

MINISTRY OF EXTERNAL AFFAIRS

INVITATION OF BIDS

FOR

**SELECTION OF
CONSULTANT FOR**

**Social Media Management of the Ministry of External Affairs,
Government of India**

Tender Notice No. [MEA/XPD/Social Media-2014]

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DEFINITION

Applicant	The Agency/Firm/Consortium applying for this project.
Consultant	The Agency/Firm/Consortium selected for this project.
Financial Bid	The proposal containing financial details.
MEA	Ministry of External Affairs including Indian Missions and Posts abroad, its attached and subordinate offices, Regional Passport Office
PDD	Proposed Due Date
Technical Score	The score of the evaluation of Technical Proposal
Project	The scope of work and deliverables as defined in RFP
RFP	Request for Proposal

SECTION 1: INVITATION FOR PROPOSAL

1. INTRODUCTION

1.1 Background

1.1.a. The President of India acting through the Ministry of External Affairs (MEA), has decided to undertake Social Media Management of the Ministry of External Affairs through appointment of Consultant.

1.1.b. In pursuance of the above, the MEA has decided to carry out the process for selection of a Consultant in accordance with the Scope of Work and Deliverables mentioned in this Tender document.

1.1.c. Due diligence by Applicants

Applicants are required to make themselves fully aware of present social media engagement of MEA and prepare a road map for further enhancing the social media engagement to create an interaction & goodwill through creating awareness about India's Foreign Policy prospective and approach towards various topical issues. They should also propose suitable monitoring mechanism so that MEA remains updated on the trends of discussion and important issues of interest to India which are under discussion in the sphere of social media.

1.1.d. Sale of Tender Document

Tender document will be made available to the applicants till 2 days prior to the Proposed Due Date. The applicants are required to pay a fee of Rs. 2,000/- (Rupees two thousand only) in the form of a demand draft drawn on any Scheduled Bank in India in favour of **"Pay & Accounts Officer, Ministry of External Affairs"** and payable at **New Delhi**. A signed declaration stating that no alteration has been made in any form in the downloaded document shall be enclosed with the Proposal.

1.1.e. Validity of the Proposal

The Proposal shall be valid for a period of not less than 120 days from the Proposal Due Date (the "PDD")/last date of submission of proposal.

1.1.f. Brief description of the Selection Process: Quality-cum-Cost Basis Selection Process (QCBS)

The MEA has adopted a two stage selection process (collectively the "**Selection Process**") in evaluating the Proposals comprising technical and financial bids to be submitted in two separate sealed envelopes. In the first stage, a technical evaluation will be carried out, based on this technical evaluation, a list of short-listed applicants shall be prepared who scores 80% and above. In the second stage, financial evaluation will be carried out and the Lowest Bidder (L1) will be considered for **Award of Work**.

1.1.g. Currency conversion rate and payment

For the purposes of technical evaluation Rs. 55 per US\$ shall be considered as the applicable currency conversion rate (revenue of company).

1.1.h. Data Sheet/Schedule of Selection Process

S.No.	Particulars	Details
1.	Document Reference Number	MEA/XPD/Social Media-2014
2.	Date for Issue of Tender Notice	14 th August, 2014
3.	Date & Time for Pre-bid Meeting	Held on 5 th September, 2014
4.	Last Date & Time for receipt of queries for Pre-bid Meeting	15 th September, 2014
5.	Date for Release of responses to the Pre-bid queries / Revised Tender Notice	25 th September, 2014
6.	Last Date & Time for Submission of Proposals/Proposed Due Date (PDD)	8 th October, 2014
7.	Date & Time for opening of Technical Proposal	9 th October, 2014
8.	Date & Time for Technical Presentation/Evaluation	To be decided later
9.	Date & Time for opening of Financial Bids	To be decided later
10.	Declaration of Successful bidder	To be decided later
11.	Signing of Agreement	To be decided later
12.	Bid Document Fee	Rs. 2,000/-
13.	Earnest Money Deposit	Rs. 2,00,000/-
14.	Address for Bid Submission	DR.SUMIT SETH, DS (DIGITAL DIPLOMACY), Room No. 141, 'A'-Wing, Shastri Bhawan New Delhi - 110 001, Tel: 2338 7524 Fax: 23387075
15.	Website	www.mea.gov.in
16.	Social Media Accounts of Ministry and Missions at Annexure A	

1.1.i. Pre-Bid Meeting

Pre-Bid Meeting was held on **5th September 2014** in the Conference Room, C-Wing, Jawaharlal Nehru Bhawan, Ministry of External Affairs, Janpath, New Delhi. The responses of Pre bid queries have been uploaded on MEA website (mea.gov.in)

1.1.j. Communications

All communications including the submission of proposal should be addressed to:

DR.SUMIT SETH, DEPUTY SECRETARY (DIGITAL DIPLOMACY),
External Publicity & Public Diplomacy Division
Ministry of External Affairs (MEA),
Room No. 141, 'A' Wing, Shastri Bhawan
Dr.Rajendra Prasad Road
New Delhi - 110 001, Tel: 2338 7524 Fax: 23387075
Email: dsdd@meaindia.in

1.1.k. The official website of the MEA is: www.mea.gov.in

1.1.i. All communications, including the envelopes, should contain the following information, to be marked at the top in bold letters:

Tender Notice No. [MEA/XPD/Social Media-2014]

Tender for appointment of Consultant for Social Media Management of the Ministry of External Affairs, Government of India

1.2. Goals and Objectives:

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

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

1.3. Invitation to Applicants

- (i) The invitation is for Selection of a Consultancy/Agency (Firm / Agency / Consortium) for Social Media Management of MEA. In case of Consortium/JV, each member should have at least 33% of technical/financial capability as required from the Applicant in this Tender Document.
- (ii) MEA may, at its own discretion, extend the date for submission of proposals. In such a case all rights and obligations of MEA and Applicants previously subject to the deadline will thereafter be subject to the deadline as extended.

Section 2: Instructions to Applicants

2.1. Conflict of Interest and confidentiality:

2.1.1. The Consultant shall not have a Conflict of Interest and any breach hereof shall constitute a breach of the Agreement. Consultant and Affiliates not to be otherwise interested in the Project. **The Consultant or its associate assigned for this project are also ineligible to take up similar nature of project of any foreign government, their Missions and Posts, attached or subordinate offices etc.** Any breach of this obligation shall amount to a Conflict of Interest; provided that the restriction herein shall not apply after a period of five years from the completion of this assignment. Provided further that this restriction shall not apply to consultancy/ advisory services provided to the MEA in continuation of this Consultancy or to any subsequent consultancy/ advisory services provided to the MEA in accordance with the rules of the MEA. For the avoidance of doubt, an entity affiliated with the Consultant shall include a partner in the Consultant's firm or a person who holds more than 5% (five per cent) of the subscribed and paid up share capital of the Consultant, as the case may be, and any Associate thereof.

2.1.2. The Consultant, its Sub-Consultants, Associates etc. associated with this project shall not, either during the term or within two years after the expiration or termination of this Agreement disclose any proprietary information, including information relating to any reports, data, design software or other material, third party reports, campaigns, any information shared by MEA in respect of this project whether written or oral, in electronic or magnetic format, and the contents thereof; and any reports, digests or summaries created or derived from any of the foregoing that is provided by the MEA to the Consultant, its Sub-Consultants and the Personnel, Associates etc.; any information provided by or relating to the MEA, its technology, technical processes, business affairs or finances or any information relating to the MEA's employees, officers or other professionals or suppliers, customers, or contractors of the MEA; and any other information which the Consultant is under an obligation to keep confidential in relation to the Project, the Services or this Agreement ("**Confidential Information**"), without the prior written consent of the MEA.

2.1.3. Notwithstanding the aforesaid, the Consultant, its Sub-Consultants and the Personnel of either of them may disclose Confidential Information to the extent that such Confidential Information:

- (i) was in the public domain prior to its delivery to the Consultant, its Sub-Consultants and the Personnel of either of them or becomes a part of the public knowledge from a source other than the Consultant, its Sub-Consultants and the Personnel of either of them;
- (ii) was obtained from a third party with no known duty to maintain its confidentiality;
- (iii) is required to be disclosed by Applicable Laws or judicial or administrative or arbitral process or by any governmental instrumentalities, provided that for any such disclosure, the Consultant, its Sub-Consultants and the Personnel of either of them shall give the MEA, prompt written notice, and use reasonable efforts to ensure that such disclosure is accorded confidential treatment; and
- (iv) is provided to the professional advisers, agents, auditors or representatives of the Consultant or its Sub-Consultants or Personnel of either of them, as is reasonable under the circumstances; provided, however, that the Consultant or its Sub-Consultants or Personnel of either of them, as the case may be, shall require their

professional advisers, agents, auditors or its representatives, to undertake in writing to keep such Confidential Information, confidential and shall use its best efforts to ensure compliance with such undertaking.

2.2. Validity of Proposal: 120 days, MEA reserves the right to reject a proposal valid for a shorter period as non-responsive.

2.3. Right to Accept or Reject any Proposal: MEA reserves the right to annul the Tendering process, or to accept or reject any or all the Proposals in whole or part at any time without assigning any reasons and without incurring any liability to the affected Applicant(s) or any obligation to inform the affected Applicant (s) of the grounds for such decision.

2.4. Fraud & Corruption: It is required that the Applicants submitting Proposal and Consultancy Agency selected through this Tender document must observe the highest standards of ethics during the process of selection and during the performance and execution of Contract.

For this purpose, definitions of the terms are set forth as follows:

- a. "Corrupt practice" means the offering, giving, receiving or soliciting of anything of value to influence the action of MEA or its personnel in Contract executions.
- b. "Fraudulent practice" means a misrepresentation of facts, in order to influence a selection process or the execution of a Contract, and includes collusive practice among Applicants (prior to or after Proposal submission) designed to establish Proposal prices at artificially high or non-competitive levels and to deprive MEA of the benefits of free and open competition.
- c. "Unfair trade practice" means supply of services different from what is ordered on, or change in the Scope of Work.
- d. "Coercive practice" means harming or threatening to harm, directly or indirectly, persons or their property to influence their participation in the selection process or execution of Contract.
- e. MEA will reject a proposal for award, if it determines that the Applicants recommended for award, has been determined to having been engaged in corrupt, fraudulent or unfair trade practices.
- f. MEA will declare an Applicant ineligible, either indefinitely or for a stated period of time, for awarding the Contract, if it at any time determines that Applicant has engaged in corrupt, fraudulent and unfair trade practice in competing for, or in executing the Contract.

2.5. Clarifications & amendments of Tender Notice: During the process of evaluation of Proposals, MEA may, at its discretion, ask Applicants for clarifications on their proposal. The Applicants are required to respond within the prescribed time-frame. MEA may for any reason, modify the Tender document before the date of submission of proposal. The amendment(s) to the Tender document would be clearly spelt out and the Applicants may be given sufficient time to amend their proposal due to such modifications.

2.6. Earnest Money Deposit (EMD): The Applicant shall furnish an Earnest Money Deposit (EMD) amounting to Rs. 2,00,000/- (Rs. Two Lakhs Only). The EMD shall be in Indian Rupees and shall be in the form of Demand Draft from any of the Nationalized / Scheduled Bank in favour of **Pay and Accounts Officer, Ministry of External Affairs, New Delhi payable at New Delhi**. The earnest money of unsuccessful Applicants shall be refunded after final award of Contract. EMD of the successful Applicant will be released after the Applicant signs the final agreement

and furnishes the Performance Bank Guarantee (PBG). The Earnest Money will be forfeited on account of one or more of the following reasons:

- a. Applicant withdraws the Proposal during the validity period specified in Tender document.
- b. Applicant does not respond to requests for clarification of its Proposal.
- c. Applicant fails to provide required information during the evaluation process or is found to be non-responsive.
- d. In case of a successful Applicant, fails to sign the Agreement in time; or furnish Performance Bank Guarantee

2.7. Preparation of Proposal: The Applicant must comply with the following instructions during preparation of Proposals:

- a. The Applicant is expected to carefully examine all the instructions, guidelines, terms and condition and formats of the Tender document. Failure to furnish all the necessary information as required by the Tender document or submission of a proposal not substantially responsive to all the requirements of the Tender document shall be at Bidder's own risk and may be liable for rejection.
- b. The Proposal and all associated correspondence shall be written in English and shall conform to prescribed formats. Any interlineations, erasures or over writings shall be valid only if they are initialled by the authorized person signing the Proposal.
- c. The Proposal shall be in indelible ink and shall be signed by the Applicants or duly authorized person(s) to bind the Applicant to the Contract. The letter of authorization shall be indicated by written power of attorney and shall accompany the Proposal.
- d. In addition to the identification, the envelopes containing the Proposal shall mention the name, address and telephone number/email address of the Applicant to enable the Proposal to be returned in case it is declared late pursuant, and for matching purposes.
- e. Proposals in any other form except physical form received by **hand/post** shall be treated as defective, invalid and rejected. Only detailed proposals complete in all respect and in the forms indicated shall be treated as valid.
- f. No Applicant is allowed to modify, substitute, or withdraw the proposal after its submission.

2.8. Pre-bid Meeting: A prospective Applicant, requiring a clarification on the Tender document shall notify MEA via email to dsdd@meaindia.in within the time-frame as indicated in the Data Sheet.

MEA has conducted Pre-bid Meeting on 5th September, 2014 at Conference Room, C-Wing, Jawaharlal Nehru Bhawan, Ministry of External Affairs, Janpath, New Delhi to address the submitted queries. Responses to the queries notified through email have also been uploaded on MEA website (mea.gov.in) and any resulting amendments shall be intimated to the Applicants via email/fax.

2.9. Submission of Proposal: Applicants shall submit their Proposals at the office address on or before the Proposed Due Date (PDD)/ last date and time for receipt of proposals mentioned in Data Sheet.

- a. Proposals shall be submitted in two parts. Each part should be separately bound with no loose sheets. Each page of all parts should be page numbered and in conformance to the eligibility qualifications should be clearly indicated using an index page. The proposals should not contain any irrelevant or superfluous documents.
- b. Applicant shall be required to submit 2 hard copies (1 Original + 1 Duplicate) of the complete proposal.
- c. Every page of the documents submitted by the Applicant must be duly signed by the authorized signatory of the Firm / Company along with the Agency's seal.

2.10. Format of Proposal should be as per following:

- a. **Technical Proposal-** The envelope containing Technical Proposal shall be sealed and superscripted "Technical Proposal - Selection of Consultant for Social Media Management of the Ministry of External Affairs". Form-1Q, 1T and Form-2T shall be submitted as part of the Technical Proposal.
- b. **Financial Proposal-** The envelope containing Financial Proposal shall be sealed and superscripted "Financial Proposal - Selection of Consultant for Social Media Management of the Ministry of External Affairs". Form-1C and Form-2C shall be submitted as part of the Financial Proposal. Bidder must provide a single quotation for all-inclusive fee (including incidental expenses and taxes) to be charged for the assignment. No incidental expenses will be reimbursed.

2.11. Evaluation of Proposals: The Bid will be opened as per the schedule mentioned in the Data Sheet. Authorized representatives of the Applicants may be present during the Bid Opening, if desired. MEA may constitute Evaluation Committee to evaluate the Proposals submitted by Applicants for a detailed scrutiny. Subject to terms mentioned in the Tender document, a two-stage process, as explained below, will be adopted for evaluation of Proposals submitted by the specified date and time.

2.12. Evaluation of Technical Proposal: The Technical Evaluation shall be based on the following criteria's:

- a) Qualification and Experience of the Key Personnel proposed for this project **(50 Marks)**
- b) Live Presentation showcasing Technical aspects of the proposal including architecture & competence and strategy for adoption/migration to new technologies **(50 Marks)**
- c) Company/firm/bidder/consortium's experience and their media strategy **(50 Marks)**

2.13. Key Personnel

2.13.1 The Consultancy Team shall consist of the following key personnel (the "Key Personnel") who shall discharge their respective responsibilities and each of the Key Personnel must fulfil the Conditions of Eligibility specified below. Special

Key Personnel	Responsibilities	Marks
Project Manager- Cum Team Leader	<ul style="list-style-type: none"> ● Liaison with Ministry of External Affairs to align goals and execution of programs. ● Be a link between MEA and Social Media Origination to Manage and execute the day to day social media operations. ● Devise reporting methods for social media monitoring on topical, regional and international issues relevant for MEA ● Translate MEA's goals and objectives into actionable and measurable digital programs including online media, social, other 	15

	<p>digital components.</p> <ul style="list-style-type: none"> ● Recommend product, content and digital programs to support MEA initiatives. ● Analyze the productivity and effectiveness of all social media efforts and develop meaningful metrics and reports. ● Implement measurement tools to measure the impact of Digital initiatives taken. Analyze and communicate insights gained from social media monitoring to the internal teams. 	
Social Media Content Manager	<ul style="list-style-type: none"> ● Responsible for developing content across owned and earned social channels. This could include blog posts, tweets, status updates, pins, photos and videos. ● Creates, manages and grows MEA's presence across social media channels, including, but not limited to blogs, Twitter, Facebook, Google plus, Pinterest, LinkedIn, YouTube and Instagram and creation of Wikipedia posts. ● Ensuring tracking, collecting and analysing relevant social media metrics and ensure timely, effective and efficient reporting of all social media efforts ● Analysing MEA's social media engagement metrics, such as new user growth, fan likes, comments and shares, and report these numbers based on MEA's specific program goals ● Identify and leverage new social media platforms and analytic programs and adjust social media strategy as necessary. 	10
Social Media Designer	<ul style="list-style-type: none"> ● Responsible for designing & developing content for consumption on social media. ● The content designed/developed shall be platform ready and specific to the brief provided by the social media expert. ● Must be flexible and versatile in staying current on trends within Digital Marketing, Social Media, and related disciplines, as well as developing programs that are consistent with the Brand/Organisation guidelines 	10
Social Media Developer	<ul style="list-style-type: none"> ● Connecting MEA Social Media with all Digital platforms ● Develop Forms, Apps etc. required for Social media management of MEA ● Responsible for designing & developing content for consumption on social media ● The content developed by them shall be platform ready and specific to the brief provided by the social media expert ● To be flexible and versatile in staying current on trends within Digital Marketing, Social Media, and related disciplines, as well as developing programs as per directions of MEA 	5
Social Media Data Analyst	<ul style="list-style-type: none"> ● Responsible for analyzing social media data and making recommendations using social media analytical tools ● Provide brand/organization with insights and information needed to make sound business decisions surrounding the social media space, developing and executing best practice analytics strategy and ● Implementing new functionality as needed to deliver sound analytics support 	5
Social Media Training	<ul style="list-style-type: none"> ● To provide training on managing, interaction, monitoring and other important aspects of social media management and monitoring. The frequency, scope and timing of the training will 	5

Expert	be decided by MEA.	
Total Score (Tender Evaluation Committee would specially look into the size of Human Resource Pool with the company & the capability of the said resources to commit for this project)		50

2.13.2. The Qualification/Experience required for the Key Personnel is as follows:

Key Personnel	Educational Qualification	Length of Professional Experience (in the field of IT/Social Media)	Length of Professional Experience (in the field of Social Media)	Experience
Project Manager-Cum Team Leader	BE/B.Tech/ MBA	10 years	5 years	<ul style="list-style-type: none"> • Minimum 10 years of experience in IT and 5 years in digital, online and social media marketing for Project Manager. • 5+ yrs Experience of leading of team of more than 20 People. • Excellent written and verbal communication skills, as well as stellar presentation skills. • Strategic, analytical, quantitative and critical thinking. • Demonstrated experience with Google Analytics, Facebook advertising, You tube and social media monitoring platforms
Social Media Content Manager	Graduate	5 years	3 years	<ul style="list-style-type: none"> • Expert knowledge of social media channels, including Facebook, Twitter, Google+, YouTube & Instagram, Wikipedia etc. • 5 years of experience working for a Digital Marketing or Social Media Marketing agency • Experience writing, editing, crafting and optimizing content specific to social media channels • Strong Digital Footprint - Proven active involvement in social media activities such as blogs, Twitter, Facebook, Google plus, communities, social bookmarking, RSS feeds, etc. (must have verifiable online presence).
Social Media Designer	Graduate with Diploma in web design	5 years	3 years	<ul style="list-style-type: none"> • Certificate course on Graphics and Web Design. • Designing prototype for Print and Websites • Writing cross-browser compliant HTML, CSS & JavaScript • Knowledge of HTML, CSS, JavaScript/JQuery and PHP • Good understanding of print and web development issues

				<ul style="list-style-type: none"> • SEO strategies based around specific keywords • Knowledge of open source Content Management Systems • Strong technical background of managing technology with minimum of 3 years' experience in related field/discipline • They should have a minimum of 3 years' experience in related field/discipline
Social Media Developer	Graduate with Knowledge of HTML, CSS, JavaScript/J Query and PHP	4 years	3 years	<ul style="list-style-type: none"> • Knowledge of HTML, CSS, JavaScript/JQuery and PHP • Good understanding of print and web development issues • Knowledge of open source Content Management Systems • Strong technical background of managing technology with minimum of 3 years' experience in related field/discipline
Social Media Data Analyst	Graduate with Diploma in Data Analysis	4 years	3 years	<ul style="list-style-type: none"> • 3 years' experience with social media analytics and IT • Experience managing social media analytics, possess superior analytical ability
Social Media Training Expert	Graduate with experience of giving training	4 years	3 years	<ul style="list-style-type: none"> • Well versed with the various platforms and channels of Social media and especially Hangouts on Air • Adept at both aspects of social media and HOA, not only from a strategic stand point but from a technical perspective as well • Have proven skills of giving in-class and online training

2.13.3.Availability of Key Personnel: The Applicant shall offer and make available all Key Personnel meeting the requirements specified in sub-clause 2.13.1 and 2.13.2. **Out of the 6 key personnel, the Team Leader and at least 3 other key personnel should be the permanent employee of the Applicant.**

2.13.4.Replacement of the Key Personnel: The successful Applicant is required to retain the key personnel during the assignment period with MEA. In case of requirement of change of the key personnel during the assigned period, the successful Applicant/Consultant is required to submit the CV of the proposed replacement who should have equivalent or higher qualification. MEA/Employer after evaluation including personal interview will approve the replacement. Replacement of key personnel should be done in exceptional circumstances only. The employer reserves the right to cancel the contract if the replacement of Key Personnel exceeds 3.

NOTE: The Technical Proposal must not include any financial information failing which the Proposal will be rejected.

2.14. Live Presentation showcasing Technical aspects of the proposal including architecture & competence and strategy for adoption/migration to new technologies:

S. No.	Parameters	Marks
1	Social Media Monitoring & Management system : The capability of	10

	<p>system's user interface in form of a dashboard which supports social network integration for Twitter, Facebook, LinkedIn, Google+ and any other network</p> <p>Basic features : It should allow MEA to create, publish and maintain content and monitor competitive insights and conversations in real time. Real-time social monitoring of data Ability to provide analytical reports that are easy to comprehend and present Capability to provide day to day monitoring and provide insights about engagement to help identify audience preferences in terms of messaging and time.</p>	
2.	<p>Ownership of Third party softwares/Licenses held for home-grown softwares. The agency should showcase examples of some LIVE applications for demo to illustrate their experience. These can be executed for any of their existing or previous clients. Agency should showcase some of the tools developed by them for a social media platform.</p>	10
3.	<p>The agency received recognition, affiliation, direct contract from a leading social media network such as Facebook, Twitter, Google Plus etc. for its project/programme etc.</p>	5
4.	<p>Case studies: Agency should showcase some successful case studies of their previous work done on social media management and Social Media Monitoring which are similar to the scope of work and deliverables required for MEA.</p>	5
5.	<p>Technical Architecture ----- a) Timeline of implementation (covering development, testing and rollout). ----- b) Details of Physical infrastructure and hardware capabilities ----- c) Disaster management(response management)- ----- d) Access to source code ----- e) Scalability(expansion to Missions/posts) ----- f) Proof of Robustness & Data security</p>	<p>20 Marks ----- a) 5 Marks ----- b) 3 Marks ----- c) 3 Marks ----- d) 3 Marks ----- e) 3 Marks ----- f) 3 Marks</p>
	Total Marks (1+2+3+4+5)	50

Note: The tools/softwares/applications etc. should be available for the proposed assignment of MEA without any additional cost.

2.15. Company/firm/bidder/consortium's experience/strategy: The maximum mark against each category is as below:

S. No.	Parameters	Maximum weightage
1.	Relevant Experience in online Social Media Management, Social media monitoring for Government / PSU Private Sector / famous personalities/organization/etc. (Last 3 years)	15
2.	Approach & Methodology including but not limited to the following: <ul style="list-style-type: none"> ● Overall media strategy of MEA ● Proposed Business Model (Cost effective & Viable) ● Content Development Strategy ● Monitoring and Reporting mechanism ● Details of Backend Support working hours ● Maintainability ● Customization-10 	15
3.	Social Media Monitoring Capability Proof of Resources (Human/Technological) for social media monitoring Ability to create an analytical report, summarising the social media developments of the day. Social Media Monitoring Plan. Reporting techniques/mechanisms etc.	20
Total Score		50

Note:

- a. **For verification of information submitted by the Applicants, the Committee may visit Applicant's offices at its own cost. The Applicants shall provide all the necessary documents, samples and reference information as desired by the Committee. The Applicants shall also assist the Committee in getting relevant information from the Applicants references, if desired.**
- b. **For calculating the Technical Score (TS), the individual scores, as per respective weightages specified above, will be summed up. In order to qualify technically, a Proposal must secure minimum 120 marks out of 150.**
- c. **Only technically qualified Proposals shall be considered for Opening of Financial bids.**

2.16. Evaluation of Financial Proposal: Financial proposals of only those Applicants who are technically qualified shall be opened publicly on the date & time specified the Data sheet, in the presence of the Applicants' representatives who choose to attend. MEA will correct any computational errors. When correcting computational errors, in case of discrepancy between a partial amount and the total amount, or between word and figures, the corrected amount will be treated as final. The work will be awarded to the Lowest Bidder (L1).

2.17. Payment Terms: MEA will make Quarterly payment to the Applicant who is awarded the work. The quantum of work may vary from month to month; therefore, the Applicants should submit their proposal keeping in mind this aspect. **However, if MEA asks for additional services which is explicitly beyond the scope of work but related to this project, it may pay an additional upto 10% of the monthly remuneration in each calendar month for the additional services**

provided by the consultant. The consultant will be required to justify its claim for the additional work given by the employer in each month.

2.18. Renewal of the contract: The selected Agency shall begin Social Media Management for MEA within 30 days of the signing of the Contract, and the contract will be initially valid for 1 year. This contract can be extended/renewed for 2nd and 3rd year based on the satisfactory performance of the consultant at the discretion of the employer, without any increase in the fee/remuneration.

2.19 Mobilisation Advance: The successful Applicant/consultant will be entitled to draw upto 10% of the quoted annual fee as Mobilisation Advance against 110% of Bank Guarantee. The Mobilisation Advance will attract simple interest @ 10% per annum on the balance amount. The recovery of Mobilisation Advance and interest on Mobilisation Advance will be done in two instalments- 2nd and 3rd. The entire amount will be recovered till 75% of work is done, i.e. at the time of release of 3rd instalment.

Section 3: Scope of Work

3.1. The broad scope of work is as follows:

- 3.1.1. Understand the MEA's current social media landscape and chart out a detailed social media strategy that would meet all the key objectives for the Ministry. Identify a list of key performance indicators that will help MEA track the performance of its social media efforts. Integrate various social media platforms of Ministry and Missions abroad and prepare a comprehensive Social Media Guidelines document.
- 3.1.2. Enhance audience engagement on all social media channels through designing and implementing contests, campaigns & promotions, etc. Generate buzz about MEA activities and engage citizens over MEA initiatives.
- 3.1.3. Provide detailed analytics about MEA's Social Media activities.
- 3.1.4. Creation and Maintenance of Official Facebook, Twitter, Slide Share, Flickr, Google+, Youtube and any other social media tools which emerges in the due course of time.
- 3.1.5. Creation, maintenance and updating of template, standardization of procedure and formats, creation of accounts for Facebook, Twitter, Slide Share, Flickr, Google+, Youtube and other social media tools in consultation with MEA/Missions/Posts as and when required.
- 3.1.6. Round the clock running of MEA's social media sites, updating, analyzing social media trends, moderation and intervention as and when required.
- 3.1.7. Training, skill up-gradation and capacity building of the officers of MEA/Mission/Post to handle social media sites through but not limited to lecture, seminar, workshop, class room and online teaching.
- 3.1.8. Should have credible contingency plan to effectively handle crisis and emergencies.
- 3.1.9. Reshaping of content provided by MEA for generating greater social media impact.

3.1.10. Feedback/Comment Management on regular basis, moderation of pages on regular basis to keep the social media site free from spam/advertisement/ inappropriate contents, appropriate tagging etc.

3.1.11. Manage response from MEA on social accounts through setting up standard response management processes.

~~3.1.12. 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 through a comprehensive dashboard to provide a clear view of all relevant trending events discussed on social media.~~

3.1.12 is deleted as this is not the main focus of the project. The Social Media monitoring focuses creation of detailed analytics of Social Media Accounts of MEA highlighting the engagement levels and also prescribing strategy to enhance the same.

3.1.13. Regular monitoring, feedback and reporting of the relevant trends (as identified in consultation with MEA) on social media sites including sites in major foreign and Indian languages.

3.1.14. Identify & Monitor Key country-specific social media influencers create regular analytical reports highlighting emerging trends.

3.2. Key Deliverables

S.No.	Activity/ Report	Frequency/Timeframe
1.	Conceptualise and Execute Social Media Campaigns after consultation with XPD Division	12 Social Media Campaigns/year Sequential or Simultaneous
2.	Create Monthly and Weekly Plan for Content to be posted on Social Media Platforms	Weekly Plans Monthly Plan
3.	Comprehensive analytics report of all MEA's social media channels with respect to audience/engagement	Monthly
4.	Report of MEA's Social Media activities, as per the requirements of MEA	Weekly
5.	On site Social Media training of MEA officials	Monthly
6.	Social Media Newsletter for Indian Missions to be prepared in consultation with XPD Division	Monthly
7.	Doubling of Followers/ Likes on from the date of commencement of Contract @IndianDiplomacy @MEAIndia Facebook Pages of MEA	Every 6 months
8.	Creation of Social Media Dashboard, for using simulanious	2 Months

	updating of MEA's Social Media Channels including Missions abroad.	
9.	Create country/theme/issue specific list of key Social Media influencers	1 month
10.	Standardisation of MEA/Missions Profile on social media accounts & Verification of official accounts as identified by MEA across various platforms	6 Months
11.	Identify Key Performance Indicators of MEA's Social Media officers	3 Months

Section 4: General Terms & Conditions

NOTE: Applicants should read these conditions carefully and comply strictly while submitting the Proposals

- 4.1. Rate shall be written both in words and figures. There should not be errors and /or over-writings and corrections, if any, should be made clearly and initialed with dates. The rates should mention elements of the service charges or any other charges separately.
- 4.2. Applicant shall not assign or sublet the Contract or any substantial part thereof to any other agency, without written consent of the employer. The employee may allow outsourcing upto 20% of the work after ascertaining the capability of the firm.
- 4.3. In the event of any loss / damage to MEA, the Applicant shall be liable to make good such loss found. No extra cost on such shall be admissible.
- 4.4. Direct or indirect canvassing on the part of the Applicant or his representative will lead to disqualification.
- 4.5. If a Applicant imposes conditions, which is in addition to or in conflict with the conditions mentioned herein, his Bid is liable to summary rejection. In any case none of such conditions will be deemed to have been accepted unless specifically mentioned in the letter of acceptance of Bid issued by the Deputy Secretary of MEA.
- 4.6. MEA reserves the right to accept or reject one or all bids without assigning any reasons and accept bid for all or anyone or more of the articles for which bid has been given or distributed to more than one Applicants. MEA also reserves the right to award the work to more than one company.
- 4.7. Successful Applicant (consultant) shall not abuse the use of the Govt. Emblems and the MEA name/logo in any way which may deceive the public to believe unsolicited, unauthorized or unverified content. The said logos and emblems shall be used only in such manner as to provide credibility to the authentic webpages/applications/platforms belonging to the MEA.
- 4.8. The Consultant shall also monitor the virtual space for any individual or organization which may be operating platforms/applications/webpages/websites and deceiving the public to believe that they are in any way associated with the MEA. Upon discovery of such entity, the Consultant shall provide necessary information of such entity to the MEA for immediate action.
- 4.9. The Consultant must maintain uniformity in the uploading of content on the platforms and application. Any content which is replaced, renewed or removed from any platform shall be simultaneously modified on the other platforms and application instantly.
- 4.10. The Consultant's contract shall be immediately terminated if the MEA finds it responsible for uploading any defamatory, seditious, gender prejudiced or obscene content. The Consultant shall promptly remove any content of the aforementioned malicious nature uploaded by a member of the public, and inform MEA of the same to provide MEA with the opportunity to take action against such an individual or group.
- 4.11. **Refund of EMD:** The EMD of unsuccessful Applicant shall be refunded soon after final acceptance of the successful Applicant's Proposal. Successful Applicant will have to execute an agreement in the SR-17 of GF&AR within a period of 10 days of receipt of

confirmation order and deposit security amount (Performance Bank Guarantee) equal to 5% of the tendered value (excluding taxes).

4.12. The expenses of completing and stamping the Agreement shall be paid by the selected Applicant and MEA shall be given free of charge one executed stamped counter part of the Agreement.

4.13. The applicant shall furnish the following documents at the time of submission of the bid:

- a. Attested copy of Partnership Deed in case of Partnership Firms/JV or Memorandum of Association in case of Limited Company.
- b. Registration Number and year of registration in case partnership firm is registered with Registrar of Firms.
- c. Address of residence and office, telephone numbers in case of Sole Proprietorship.
- d. Registration issued by Registrar of Companies in case of Company.

4.14. The earnest money deposited at the time of Bid will be adjusted towards PBG. The PBG shall not be less than earnest money in any case. No interest shall be paid by MEA on PBG.

4.15. The PBG shall be refunded within two months after the expiry of Contract i.e. on satisfactory completion of the warranty period, after being satisfied that there are no dues outstanding against the Applicant.

4.16. Service Tax and all other taxes, if any, as imposed from time to time will be borne by the Applicant.

4.17. **Termination:** The Contract can be terminated at any time by the MEA, if the services are not up to his satisfaction after giving an opportunity to the selected Applicant of being heard and recording of the reasons for repudiation. In case of termination of the contract/non-renewal of the contract, all data, reports, logs, methodology of operation etc. assigned for or produced for this project will become the property of MEA and the consultant will not have any claim on it.

4.18. **Liquidated Damages:** In case of delay in supply of services/goods or deficiency in the services to be provided within the prescribed period in the Contract, liquidated damages will be charged, at a rate of 0.5% of total Consultancy Fee to be deducted per week – maximum up to 03 weeks remuneration [0.5% x 03 weeks x Annual Fee] at a time for delay in supply of goods/services or deficiency in services.

4.19. **Recoveries:** Recoveries of liquidated damages shall ordinarily be made from PBG. Amount may also be withheld in case of failure in satisfactory services. Amount of liquidated damages shall be recovered from his dues and PBG available with MEA.

4.20. **Forfeiture of PBG:** PBG in full or part may be forfeited in the following cases:

- a. When any terms and conditions of the Contract are breached.
- b. When the Consultant fails to provide services desired satisfactorily.

4.21. Notice of reasonable time will be given in case of forfeiture of PBG. The decision of MEA in this regard shall be final.

- 4.22.** If the Consultant requires an extension of time in completion of contractual service on account of occurrence of any hindrance, he shall apply in writing to the authority, which has placed the supply order, for the same immediately on occurrence of the hindrance but not after the stipulated time. The case will be examined and permission in writing will be necessary for the Consultant.
- 4.23.** Service Delivery period may be extended with or without liquidated damages if the delay in the services is on account of hindrances beyond the control of the Consultant.
- 4.24.** Any dispute, difference or disagreement whatsoever, arising between the Applicants/Consultant and MEA, out of or relating to the construction meaning, scope, operation or effect of Project under this Tender document, or the validity or breach thereof, of Terms and Conditions or covering anything herein contained or arising out of this Tender document, shall be settled through mutual consultation. Where such dispute, difference or disagreement cannot be settled mutually or is not resolved by mutual consultation, either interested party or may refer it to JS (XP) of MEA, who shall on such reference appoint a Sole Arbitrator, who shall be a government servant not below the rank of Director, not connected in any manner to the activities under Tender document or the Project. The arbitration proceedings shall be conducted in accordance with and be subject to the Arbitration and Conciliation Act, 1996 as amended from time to time and the decision of Sole Arbitrator shall be final and binding on the parties.
- 4.25.** The courts in Delhi shall have exclusive jurisdiction with respect to any legal dispute, difference or proceedings instituted by the Parties under this Tender document or Project.
- 4.26.** The Consultant shall not be liable for forfeiture of its PBG or termination of contract for default if and to the extent that it's delay in performance or other failure to perform its obligations under the Contract is the result of an event of Force Majeure.
- i. For purposes of this clause, "Force Majeure" means an event beyond the control of the Consultant and not involving the Contractor's fault or negligence, and not foreseeable. Such events may include, but are not restricted to, acts of MEA in its sovereign capacity, wars or revolutions, riot or commotion, earthquake, fires, floods, epidemics, quarantine restrictions and freight embargoes.
- 4.27.** If a Force Majeure situation arises, the Consultant shall promptly notify MEA in writing of such condition and the cause thereof. Unless otherwise directed by MEA in writing, the Consultant continue to perform its obligations under the Contract as far as is reasonably practical, and shall seek all reasonable alternative means for performance not prevented by the Force Majeure event.
- 4.28. Mobilisation Advance:** The successful Applicant/consultant will be entitled to draw upto 10% of the quoted annual fee as Mobilisation Advance against 110% of Bank Guarantee. The Mobilisation Advance with attract simple interest @ 10% per annum on the balance amount. The recovery of Mobilisation Advance and interest on Mobilisation Advance will be done in two instalments- 2nd and 3rd. The entire amount will be recovered till 75% of work is done, i.e. at the time of release of 3rd instalment.

Section 5: Opening of Proposal

1. Technical Proposals shall be opened as per Data Sheet at MEA's Office in the presence of Applicants or their authorized representatives who choose to attend the opening of Bids. Authorized representative with authority letter on the letter head of tendering organization/firm/corporate etc duly signed by the tenderer will only be allowed to attend the meeting of the Tender Committee to be held on **9th October 2014 at 1500 hrs in Media Briefing Hall, External Publicity & Public Diplomacy Division, Ministry of External Affairs, 1st Floor, A-Wing, ShastriBhawan** New Delhi for opening of technical bids.
2. The date of opening of Financial Bid will be intimated to the technically qualified Applicants in due course.
3. The Evaluation Committee shall determine whether the Financial Bids are complete, unconditional and free from any computational error.
4. The cost indicated in the Financial Bid shall be treated as final and reflecting the total cost of services excluding service tax.

Section 6: Evaluation and Award of Contract

1. The MEA has adopted a two stage selection process (collectively the "Selection Process") in evaluating the Proposals comprising technical and financial bids to be submitted in two separate sealed envelopes. In the first stage, a technical evaluation will be carried out, based on this technical evaluation, a list of short-listed applicants shall be prepared who scores 80% and above. In the second stage, financial evaluation will be carried out and the Lowest Bidder (L1) will be considered for Award of Work.
2. MEA reserves the right to accept or reject any or all the proposals assigning any reason.
3. MEA also reserves the right to call for additional information from the Applicants.
4. Notification on Award of Contract for Applicant shall be made in writing to the successful Applicant.

Section 7: Proposal Formats

MEA invites the Proposals from Firms / Agencies / Consortium (called as 'Applicant) for "Social Media Management of the Ministry of External Affairs, New Delhi". Applicants are required to submit Proposals in the formats as given under:

S. No.	Form	Description
Qualification Form		
3.	Form-1Q	Applicants Organization Details
Technical Form		
1.	Form-1T	Technical Form
2.	Form-2T	Details of Similar Assignments
Financial Form		
1.	Form-1C	Covering Letter
2.	Form-2C	Financial Proposal Format
Power of Attorney for Lead Member of Consortium		

7.1. Form-1: Covering Letter

Applicants are required to submit the covering letter as given here on their letterhead]

To,

Sub: Proposal for Selection of Consultant for Social Media Management of the Ministry of External Affairs

Dear Sir,

1. We, the undersigned, having carefully examined the referred Tender document, offer to provide the required services/goods, in full conformity with the said Tender document.
2. We have read all the provisions of Tender document and confirm that these are acceptable to us and a proposal are in conformity with the Tender document and there is no deviation of any kind from the requirements.
3. We further declare that additional conditions, variations, deviations, if any, found in our proposal shall not be given effect to.
4. We agree to abide by this Proposal, consisting of this letter, our qualification, Technical and Financial Proposals, the duly notarized written power of attorney, and all attachments, for a period of 120 days from the date fixed for submission of Proposals as stipulated in the Tender document and modifications resulting from Contract negotiations, and it shall remain binding upon us and may be accepted by you at any time before the expiration of that period.
5. Until the formal final Contract is prepared and executed between us, this Proposal together with your written acceptance of the Proposal and your notification of award, shall constitute a binding Contract between us.
6. We hereby declare that all the information and statements made in this proposal are true and accept that any misrepresentation or misinterpretation contained in it may lead to our disqualification.
7. We understand you are not bound to accept any proposal you receive, not give reason for rejection of any proposal and that you will not defray any expenses incurred by us in bidding.
8. Demand Draft No. ----- dated ----- drawn on ----- for Rs. 2,00,000/- is enclosed towards EMD.
9. Demand Draft No.----- dated -----drawn on-----for Rs. 2,000/- is enclosed towards Tender document Fee.
10. We hereby declare that any documents or information submitted under this bid is without any doubt, true and fair, to the best of my/our knowledge.

11. We hereby declare that presently our Company/Firm/Consortium _____, at the time of bidding, is having unblemished record and is not declared ineligible for corrupt & fraudulent practices either indefinitely or for a particular period of time by any State/Central Government/PSU/UT.
12. We hereby declare that as the activities in the scope of work may be carried out at Delhi or any other place as desired by the Employer. We shall provide requisite number4 of dedicated qualified resources essential for execution of the task assigned to us and provide support as and when required by the Employer throughout the entire contract period.
13. We hereby confirm that the following payment(s) has/have been received by us from IT/ITES Services between the time period of 1st April 2010 and bit submission date mentioned in the Tender document.

S. No.	Date of payment receipt	Amount of payment received (Rs.)
1.	FY 2010-11	
2.	FY 2011-12	
3.	FY 2012-13	
4.	FY 2013-14	

(Please attach a separate sheet of paper for details of payment(s) beyond above table, if any)

14. We hereby confirm that our Company /Firm/Consortium (Applicant) has positive net worth of Rs. _____ (in figures) and Rupees_____ (in words) in the last Financial Years, i.e. from 1st April, 2011 to 31st March, 2014.

Yours faithfully,

Date

Signature

Designation

7.2. Form-1Q: Applicant's Organization Details and Financial Information

(Kindly provide detailed of the Organisation as per format attached in Annexure-1)

Details of the Organization	
Name	
Date of Incorporation / Establishment	
Date of Commencement of Business	
Address of the Headquarters	
Address of the Registered Office in India	
Area of expertise with respect to this project	
Contact Details (name, address, phone no. and email)	

Financial Information (All Figures in Lakhs)				
	FY 2013-14	FY 2012-13	FY 2011-12	FY 2010-11
Revenue in INR				
Any other information				

All Applicants shall provide the details in the format above.

In case of a Consortium:

Regarding role of each Member should be provided as per table below:

S. No.	Name of Bidder	Lead Member Consortium Member	Roles & responsibilities

7.3. Form-1T: Technical Form

7.4.1.1. CV and experience of Key Personnel as mentioned in Clause 2.13 of Tender document-50 marks

(Kindly provide detailed CV of the Key Personnel as per format Attached in Annexure-2)

Key Personnel	Qualification and Experience

7.4.1.2 Experience of Firm and Methodology- 50 marks

S. No.	Parameters	Maximum weightage
1.	Relevant Experience in online Social Media Management, Social media monitoring for Government / PSU Private Sector / famous personalities/organization/etc. (Last 3 years)	15
2.	Approach & Methodology including but not limited to the following: <ul style="list-style-type: none"> ● Overall media strategy of MEA ● Proposed Business Model (Cost effective & Viable) ● Content Development Strategy ● Monitoring and Reporting mechanism ● Details of Backend Support working hours ● Maintainability ● Customization-10 	15
3.	Social Media Monitoring Capability Proof of Resources (Human/Technological) for social media monitoring Ability to create an analytical report, summarising the social media developments of the day. Social Media Monitoring Plan. Reporting techniques/mechanisms etc.	20
Total Score		50

7.5. Form 2T: Details of Similar Assignments

Assignment Name:	Country:	
Location within Country:	Professional Staff Provided by Company:	

Name of Client:	No. of Support Staff:	
Address & Contact Details of Client:	Duration of Assignment:	
Start Date:	Completion Date:	Approx. Value of Services (INR):
Name of Associated resources:	No. of Months of Professional Staff provided by Associated resources:	
Name of Senior Staff involved and functions performed:		
Narrative Description of Project:		

7.6. Form 1C: Covering letter

[Applicants are required to submit the covering letter as given here on their letterhead]

To,

Sub: Financial Proposal for Selection Consultant for Social Media Monitoring & Management of the Ministry of External Affairs

Dear Sir,

Enclosed herewith is our Financial Bid for Selection of our Consultant for Social Media Monitoring & Management of the Ministry of External Affairs, Government of India, New Delhi as per the Tender document.

We agree to abide by the offer for 120 days from the date of opening of the Financial Proposal and after signing of Contract our offer shall remain binding upon us till completion of the project.

We understand that MEA is not bound to accept the lowest offer and it reserves the right to reject any or all offers without assigning any reason.

Yours faithfully,

Date

Signature

Designation

7.7. Form 2C: Financial Bid Format

- A. Consolidated Rate per month for a period of 1 year for Social Media Management as per Scope of work and the other terms and condition of contractor, including all taxes and expenditure.

Rates per month (X) _____

Total Cost (X*12) _____

Total Cost in Words _____

The above rates are inclusive of taxes as applicable for providing the Social Media Manager services to the Government of India, in the National Capital Territory of Delhi.

Date

Signature

Designation

7.8. Power of Attorney for Lead Member of Consortium

(On a Stamp Paper of relevant value)
Power of Attorney

Whereas the Ministry of External Affairs, Government of India (MEA) (“the Authority”) has invited applications from interested parties for “ Social Media Management” (the “Project”).

Whereas,,,and(collectively the “Consortium”) being Members of the Consortium are interested in applying for the Project in accordance with the terms and conditions of the Tender document and other connected documents in respect of the Project, and Whereas, it is necessary for the Members of the Consortium to designate one of them as the Lead Member with all necessary power and authority to do for and on behalf of the Consortium, all acts, deeds and things as may be necessary in connection with the Consortium’s bid for the Project and its execution.

NOW THEREFORE KNOW ALL MEN BY THESE PRESENTS

We,.....having our registered office atM/s.....having our registered office at, M/s.....having our registered office at, and having our registered office at, (hereinafter collectively referred to as the “Principals”) do hereby irrevocably designate, nominate, constitute, appoint and authorise M/S having its registered office at, being one of the Members of the Consortium, as the Lead Member and true and lawful attorney of the Consortium (hereinafter referred to as the “Attorney”). We hereby irrevocably authorise the Attorney (with power to sub-delegate) to conduct all business for and on behalf of the Consortium and any one of us during the bidding process and, in the event the Consortium is shortlisted for award or awarded the concession/contract, during the execution of the Project and in this regard, to do on our behalf and on behalf of the Consortium, all or any of such acts, deeds or things as are necessary or required or incidental to the prequalification of the Consortium and submission of its bid for the Project, including but not limited to signing and submission of all applications, bids and other documents and writings, participate in applicants and other conferences, respond to queries, submit information/ documents, sign and execute contracts and undertakings consequent to acceptance of the bid of the Consortium and generally to represent the Consortium in all its dealings with the Authority, and/ or any other Government Agency or any person, in all matters in connection with or relating to or arising out of the Consortium’s bid for the Project and/ or upon award thereof till the Contract Agreement is entered into with the Authority

AND hereby agree to ratify and confirm all acts, deeds and things done or caused to be done by our said Attorney pursuant to and in exercise of the powers conferred by this Project

Power of Attorney and that all acts, deeds and things done by our said Attorney in exercise of the powers hereby conferred shall and shall always be deemed to have been done by us/ Consortium.

IN WITNESS WHEREOF WE THE PRINCIPALS ABOVE NAMED HAVE EXECUTED THIS POWER OF ATTORNEY ON THIS DAY OF..... 2014

For (Signature)
..... (Name & Title)

For (Signature)
..... (Name & Title)

Witnesses:

1.

2.

..... (Executants)

(To be executed by all the Members of the Consortium)

Note:

The mode of execution of the Power of Attorney should be in accordance with the procedure, if any, laid down by the applicable law and the charter documents of the executant(s) and when it is so required, the same should be under common seal affixed in accordance with the required procedure.

Also, wherever required, the Applicant should submit for verification the extract of the charter documents and documents such as a board or shareholders' resolution/ power of attorney in favour of the person executing this Power of Attorney for the delegation of power hereunder on behalf of the Applicant.

For a Power of Attorney executed and issued overseas, the document will also have to be legalized by the Indian Embassy and notarized in the jurisdiction where the Power of Attorney is being issued.

AGREEMENT

An agreement made this ----- day of ----- between ----- (hereinafter called "the Consultant"), which expression shall, where the context so admits, be deemed to include his heirs successors, executors and administrators of the one part and the Ministry of External Affairs, Government of India (hereinafter called "the Employer ") which expression shall, where the context so admits, be deemed to include his successors in office and assigns) of the other part.

2. Whereas the Consultant has agreed with the Employer to provide the services and goods to the Employer at its Head Office/other offices in India and abroad as all those articles set forth in the Tender document hereto in the manner set forth in the conditions of the tender and contract appended herewith and at the rates set forth in its Financial Proposal which is as below:

Consolidated Rate per month Quoted by the Consultant for a period of 1 year for Social Media Management as per Scope of Work and the other terms and conditions of the contract mentioned in the RFP/Tender document, including all taxes and expenditures:

Rates per month (X) _____

Total Cost (X*12) _____

Total Cost in Words _____

The above rates are inclusive of taxes as applicable for providing the Social Media Management services to the Government of India, in the National Capital of Delhi.

3. **Payment Terms:** MEA will make Quarterly payment to the Consultant. The quantum of work may vary from month to month; therefore, the Consultant should submit their proposal keeping in mind this aspect. **However, if MEA asks for additional services which is explicitly beyond the scope of work but related to this project, it may pay an additional upto 10% of the monthly remuneration in each calendar month for the additional services provided by the consultant. The consultant will be required to justify its claim for the additional work given by the employer in each month.**

4. **Renewal of the contract:** The selected Agency shall begin Social Media Management for MEA within 30 days of the signing of the Contract, and the contract will be initially valid for 1 year. This contract can be extended/renewed for 2nd and 3rd year based on the satisfactory performance of the consultant at the discretion of the employer, without any increase in the fee/remuneration.

5. **Mobilisation Advance:** The successful Applicant/consultant will be entitled to draw upto 10% of the quoted annual fee as Mobilisation Advance against 110% of Bank Guarantee. The Mobilisation Advance with attract simple interest @ 10% per annum on the balance amount. The recovery of Mobilisation Advance and interest on Mobilisation Advance will be done in two instalments- 2nd and 3rd. The entire amount will be recovered till 75% of work is done, i.e. at the time of release of 3rd instalment.

6. And whereas the Consultant has deposited a sum of Rs. _____ as Performance Bank Guarantee in the form of

a. Bank Draft No. _____, issued from _____ Bank, Place _____ dated _____

b. Bank Guarantee No. _____ issued by _____ Bank, Branch _____, Place, Valid until _____.

7. Now these Presents witness:

(1) In consideration of the payment to be made by the Employer through Cheque/RTGS/ECS at the rates set forth in Para 2 as mentioned above, the Consultant will duly provide services and goods thereof in the manner set forth in the Scope of Work and the conditions of the tender/RFP.

(2) The conditions of the contract as mentioned in the Tender Notice No. _____ dated _____ and also appended to this agreement will be deemed to be taken as part of this agreement and are binding on the parties executing this agreement.

(3) Letters No. _____ received from the Consultant and letter No. _____ issued by the Employer and appended to this agreement shall also form part of this agreement.

(4) The Employer do hereby agree that if the Consultant shall duly provide the services and goods, in the manner and terms & conditions, the Employer will through Cheque/RTGS/ECS pay or cause to be paid to the Consultant at the time and the manner set forth in the said conditions of the Tender document.

7. The mode of Payment and Account Details of the Consultant will be as follows:-

Mode: Cheque / RTGS / ECS

Name:

A/c No.

Name of the Bank and Branch:

IFSC Code

MICR No.

8. Liquidated Damages: In case of delay in supply of services/goods or deficiency in the services to be provided within the prescribed period in the Contract, liquidated damages will be charged, at a rate of 0.5% of total Consultancy Fee to be deducted per week – maximum up to 03 weeks remuneration [0.5% x 03 weeks x Annual Fee] at a time for delay in supply of goods/services or deficiency in services.

9. All disputes arising out of this agreement and all questions relating to the interpretation of this agreement shall be as per the provisions of Tender document.

In witness whereof the parties hereto have set their hands on the ___ day of ___ (year).

Signature of the Consultant

Signature for and on behalf of the President of India acting through Ministry of External Affairs

Date:

Date:

Witness No. 1

Witness No. 1

Witness No. 2

Witness No. 2

Format for Citations

General Information									
Name of Project									
Client for which the project was executed									
Name and contact details of the client									
Project Details									
Description of the project									
Scope of services	i.								
Technologies used									
Outcomes of the project (Completed/ in progress)									
Other Details									
Total cost of the project									
Total cost of the services provided by the respondent									
Duration of the project	<table border="1"> <tr> <td>No. of months</td> <td></td> </tr> <tr> <td>Start Date</td> <td></td> </tr> <tr> <td>Completion Date</td> <td></td> </tr> <tr> <td>Current Status</td> <td></td> </tr> </table>	No. of months		Start Date		Completion Date		Current Status	
No. of months									
Start Date									
Completion Date									
Current Status									
Other Relevant Information									
Mandatory Supporting Documents									

Format for Curriculum Vitae

Annexure-2

S. No.	Detail	Response																								
1.	Proposed Position																									
2.	Name of Firm																									
3.	Name of Staff																									
4.	Date of Birth																									
5.	Education	<table border="1"> <thead> <tr> <th>S. No.</th> <th>Degree</th> <th>Institution</th> <th>Dates</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	S. No.	Degree	Institution	Dates																				
S. No.	Degree	Institution	Dates																							
6.	Membership of Professional Associations/Societies, If Any																									
7.	No. of Years of Experience																									
8.	Summary of key training and certifications																									
9.	Countries of work experience																									
10.	Language Proficiency	<table border="1"> <thead> <tr> <th>Language</th> <th>Speak</th> <th>Read</th> <th>Write</th> </tr> </thead> <tbody> <tr> <td></td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	Language	Speak	Read	Write																				
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11.	Employment record	<table border="1"> <tbody> <tr> <td>From</td> <td></td> <td>To</td> <td></td> </tr> <tr> <td>Employer</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Position Held</td> <td></td> <td></td> <td></td> </tr> <tr> <td>From</td> <td></td> <td>To</td> <td></td> </tr> <tr> <td>Employer</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Position Held</td> <td></td> <td></td> <td></td> </tr> </tbody> </table>	From		To		Employer				Position Held				From		To		Employer				Position Held			
From		To																								
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12.	Details of Tasks Assigned																									
13.	Highlight of similar assignment handled																									
	Project																									
	Client																									
	Key project features in brief																									
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	Designation																									

	Role	
	Responsibilities and activities	
	Duration of project	

Project	
Client	
Key project features in brief	
Location of the project	
Designation	
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Responsibilities and activities	
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<<More Tables may be used for different projects>>

Annexure A

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	http://www.youtube.com/user/indiandiplomacy http://www.youtube.com/user/aseanindia http://www.youtube.com/user/realindiais http://www.youtube.com/user/indiafrica	http://www.youtube.com/user/MealIndia
3.	Facebook	https://www.facebook.com/IndianDiplomacy https://www.facebook.com/RealIndials https://www.facebook.com/INDIAFRICAaSharedFuture https://www.facebook.com/aseanindia	https://www.facebook.com/MEAINDIA
4.	G+	https://plus.google.com/+Indials/posts https://plus.google.com/u/0/113150389773249183632/posts	https://plus.google.com/u/0/b/103329416703761384109/103329416703761384109/about
5.	Pinterest	http://www.pinterest.com/realindiais/ http://www.pinterest.com/aseanindia/	
6.	Flickr	http://flickr.com/aseanindia	http://www.flickr.com/photos/meaindia

Facebook and Twitter pages of Indian Missions/Posts Abroad

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

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

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

Missions on YouTube

1.	E/I Buenos Aires, Argentina http://www.youtube.com/IndianembassyBA
2.	E/I Beijing, China (in Mandarin) http://i.youku.com/u/id_UMzg5NzExMDk2
3.	E/I Cairo, Egypt http://www.youtube.com/user/IndianEmbassyCairo
4.	E/I Paris, France http://www.youtube.com/channel/UCX6XYIVPq0C0NeNqMljRmsg
5.	E/I Jakarta, Indonesia http://www.youtube.com/user/IndianEmbJkt
6.	E/I Tokyo, Japan http://www.youtube.com/user/embassyofindiajapan
7.	E/I Kathmandu, Nepal https://www.youtube.com/eoiktmnp
8.	E/I Colombo, Sri Lanka http://www.youtube.com/user/cpiccolombo/videos
9.	E/I Stockholm, Sweden http://www.youtube.com/eoistockholmsweden
10.	HCI Dar es Salaam, Tanzania http://www.youtube.com/user/hcindiatz
11.	E/I Kyiv, Ukraine http://www.youtube.com/channel/UCU7DqPwmPlqjEmaUlw_DYoA/videos
12.	E/I Abu Dhabi, UAE https://www.youtube.com/channel/UCYrXKRrQqM1OLNBifRdHHZg
13.	E/I Washington, USA http://www.youtube.com/indiausrelations