

INDIAN INSTITUTE OF CORPORATE AFFAIRS

INVITATION FOR EXPRESSION OF INTEREST (EoI) for Marketing and Content Development Partner for the launch of a 'Good CSR Practices Book'

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 in the National Capital Region.

The IICA offers capacity building and project implementation support to the Government, Statutory Authorities, Private and Public 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.

IA Hub (NFCSR) of IICA is planning for the launch of a '**Good CSR Practices Book**' which would be an ideal publication and platform for Indian corporate houses to showcase how their development concerns have been met with social commitment. It would be our endeavor to felicitate, amplify and publicize the efforts taken by the corporate sector for striving towards inclusive and sustainable development with a "society-centered" purpose. The idea is to create a snapshot of projects wherein we would be inviting the corporate to project their excellent work that makes a case for learning. These will be the models /projects which have been implemented successfully after the enactment of Companies Act, 2013 and hence, can be replicated at other geographies.

The IICA invites '**Expression of Interest**' from interested organizations of repute with a proven track record for Marketing and Content Development for the launch of a '**Good CSR Practices Book**'. The objective of the '**Good CSR Practices Book**' is to recognize and publicize the efforts undertaken by various companies towards their Corporate Social Responsibility obligation and thereby motivating other companies to invest in similar initiatives. It will also help in sharing of good practices amongst all the companies that should help increase impact of such initiatives by way of Industry-wide emulation/implementation. IICA intends to do this on mutual profit sharing basis with the chosen agency.

Eligibility Criteria for application:

1. Agencies/organizations/ with proven track record having minimum three years' experience in conducting/handling similar kind of projects/assignments.
2. Should have a minimum turnover of Rs 1 Cr in the last three years.
3. Should be able to complete the exercise within the given time frame.

Scope of work & Deliverables:

1. Partner/selected agency should have a robust Marketing, Editorial and Creative Team who will evaluate and identify potential customers for case studies and advertisements on behalf of IICA and edit the content;
- 4 The selected agency will interact **on behalf of IICA** with the clients (PSU / Corporates) for matters related to the content, pictures, logo, advertisement etc.;
5. Selected agency will receive the content, pictures, logo, and advertisements etc.
6. Selected agency will process the same based on the format finalised by IICA
7. Selected agency, on finalization of the content as per the format of IICA, will get it Proof Read and validated;
15. Selected Agency on receiving the approval from IICA, will get it printed.
16. Selected agency's Marketing Team, on receiving the printed copies of CSR Good Book, will deliver at IICA, IMT, Manesar, Gurgaon.
17. The work done under this assignment will have the copy right of IICA and the selected agency will not use it for any commercial purpose.

Mandatory Documents Required

The following documents are required to be submitted mandatorily by the organization to the IICA along with the EoI:

- 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 the said activity.
- vii Documents in support of handling similar kind of project/s in the past

Selection Process

The eligible organizations will be evaluated on the basis of their experience and capacity to handle the project effectively to provide the end report within the given time frame.

Shortlisted agencies would be required to give financial quotation based on which the Selection Committee formed for this purpose will recommend the final agency.

The decision of IICA will be treated as final in this respect.

Last date of application

Last date of application is **27th October 2016 till 5 pm.**

Hard copy of documents with application can be sent on following address:

**Ms. Shisher Singhal
Project Staff, IA Hub
Indian Institute of Corporate Affairs
Plot No. 6,7,8, Sector 5, IMT, Manesar
Gurgaon (Haryana) 122050**

