

**EMBASSY OF INDIA
BRUSSELS**

TENDER DOCUMENT

FOR

HIRING SOCIAL MEDIA MANAGEMENT AGENCY

FOR

EMBASSY OF INDIA, BRUSSELS

217, CHAUSSE DE VLEURGAT, 1050, BRUSSELS, BELGIUM

<u>Important Dates</u>	
Published date	22-07-2024
Bid document download start date	22-07-2024
Bid submission end date	23-08-2024
Date of Technical Bid opening	30-08-2024

Embassy of India

Brussels

NOTICE INVITING BIDS

Embassy of India invites sealed and separate tenders under two bid systems (Technical & Financial Bid) from established/reputed agencies for selection of an **Agency for Social Media Management** in respect of the Embassy of India, Brussels for a period of one (1) year, extendable on year to year basis for another two years on same price and subject to mutual agreement.

2. The last date of receipt of offer in sealed envelope is on or before 23-08-2024 up to 1700 hrs. Tender documents are available on our website <http://www.indianembassybrussels.gov.in> and www.eprocure.gov.in. Details can also be collected from HOC office- (E mail: hoc.brussels@mea.gov.in); Phone No 02-6451854

3. The bids shall remain valid for 120 days from the date of opening of technical bids. Any future clarification and/or corrigendum(s) shall be communicated through 'Tender Notice' section on the Embassy website: <http://www.indianembassybrussels.gov.in>

4. The Embassy of India reserves the right to reject/cancel any or all bids without assigning any reason.

Sd/-

Head of Chancery

TENDER NOTICE

Subject: Selection of an Agency for Social Media Management in respect of the Embassy of India, Brussels

Press & Information Wing of the Embassy of India is considering selection of an agency for Social Media Management in respect of the Embassy.

(A) Scope of work:

1. Facilitating the Embassy in enhancing its social media outreach by:
 - a. Developing a strategy to enhance Embassy's presence on social media (Facebook, X (Formerly Twitter), Instagram, YouTube, LinkedIn etc.) and engaging a wider audience through social media tools available as also exploring the possibilities of involving social media influencers in Belgium and Luxembourg towards this end.
 - b. Implementing Social Media Analytics (using Social Media Analysis) to gather useful relevant and credible updates/news on foreign policy issues trending on social media platforms of online influencers and media houses at the local, regional, national level through a **team deployed 24x7 for Social Media** management and analysis. Agency **has to provide a Daily, Weekly and Monthly update** based on the monitoring.
 - c. Managing Embassy's response on social media channels on issues/topics identified through social media analysis and/or as indicated by the Embassy.
 - d. Producing quality content such as info graphics, short videos/Audios, GIFs, Power Point presentations, animations for use on social media platforms of the Embassy.
 - e. Editing and uploading the content created, on Embassy's social media platforms on e immediate basis

f. Promoting Embassy's events and activities on social media which **also includes live streaming** of embassy's events such as National Days, Yoga Day, etc. on Embassy's social media pages.

g. **Coverage of events** (both in and out of the city) as and when required by the Embassy **to shoot videos for dissemination through social media.**

h. **Designing bi-weekly newsletter** based on the content shared by the Embassy and promoting it on social media platforms. Implementing any new social media initiatives/modules etc. as and when required.

i. Providing the above-mentioned services **regularly without any leave or gap.** Assigning at least **one person at all times** for management of social media.

2. **Validity & Extension of Contract :** The work would be assigned initially for a period of **one year** which may be extended for a further period of two years (one year at a time) at the sole discretion of the Embassy of India, Brussels **on the existing terms** and with the written consent of the Agency.

3. **A two bid system (Technical & Financial Bids) will be followed.** The technical bids shall be opened on 30-08-2024 at 1100 hrs in Embassy of India, Brussels in the presence of those tenderers who may desire to be present at that time. The Technical Bid/presentation will be evaluated by Technical Evaluation Committee.

(B) Minimum Eligibility Criteria :

1. The agency should be registered with the Registrar of Companies and should hold valid PAN, Sales tax/GST registrations/VAT (The proof of the registration of the company as per the local law and appropriate tax registration/certificate may be provided).

Pre-bid Meeting: Pre-bid meeting shall be held with the eligible and intending bidders in the, HOC office in Embassy of India, Brussels at 1130 Hrs on 7 August, 2024 to clear the doubts of intending bidders, if any. Bidders should send by email all their queries, before pre-bid Meeting, latest by 1100 Hrs. on 6 August, 2024 to the email id: hoc.brussels@mea.gov.in. If further pre-bid meeting is required for complete and effective interactions, the date and time of the same will be communicated at the end of 1st pre-bid meeting or later. All modifications/addendums/corrigendum issued regarding this bidding process, shall be uploaded on website only and shall not be published in any Newspaper.

(C) Submission of Bids :

The bidders should submit their bids to the office of the Head of Chancery, Embassy of India, Brussels.

- (i) Technical Bid: The bidding agencies are required to submit documents as detailed in Annexure. Only the bids complying with the Minimum Eligibility Criteria shall be allowed to participate in the technical bid.
- (ii) Financial Bid: to be submitted in the format as given in **Annexure II**.
- (iii) Validity of Bid: Quoted rates must be valid for a period of 120 days from the date of opening of Technical Bids. However, the tendered should have no objection to extend it, if required by the Embassy.

(D) Technical Evaluation :

1. Only the agencies who fulfil the Minimum Eligibility Criteria and submit the documents as mentioned in Annexure-I shall be eligible for technical evaluation. Such agencies shall be required to present a Technical Presentation showcasing their skills and details as laid down below.

The technical evaluation of the bidders shall be made on following points:

S. No.	Category	Description	Marks
1.		Dashboard for Social Media Integration (Twitter,FB, LinkedIn, Google+ etc.)	5 marks (on the basis of presentation)

	Social Media management capabilities	Google+ etc.)	
2.		Ownership of Third party softwares/Licenses held for home-grown softwares; knowledge of their usage. (eg. Adobe Creative Cloud, Coral draw, photoshop, video/audio editing etc.)	5 marks (on the basis of presentation)
3.		Affiliation with or direct contract from social media networks such as Facebook, Twitter, Google Plus etc.	5 marks (on the basis of presentation)
4.	Social Media Footprint Increase	Strategy to increase the social media presence of Embassy (to be assessed in terms of followers periodically)	5 marks (on the basis of presentation)
5.		Scalability-expansion/ accommodation of new accounts of Ministry/Missions/posts)	5 marks (on the basis of presentation)
6.	Social Media Analysis	Strategy & Resources (Human/Technological) for social media analysis	5 marks (on the basis of presentation)
7.		Creation of analytical reports & Summarizing of the social media developments of the day	5 marks (on the basis of presentation)
8.	Security	Disaster management (response management) & Data security. Safety mechanism to prevent unauthorized access to Social Media platforms	5 marks (on the basis of presentation)
9.	Manpower	Total manpower employed by Agency	10 marks [<= 10 = 2 marks 10<=20 = 4 marks

			20 <= 30 = 6 marks 30 <= 40 = 8 marks >40 = 10 marks]
10.	Relevant Experience	Experience in Social media management and analysis in Govt./PSU sector in number of years (An experience of at least 3 years)	10 marks [3=< 4 = 2 marks 4=<5= 4 marks 5 =<6 = 6 marks 7=<8=8 marks >=8 = 10 marks]
11.		Experience in Social media management and analysis in private sector in number of years (An experience of at least 3 years)	10 marks [3=< 4 = 2 marks 4=<5= 4 marks 5 =<6 = 6 marks 7=<8=8 marks >=8 = 10 marks]
12.		Number of projects undertaken with/currently working with; Govt./PSU sector	10 marks [3=< 4 = 2 marks 4=<5= 4 marks 5 =<6 = 6 marks 7=<8=8 marks >=8 = 10 marks]
13.		Number of projects undertaken with/currently working with private sector enterprises	10 marks [3=< 4 = 2 marks 4=<5= 4 marks 5 =<6 = 6 marks 7=<8=8 marks >=8 = 10 marks]
14.	Turnover	Turnover of the Agency over the last three years	10 marks [1 <= 1.2 crore =2 marks 1.2 <= 1.4 crore = 4

			marks 1.4 <= 1.6 crore =6 marks 1.6 <= 1.8 crore = 8 marks > 1.8 crore = 10 marks]
TOTAL			100 Marks

2. The minimum qualifying score shall be 70.

(E) Financial round :

1. Only the agencies, who qualify the Technical evaluation round, will be eligible to participate in the financial bidding round. The date and time for opening of the Financial Bid will be intimated on a later date.
2. No change in financial bids is allowed after the last date of submission of tender documents.
3. After evaluation of financial bids, the L1 (lowest responsive financial bid) bidder will be awarded the contract.

(F) Other Terms & Conditions:

1. Tender received after closing date and time will not be entertained.
2. Embassy reserves the right to extend the last date and time for submission of the bids at its own discretion.
3. The bidder/agency shall bear all costs associated with the preparation and submission of its bids and Embassy will in no way be held responsible or liable for these costs, regardless of the conduct or outcome of the bidding process. It is also clarified that no binding relationship will exist between any of the respondents and the Embassy until execution of a contractual agreement.

4. The bids shall remain valid for a period of 120 (One hundred & twenty) days. In exceptional circumstances, the consent of the bidder may be requested in writing for an extension to the period of bid validity. Such requests should preferably be made much before the expiry of the bid validity. The bid security provided shall also be suitably extended.
5. Failure to furnish all the required information may result in rejection of the bid.
6. Agencies applying for the tender will submit a certificate that the information submitted by them is correct and they will abide by the decision of Embassy. In case the information submitted by the firm is found to be false and/ or incorrect in any manner, the agency can be suspended and/or debarred.
7. Any notice by one party to the other pursuant to the Contract shall be sent by fax/e-mail/letter and confirmed in writing to the address specified for that purpose in the Contract.
8. To assist in Technical evaluation, Embassy reserves the right to call for any clarification from any/all bidder/agency during the evaluation of the bids. Such clarification should be submitted only in writing. However, no other correspondence on bids will be entertained.
9. Participation in this bid will imply that the bidder has accepted all the terms and conditions and subsequent modifications, if any, of this bid document.
10. The Embassy shall have the sole proprietary rights over the content created/edited/provided by the agency who has been awarded the contract through this tender.
11. In all matters related to dispute relating to this tender, the decision of this office will be final and binding upon the firm/agency.
12. The Embassy reserves the right to accept or reject any or all proposals without assigning any reasons. No tenders shall have any cause or claim against the Embassy for rejection of his proposal.

13. Payment terms :

- The price quoted shall remain fixed and not be subject to variations in exchange rate, duties, levies etc.

- The agency who has been awarded the contract shall submit the bills within a week of the subsequent month after the expiry of a quarter indicating full description and payment of such bill would be subject to certification by Embassy (first party) of satisfactory fulfilment of contractual obligations by the Contractor (second party).
 - Agencies, which submit the bid, are advised to ensure that the prices/ rates quoted are inclusive of the manpower support required for the execution and continuous monitoring of the project during the Contract period. No deviation in any of the conditions allowed during the project period. **No increase in prices would be allowed during the contract period.** Only applicable taxes shall be applied in addition to quoted rates.
14. **Agency must procure and provide all the hardware and software including platforms such as HootSuite, etc.** required to its project team to enable them to meet the target assignment. **The bidding price shall be inclusive of all the costs and no extra/additional cost shall be paid by the Embassy for subscription to any hardware and/or software tool(s).**
 15. The Embassy requires that the company engages professionals in the field of journalism, graphic designing, video-audio editing, social media analysis to undertake the project and reserves the right to call for the resumes, documents relating to their professional background, expertise and their achievements.
 16. **No Subcontracting:** The bidder/agency selected should have the capability to perform the entire scope of the work without outsourcing the same to any third party in any manner.
 17. Quality of creative and timely uploading them on the social media handles of the Embassy **within the time schedule** are of paramount importance and any lapse may lead to cancellation of the contract with the agency without any further notice.
 18. The agency selected through this tender must provide the **Embassy access to all the source code & material/data utilized** for the scope of this tender.
 19. Notwithstanding any of the provisions mentioned above, for rates and other terms and conditions, in case of any disagreement etc., decision of the Embassy will be final and binding on all bidders participating in this bid.

(G) Performance Guarantee: The successful bidder shall provide a Performance Guarantee for the due and faithful performance of contract for a sum of 10% of the total contract price before the signing of Agreement. The Performance Guarantee should remain valid for a period of 60 days beyond the date of completion of contractual obligations.

Refusal or inability or delay by successful bidder to supply all deliverables as per scope of work at the contracted rate may result in termination of the contract and forfeiture of Performance Guarantee (PG) as well as disqualification of the bidder from participating in future tenders

(H) Agreement Deed: The successful bidder shall execute an agreement for the fulfilment of the contract within 15 days from the date of award of the contract.

(I) PENALTY CLAUSE:

If at any future point of time it is found that the bidder has submitted information which is factually incorrect or if the bidder does not fulfil any of the contractual obligations, Embassy may take a decision to cancel the contract with immediate effect, and/or debar the bidder from bidding prospectively in this and all other tender procedures for a period to be decided by the Embassy and take and other action as deemed necessary. The penalty with respect to its time period shall be quantified by the Embassy at its own discretion/satisfaction.

(J) FORCE MAJEURE:

1. Embassy may consider relaxing the penalty and delivery requirements, as specified in tender document, if and to the extent the delay in performance or failure to perform its obligations under the contract is the result of Force Majeure.
2. Force majeure as used herein means any unforeseeable and irresistible act of nature any act of war (whether declared or not), invasion, revolution, insurrection, terrorism,

or any other acts of a similar nature or force, provided that such acts arise from causes beyond the control and without the fault or negligence of the Contractor.

3. In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the affected Party shall give notice and full particulars in writing to the other Party, of such occurrence or cause if the affected Party is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under the Contract.
4. The affected Party shall also notify the other party of any other changes in condition or the occurrence of any event which interferes or threatens to interfere with its performance of the Contract. On receipt of the notice or notices required hereunder, the Party not affected by the occurrence of a cause constituting force majeure shall take such action as it reasonably considers being appropriate or necessary in the circumstances including granting the affected Party of a reasonable extension of time in which to perform any obligations under the Contract.
5. If the contractor is rendered unable, wholly or in part, by reason of force majeure to perform its obligations and meet its responsibilities under the Contract, the Embassy of India, Brussels shall have the right to suspend or terminate the Contract on the same terms and conditions with immediate effect. In any case, the Embassy of India, Brussels shall be entitled to consider the Contractor permanently unable to perform its obligations under the Contract in case the Contractor is unable to perform its obligations, wholly or in part, by reason of force majeure.

(K) Liquidated Damages and Termination:

1. It would be the first and foremost responsibility of the contractor to ensure that the services are being provided satisfactorily and contract is executed as per agreed terms and conditions. In the event of delayed or unsatisfactory services, this Embassy may recover a sum from the contractor equivalent to minimum of 0.5% of the price for any portion of services delayed / negligence in service. The maximum amount to be recovered would be 10% of the price for any portion of services delayed / negligence in service.

2. In case of quality of service provided by the contractor found wanting inadequate, the competent authority may terminate the contract agreement after giving 15 days' notice. In that case the competent authority may forfeit the Performance Guarantee deposit.
3. In case of material breach of any of terms and conditions mentioned in the tender document, the competent authority will have the right to terminate the contract, cancel the work order without assigning any reason and nothing will be payable by this Embassy in that event and the Performance security deposit may also be forfeited.



(Neeraj Kumar)

Head of Chancery

Embassy of India, Brussels

E-mail: hoc.brussels@mea.gov.in

Phone No 02-6451854

	Document
1.	Copy of Registration with Registrar of Companies
2.	Copy of PAN & GST number as applicable.
3.	Copy of ITR returns for the last three years.
4.	Copy of Latest Sales Tax/VAT/GST Clearance Certificate or copy of latest tax deposit challan.
5.	A list of their owners/partners etc. of the agency
6.	Copy of Certificate to the effect that the firm is neither blacklisted by any Govt. Department nor any Criminal Case is registered against the firm or its owner or partners anywhere.
7.	Copies of award of contracts along with Certificate of satisfactory performance from Central Ministries/ Departments/private organizations of repute.
8.	Copy of proof of qualification/additional skills in respect of the team proposed to be employed by the Agency.
9.	Copy of an audited statement of account of the agency
10.	Proof of Annual turnover.
11.	Self-certification regarding Manpower employed by Agency

FINANCIAL BID

Annual Social Media Management Contract in respect of Embassy of India, Brussels:

(A) Annual rate as per scope of work including one dedicated technician

Excluding taxes: Euros.....

*Including taxes: Euros.....

(B) Annual rate as per scope of work but excluding one dedicated technician:

Excluding taxes: Euros.....

*Including taxes: Euros.....

*The including rates are inclusive of all charges, surcharges, taxes, duties etc. including Work Contract Tax/ Service Tax etc. but excluding cost on supply of spare parts.

Taxes may be clearly mentioned separately head wise. Where no tax will be applicable **NIL tax** should be mentioned

BIDDERS SIGNATURE WITH OFFICIAL SEAL/STAMP

Bidder Details

a)	Name/Address of Agency including PIN Code	
b)	Registrations Details with date	
c)	Owner's Name	
d)	Income Tax Pan No.	
e)	Service Tax Registration No.	
f)	Telephone No. Office	
	Residence	
	Mobile No.	
g)	Residential Address	
h)	Annual turnover for last three financial year	
i)	List of Major Corporate Clients	
j)	Performance Report, If any	
k)	Any Other Information/ Documents which may help in assessing Bidder's abilities	

Bidder's signature with stamp