



INDIAN INSTITUTE OF TECHNOLOGY, ROORKEE
ROORKEE – 247 667, UTTARAKHAND, INDIA

EOI No.: 1000000007/MM-7/IITR/2021-22/175 years of Celebration/13

Dated: 02/06/2021

Expression of Interest (EOI) for 175 years of Celebration – Branding Design Competition

IIT Roorkee invites EOI from the eligible bidders for the 175 years of Celebration – Branding Design Competition.

For details of obtaining EOI document, please visit institute website under Tender/EOI (<http://mm.iitr.ac.in/mmweb/>) & CPP Portal <https://eprocure.gov.in/epublish/app>. The sealed Expression of Interest should reach the Material Management latest by 17:00 hours on 23-06-2021 which will be opened on 24.06.2021 at 12:00 hours in the Office of the Deputy Registrar, Material Management, IIT Roorkee.

For any Clarification Please Contact:

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Issue Date: 02/06/2021

EOI Submission End Date: 23/06/2021

EOI Opening Date: 24/06/2021


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INDIAN INSTITUTE OF TECHNOLOGY ROORKEE

175 years of Celebration – Branding Design Competition

IIT Roorkee is entering its 175th year. This is a rare moment in the history of technical education in India. Very few technical educational institutions in the world have been able to maintain a high standard of education for such a long time. It will be a matter of pride for all of us that we are going to witness this opportunity. IIT Roorkee has a rich history and is a unique blend of its old legacy and new possibilities. 175th Year is a unique event, it is giving us an opportunity to showcase our strength. To make this occasion memorable and to show its strength to the entire Arena and to represent its global presence in less words, some work is very necessary. The most important of which is 175 years of brand building.

Since it's a 175th year celebration and after 25 years of this we will have 200th years of presence. So it will be appropriate to have a shelf life of the 175th year brand for many years.

Keeping all these things in mind along with the importance of celebrations, there is a need to adopt professional attitude in this context and accordingly professional firms are invited having pre-qualifications.

1. Pre-qualifications:
 - (a) The firm must have experience of branding atleast 5 events at the International level organised in India by an Indian entity.
 - (b) The branding of the event may comprise of different activities such as meetings, cultural shows, Gala events, eminent people talks (national and international), international conferences, memorabilia, selection and designing, etc. Tentative activities are given at Annexure.
2. The interested firms shall submit their interest with the following details.
 - (a) The details of the firm in terms of number of employees, annual turn-over, establishment year.
 - (b) Experience of branding the events including details in terms of meetings, products, process, themes, colours, etc.
 - (c) Overall portfolio of the firm.
 - (d) The electronic file (PDF, Videos, documents) of above be submitted in support of experience including feedback from their clients.
3. Based on the above submission, shortlisted firms shall be invited for an online presentation.
4. Shortlisting criterion for inviting firms for presentations are as follows:
 - (a) Relevant experience as mentioned in pre-qualifications.
 - (b) Quality and feedback of the branding experience.
5. Shortlisted firms who shall be invited for presentation should cover the details submitted along with their interest and also their plan and conceptual designs for carrying the tentative activities as per annexure.
6. After the presentation further shortlisted firms be requested to submit their technical (plan, methodology, time frame etc.) and financial offer against a document which shall be supplied by IITR to them.



Annexure – Branding design

IIT Roorkee 175 years

1. Introduction

IIT Roorkee will be celebrating its 175th year of establishment starting from November 2021. It is a significant milestone in the history of the institute and also the country. This calls for a yearlong celebration event. This requires proper branding of the event. For this, a branding design firm has to be hired who shall deliver the designs as detailed out under deliverables.

- a. Year-long milestone program
 - i. Milestone year celebration events are a year-long program. Such programs can engage all stakeholders if adequately engaged. Commercially these programs have parallels:
 1. Harvard GSE 100 years
 2. Dubai Expo 2021
 3. Cambridge Exams - 100 years
 4. McGill University 200 years
 5. Buffalo 175 years
 6. Willamette 175 years
- b. 175 years of Roorkee
 - i. The second oldest University in India celebrates a milestone year
 - ii. One of the largest and greenest campuses
 - iii. Home to brilliant academia, researchers and students
 - iv. Alma mater to distinguished alumni
- c. Objectives of this celebration
 - i. An opportunity to bring together all our stakeholders on one platform tied by the University
 - ii. Build brand IITR even further by celebrating our achievements
 - iii. Engage stakeholders who have not been engaged before
 - iv. Build significant digital presence including platforms
 - v. Inspire innovation
 - vi. Bring visibility to our academia, management, students
 - vii. Improve employment prospects for our students in this year and beyond
- d. Stakeholders
 - i. Academia (Professors, Associate Professors, Lecturers and other teachers)
 - ii. Management (Director, Deans)
 - iii. Current students
 - iv. Companies recruiting from our campus
 - v. Alumni
 - vi. Support staff



- vii. Consulting clients
- viii. Other partner and non-partner universities (Indian and Foreign)
- ix. Partner institutes
- x. Organizations operating within IITR campus
- xi. Media
- xii. The Army (our neighbours)
- xiii. Government
- xiv. Others

2. Program strategy

The theme for this celebration is “175 Years of IIT Roorkee- leading into Future”. Based on this theme, branding design has to be done which shall cover the following-

a. Umbrella brand identity

- i. This celebration will receive a specially designed brand identity and positioning line
- ii. This identity will be scaled across different applications

b. Applications (this is a suggested list)

- i. Brand Identity
 - 1. Brand Identity and digital versions of this identity
 - 2. Digital goodies (Video backgrounds, Signatures, Digital badges)
 - 3. Souvenir shop (Miniature replicas of campus and buildings, watercolor paintings, etc)
 - 4. Merchandise shop (T-shirts, hoodies, mugs, badges and others)
 - 5. Stationery (books, notebooks)
- ii. On campus
 - 1. Physical signages on campus
 - 2. Branded art
 - 3. In-department branding and merchandising
- iii. Print and digital books
 - 1. Coffee table book collections
 - 2. Photography collections
 - 3. eBooks of publications from Roorkee academia and alumni
- iv. Vehicles
 - 1. Branding on campus vehicles
 - 2. Stickers for alumni to fix on their vehicles

c. Digital presence

- i. A comprehensive website that curates all the information, events and data about this celebration. This website would be the anchor around the celebration. Some features of the website include:
 - 1. Curation of all links of websites around Roorkee in one place
 - 2. Online store
 - 3. Virtual Tours of campus
 - 4. Videos and photo gallery
 - 5. Links to all social media presence



- 6. Events pages
- ii. Upgraded presence on LinkedIn and other social media
- iii. Dedicated effort to consolidate all the alumni into the Roorkee social eco-system

d. Experience Design

- i. Design the experience around the 175 year experience. Create events or experiences that can become share-worthy. Example below:
 - 1. Coffee table: 175 reasons to celebrate: The eco-system finds 175 reasons to celebrate IIT Roorkee. Each one is a unique narrative and can occupy one page each.
 - 2. 175 icons set (custom designed). This is a business set that alumni, students or others could use. Each icon would remind something about campus
 - 3. 175 sticker collection: A custom illustrated set of stickers. These stickers would help Roorkee eco-system stakeholders re-live their campus lives
 - 4. 175 photographs collage: Crowd-sourced photographs of campus and the town from all alumni
 - 5. 175 trees and plants found on campus
 - 6. 175 anecdotes
 - 7. Like this, the 175 number could be used magically across other ideas
- ii. Use this opportunity to build brand IITR across various platforms. This landmark could be used as an opportunity to build new connections.

