

**EXPRESSION OF INTEREST
FOR
ENGAGEMENT OF PUBLIC RELATION FIRM FOR MEDIA OUTREACH, PERCEPTION
ETC FOR IIT GUWAHATI**



**Indian Institute of Technology Guwahati
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About IIT Guwahati

IIT Guwahati was established in the year 1994 by an Act of the Parliament for providing cutting edge scientific and technological education in the country and is the 6th member of the IIT fraternity. Its academic programme commenced in 1995. The selection process for B. Tech. programme is the same as that of all IITs, i.e. through Joint Entrance Examination (JEE-Advance). In 1998, the first batch of students was accepted into the Master of Technology (M. Tech.) programme through Graduate Aptitude Test (GATE).

IIT Guwahati continues to develop and diversify each year, while maintaining its stated aim of improving standards in higher technological education, research and industrial consultancy in the country. Since major technological developments in the future would require expertise from various disciplines, we have been promoting the concept of virtual research departments. The endeavors for a High performance-computing center, a research center for Computer Security are the other goals in this direction. IIT Guwahati boasts of 'Param-Ishan'- the supercomputing facility. It has the power of 250 Teraflops and three hundred tera bytes capacity and which not only has augmented the research initiatives in the Institute, but also helps in creating an ecosystem for attracting right talents to the field of research. Through this initiative, IIT Guwahati hopes to retain its excellence and reputation in High Performance Computing and Computer Security and providing the best and the latest engineering and computing resources in the entire country. Currently, the Institute has 11 academic departments, 7 advanced research centres with more than 180 laboratories having well-organized and equipped state-of-the-art engineering and scientific instruments. IIT Guwahati was also the first IIT to introduce Design as one of the disciplines at undergraduate level. The Department of Design at the Institute awards the degree of Bachelor of Design (BDes) on completion of the undergraduate academic program. We fervently hope that with such initiatives, IIT Guwahati will achieve the kind of recognition enjoyed by the top Universities in the world. The new initiatives in the Biological Sciences, Speech and Signal Processing, Flexible Electronics, Smart Grids, Experimental Physics, Environmental Studies, Computational Mechanics, Quantum Computing, Nano-Technology, Theranostic Devices augur well for this spirit of excellence in this Institute. In the years to come, IIT Guwahati, is expected to become the ultimate destination of scholars and scientists from the world over.

IIT Guwahati is a fully residential campus. All the students live in hostels located on the campus. All these hostels have spacious rooms and have all the basic amenities such as food mess, canteen, lounges, campus wide LAN and Wi-fi internet access etc. The hostels are named after various rivers and tributaries of north-east India.

Purpose of EOI

The objective of this EOI is to engage a Public Relation (PR) agency who would better publicise and bring into focus the top research activities, community services, technology development initiatives, teaching, learning and professional programs of IIT Guwahati at national and international platforms as well.

The said PR agency will formulate a strategy (short and long term) to address the following objectives:

- Positioning IITG as the “Institute of choice” among prospective students and scholars (BTech, BDes, MSc, MTech, PhD, Postdoctoral research fellows)
- Highlighting IITG as a vibrant, ecofriendly, multilingual and multicultural campus
- Positioning IITG among prospective faculty highlighting the high-end interdisciplinary R&D work being done utilizing various sophisticated facilities on campus
- Positioning IITG as topmost Institute for International Collaborations – highlighting industry-friendliness of campus, start-up promoting and with a research park
- Highlighting innovation and entrepreneurship culture of the campus

Target audience

- Students and prospective students (top ranking JEE, UCEED, JAM, GATE students)
- Faculty and prospective faculty from India and abroad
- Industry and Govt. PSUs
- Academic institutions – Indian and international
- R&D organizations (CSIR, DRDO, ISRO, DRDL, DAE, MNRE, DST, DBT etc.)
- Government – policy makers, Ministry of Education and Ministry of Science & Technology
- State Government officials
- Public at large

Scope of work

- The agency should document and present an elaborate communication strategy to achieve the above listed objectives elaborately with well-defined metrics to measure the success of the strategy with targets.
- The communication strategy should include print, electronics, national & regional media and online/social media including international media outreach.
- Senior team from the agency should conduct key message development workshop every quarter for key functionaries to develop key messages for the communication campaign at IITG.
- The agency must conduct media training workshops from time to time for key faculty at the Institute to train them on effective message delivery and Do's and Don't's with the media.
- The agency must develop a media list covering all media – Print, Electronic, Online – with journalists covering education, startups, entrepreneurship, Science & Technology, innovation, etc. And the media list must be updated on an ongoing basis for all key metros including Chennai, Delhi, Mumbai, Kolkata, Bangalore, Hyderabad.
- Agency must organize relationship building meetings for Director and Deans with editors and senior journalists across all key metros.
- Agency must meet the Director, Deputy Director, Registrar, Deans, Heads from time to time to understand priorities for the media outreach and develop outreach strategy, and execute accordingly.
- Agency must meet up with faculty across Departments and Centers, reaching out to at least 10-15 new faculty per month across departments, to understand the research in progress and work out a case to strategize for media outreach for such research to highlight the outcomes and the impact.
- Agency must provide media outreach support for ongoing announcements and events, seminars and activities of media relevance on campus. Annual events like the Institute Convocation, Techniche, Alcheringa, Foundation Day etc. and similar events that are held in campus for which media has to be invited and coverage to be managed.
- Ongoing media outreach with electronic media to cover student and faculty research, events in the Institute must be organized. 2 large format electronic media coverage, regional and national, to be organized per year.
- The agency must place atleast 2 authored article per quarter from key faculty in the Institute in mainline national media. The article will be provided by the faculty.

- The agency must organize 1 visit of a senior journalist (preferably covering Science & Research) to campus per quarter from a national daily / magazine / TV to highlight the high-end research on campus.
- The agency must work with the placement cell of the institute to highlight the success stories of placements every season on campus.
- The agency will highlight the activities and success stories of the companies in the Research Park / Incubation Centre incubated by IIT.
- The agency must also conduct a crisis communication workshop for key faculty to prepare them to communicate during crisis situations.
- The agency must provide ongoing counsel during crisis. This should include alertness in media monitoring, counseling the Institute on crisis communication and preparing media statements and responses to media queries and coming up with a strategy for crisis communication.
- The agency must monitor print, online and electronic media periodically and send the Institute a daily monitoring report of all relevant news items.
- The agency must submit a dossier of coverage along with analysis of the coverage on a monthly basis.

Agency reporting and monitoring / measuring outcomes

- The agency will work with the Institute's Communication officer or as per the Directive of the IITG authority periodically for the above activities.
- The agency will submit a weekly report on activities in progress, a monthly report, a monthly plan and quarterly review with the Director, Deans and Heads.
- The agency will submit a detailed analysis of the coverage garnered for the Institute in national media and its impact on a monthly, quarterly and annual basis.
- The measurement of the success of the communication strategy will be based on achieving key objectives mentioned in the document above.

EMD:

EMD of ` 50,000/- (Rupees fifty thousand Only) is required to be submitted in the form of DD drawn in favour of "Registrar, IIT Guwahati" payable at Guwahati along with the EOI document.

Minimum Criteria to be fulfilled to participate in the EOI:

The below is the qualification criteria for the bidders to submit the EOI. The qualification criteria must be met for shortlisting.

- i. The Bidder should have at least two years of experience in providing similar services in Government Higher Educational Institutions like IITs/NITs/IITs/IISERs etc.
- ii. The Bidder shall have valid PAN, Goods and Service Tax registration number.
- iii. The Bidder will be disqualified in case of following conditions:
 - a) The Bidder should not be in litigation with any of service receiver.
 - b) The Bidder should not have a record of poor performance such as abandoning of any allotted project, inability to complete any allotted project, delay in completion of any allotted project etc.
 - c) The Bidder should not be black listed by any Government or its organizations.
 - d) The bidder shall have to be comply to all the Rules and Regulation of Labour Laws in force.

Supporting documents for Sl.No.i.ii and an undertaking for Sl.No.iii should be furnished alongwith the EOI. If at a later stage it is found that the Bidder has wrongly certified or suppressed any of its declaration, the contract shall be cancelled forthwith and the bidder shall also be liable for action under the law.

Modalities of Selection:

1. The prospective agency/ firm will submit their proposal in hard copy within the schedule date.
2. The agency/ firm submitting proposal against the EOI may have to give a PPT presentation, before the committee of the IITG about their proposal as per the announced schedule at IITG.
3. IITG will shortlist the bidder based on the written proposal and/ or presentation of the agency/ firm.
4. Limited tender/financial bid will be asked from the shortlisted agency/ firm.
5. Final selection will be made on the financial bid of the shortlisted agency/ firm.
6. The contract is initially for a period of 02 (two) years and can be extended for up to a total of same period at same rate on mutually agreed terms and conditions, one year at a time after review on year to year basis.

The decision of the IITG Authority will be full and final in all respect.

Payment

Payment shall be made against the Bill submitted on a monthly basis on submission of monthly activity report and upon satisfactory performance.

Price Quote

Sl. No.	Item	Period	Rate (INR) Per Month	Total (INR)
01	ENGAGEMENT OF PUBLIC RELATION FIRM FOR MEDIA OUTREACH, PERCEPTION ETC FOR IIT GUWAHATI <i>[As per proposal enclosed]</i>	24 Months (Two Years)		
Taxes (If any)				
Grand Total/ F. O. R. (IIT Guwahati)				

BREAK-UP OF ANY OTHER COST/ CHARGES SHOULD BE INDICATED CLEARLY.

Venue and Deadline for Submission of Proposals.

Proposals must be submitted to the IITG, either by speed post or in person at the address specified below:

Address	Head of Section, Public Relations & Ranking (PR&R), 1st Floor, Administrative Building, IIT Guwahati, Guwahati - 781039.
Contact Number	+91-361-2583999/2584000
E-mail	hospro@iitg.ac.in , peeroff@iitg.ac.in
Last Date of Submission of EOI.	14.08.2025, 02.00 PM
Dates of presentation by shortlisted vendors (if required).	Date will be intimated

No financial bids should be submitted along with the EOI.