The West Bengal National University of Juridical Sciences

(An Autonomous Law University established by the West Bengal Act No. IX of 1999)
"Dr. Ambedkar Bhavan", 12, LB Block, Sector III, Salt Lake City, Kolkata - 700 106
Phone: (033) 2569 4700 to 30, Fax: (033) 2335 7422/ 0511, E-mail: purchase@nujs.edu
Website: www.nujs.edu

Ref. No.: WBNUJS/EOI/008/PRD/2024-25 **DATE: 27.02.2025**

Expression of Interest (EOI)

The West Bengal National University of Juridical Sciences, an Autonomous Law University established under the WBNUJS Act, 1999 (West Bengal Act IX of 1999) adopted by the West Bengal in July, 1999. The University was notified under Clause (f) of Section 2 of the UGC Act, 1956 in August 2004 and has been granted permanent affiliation by the Bar Council of India in July 2005 is in the process of Empanelment of Suppliers and Vendors for the University.

The University intends to register/empanel the Firms/ Companies/ Agencies/ Contractor/ Vendors from Kolkata surrounding based who are in the business of manufacturing, distributors, supplier, dealers, marketing of goods and services of the specified categories (as per latest renewal of Trade license). The main object of registration of firms/agencies as approved vendors is to have a broad-based panel of technically capable, financially sound and reliable sources of supply to which enquiries can be addressed for the University purchases.

Item Description	Period
EOI FOR EMPANELMENT OF VENDORS FOR PROVIDING PR AND/OR DIGITAL MARKETING AGENCIES	**FOR A PERIOD OF 2 YEARS (Further, 1 year may be extended)**

The potential and eligible bidders are required to visit the University website (https://www.nujs.edu/home/tenders/) for submission the bid with proper documentation with in bidding schedule. Interested Bidders are also requested to check the detailed corrigendum time to time through the University Tenders Portal which may be uploaded against this tender.

Critical Dates of Tender

Sl.No.	Particulars	Date	Time
1.	Date of Publication/ Download of Tender	**28.02.2025**	**10.00 am**
2.	Bid Submission Start Date	**28.02.2025**	**10.00 am**
3.	Bid Submission Close Date	**17.03.2025**	**5.00 pm**
4.	Opening of Bids	**Intimated Later at University Website**	
5.	Validity of the Documents	**90 days from the date of opening**	

All quotation and manual bid should be submitted in the respective section of The W.B. National University of Juridical Sciences.

Address for the submission:

THE REGISTRAR,
OFFICE OF THE REGISTRAR
THE W.B. NATIONAL UNIVERSITY OF JURIDICAL SCIENCES
"DR. AMBEDKAR BHAVAN"
12, LB BLOCK, SECTOR-III, SALT LAKE CITY, KOLKATA- 700 106

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As per the decision of the University Authority, this tender document has been published on the University website (https://www.nujs.edu/home/tenders/). The bidders are required to submit hard copies of their bids at the respective section of the University.

IMPORTANT INFORMATION

NIT REF. NO.	**:**	WBNUJS/EOI/008/PRM/2024-25	
ITEM DESCRIPTION	**:**	EOI FOR EMPANELMENT OF VENDORS FOR PROVIDING PR AND/OR DIGITAL MARKETING AGENCIES	
TENDER TYPE	**:**	EXPRESSION OF INTEREST	
NO. OF COVER		ONE COVER SYSTEM	
DATE OF PUBLICATION OF TENDER	**:**	28.02.2025	
LAST DATE OF BID SUBMISSION	**:**	17.03.2025 upto 5.00 pm	
DATE OF OPENING OF TECHNICAL BID	**:**	Intimated Later and Follow Our Website	
EARNEST MONEY DEPOSIT *(EMD is refundable to the unsuccessful bidders against the application made by the unsuccessful bidders after the financial bid evaluation, No interest shall be paid against the earnest money deposited).*	**:**	AMOUNT	**Rs.5,000/-**
		Online receipt of EMD through SBI Collect Payment Gateway as per instruction given below.	

All participants are requested to follow the Instructions for making the payment through SBI Collect –

- Access https://www.onlinesbi.com/sbicollect/icollecthome.htm
- Click Check box to accept 'Terms & Conditions'
- Then click on 'Proceed'
- Then click on 'State of Corporate / Institution'
- Select State as 'West Bengal'
- Select Type of Category as 'Educational Institutions'
- Click on 'Go'
- Select the Institutions Name as 'The West Bengal National University of Juridical Sciences'
- Select the Payment Category as “Earnest Money Deposit '

Please don't use any Special Character during filling the information, keep the SBI Collect Reference Number with a copy of receipt for reconciliation of fees at our end, if any.
Please share the SBI Collect Reference Number with a copy of fees receipt with bidding documents for proof of payment or reconciliation of fees.

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EARNEST MONEY DEPOSIT:

Earnest Money Deposit (EMD)/Bid Security as stated under IMPORTANT INFORMATION should be provided as applicable. The bid security should remain valid for a period of forty-five days beyond the final bid validity period.

A bidder's Bid Security will be forfeited if the bidder withdraws or amends its/his tender or impairs or derogates from the tender in any respect within the period of validity of the tender or if the successful bidder fails to furnish the required Performance Security within the specified period. The decision of the Competent Authority of WBNUJS Kolkata in this respect will be final and binding on all the stake holders.

EXEMPTION OF EARNEST MONEY DEPOSIT:

Earnest Money is to be submitted by the all bidders except Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or is registered with the Central Purchase Organization or the concerned Ministry or Department.

CONTACT INFORMATION:

Any queries relating to the tender document and the terms and conditions or technical specification, Bidders may contact to the following offices:

FOR ANY COMMERCIAL TERMS AND CONDITIONS:

Designated Officer:	Purchase Officer
Department:	Store & Purchase Section, WBNUJS Kolkata
Email ID:	purchase@nujs.edu
Telephone No:	+91-33-2569 4700 (Extn. 1012/1013)

PAYMENT TERMS :

i) The payment will be made within 30 days after receipt of the final bill, duly supported by all the documents (in original). Bill to be made in the name of "The West Bengal National University of Juridical Sciences, Kolkata".

ii) No advance payment shall be made to the empanel vendor under any circumstances.

iii) TDS/ Income Tax and any other deduction etc. are to be deducted at source from the bills of service provider as per rule.

GENERAL TERMS & CONDITIONS:

i) Any act on the part of the bidder to influence anybody in the University is liable to rejection of his bid.

ii) In case the bidders/successful bidder(s) are found in breach of any condition(s) at any stage of the Tender, will not be considered for empanelment.

iii) Canvassing/marketing /offering promotional services etc. in any form whether directly or indirectly in connection with the tender is strictly prohibited and the tenders submitted by the

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Vendor/ Firm / Company who resort to canvassing will be liable for rejection without any further reference.

iv) WBNUJS Kolkata reserves the right to modify, expand, change, alter, restrict, scrap, refloat or cancel the Tender at any stage without assigning any reason whatsoever.

v) WBNUJS Kolkata reserves the right to relax/amend/add/withdraw any of the terms and conditions contained in the Tender Document without assigning any reason thereof. Any enquiry after submission of the quotation will not be entertained.

vi) The decision of Competent Authority, WBNUJS Kolkata will be final in all matters relating to the empanelment and binding. WBNUJS Kolkata reserves the right to reject any application without assigning any reason.

DISPUTES AND JURISDICTION:

Any legal disputes arising out of any breach of contract pertaining to this tender shall be settled in the court of competent jurisdiction located within Kolkata, West Bengal.

RESOLUTION OF DISPUTES:

The dispute resolution mechanism to be applied pursuant shall be as follows:

In case of Dispute or difference arising between the Purchaser and a domestic supplier relating to any matter arising out of or connected with this agreement, such disputes or difference shall be settled in accordance with the Indian Arbitration &Conciliation Act, 1996, the rules there under and any statutory modifications or re-enactments thereof shall apply to the arbitration proceedings. The dispute shall be referred to The Vice-Chancellor, The W.B. National University of Juridical Sciences (WBNUJS) Kolkata and if he is unable or unwilling to act, to the sole arbitration of some other person appointed by him willing to act as such Arbitrator. The award of the arbitrator so appointed shall be final, conclusive and binding on all parties to this order.

In the case of a dispute between the purchaser and a Foreign Supplier, the dispute shall be settled by arbitration in accordance with provision of sub-clause (a) above. But if this is not acceptable to the supplier then the dispute shall be settled in accordance with provisions of UNCITRAL (United Nations Commission on International Trade Law) Arbitration Rules. The venue of the arbitration shall be the place from where the order is issued.

GOVERNING LANGUAGE:

The contract shall be written in English language. English language version of the Contract shall govern its interpretation. All correspondence and other documents pertaining to the Contract, which are exchanged by the parties, shall be written in the same language.

TERMINATION FOR DEFAULT:

The Purchaser may, without prejudice to any other remedy for breach of contract, by written notice of default sent to the Supplier, terminate the Contract in whole or part:

1) If the Supplier fails to deliver any or all of the Goods within the period(s) specified in the order, or within any extension thereof granted by the Purchaser; or

2) If the supplier fails to perform any other obligation(s) under the Contract.

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3) If the Supplier, in the judgment of the Purchaser has engaged in corrupt or fraudulent practices in competing for or in executing the Contract.

For the purpose of this Clause:
1) "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of a public official in the procurement process or in contract execution.
2) "Fraudulent practice" means a misrepresentation of facts in order to influence a procurement process or the execution of a contract to the detriment of the Borrower, and includes collusive practice among Bidders (prior to or after bid submission) designed to establish bid prices at artificial non-competitive levels and to deprive the Borrower of the benefits of free and open competition;'"
In the event the Purchaser terminates the Contract in whole or in part, the Purchaser may procure, upon such terms and in such manner, as it deems appropriate, Goods or Services similar to those undelivered, and the Supplier shall be liable to the Purchaser for any excess costs for such similar Goods or Services. However, the Supplier shall continue the performance of the Contract to the extent not terminated

SCOPE OF WORK FOR SIX MONTHS

The scope of work includes:

- One-time strategy building for perception change
- Organization of 6 press conferences at the NUJS venue or any venue at Kolkata.
- Dissemination of 14 press releases in Kolkata TML (Target Media List)
- Execution of 12 digital PR campaigns on high-domain websites
- Optimization of Google My Business listing
- Google Citation Pin setup (200 km radius)
- Publication of 6 guest posts on reputable websites with do-follow links
- Domain authority increment
- Website content revision as per Google algorithm
- Creation of static and visual content for organic posting

Specifications:

1. **Website**

- *Macro points:*

- Redesign and restructure the website for better user experience
- Improve website navigation and accessibility
- Enhance website content and visual appeal

- *Micro points:*

- Update website layout and design
- Simplify website menu and navigation
- Optimize website images and videos
- Ensure website responsiveness and mobile-friendliness
- Conduct website accessibility audit

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2. **Social Media Improvement**
   - *Macro points:*

- Develop a comprehensive social media strategy
- Increase social media engagement and followers
- Improve social media content quality and consistency

   - *Micro points:*

- Conduct social media audit and analysis
- Create a social media content calendar
- Develop social media content guidelines
- Increase social media posting frequency
- Engage with followers through comments and messages
- Monitor social media analytics and adjust strategy

3. **Search Engine Optimization (SEO)**
   - *Macro points:*

- Improve website search engine ranking and visibility
- Increase organic website traffic
- Enhance website credibility and trust

   - *Micro points:*

- Conduct keyword research and analysis
- Optimize website meta tags and titles
- Improve website header tags and structure
- Increase website internal and external linking
- Optimize website images and alt tags
- Monitor website SEO analytics and adjust strategy

4. **Google Ranking**
   - *Macro points:*

- Improve website Google ranking and visibility
- Increase website credibility and trust
- Drive more organic website traffic

   - *Micro points:*

- Conduct Google ranking analysis and audit
- Optimize website content and structure for Google
- Improve website mobile-friendliness and responsiveness
- Increase website page speed and performance
- Monitor website Google ranking analytics and adjust strategy

5. **Digital PR**
   - *Macro points:*

- Enhance online reputation and credibility
- Increase online visibility and reach

- Drive website traffic and engagement
  - *Micro points:*
- Develop digital PR strategy and plan
- Create and distribute online press releases
- Pitch stories and features to online media
- Build relationships with online influencers and bloggers
- Monitor online reputation and adjust strategy

6. **Traditional PR**
   - *Macro points:*
- Enhance offline reputation and credibility
- Increase offline visibility and reach
- Drive website traffic and engagement
  - *Micro points:*
- Develop traditional PR strategy and plan
- Create and distribute press releases
- Pitch stories and features to media
- Build relationships with media and influencers
- Monitor offline reputation and adjust strategy

7. **Event Planning**
   - *Macro points:*
- Plan and execute successful events
- Increase event attendance and engagement
- Enhance event reputation and credibility
  - *Micro points:*
- Define event objectives and goals
- Choose event theme and format
- Select event venue and catering
- Plan event logistics and timeline
- Promote events through marketing and PR

8. **Celebrity Speakers Coordination**
   - *Macro points:*
- Secure high-profile celebrity speakers
- Increase event attendance and engagement
- Enhance event reputation and credibility
  - *Micro points:*
- Research and identify potential celebrity speakers
- Reach out to celebrity speakers and negotiate fees
- Coordinate celebrity speaker logistics and requirements
- Promote celebrity speaker involvement through marketing and PR

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9. Crisis Communication

- *Macro points:*

- Develop crisis communication plan and strategy
- Respond effectively to crises and emergencies
- Protect reputation and minimize damage

- *Micro points:*

- Conduct crisis communication audit and risk assessment
- Develop crisis communication plan and protocol
- Identify crisis communication team and roles
- Train crisis communication team and stakeholders
- Monitor and review crisis communication plan and strategy

Application Submission Requirements

The application should be submitted with the following:

- Expertise in Communication
- Current Trade Licence
- ISO Certification
- Regular GST Certificate
- PAN
- Client Profile
- Trade Mark Registration
- Udyam Adhaar Registration
- Current Account details
- Client List
- Website & Social Media handle

NOTE:

- If the application is found not to be in order, the offer will be rejected.
- Commercial should be given with clarity for evaluation in respect of monthly, quarterly and six monthly.
- Review Meeting: After every 30,a review meeting will be conducted. Image perception result will have to be ensured digitally between 90 & 120 days.
- The initial contract will be for six months which could be renewed for another six months.
- Security Deposit: 5% (Five)of the contract value will be kept as refundable security deposit and the same will refunded within 30 days of completion of the six months contract.
- Non-Disclosure Agreement: NDA will have to be signed.
- Confidentiality: 100% confidentiality will have to be maintained.
- Terms of Payment: 2 weeks after submission of the invoice.

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ANNEXURE- I

BIDDER INFORMATION FORM

Company Name : _____

Registration Number : _____

Registered Address : _____

_____

Name of Partners /Director : _____

City : _____

Postal Code : _____

Company's Establishment Year : _____

Company's Nature of Business : _____

Company's Legal Status
(*tick on appropriate option*)

1) Limited Company 2) Undertaking 3) Joint Venture
4) Partnership 5) Others *(In case of others please specify)*

Company Category:

1) Micro Unit as per MSME
2) Small Unit as per MSME
3) Medium Unit as per MSME
4) Ancillary Unit
5) SSI
6) Others *(In case of others please specify)*

Nature of Business:

1) Manufacturing Service
2) Dealership
3) Service Provider
4) Stockiest
5) Indian Agent
6) Kolkata Branch Office
7) Others *(In case of others please specify)*

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Commercial Information Registration (Enclose Attested Copy wherever Applicable)

Vendor's PAN No. : _____

Vendor's GST Registration No. : _____

Vendor's Trade License No. : _____

Vendor's Factory/ Estb. License No. : _____

Vendor's Registration with DGS&D/ NCCF/GeM : _____

Current dealership agreement with Principal
(along with SSI/NSIC Certificate if any) : _____

Relevant ISO Certificate, if any : _____

CONTACT DETAILS

Contact Name : _____

Email Id : _____

Designation : _____

Phone & Mobile No : _____

BANK DETAILS

Name of Beneficiary : _____

A/c No. CC/CD/SB/OD : _____

Name of Bank : _____

IFSC No. (Bank) : _____

Branch Address and Branch Code : _____

(Signature of the Authorized Person with Organization Seal)
Designation with Contact No:
Company Name:

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ANNEXURE- II

PAST EXPERIENCE (LIST OF GOVT. ORGANIZATIONS/ OFFICES)

List of Government Organizations for whom the Bidder has undertaken such work during last three years (must be supported with supply orders)			
Name of the organization	Name of Contact Person/ User with Designation	Year of Supply/ Installation	Contact No.

(Signature of the Authorized Person with Organization Seal)

Designation with Contact No:

Company Name:

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ANNEXURE- III

DECLARATION REGARDING DISCIPLINARY ACTION/ CLEAN TRACK/NO LEGAL ACTION
(to be provided on letter head of the firm)

I/ We hereby certify that the above firm namely _____ is neither blacklisted by any Central/ State Government/ Public Undertaking/ University nor any criminal case registered / pending against the firm or its owner / partners anywhere in India (or) against any of its branches (or) partners abroad.

I/ We hereby declare that none of the partners/ employees have been convicted of any offence involving moral turpitude or has been found guilty of any economic offence.

I/ We hereby declare that no appeal/ unresolved dispute/ suit case/ application have been pending at any court in India regarding the existence of business/right to carry on practice.

In case the above information found false, I/We are fully aware that the tender/contract will be Rejected / cancelled by the WBNUJS Kolkata, and EMD/ shall be forfeited.

In addition to the above, the University will not be responsible to pay the bills for any completed /partially completed work.

I also certify that the above information is true and correct in any every respect and in any case at a later date it is found that any details provided above are incorrect, any contract given to the above firm may be summarily terminated and the firm blacklisted.

(Signature of the Authorized Person with Organization Seal)

Designation with Contact No:

Company Name:

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ANNEXURE- IV

ACCEPTANCE OF EOI

(TO BE PRINTED ON ORGANIZATION LETTER HEAD)

EOI Ref.No with Date:

To

The Vice-Chancellor
The West Bengal National University of Juridical Sciences
"Dr. Ambedkar Bhavan"
12, LB Block, Sector-III, Salt Lake City, Kolkata- 700 106

I/ We _____ (name and designation of the bidder) on behalf of _____ (name of the organization/company) have downloaded / obtained the tender document(s) for the above mentioned 'Tender from the University website (https://www.nujs.edu/home/tenders/). I/ We hereby certify that I/ we have read the entire terms and conditions of the tender documents from Page No. _____ to _____ (including all documents like annexure(s), schedule(s), specification terms and condition etc.), which form part of the contract agreement and I/ we shall abide hereby by the terms / conditions / clauses contained therein. The corrigendum(s) issued from time to time by your organization have also been taken into consideration, while submitting this acceptance letter.

I/ We hereby unconditionally accept the tender conditions of above mentioned tender document(s) / corrigendum(s) in its totality / entirety. I/ We do hereby declare that our organization/company has not been blacklisted/ debarred by any Govt. Department/Public sector undertaking. I/ We certify that all information furnished by the our Firm is true & correct and in the event that the information is found to be incorrect/untrue or found violated, then your department/ organization shall without giving any notice or reason therefore or summarily reject the bid or terminate the contract.

(Signature of the Authorized Person with Organization Seal)

Designation with Contact No:

Company Name:

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ANNEXURE- V

FORM OF BID-SECURING DECLARATION

(To be printed on Organization Letter Head)

To
The Registrar
The West Bengal National University of Juridical Sciences
"Dr. Ambedkar Bhavan"
12, LB Block, Sector-III, Salt Lake City, Kolkata- 700 106

Ref: Tender Document No. Dated

I/We, the undersigned herby certify that if we withdraw or modify our Bid during the period of validity, or if we are awarded the contract and fail to sign the contract, or we fail to submit a performance security before the deadline defined in this tender document, we will be suspended for the period of Three (3) years from being eligible to submit Bids for contracts for which tenders are floated by the University.

Dated this day of

For and on behalf of M/s.

Address:

Signature with Stamps

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ANNEXURE- VI

NON-DISCLOSURE AGREEMENT

This Non-Disclosure Agreement ("Agreement") is entered into as of [DATE], by and between [DISCLOSING PARTY NAME], with an address at [DISCLOSING PARTY ADDRESS] ("Disclosing Party"), and [RECEIVING PARTY NAME], with an address at [RECEIVING PARTY ADDRESS] ("Receiving Party").

WHEREAS, the Disclosing Party possesses certain confidential and proprietary information ("Confidential Information"); and

WHEREAS, the Disclosing Party desires to disclose such Confidential Information to the Receiving Party for the limited purpose of [PURPOSE OF DISCLOSURE]; and

WHEREAS, the Receiving Party agrees to receive and protect the Confidential Information in accordance with the terms of this Agreement.

NOW, THEREFORE, in consideration of the mutual covenants and agreements contained herein, the parties agree as follows:

1. **Definition of Confidential Information.** "Confidential Information" means any and all information disclosed by the Disclosing Party to the Receiving Party, whether orally, in writing, electronically, or by any other means, that relates to [SPECIFIC CATEGORIES OF INFORMATION, e.g., business plans, customer lists, technical data, financial information]. Confidential Information includes, but is not limited to, [SPECIFIC EXAMPLES]. Confidential information does not include information that: (a) is or becomes publicly known through no fault of the Receiving Party; (b) was known to the Receiving Party prior to its disclosure by the Disclosing Party; (c) is independently developed by the Receiving Party without use of the Disclosing Party's Confidential Information; or (d) is required to be disclosed by law or court order.
2. **Obligations of Receiving Party.** The Receiving Party agrees: (a) to hold the Confidential Information in strict confidence; (b) not to disclose the Confidential Information to any third party without the prior written consent of the Disclosing Party; (c) to use the Confidential Information solely for the Purpose of Disclosure; (d) to take reasonable measures to protect the Confidential Information from unauthorized disclosure or use; and (e) to return or destroy all Confidential Information upon the Disclosing Party's request.

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3. **Term.** This Agreement shall remain in effect for a period of [NUMBER] years from the date hereof.
4. **Governing Law and Jurisdiction.** This Agreement shall be governed by and construed in accordance with the laws of [STATE/COUNTRY]. Any dispute arising out of or relating to this Agreement shall be subject to the exclusive jurisdiction of the courts of [STATE/COUNTRY].
5. **Entire Agreement.** This Agreement constitutes the entire agreement between the parties with respect to the subject matter hereof and supersedes all prior or contemporaneous communications and proposals, whether oral or written.
6. **Severability.** If any provision of this Agreement is held to be invalid or unenforceable, the remaining provisions shall continue in full force and effect.

7. **Signatures.**

_____
[DISCLOSING PARTY NAME]

By: _____

Name: _____

Title: _____

Date: _____

_____
[RECEIVING PARTY NAME]

By: _____

Name: _____

Title: _____

Date: _____