital marketing across social media platforms like Google, Facebook, Twitter, LinkedIn etc.
2. Execution of digital marketing contracts adding upto Rs. 20 lakhs or more in the last three years.

Work experience in the area of marketing higher education and training, especially online courses, would be an added advantage.

Mandatory Documents Required:

The following documents are required to be submitted mandatorily by the organisation to the IICA at the time of submitting the Application Form:

- i. Registration Certificate
- ii. Audited Accounts of last three year
- iii. Acknowledgement of Income Tax Return along with IT Return filed (last three years)
- iv. Pan Card Copy
- v. Annual Reports / Work Profile of last 3 years, indicating client base etc.
- vi. Proposal for digital marketing ICP-CSR for 60 days – Part A) Programmatic; Part B) Financials

Selection Process

The eligible organisations will be evaluated on the basis of their capacity to effectively digital market ICP-CSR pan India through a period of 60 days starting 1st June 2014, with a target of securing at least 5000 registrations for the non-sponsored category.

Registrations for ICP-CSR have opened from 6th May 2014 at www.iica.in. Advertisement and Brochure for the same are also available at this website for perusal of applicants. Based on this, eligible applicants submitting their proposals may be required to make a presentation to the IICA Selection Committee.

Selected Organisation/s will be executing an Agreement with the IICA for the provision of the services as stated above.

The **eligible** Organisations meeting the requirement for submission of **Mandatory Documents** may submit their EOI through the attached **Application Form** along with the **Mandatory Documents Required** as stated in this EoI, in a sealed envelope prominently marked "**EoI FOR DIGITAL MARKETING OF ICP in CSR**" and delivered to the following address latest by **5pm on 28th May2014**.

**Administrative Officer,
Indian Institute of Corporate Affairs,
2nd Floor, ParyavaranBhawan,
CGO Complex, Lodhi Road,
New Delhi - 110003**

Further information may be obtained from the web site www.iica.in or Chief Programme Executive, National Foundation for CSR (NFCSR), Indian Institute of Corporate Affairs (IICA) – nikhilpant.icp.iica@gmail.com

APPLICATION FORM

APPLICATION FORM FOR

DIGITAL MARKETING ICP IN CSR FOR 60 DAYS

(To be filled and submitted along with the required documents)

Name of the Organisation:	
Established (year):	
Registration Details: (Act & reg. number etc.)	
Date of Registration:	
Type of Organisation	

Contact Information:

Registered Address:	
Phone Nos:	
Fax	
E-mail	
Website	
Office Address:	
Phone Nos:	

Eligibility Criteria:

Bullets 1 and 2 below must be satisfied	Yes	No
1. Agencies / organisations with proven track record having minimum three years of experience in digital marketing across social media platforms like Google, Facebook, Twitter, LinkedIn etc		
2. Execution of digital marketing contracts adding upto Rs. 20 lakhs or more in the last three years		
3. Work experience in the area of marketing higher education and training, especially online, courses would be an added advantage		
Mandatory Requirements (documents to be submitted)		
Registration Certificate		
Audited Accounts of last three years		
IT Exemption Certificate of last three years		
Acknowledgement of Income Tax Return along with IT Return filed (last three years)		
Pan Card Copy		
Annual Reports / Work Profile of last 3 years, indicating client base etc		
Proposal for digital marketing ICP-CSR for 60 days - Part A) Programmatic; Part B) Financials		

Please enclose along with this Application Form, the "Mandatory Documents Required" as referred to in Page Nos. 1 & 2 of the EoI.

The Mail should be prominently marked "EoI FOR DIGITAL MARKETING OF ICP in CSR" to IICA by Registered Post/Courier/Speed Post at the following address latest by 5pm on 28th May 2014:

**Administrative Officer,
Indian Institute of Corporate Affairs,
2nd Floor, ParyavaranBhawan
CGO Complex, Lodhi Road
New Delhi - 110003**

Mandatory Undertaking (to be filled in by the applicant Organisation)

On this _____ (DATE) of _____ (MONTH), _____ YEAR, I hereby agree and accept that all information given above is true to the best of my knowledge and if found false or misappropriate, shall be liable to disqualification from associating with the IICA.

Signature: _____

Date: _____

Name: _____

Designation: _____

Contact Details: _____

Organisation: _____

Name & Signature of the Head of the Organisation (with Organisation Seal)

Date/Place: _____