



CENTRAL UNIVERSITY OF ORISSA, KORAPUT

(Established under the Act of the Parliament)

**CAMP OFFICE: NEW GOVT. COLONY, TYPE-‘C’,
AT/PO- GAJAPATI NAGAR, BHUBANESWAR-751 017**

(No.CUO/ F&A/1284 dated 21/06/2010)

Quotation Form for appointment of Media Advisor and Service Manager for Central University of Orissa

Name of the Agency/Firm :

Complete Postal Address :

Tel. No(s). :

Fax No(s). :

Email :

Name of the other Organizations to whom services given by your Agency earlier or presently continued. Please give their complete addresses, name of the Employer, Tel. Nos., Fax Nos. etc. in separate sheets with period of service. Valid proofs (attested photocopies of such service contract order with a letter issued by the head of the concerned Deptt. of the organization duly counter signed by the head of the organization) of the same should be enclosed.

Govt./ Govt. Undertakings/ Public Sectors

Other Private Sectors/ Private Firms

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(You may use separate sheets for extra addresses)

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Quotation Date Terms

Last date and time of receipt of tenders	Upto 15.30 hrs. of 12th July, 2010
Date, Time and Venue of opening of tenders	At 16.30 hrs. dated 12th July, 2010 in the Conference Hall of this University at Camp Office, Bhubaneswar.

If the above stated date happens to be a Govt. holiday/ bandh, then the receipt/ opening of the tender will be on the next working day as per the time scheduled. The interested tenderers or their authorized agents may remain present at the time of opening of the tenders.

TERMS AND CONDITIONS

1. The Advisory will act as a Strategic Communications, Image Management, Stakeholder Engagements and PR counsel for building necessary awareness, identity and image which among others will help in attracting best talents from across the country and world to build the Central University of Orissa (CUO) as World Class University. The Advisory will work on an All India basis. This arrangement for the assigned responsibilities as given in Point 2 herein below, shall be initially for a period of one year starting from the date of execution of MoU and may be extended for further term on such terms and conditions as mentioned below and mutually acceptable.
2. The Advisory shall be responsible to comprehend the various media and public engagement needs of the CUO to build visibility and attract talents and work out a concrete Plan of Action, to enhance its visibility by positioning it amongst the relevant target group, facilitating it to achieve a prominent role in that services, creating apt information base for enhancing its best opportunities and establishing its requisite brand image etc. through following measures:
 - Counseling, Consulting and providing necessary support services to the CUO in the areas of Institutional Image building, Internal, and the external Communications.
 - Media coverage of all its key activities, handling of sensitive issues to help build / maintain positive image.
 - Preparation of Press Releases, Backgrounders, Profiles, Write-ups and Introductory Notes etc.
 - Sending regular press notes to media on a pan-India basis on matters of national and international importance, besides informing about university's initiatives.
 - Strengthening Media Relations by facilitating meetings with well known Journalists/ Editors in Print and Electronic Media.
 - Profiling Vice Chancellor / other Spokespersons in select media, and non-media forums to highlight CUO and its thought leadership.
 - Opinion columns by Vice Chancellor, key intellectual resources in mainstream English, Hindi and vernacular dailies and periodicals

- Identify visibility opportunities for the CUO through Media interviews, Press Releases, Campaigns, Guest articles, sharing success with Media.

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- Supporting and advising on existing PR initiatives / event of the University.
 - Planning and overseeing implementation of the Corporate Communication Agenda on monthly basis.
 - Identifying and facilitating visit by editors, journalists for special lectures.
 - Identifying opportunities for intervention in dialogues concerning education in particular and social issues in general.
 - Ensure better CUO presence on the Web. Create forums for discussions on relevant topics such as education, tribal welfare, and environment research, ecology besides posting CUO views on issues of national and international importance as well as CUO importance.
 - Create blogs for wider dissemination of views of CUO intellectual pool as well as its top management, especially the Vice Chancellor.
 - Creating dynamic CUO groups on Twitter, Face book and LinkedIn.
 - The Advisory shall look for unique opportunities for associations with voluntary / government / international agencies for mutual benefits and visibility.
 - Creating and aligning with speakers' opportunities to take the Vice Chancellor to various forums and project her as a Thought Leader.
 - Devising tools to showcase the various community service initiative of the University.
 - Facilitating Vice Chancellor's presence occasionally on national television shows / discussion to help increase the visibility of CUO.
 - Providing inputs in internal collaterals of the University including leaflets, brochures, websites
 - Media monitoring and periodic reporting of CUO based stories, assisting in activities like Features writing, Cost writing, Research write-ups, University overviews, Syndicated columns and any other available opportunities.
 - Having bi-monthly review meetings with the Representatives of the CUO, to take a stock of accomplishment against the planned initiative/actions and to firm up next month's Plan of Action, and share Key Learnings and feedback
3. a. Any work involving production/sourcing of materials and supervision to implement counseling will be billed to the CUO separately following prior written approval.
 - b. Any travel, lodging and boarding expenses of the Advisory (restricted to one person only) on account of outstation PR activities would be payable on actual

or within the limit of economic air fare, hotel charges equivalent to the limit prescribed to the employee of the Central Government at the lowest grade pay of PB-4 scale whichever is less on submission of bills. However, the said travel should be with the prior written approval of the competent authority of CUO.

- c. The Advisory will raise cost estimates for each of the projects, if any, which must be duly approved by the CUO prior to the commencement of the work.

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- d. The Advisory will raise invoices at the end of every month towards its Professional Charges as per MoU, which will be payable within next 15 days.
 - e. The bills in respect of the agreed Projects, if any, will be sent to the CUO after the completion of the Project, and should be paid immediately on receipt of invoice along with the supporting by the CUO.
 - f. TDS as per Income Tax Act, 1961 will be deducted from the bills of the Advisory.
4. Either party may terminate this Arrangement by giving a minimum of thirty days notice in writing. Moreover, if at any stage it is found by the CUO that services being rendered by the Advisory are not satisfactory and /or terms and conditions are being flouted, it may terminate this agreement without any notice.
 5. The Advisory shall exercise utmost confidentiality in dealing with all public relations activities and information of a commercial / technical nature pertaining to CUO, its organization, products and plans. However, if any such information has to be parted with or disseminated then it shall be with explicit written consent of Vice Chancellor, Central University of Orissa. The Advisory agrees to maintain absolute confidentiality over all of the information of CUO which comes or may come in its possession and would not use / share such information for any purpose whatsoever to any third party, except as required by law, without prior written consent of CUO, during the continuance of this arrangement and/or even anytime thereafter.
 6. All publicity material submitted or developed by the Advisory for the CUO and its companies during the terms of this MOU shall be property of the CUO.
 7. The Advisory shall not assign, abandon, transfer, sublicense, charge or otherwise dispose or delegate any of its rights, interest or obligation to any of its associates, affiliate or any third party whether directly or indirectly without the written consent of Vice Chancellor of the CUO.
 8. Advisory and CUO agree that any claim relating to this MOU, which is not resolved by mutual discussions, shall be referred for arbitration by a single arbitrator as per

Arbitration Act and the decision of the Arbitrator will be final and binding on both the parties. The expenses towards the Arbitration will be shared equally. The aggrieved party may commence the arbitration process through a written demand for arbitration with a copy to the other party. The place of arbitration will be at Bhubaneswar, India subject to Bhubaneswar jurisdiction and in accordance to Arbitration and Conciliation Act, 1996.

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PRICE BID

The Professional Charges for the above arrangement per month:
Rs.....Rupees.....
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Service Tax as applicable will be paid extra

Signature of the Authorised Person

Date:

(With SEAL)