



**Indian Institute of
Corporate Affairs**
Partners in Knowledge. Governance. Transformation.

F.No. IICA/2-3/2018

**EXPRESSION OF INTEREST
TO
EMPANEL SURVEY AGENCIES**

TENDERNO:IICA/...../2018

Indian Institute of Corporate Affairs (IICA)

P-6, 7 & 8, Sector 5, IMT Manesar,
District Gurgaon - 122050 (Haryana), India



IMPORTANT DATES

1	Last date and time for receipt of written queries for clarification from the applicant	Date: 01.11.2018 Time: 5.00 pm
2	Pre-qualification Meeting	Date: 23.10.2018 Time: 4.00 pm
3	Last Date and Time for Submission of application	Date: 06.11.2018 Time: 5.00 pm
4	Date for presentation	Will be separately advised to shortlisted bidders
5	Address for communication	Indian Institute of Corporate Affairs (IICA) P-6, 7 & 8, Sector 5, IMT Manesar, District Gurgaon - 122052 (Haryana), India Contact Number: 0124 2640089 Email: latasuresh.iica@gmail.com

DISCLAIMER

The information contained in this EoI document or information provided subsequently to bidder(s) or applicant(s) whether verbally or in documentary form/ email issued for the eligible and interested bidders, by or on behalf of Indian Institute of Corporate Affairs (IICA), is provided on the terms and conditions set out in this document and all other terms and conditions subject to which such information is provided. The purpose of this EoI document is to provide the Applicant with information to assist the formulation of their Technical Proposals. This EoI document does not purport to contain all the information that an Applicant may require. This EoI document may not be complete in all respects, and it is not possible for the IICA and their employees to consider the business/ investment objectives, financial situation and particular needs of each Agency, who reads or uses this EoI document. Each Firm/Company should conduct its own investigations and analysis and should check the accuracy, reliability and completeness of the information in this EoI document and wherever necessary they should obtain independent advice from appropriate sources. The IICA may, in their absolute discretion, but without being under any obligation to do so, update, amend or supplement the information in this EoI document.

2 The IICA, its employees and advisors make no representation or warranty



and shall have no liability to any person, including any Applicant under any law, statute, rules or regulations or tort, principles of restitution or unjust enrichment or otherwise for any loss, damages, cost or expense which may arise from or be incurred or suffered on account of anything contained in this EoI or otherwise, including the accuracy, adequacy, correctness, completeness or reliability of the EoI and any assessment, assumption, statement or information contained therein or deemed to form part of this EoI or arising in any way for participation.

3. This EoI is neither an agreement nor an offer by the IICA, but an invitation or responses to the issues pertaining to any service by IICA as contained in this document or may make available subsequently. No contractual obligation on behalf of the IICA, whatsoever, shall arise from the EoI process unless and until a formal agreement is signed and executed based on any actual engagement by duly authorized officers of the IICA and the finally empanelled research agencies.

4. The Bidders, by accepting this document, agree that any information contained herein may be superseded by any subsequent written information on the same subject made available to the recipient or any of their respective officers or published in the IICA's website. It is also understood and agreed by the Bidder(s) that decision of the IICA regarding this, the Bidder will be final and binding on all concerned. No correspondence in this regard, verbal or written, will be entertained.

5. The IICA reserves the right to amend, modify, vary, add, delete, accept or cancel, in part or full, any condition or specification of all proposals / orders / responses, without assigning any reason thereof before evaluation of technical bids. Each applicant shall be entirely responsible for its own costs and expenses that are incurred while participating in the EoI, presentations and contract negotiation processes.

6. The IICA reserves the right at the time of award of contract to increase or decrease, the scope of work without any change in price, other terms and conditions.

7. Notwithstanding anything contained in the EoI Document, the IICA reserves the right to accept or reject any response and to annul the process and reject all responses at any time prior to execution of the agreement with the Bidder to whom the contract is finally awarded, without thereby incurring any liability to the affected Bidder or Bidders or any obligation to inform the affected Bidder or Bidders of the grounds for the IICA's decision.



- 8.** The IICA reserves the right to cancel the entire process at any stage at its sole discretion without assigning any reason thereof.

- 9.** It shall be the duty and responsibility of the Bidders to ensure themselves about the legal, statutory and regulatory authority, eligibility and other competency of them to participate in this RFP and to provide any and all the services and deliverables under the EoI to the IICA.

- 10.** Subject to any law to the contrary, and to the maximum extent permitted by law, IICA and its Directors, officers, employees, consultants, agents, and advisors disclaim all liability from any loss or damage suffered by any person acting or refraining from acting because of any information including forecasts, statements, estimates, or projections contained in this EoI document or conduct ancillary to it whether or not the loss or damage arises in connection with any omission, default, lack of care or misrepresentation on the part of IICA or any of its officers, employees, Consultants, agents or advisors.

- 11.** The parties shall be entitled to rely on the accuracy, completeness or the reliability of the representation & warranties made in any definite agreement between the parties. Any change in the details shall be immediately notified by the concerned parties.



2. ABOUT IICA

- 2.1 Indian Institute of Corporate Affairs (IICA) is a think tank, under the aegis of Ministry of Corporate Affairs to deliver opportunities for research, education and advocacy. Its work enables corporate growth, reforms and regulation through synergised knowledge management and global partnerships thereby offering real-time solutions. For details visit www.iica.nic.in

3. PURPOSE OF EoI

- 3.1 IICA is looking to empanel survey agencies, hence forth referred to as the Survey Agencies (SA). The Survey Agencies should be highly regarded and recognized by the marketing fraternity in India. The Survey Agencies will be initially engaged on empanelment for one year, extendable for maximum three years after review and satisfactory performance.
- 3.2 As part of this, the SA may be required to engage with any specialist service providers such as consumer research, film production house, creative agency or other relevant service provider.
- 3.3 IICA reserves the right to increase the number of agencies as per the requirement of IICA as may be determined by its sole discretion.

4. SCOPE OF WORK

The implementation of the survey will include the following tasks:

4.1 Earmarking of Team

The Agency shall earmark a team for the survey.

4.2 Training

The Agency shall ensure imparting requisite training to the team members under the observation of the IICA team. Any other activity(s) which is (are) incidental to the successful completion of the survey would also form the responsibility of the Agency.

4.3 Survey Implementation

The agency shall conduct the survey. Key features of implementation for this survey include the following:

4.3.1 Defining the target audience

4.3.2 Defining the Survey Area

4.3.3 Questionnaire Design

4.3.4 **Sampling Plan** - The Agency shall provide a proposed sampling approach, including sample size, sample targets, and sampling frames to meet the study objectives.

4.3.5 **Survey Method** - IICA encourages agencies to include innovative methods and techniques. It is expected to use appropriate method and techniques with references to their successful application in other studies, as a way of improving the quality of the data, reducing respondent burden, and increasing response rates.

4.3.6 **Data Quality Control** - The Agency shall employ a data quality monitoring plan to ensure that sampling targets are met. Regular inspections by IICA team will be carried out to secure the overall quality of data.

4.3.7 **Survey Pre-tests** - Prior to conducting the main survey, components of the survey instrument, recruitment, response rates, and data retrieval methods will be tested. Changes will then be made to the proposed survey methods to devise a final survey plan.

4.3.8 Survey Database Development

The Agency shall be responsible for coding and validating the data, factoring in the quality checks and observations of the IICA team.

4.3.9 Survey Findings

The Agency shall be responsible for preparing reports and factsheets based on the findings from the survey, as per the requirement of IICA.

Prior approval of IICA has to be obtained for each of the aforesaid activities.

Above mentioned scope is indicative. Actual scope shall be shared for each project separately in the RFP.

The empanelled survey agencies would be briefed on need/requirement on case to case basis, which may differ for all projects.

The quotes for survey work will be invited from the empanelled agencies by way of Request of Proposals and work will be assigned to the lowest commercial bidder.

5. EVALUATION PROCESS

Agencies meeting the eligibility criteria would be shortlisted by an evaluation committee comprising of the IICA's officials.

6. Eligibility/Short-listing Criteria

#	Minimum Qualification/ Eligibility criteria	Proof required
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1	The Agency should be a Company registered under the Companies Act, 1956 or 2013 / Society Registration Act, 1860 / Autonomous Body of Govt. / LLP in existence for the last 3 years as on 31 st March 2018	Copy of Certificate of Incorporation / Registration / MoA as applicable
2	The Agency should have a valid PAN and GSTIN in India	Copy of PAN card and GSTIN certificate
3	The Agency should have a minimum average annual turnover of ₹ 5 Cr (Rupees Five Crores) from survey related activities during the last 3 years (FY 2015-16 , FY 2016-17 & FY 2017-18)	Copy of Audited Profit and Loss Statement, Auditor's Report and Balance sheet / Certificate from a Chartered Accountant certifying the turnover amount from survey related activities for the last 3 years FY 2015-16 , FY 2016-17 & FY 2017-18)
4	The Agency should have conducted a minimum of 5 nation-wide surveys with 15+ state coverage and 10,000+ respondents during the last 3 years	Copy of Work order/ Certificate of completion and Client details including Name, Contactable person, Phone number and email ID
5	The Agency should not have been blacklisted by central / state Government departments / undertakings	No Conviction Letter duly signed as per the Format provided in Annexure 3
6	The Agency should have a team of minimum 10 experts on its payroll. Expert here means a person with Masters degree and relevant experience of minimum 5 years	CVs of minimum 10 employees

6.1. The following Proforma shall also be submitted by the applicant alongwith the application:

Covering letter to submit application	Annexure-1
Authorization letter	Annexure-2
Declaration	Annexure-3
Application Form	Annexure-4
Work done certificate	Annexure-5

IICA reserves the right to verify any of the above criteria independently or seek any further information.

In preparing the Technical Proposal, bidders are expected to examine the documents comprising these EOI in detail. Material deficiencies in providing the

information requested may result in rejection of a Proposal.

7. VALIDITY OF EMPANELLEMENT

- a. For identified survey requirements, IICA intends to make use of the empanelled agencies. Services of these agencies would be utilised for project based needs. This empanelment will be valid for three years, subject to periodic review and may be further extended at the sole discretion of IICA.
- b. No empanelled agency will have any claim as a matter of right to get any actual engagement from the IICA.
- c. The empanelled survey agencies would be briefed for each research project and the lowest commercial bidder (L1) will receive the bid for that specific project.
- d. After the empanelling the successful survey agencies on IICA's panel the empanelled survey agencies will be engaged for projects as and when the requirement arises in the IICA. All the empanelled agencies will be briefed as per the Terms of Reference for each research project and the exact requirements will be made available to the empanelled agencies seeking them to submit the commercial bids within the stipulated time. The lowest commercial bidder (L1) amongst the six empanelled survey agencies so received will win the bid for that specific project.

8. SUBMISSION OF APPLICATION/DOCUMENTS

The sealed envelopes should be clearly marked "Proposal for Empanel Survey Agency" and should be submitted on or before_ 06.11.2018, by 5.00 pm to the following address.

Indian Institute of Corporate Affairs (IICA)
P-6, 7 & 8, Sector 5, IMT Manesar,
District Gurgaon - 122050 (Haryana), India



Annexure-2

**Authorisation to sign documents *
Pertaining to bid submission against EoI No:.....
for Empanelment of Survey Agency in IICA**

[To be given on agency/firm/company letter head]

It is certified that Agency/firm M/s..... having its registered office at..... is submitting a bid proposal against RFP No..... for Empanelment as Survey Agency in IICA.

In connection with the above Shri..... working with the company as..... has been duly authorized to sign bid proposal documents or any other documents related to this bid submission.

Agency/firm is liable of the consequences arising by the act of signing bid documents by Shri.....

Signature:.....

Name of Signatory:.....

Designation:.....

Seal of Agency/firm/company Date:

Place:

* If agency is a company, certified copy of the extract of Company's Board Resolution to this effect shall be required



Annexure-1

(on Agency's letter head)

To,

Indian Institute of Corporate Affairs (IICA)
P-6, 7 & 8, Sector 5, IMT Manesar,
District Gurgaon - 122050 (Haryana), India

Sir,

EoI:

FOR EMPANELMENT OF SURVEY AGENCY SUBMISSION OF BID

We submit our Application herewith. In this connection, we understand that:

1. IICA is not bound to accept the lowest or any bid received by the IICA, and IICA may reject all or any bid without assigning any reason or giving any explanation whatsoever.
2. IICA may follow close or open bidding process as per requirement of the IICA.
3. If our Bid is accepted, we undertake to enter into and execute at our cost, when called upon by the IICA to do so, a contract in the prescribed form.
4. If our Bid is accepted, we shall be jointly and severally responsible for the due performance of the terms of empanelment and those of the assignment of any project to be assigned to us.
5. IICA may accept or entrust the entire work to one agency or divide the work to more than one agency without assigning any reason or giving any explanation whatsoever, as per IICA's requirement.
6. Agency means the bidder who is decided and declared so after examination of commercial bids.
7. IICA can, on its sole discretion, conduct independent due diligence in respect of the information furnished in bid/proposal or any document(s) attached thereto.
8. This bid/proposal comprises of total.....pages, andenclosures marked as enclosure-1 to enclosure-....

Yours faithfully,

Signature with date:

Name of authorized signatory:

Seal of agency/firm



DECLARATION-CUM-CERTIFICATE

(On the letterhead of the Agency duly stamped and signed)

TO WHOMSOEVER IT MAY CONCERN

This is certify that this Agency has no over dues owing to any Agency/Central/State Government/Public Sector Undertakings/Banks/RBI/IBA/any other Corporates/any regulatory authority or any other organization.

This is also certified that our Agency has not been blacklisted by any Central/State Government/Public Sector Undertakings/ Banks/RBI/IBA/any other Corporate/any regulatory authority.

Further, this is to certify that our Agency does not have any legal, civil, criminal, taxation and other cases pending against, other than those mentioned in enclosure attached to the bid/proposal, which may have an impact affecting or compromising the delivery of services required.

Signature of Authorized person:

Signed at _____ dated _____ by _____

Designation _____ for _____ Agency

Seal of Agency



Annexure-4

Details of the Applicant

1) Name of the Bidder :	
2) Address :	
3) Year of Establishment :	
4) Status of the bidder : (Whether Company/Firm/Proprietary)	
5) Name of Directors/ Partners/Proprietor :	
6) Whether registered with the Registrar of Companies/Registrar of Firms : If so, mention number	
7) PAN No. of I.T and furnish copies of I.T return for the preceding three years :	
8) Service Tax Clearance Certificates for the preceding three years.	
9) Furnish copies of Balance Sheet and Profit & Loss Account for the preceding three years (Audited or unaudited as applicable) i.e., as on 2016-17, 2016-17, 2017-18	
10) Whether empanelled with other Govt. /Semi Govt. / Statutory Agency: If so, furnish details.	
11) Specify turnover in last 3 years. In Rs (Lakhs) 2016-17, 2016-17, 2017-18	
12) Other relevant information : (A separate sheet may be attached if needed)	



Annexure-5

Similar types of works done in the last three years Using the format below, provide information on each reference assignment for which the bidder was legally contracted. Completion certificates should be provided. Applicant's Name: _____

Sl. No.	Assignment Name (in detail)	Name of Contracting Authority with address	Starting Date / Completion Date	Name of Associated Bidder if any	No. of Staff (Professional)	Approx. Value of Services/Turnover (in Rs.)	Name of Senior Staff involved and functions performed

Note: A separate sheet may be attached if needed.

Details of Team Members to be deputed

Sl. No.	Name , Contact Number and E-mail Address	Qualification and name of the Institute	Relevant Experience	Position in the Company	Task Assigned