

**Request for Information (RFI) for Social Media Engagement Project of Ministry of External Affairs**

1. Ministry of External Affairs intends to invite prospective vendors to submit proof of concept proposals for effective use of various new media platforms and streamline Ministry's social media presence in expression of its mandate to project and promote India's foreign policy priorities.

**Objectives**

2. The broad objectives that the Ministry aims to achieve through the proposed project are:

- i. Enhance and sustain Ministry's effective presence on social media through innovative social media applications and novel outreach activities to engage a wider audience, both globally and regionally, in India's foreign policy discourse.
- ii. Integrate various social media platforms of Ministry and Missions abroad and provide a new outlook to Ministry's social media presence.
- iii. Establish a social media monitoring mechanism so that officials in Missions and headquarters are able to gather useful and credible information on foreign policy issues trending on social media at the regional (e.g. on matters that concern Indian States), national and international level.

**Background**

3. Ministry of External Affairs' responsibility to publicize and promote understanding of India's foreign policy objectives/priorities is mainly carried out by the External Publicity (XP) Division and the Public Diplomacy (PD) Division and Indian Missions abroad. Ministry has been at the forefront of adopting new and emerging media and successfully embraced various social media platforms including Twitter, Facebook, YouTube, G+ etc., with an aim to reach to a wider audience and engage netizens more actively in the public discourse of India's foreign policy. The new revamped web portal of the Ministry went live in 2012 and an integrated smart phone app was launched in 2013. A number of Indian Missions are also active independently on Facebook, YouTube and Twitter (See Appendix I). It is in this context that the Ministry intends to invite fresh proposals to revamp its social media presence.

**Qualifications**

4. Prospective applicants should meet the following criteria:
- i. The firm should have proven technical competence in designing and developing social media applications and should have minimum of three years experience in effective use of social media
  - ii. Minimum annual turnover of the firm in the last three years should be at least one crore rupees.

## **Information Requested**

5. Interested applicants are requested to submit RFI applications as per the proforma placed at annexure-II. Proof of concept proposals that are submitted should delineate the scope of work, proposed technology to be used, intended audience and potential outreach, tentative implementation schedule, support required from the Ministry and duties and obligations of the Ministry for the successful implementation of the proposal.

6. Applicants can have preliminary discussions with the Ministry and seek clarifications to understand the broad objectives and scope of proposed project before submitting their final proposals. They are encouraged to go through all the social media platforms on which the Ministry is active (Annexure I) and also study various existing outreach activities of the Ministry.

7. After scrutinizing the information and credentials submitted by the parties, they shall be called to make presentation on their proposals. A selection committee will finalise the best proposal that meets the stated objectives and subsequently the Ministry shall go for tendering process.

## **Submission of RFI and Liabilities:**

8. RFIs should be sent in a sealed cover duly super scribed Request for Information for "Social Media Engagement Project of the Ministry of External Affairs" so as to reach the address given below on or before **10 February, 2014**.

Under Secretary (XP)  
Room No: 141-A,  
Shastri Bhawan, New Delhi

9. RFI applications that are not submitted in the prescribed format would not be considered and no further request would be entertained.

10. All costs and expenses associated with submission of RFI shall be borne by the applicant and the Ministry of External Affairs shall have no liability in any manner in this regard. Applicants will be required to come to External Publicity Division for discussions/clarifications and to give presentations on their proposals at their own cost.

11. Any clarification/request for further information regarding this RFI should be directed to [usxps@mea.gov.in](mailto:usxps@mea.gov.in).

12. Ministry of External Affairs reserves the right, without any obligation or liability whatsoever, to accept or reject any or all RFIs at any stage of the process and/or to modify the process or any part thereof at any time without assigning any reason.

**(Dr. E. Vishnu Vardhan Reddy)**

Under Secretary, External Publicity Division  
Ministry of External Affairs

Telephone: 23387524, E-mail: [usxps@mea.gov.in](mailto:usxps@mea.gov.in)

**January 21, 2014**

## Annexure I

## Social Media Pages of the various Divisions and Missions of the Ministry of External Affairs

	Social Media	Public Diplomacy Division	External Publicity Division
1.	Twitter	@IndianDiplomacy @realindiais @aseanindia	@AkbarMEA
2.	YouTube	<a href="http://www.youtube.com/user/indiandiplomacy">http://www.youtube.com/user/indiandiplomacy</a> <a href="http://www.youtube.com/user/aseanindia">http://www.youtube.com/user/aseanindia</a> <a href="http://www.youtube.com/user/realindiais">http://www.youtube.com/user/realindiais</a> <a href="http://www.youtube.com/user/indiafrica">http://www.youtube.com/user/indiafrica</a>	<a href="http://www.youtube.com/user/MealIndia">http://www.youtube.com/user/MealIndia</a>
3.	Facebook	<a href="https://www.facebook.com/IndianDiplomacy">https://www.facebook.com/IndianDiplomacy</a> <a href="https://www.facebook.com/RealIndials">https://www.facebook.com/RealIndials</a> <a href="https://www.facebook.com/INDIAFRICAaSharedFuture">https://www.facebook.com/INDIAFRICAaSharedFuture</a> <a href="https://www.facebook.com/aseanindia">https://www.facebook.com/aseanindia</a>	<a href="https://www.facebook.com/MEAINDIA">https://www.facebook.com/MEAINDIA</a>
4.	G+	<a href="https://plus.google.com/+Indials/posts">https://plus.google.com/+Indials/posts</a> <a href="https://plus.google.com/u/0/113150389773249183632/posts">https://plus.google.com/u/0/113150389773249183632/posts</a>	<a href="https://plus.google.com/u/0/b/103329416703761384109/103329416703761384109/about">https://plus.google.com/u/0/b/103329416703761384109/103329416703761384109/about</a>
5.	Pinterest	<a href="http://www.pinterest.com/realindiais/">http://www.pinterest.com/realindiais/</a> <a href="http://www.pinterest.com/aseanindia/">http://www.pinterest.com/aseanindia/</a>	
6.	Flickr	<a href="http://flickr.com/aseanindia">http://flickr.com/aseanindia</a>	<a href="http://www.flickr.com/photos/meaindia">http://www.flickr.com/photos/meaindia</a>

## Facebook and Twitter pages of Indian Missions/Posts Abroad

	Missions on Facebook		Missions on Twitter
1.	<a href="#">Embassy of India, Washington DC</a>	1.	<a href="#">Embassy of India, Poland</a>
2.	<a href="#">Consulate General of India, Ho Chi Minh City</a>	2.	<a href="#">Embassy of India Venezuela</a>
3.	<a href="#">High Commission of India, Dhaka</a>	3.	<a href="#">HCI, Dar es Salaam</a>
4.	<a href="#">Embassy of India, Kabul</a>	4.	<a href="#">indianembassyastana</a>
5.	<a href="#">Consulate General of India in Bali</a>	5.	<a href="#">IndianConsulate Bali</a>
6.	<a href="#">Indian Embassy Phnom Penh, Cambodia</a>	6.	<a href="#">Embassy of India Stockholm</a>
7.	<a href="#">High Commission of India, Singapore</a>	7.	<a href="#">HCI, Zambia</a>
8.	<a href="#">Embassy of India, Vienna</a>	8.	<a href="#">Indian Embassy Paris</a>

9.	<a href="#">Embassy of India, Paris</a>	9.	<a href="#">Indian Embassy Jkt</a>
10.	<a href="#">Embassy of India, Manila</a>	10.	<a href="#">IndiaEmbassyCambodia</a>
11.	<a href="#">Embassy of India Yangon</a>	11.	<a href="#">Embassy of India,Ukraine</a>
12.	<a href="#">Embajada de la India Bogota</a>	12.	<a href="#">Indian Embassy Kabul</a>
13.	<a href="#">Embassy of India, Riyadh</a>	13.	<a href="#">Embassy of India US</a>
14.	<a href="#">IndianEmbassy Paramaribo</a>	14.	<a href="#">Embassy of India Cairo</a>
15.	<a href="#">High Commission of India, Port Louis</a>	15.	<a href="#">Embassy of India KTM</a>
16.	<a href="#">High Commission of India, London UK</a>	16.	<a href="#">Embassy of India Mongolia</a>
17.	<a href="#">High Commission of India, Colombo</a>	17.	<a href="#">India Embassy Sanaa</a>
18.	<a href="#">Embassy of India, Madrid</a>	18.	<a href="#">Embassy of India, Buenos Aires</a>
19.	<a href="#">Embassy of India Luanda</a>	19.	<a href="#">Embassy of India, Tripoli, Libya</a>
20.	<a href="#">Consulate General of India, Melbourne</a>		
21.	<a href="#">Embassy of India Santiago</a>		
22.	<a href="#">High Commission of India, Accra (Ghana)</a>		
23.	<a href="#">Embajada de la India - Buenos Aires</a>		
24.	<a href="#">High Commission of India, Pretoria</a>		
25.	<a href="#">Consulate General of India, Milan</a>		
26.	<a href="#">Consulate General of India, Dubai</a>		
27.	<a href="#">Consulate General of India in Sydney</a>		
28.	<a href="#">High Commission of India Suva</a>		
29.	<a href="#">Embassy of India, Abu Dhabi</a>		
30.	<a href="#">Consulate General of India, St. Petersburg</a>		
31.	<a href="#">Embassy of India Ankara</a>		
32.	<a href="#">Embassy of India Sofia</a>		
33.	<a href="#">Indian Embassy Belgrade</a>		
34.	<a href="#">Embassy of India, Tokyo</a>		
35.	<a href="#">Consulate General of India, NY</a>		
36.	<a href="#">Embassy of India, Antananarivo</a>		
37.	<a href="#">Embassy of India Jakarta</a>		
38.	<a href="#">Permanent Mission of India to the United Nations</a>		
39.	<a href="#">Embassy of India, Berlin</a>		
40.	<a href="#">Consulate General of India, Hamburg</a>		
41.	<a href="#">Consulate General of India, Vladivostok</a>		
42.	<a href="#">High Commission of India, Port of Spain</a>		
43.	<a href="#">Embassy of India, Moscow</a>		
44.	<a href="#">Embassy of India, Tel Aviv</a>		
45.	<a href="#">Indian Consulate Istanbul</a>		
46.	<a href="#">Indian Embassy Lisbon</a>		
47.	<a href="#">Embassy of India, The Hague</a>		

48.	<a href="#">Indian Consulate Munich</a>		
49.	<a href="#">Embassy of India Stockholm</a>		
50.	<a href="#">Embassy of India, Doha (Qatar)</a>		
51.	<a href="#">Indian Embassy Cairo</a>		
52.	<a href="#">Embassy of India Kathmandu</a>		
53.	<a href="#">Consulate General of India, Birgunj</a>		
54.	<a href="#">Consulate General of India Toronto</a>		
55.	<a href="#">Indian Embassy Bangkok</a>		
56.	<a href="#">Embaixada da India Brasilia</a>		
57.	<a href="#">Embassy of India, Muscat</a>		
58.	<a href="#">Embassy of India Seoul</a>		
59.	<a href="#">Embassy of India Caracas</a>		
60.	<a href="#">Embassy of India, Astana, Kazakhstan</a>		
61.	<a href="#">Embajada de la India, Guatemala</a>		
62.	<a href="#">Consulate General of India, Sao Paulo</a>		
63.	<a href="#">Embassy of India Tripoli, Libya</a>		
64.	<a href="#">Indian High Commission in Dar es Salaam,</a>		

### **Missions on YouTube**

1.	E/I Buenos Aires, Argentina <a href="http://www.youtube.com/IndianembassyBA">http://www.youtube.com/IndianembassyBA</a>
2.	E/I Beijing, China (in Mandarin) <a href="http://i.youku.com/u/id_UMzg5NzExMDk2">http://i.youku.com/u/id_UMzg5NzExMDk2</a>
3.	E/I Cairo, Egypt <a href="http://www.youtube.com/user/IndianEmbassyCairo">http://www.youtube.com/user/IndianEmbassyCairo</a>
4.	E/I Paris, France <a href="http://www.youtube.com/channel/UCX6XYIVPq0C0NeNqMljRmsg">http://www.youtube.com/channel/UCX6XYIVPq0C0NeNqMljRmsg</a>
5.	E/I Jakarta, Indonesia <a href="http://www.youtube.com/user/IndianEmbJkt">http://www.youtube.com/user/IndianEmbJkt</a>
6.	E/I Tokyo, Japan <a href="http://www.youtube.com/user/embassyofindiajapan">http://www.youtube.com/user/embassyofindiajapan</a>
7.	E/I Kathmandu, Nepal <a href="https://www.youtube.com/eoiktmdp">https://www.youtube.com/eoiktmdp</a>
8.	E/I Colombo, Sri Lanka <a href="http://www.youtube.com/user/cpiccolombo/videos">http://www.youtube.com/user/cpiccolombo/videos</a>
9.	E/I Stockholm, Sweden <a href="http://www.youtube.com/eoistockholmsweden">http://www.youtube.com/eoistockholmsweden</a>
10.	HCI Dar es Salaam, Tanzania <a href="http://www.youtube.com/user/hcindiatz">http://www.youtube.com/user/hcindiatz</a>
11.	E/I Kyiv, Ukraine <a href="http://www.youtube.com/channel/UCU7DqPwmPlqjEmaUlw_DYoA/videos">http://www.youtube.com/channel/UCU7DqPwmPlqjEmaUlw_DYoA/videos</a>
12.	E/I Abu Dhabi, UAE <a href="https://www.youtube.com/channel/UCYrXKRrQqM1OLNBjfRdHHZg">https://www.youtube.com/channel/UCYrXKRrQqM1OLNBjfRdHHZg</a>
13.	E/I Washington, USA <a href="http://www.youtube.com/indiausrelations">http://www.youtube.com/indiausrelations</a>

*As on January 1, 2014*

**Proforma for RFI**

**Request for Information for Social Media Management Project of Ministry of External Affairs**

1. Name of the Firm/Company: \_\_\_\_\_
2. Address and contact details of Head Office: \_\_\_\_\_
3. Address and contact details of Office in Delhi: \_\_\_\_\_
4. Place of incorporation/registration: \_\_\_\_\_
5. Year of incorporation/registration: \_\_\_\_\_
6. Name and contact details of the authorized applicant: \_\_\_\_\_
7. Turnover of the company in the last three years: \_\_\_\_\_
8. Main products/services offered and major customers in the last three years: \_\_\_\_\_
9. Professional experience in Social Media Management (attach proofs of past work in social media executed for any organization, government department/agency in the last three years): \_\_\_\_\_
10. Proposal to streamline and promote Ministry's social media presence
  - i. Brief scope of proposal:
  - ii. Intended audience and potential outreach:
  - iii. Details of technology solutions/proprietary software proposed to be utilised:
  - iv. Support expected from the Ministry:
  - v. Tentative Implementation Schedule:

Signature  
(of authorised signatory)  
Full name and designation