

Government of India
Ministry of External Affairs
External Publicity & Public Diplomacy Division
Shastri Bhawan, New Delhi 110001

E-NOTICE INVITING TENDER FOR: Selection of an Agency for Social Media Management, Monitoring and Analysis in respect of the Ministry of External Affairs.

Tender No. Q/XMM/551/06/2025

Dated: 11/12/2025

<u>Important Dates (tentative)</u>	
Published date	11/12/2025
Bid document download start date	11/12/2025
Bid submission start date	11/12/2025
Clarification start date	11/12/2025
Clarification end date	18/12/2025
Pre Bid Meeting date	23/12/2025
Bid submission end date	01/01/2026
Date of Technical Bid opening	01/01/2026

The bid shall be submitted online only at Government e-Marketplace portal Website: <https://gem.gov.in>.
Manual Bids will not be accepted.

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TENDER NOTICE

Subject: Selection of an Agency for Social Media Management, Monitoring and Analysis in respect of the Ministry of External Affairs.

External Publicity Division, Ministry of External Affairs is considering selection of an Agency for Social Media Management as well as Social Media Monitoring and Analysis in respect of the Ministry of External Affairs.

A) Scope of work:

(1) For Social Media Management :-

(i) To produce quality content and creatives, including graphics, GIFs, animations, reels, YouTube shorts for use of the Ministry on its social media platforms and otherwise, on demand.

(ii) To produce quality AV content for use of the Ministry on its social media platforms and otherwise, on demand. This may include obtaining stock footage, creation/purchase of background music (including international audio-tracks & instrumentals) and voice-overs, scripting including time coding.

(iii) The AV content produced should be of HD format, .MOV file/high resolution mp4 and of international quality, in Hindi/English as per requirement communicated by the Ministry on a case-by-case basis.

(iv) To develop a strategy to enhance Ministry's presence on social media (MEA's Social Media handles on X, Instagram, Facebook, WhatsApp Channel and any other) and to engage a wider audience.

(v) To undertake comprehensive campaigns for events on social media including, but not limited to X, Facebook, WhatsApp Channel, Instagram etc.

(vi) To produce quality presentations, including on MS PPT or other softwares as suitable for animations, transitions, attractive visuals, etc on demand.

(vii) The content created has to be edited/uploaded on Ministry's Social Media handles as per Ministry's requirement on immediate basis. Ability to convert all kinds of content (audio/video/files) from one format to another for given assignments as and when required by the Ministry.

(viii) 24x7 Social Media management with on-site support. A minimum team size of 11 people is required as below:

Indicative dedicated team composition*:

- Digital communication & Content strategy experts (minimum 1)
- Content writers and researchers (minimum 4)
- Designers, skilled in both graphics, videos & reels (minimum 4)

*Two members of the dedicated team to function as co-coordinators for easy client interface.

Indicative Backend team composition

- Voice over artist (English & Hindi) (minimum 1)
- Highly skilled PPT Designer (minimum 1)

Requirement of qualification & experience of the team members

Digital communication & Content strategy expert

- MBA or equivalent degree from a reputed college with minimum 5 Years of experience in Digital Marketing field. Demonstrable experience in Content and Social Media Marketing. Good communication and presentation skills, with capability to strategize the online activities for promotion of events, campaigns, digital communication etc.

Content writer and researcher

- Graduate from a reputed college with minimum 3 Years of experience in social media marketing, demonstrable experience in content writing, storyboards for videos/graphics, etc. Well-versed in English & Hindi and experienced in creating highly engaging posts on various social media platforms.

Designer

- Graduate from a reputed college with a creative flair to develop graphics, video creatives & concepts, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines. Developing design briefs by gathering information and data through research. Working with a wide range of media, including photography and computer aided design. At least 3 years of extensive graphics/video designing and editing experience for video content which have been displayed on various social media platforms.

Voice over artist

- Graduate from a reputed college with minimum 3 years of recording experience in English and Hindi. Fluent speaker with proper and clear enunciation. Consistency with energy articulation, pitch control & characterisation in keeping with global standards.

(2) For Social Media Monitoring and Analysis:-

(i) Implementation of Social Media Analytics (using Social Media analysis) to proactively gather useful and credible information on foreign policy issues trending on social media at the local, regional, national and international level, and to submit reports immediately. The agency should not use any open AI that allows data mining.

(ii) To prepare coverage reports of social media monitoring on a daily basis, to be submitted by 10 AM in the morning and 6 PM in the evening daily, and in between at any time of the day on need basis.

(iii) To prepare reports on VVIP visits, campaigns in a presentable format, preferably using tools for data visualization and sentimental analysis. In addition, tracking and preparing analysis sheets on issues of topical interest, to be provided within three hours of request by the Ministry.

(iv) Tracking and preparing analysis sheets on Indian Missions/Posts abroad on amplification of publicity material as and when required.

(v) Identification of digital communication opportunities, managing response and designing a strategic social media communication plan for the Ministry. This includes undertaking social media monitoring across Ministry relevant keywords on a daily basis.

(vi) To prepare a Social Media Monitoring Program to create and manage a Monitoring & Analysis platform, customised especially for the Ministry, which will be both predictive and reactive in approach and provide sentimental analysis (e.g. Talkwalker, Meltwater, Brandwatch).

(vii) 24x7 Social Media monitoring to be reported in real-time.

Indicative dedicated team composition*: A minimum team size of 5 people is required as below:

- Social media analytics experts skilled in monitoring social media platforms, tracking news, making sheets & reports (minimum 5)

*One member of the dedicated team to function as co-coordinator for easy client interface.

Requirement of qualification & experience of the team members

- Social media analytics experts should hold at least a graduate degree from reputed colleges with minimum 3 Years of work experience in handling large scale government projects. They should have experience in analysing social media on different platforms including X, Facebook, YouTube, Instagram, LinkedIn etc. Up-to-date knowledge of industry software and Social Media Monitoring & Analysis tools is required.

2. **Validity & Extension of Contract:** The contract work would be assigned initially for a period of one year, which can be extended/renewed for a maximum period of two years, on a year-on-year basis, at the sole discretion of the Competent Authority in the Ministry, on the basis of mutual consent of both parties at the same rates and on the same rates and conditions, subject to satisfactory performance 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 01/01/2026 at 1130 hrs at Room no. 152 B, Conference Hall, Ministry of External Affairs, First Floor, A Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi in the presence of those bidders who may desire to be present at that time. The Technical Bid/presentation will be evaluated by the Tender Evaluation Committee. This is as per rule 164 of GFR 2017 and evaluation of bidders will be under the QCBS system.

(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.
2. The agency should have a minimum experience of 5 years (3 years in case of SMEs and Startups) in the field of Social Media Management as well as Social Media Monitoring and Analysis working in conjunction with Central Ministries/ Departments/private organizations of repute. **The experience of the agency in Govt/PSUs and Private organizations will be assessed as per the copies of the work orders along with completion certificates provided by the agency.**
3. The average annual turnover of the agency should be at least 5 crore (3 Crore in case of SMEs and Startups) during the last three FYs (2022-23, 2023-24 & 2024-25).
4. The agency should neither be blacklisted by any Govt. Department nor should any Criminal Case be registered against the firm or its owner or partners anywhere in India.

Pre-bid Meeting: A prospective bidder, requiring a clarification on the Tender document shall write to MEA via email to dsdd@mea.gov.in and poxps@mea.gov.in within the time-frame as indicated in the Date Sheet.

MEA will conduct the Pre-bid Meeting to address the submitted queries, if any, on 23/12/2025 at 1100 hrs at Room no. 152 B, Conference Hall, Ministry of External Affairs, First Floor, A Wing, Shastri Bhawan, Dr. Rajendra Prasad Road, New Delhi. Responses to the queries notified through email will be uploaded on MEA website (mea.gov.in) and any resulting amendments shall also be uploaded at MEA website.

(C) Submission of bids:

The bidders should upload their bids on GeM Portal in two separate parts, viz.:

(i) **Technical Bid:** The bidding agencies are required to submit documents at GeM Portal as detailed in **Annexure I**. Only the bids complying with the Minimum Eligibility Criteria shall be allowed to participate in the technical bid.

(ii) **Financial Bid:** to be submitted as per clause (E) of the RFP. The bidders are strictly advised to refrain from quoting unrealistic prices, at which they may not render their services later with the required quality standards.

(D) Technical evaluation

1. Only the agencies who fulfill the **Minimum Eligibility Criteria** and upload 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:

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

Social Media Management		
Social Media management capabilities	Dashboard for Social Media Integration (X, Facebook, Instagram, etc.)	5 marks (on the basis of presentation)
	Ownership and Knowledge of Third party softwares/Licenses held for home-grown softwares (eg. Buzzsumo, Coral draw, photoshop, template banks, video/audio editing, layering, stitching etc.)	5 marks (on the basis of presentation)
	Affiliation with or direct contact from social media networks such as Facebook, X, Instagram, YouTube, Google, etc.	5 marks (on the basis of presentation)
Social media footprint increase	Strategy to increase the social media presence of Ministry (to be assessed in terms of followers and engagements periodically)	5 marks (on the basis of presentation)
Vision and strategy	Proposed vision and digital amplification strategy for Ministry's events (for instance, Mann ki Baat, Ek Ped Maa Ke Naam from Ministry's perspective & Visit of Prime Minister of India to any country)	5 marks (on the basis of Proforma A) (on the basis of presentation)
Manpower	Team composition/credentials	10 marks (as per Proforma B)
Relevant experience	Experience in Social media management in Govt./PSU sector in number of years (An experience of at least 5 years)	2.5 marks [5 =< 6 = 1 marks 7 =< 8 = 2 marks >= 9 = 2.5 marks]
	Experience in Social media management in Private sector in number of years (An experience of at least 5 years)	2.5 marks [5 =< 6 = 1 marks 7 =< 8 = 2 marks >= 9 = 2.5 marks]

	Number of projects undertaken with/currently working with Govt./PSU sector alongwith copies of completion certificates	2.5 marks [2 - 5 = 1 marks 6 - 10 = 2 marks >10 = 2.5 marks]
	Number of projects undertaken with/currently working with Private sector alongwith copies of completion certificates	2.5 marks [2 - 5 = 1 mark 6 -10 = 2 marks > 10 = 2.5 marks]
Social Media Monitoring and Analysis		
Social Media Monitoring & Analysis	Strategy & Resources (Human/Technological) for Social Media Monitoring & Analysis	5 marks (on the basis of presentation)
	Creation of analytical reports & Summarizing of the social media developments of the day in a creative manner	10 marks (on the basis of presentation)
	On the day of live presentation, the bidder is required to submit a printed folder of Social Media Analysis of content from 3 days prior to the day of presentation as per following index: i. National/Regional content related to issues of foreign policy and external affairs. ii. International content on issues of foreign policy and external affairs and other global issues of relevance (significant developments in other countries with regard to politics & economy, particularly Asia, India's neighbourhood and P5 countries) iii. Content on topical issues of the Ministry's interests/concerns.	10 (on the basis of folder submitted)
Manpower	Team composition/credentials	10 marks (As per proforma B)
Relevant experience	Experience in Social Media Monitoring & Analysis in Govt./PSU sector in number of years (An experience of at least 5 years)	2.5 marks [5 =< 6 = 1 marks 7 =< 8 = 2 marks >= 9 = 2.5 marks]
	Experience in Social Media Monitoring & Analysis in Private sector in number of years (An experience of at least 5 years)	2.5 marks [5 =< 6 = 1 marks 7 =< 8 = 2 marks >= 9 = 2.5 marks]
	Number of projects undertaken with/currently working with Govt./PSU sector alongwith copies of completion certificates	2.5 marks [2 - 5 = 1 marks 6 - 10 = 2 marks >10 = 2.5 marks]

	Number of projects undertaken with/currently working with Private sector alongwith copies of completion certificates	2.5 marks [2 - 5 = 1 marks 6 - 10 = 2 marks >10 = 2.5 marks]
Security	Disaster management (response management) & Data security. Safety mechanism to prevent unauthorized access to Social Media platforms.	5 marks (on the basis of presentation)
Turnover	Average annual turnover of the Agency over the last three FYs (2022-23, 2023-24 & 2024-25) (minimum 5 crores required)	5 marks [5 <= 10 crore = 2 marks 10 <= 15 crore = 3 marks 15 <= 20 crore = 4 marks > 20 crore = 5 marks]
TOTAL		100 marks

3. The minimum qualifying score shall be **75**.

(E) Financial round:

1. Only the agencies which qualify the Technical evaluation round, will be eligible to participate in the financial bidding round. The date and time for opening of the Financial Bids will be intimated on a later date.
2. The bidder/agency applying will quote their '**per annum rates' (inclusive of applicable taxes)** at the GeM portal.
3. No change in financial bids is allowed after the last date of submission of tender documents.
4. After evaluation of financial bids, the bidder will be awarded the contract as per QCBS System.

(F) SELECTION CRITERIA:

QCBS (Quality and Cost Based Selection) method shall be adopted with a weightage of 70% for technical proposal and 30% for the financial proposal.

- **Technical Bid Score:** The Technical Bid Score ' S_t ' of the Bidder shall be derived as under
 $S_t = (S_{tm} / S_H * 100)$, where
 S_t is the Technical Bid Score
 S_{tm} = Total technical bid marks of the bidder under consideration
 S_H = Highest Total Technical bid marks amongst all evaluated bids.
- **Financial Bid Score:** The bidder/agency applying will quote their '**per annum rates' (F) (inclusive of applicable taxes)**. The Financial Bid Score ' S_f ' of the Bidder shall be derived as under
 $S_f = (F_L / F * 100)$
Where,
 S_f is the Financial Score
 F_L is the value of the lowest Commercial Bid
F is the price quoted in the bid under consideration.
- The Total score of the Bidder will be determined as under:-
Total Score = (T_s) = (0.7 x S_t) + (0.3 x S_f)
- The bid of the bidder, who obtains the highest T_s value, will be rated as the Most Responsive Bid. In the event of the same T_s score of bidders, the bid with the highest technical score (S_t) will be rated as

the most responsive bid. Beyond that, the Tender Evaluation Committee will decide the matter in its full discretion.

Award of Work: Will be awarded to the Most Responsive Bidder, having highest composite score on GeM portal.

(G) Other Terms & Conditions:

1. Tender received after the closing date and time will not be entertained.
2. The Ministry 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 the Ministry of External Affairs 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 Ministry until execution of a contractual agreement.
4. The bids shall remain valid for a period of 180 (One hundred & eighty) days from the date of opening of bid. 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. (a). 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 the Ministry. 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.

(b). The agency must have an office in the NCT of Delhi/NCR. A self-attested documentary proof will be required from the agency to this effect.
7. Any notice by one party to the other pursuant to the Contract shall be sent by e-mail/letter and confirmed in writing to the address specified for that purpose in the Contract.
8. To assist in Technical evaluation, the Ministry 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 Ministry shall have the sole proprietary rights over the content created/edited/provided by the agency who has been awarded the contract through this tender and the agency can't use the content for its own benefit and publicity.
11. In all matters related to dispute relating to this tender, the decision of the Ministry will be final and binding upon the firm/agency.
12. The Ministry 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 Ministry for rejection of his proposal.

13. **Payment terms:**

13.1 The price quoted shall remain fixed and not be subject to variations in exchange rate, duties, levies etc. The agency will be paid its quoted annual price; however, the payment will be made on a quarterly basis.

13.2 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.

13.3 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 is allowed during the project period. No increase in prices would be allowed during the contract period.

14. **Equipment & Softwares:** Agency must procure and provide all the hardware and software licenses required to its project team to enable them to meet the target assignment as elaborated in scope of work. Contractor is expected to procure and use any/all software (licensed) required in connection with this contract for Social Media Management, Monitoring and Analysis. This will include equipments & softwares for all the sections of the project team i.e. Digital communication & Content strategy experts, content writers & researchers, graphic/PPT/video designers, voice over artists etc. The Contractor also undertakes the responsibility for maintenance, repair and replacement of the above equipment. Indicative specifications equipment and softwares required for design & content writers are attached in **Annexure II** for reference.

15. The Ministry requires that the company engages professionals in the field of journalism, graphic/PPT designing, video-audio designing/editing, voice over artists, 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 so 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 creatives and timely uploading them on the social media handles of the Ministry within the time schedule, timely submission of Social Media coverage reports, VVIP visit reports, monitoring reports 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 Ministry 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., the decision of the Ministry will be final and binding on all bidders participating in this bid.

20. **Earnest Money Deposit:** A bidder is required to submit Earnest Money Deposit (**EMD**) of Rs. 4,00,000 (2% of the estimated tender value i.e. Rs. 2 crore) in the form of Insurance Surety Bonds, Account Payee Demand Draft, Fixed Deposit Receipt, Banker's Cheque or Bank Guarantee (including e-Bank Guarantee) from any of the Commercial Banks or payment online in an acceptable form, safeguarding the purchaser's interest in all respects, valid for a period of 45-days beyond the final bid validity period, in favour of Pay and Accounts Officer, Ministry of External Affairs payable at New Delhi.

Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or are registered with the Central Purchase Organisation or the concerned Ministry or Department are exempted from EMD submission [Subject to production of required MSE certification].

Earnest Money Deposit of unsuccessful bidders at a stage i.e. technical evaluation or financial evaluation stage will be refunded within 30 days of declaration of result of that stage. Earnest Money Deposit with MEA for the purpose of tender will earn no interest.

(H). Indemnification: The selected Contractor shall indemnify, defend, and hold and save harmless, the Ministry/ Government of India, and its officials and employees, from and against all suits, proceedings, claims, demands, losses and liability of any kind or nature brought by any third party against the Ministry/ Government of India , including , but not limited to, all litigation costs and expenses, attorney's fees, settlement payments and damages, based on, arising from, or relating to:

1. Allegations or claims that the possession of or use by the Ministry of any patented device, any copyrighted material, or any other goods, property or services provided or licensed to the Ministry under the terms of the Contract, in whole or in part, separately or in a combination contemplated by the Contractor's published specifications thereof, or otherwise specifically approved by the Contractor, constitutes an infringement of any patent, copyright, trademark, or other intellectual property right of any third party; or,
2. Any acts or omissions on the part of the Contractor, or Contractor's Personnel or anyone directly or indirectly employed by the Contractor in the performance of the Contract, which give rise to legal liability to anyone not a party to the Contract including, without limitation, claims and liability in the nature of a claim for worker's compensation.
3. The indemnity set forth, above, shall not apply to:
 - 3.1 A claim of infringement resulting from the Contractor's compliance with specific written instruction by the Ministry directing a change in the specifications for the goods, property, materials, performance of the contract of requiring the use of specifications not normally used by the Contractor.
 - 3.2 In addition to the indemnity obligations set forth in this Article, the Contractor shall be obligated, at its sole expenses, to defend the Ministry/ Govt. of India and its officials, agents and employees, pursuant to this Article regardless of whether the suits, proceedings, claims and demands in question actually give rise to or otherwise result in any loss or liability.
 - 3.3 The Ministry shall advise the Contractor about any such suits, proceedings, claims demands, losses or liability within a reasonable period of time after having received actual notice thereof. The Contractor shall have sole control of the defense of any such suit, proceeding, claim or demand and of all negotiations in connection with the settlement or compromise thereof, except with respect to the assertion or defense of the privileges and immunities of the Ministry /Govt of India or any matter relating thereto, for which only the Ministry itself is authorized to assert and maintain. The Ministry shall have the right, at its own expense, to be represented in any such suit, proceeding, claim or demand by independent counsel of its own choice.

(I). Confidentiality & Secrecy

1. Secrecy of the matter given should be maintained at all times by the Contractor.
2. Contractor hereby acknowledges that the copyright of the material rests with the Ministry for both text and audio-visuals.
3. Contractor is not authorized to reproduce/reprint/transmit to a third party in any manner including photocopying, photographing, cyclostyling, microfilming, scanning or any electronic means of copying or any other means whatsoever without the written permission of the Ministry.

(J) Performance Guarantee: The successful bidder shall provide a Performance Guarantee for the due and faithful performance of contract for a sum of 3% of the total contract price before the signing of Agreement in the form of an Account Payee Demand Draft, Fixed Deposit Receipt from a Commercial bank, Bank Guarantee from a Commercial bank or online payment in an acceptable form safeguarding the purchaser's interest in all respects. The Performance Guarantee should remain valid for a period of 60 days beyond the date of completion of contractual obligations. Earnest Money Deposit of successful bidder will be returned after submission of Performance guarantee. 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.

(K) Agreement deed: The successful bidder shall execute an agreement for the fulfilment of the contract on ₹ 100/- non-judicial stamp paper within 15 days from the date of award of the contract. The incidental expenses of execution of agreement/Contract shall be borne by the successful bidder. Agreement/contract will be signed after the submission of the Performance Bank Guarantee (PBG) which shall be 3 percent of the contract value.

(L) PENALTY CLAUSE:

1. If at any future point of time it is found that the Contractor has made a statement which is factually incorrect or if the Contractor does not fulfill any of the contractual obligations or found to be in breach of the terms & conditions of this contract, the Ministry may take a decision to cancel the Agreement with immediate effect, forfeit the Performance Bank Guarantee deposited by the Contractor and / or debar the Contractor from bidding prospectively for a period of three years or take any other action as deemed necessary.

2. Notwithstanding any of the provisions mentioned above, for rates and other terms and conditions, in case of any disagreement etc. decision of the Competent Authority of the Ministry will be final and binding.

3. A periodic quarterly review shall be made regarding the fulfilling of contractual obligations to the satisfaction of the Ministry.

4. It would be the first and foremost responsibility of the contractor to ensure that the services are being provided satisfactorily and the contract is executed as per agreed terms and conditions. In the event of delayed or unsatisfactory services or negligence in services, this Ministry may recover a sum from the contractor equivalent to a minimum of 0.1% of the contract value as penalty, if the services are delayed by 8 hours or more. The repeat of delay in services will attract a minimum penalty of 0.5% of contract value. The maximum amount to be recovered would be 10% of the price for the services delayed/negligence in service.

(M) Governing Laws and Jurisdiction:

This shall be construed and governed by the laws of India, and parties hereby submit to exclusive jurisdiction of the Delhi court of law.

(N) Settlement of Disputes and Arbitration:

All disputes, differences and questions arising out of or in any way touching or concerning the agreement or subject matter thereof or the representative's rights, duties or liability of the parties shall be referred to the sole arbitrator by way of arbitration under the Arbitration and Conciliation Act 1996 as amended up to date. The arbitrator shall be entitled to extend the time of arbitration proceedings with the consent of the parties. The venue of such arbitration shall be at New Delhi. The language of arbitration proceedings shall be English.

(O) FORCE MAJEURE:

1. The Ministry may consider relaxing the penalty and delivery requirements, as specified in the 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 Ministry of External Affairs shall have the right to suspend or terminate the Contract on the same terms and conditions with immediate effect. In any case, the Ministry of External Affairs 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.

(P) Liquidated damages and termination:

1. 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.

2. 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 Ministry in that event and the Performance security deposit may also be forfeited.

(Q) Closure of Contract- While making the final payment to the contractor and before releasing the PBG, a "no claim certificate" may be taken from the contractor as per the format given in the Annexure 21 of Manual for Procurement of Services, 2017.

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Annexure I

	Document	File type
1.	Scanned copy of payment of Earnest Money Deposit (EMD) of Rs. 4,00,000/- (Rupees Four lakh only). Micro and Small Enterprises (MSEs) as defined in MSE Procurement Policy issued by Department of Micro, Small and Medium Enterprises (MSME) or are registered with the Central Purchase Organisation or the concerned Ministry or Department are exempted from EMD submission [Subject to production of required MSE certification].	.pdf
2.	Copy of Registration with Registrar of Companies.	.pdf
3.	Copy of PAN & GST number as applicable.	.pdf
4.	Copy of ITR returns for the last three years.	.pdf
5.	Copy of Latest Sales Tax/VAT/GST Clearance Certificate or copy of latest tax deposit challan.	.pdf
6.	A list of their owners/partners etc. of the agency.	.pdf
7.	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 in India.	.pdf
8.	Copies of award of contracts along with Certificate of satisfactory performance from Central Ministries/ Departments/private organizations of repute.	.pdf
9.	Copy of proof of qualification/additional skills in respect of the team proposed to be employed by the Agency.	.pdf
10.	Copy of audited statements of account of the agency for the last three Financial Years (2022-23, 2023-24 & 2024-25).	.pdf
11.	Proof of average annual turnover of Rs. 5 crore during the last three Financial Years (2022-23, 2023-24 & 2024-25).	.pdf
12.	Self certification regarding Manpower employed by Agency and their qualifications.	.pdf
13.	Self certification to the effect that the information provided by the Agency is correct and they will abide by the decision of the Ministry.	.pdf
14.	The agency must maintain an operational office with an in-house development team in Delhi NCR. Undertaking and Delhi NCR office legal proof (e.g., GST certificate)	.pdf
15.	Proforma A	.pdf
16.	Proforma B	.pdf

Proforma A

Proposed Vision & Digital Amplification Strategy for events like Mann ki Baat, Ek Ped Maa Ke Naam from Ministry's perspective and Visit of Prime Minister of India to any country

1. Campaign Design for the above events.
2. Previous campaigns designed & executed.

Team Composition Details¹ of the Social Media Management Team identified to Work with Ministry:

- (i) Name of Team Members (Optional)
- (ii) Designation
- (iii) Work being handled
- (iv) Qualifications
- (v) Number of years of experience
- (vi) Total experience

¹ **Indicative dedicated team composition*:**

- Digital communication & Content strategy experts (minimum 1)
- Content writers and researchers (minimum 4)
- Designers, skilled in both graphics and videos (minimum 4)

*Two members of the dedicated team to function as co-coordinators for easy client interface.

Indicative Backend team composition

- Voice over artist (English & Hindi) (minimum 1)
- Highly skilled PPT Designer (minimum 1)

Requirement of qualification & experience of the team members

Digital communication & Content strategy expert

- MBA or equivalent degree from a reputed college with minimum 5 Years of experience in Digital Marketing field. Demonstrable experience in Content and Social Media Marketing. Good communication and presentation skills, with capability to strategize the online activities for promotion of events, campaigns, digital communication etc.

Content writer and researcher

- Graduate from a reputed college with minimum 3 Years of experience in social media marketing, demonstrable experience in content writing, storyboards for videos/graphics, etc. Well-versed in English & Hindi and experienced in creating highly engaging posts on various social media platforms.

Designer

- Graduate from a reputed college with a creative flair to develop graphics, video creatives & concepts, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines. Developing design briefs by gathering information and data through research. Working with a wide range of media, including photography and computer aided design. At least 3 years of extensive graphics/video designing and editing experience for video content which have been displayed on various social media platforms.

Voice over artist

- Graduate from a reputed college with minimum 3 years of recording experience in English and Hindi. Fluent speaker with proper and clear enunciation. Consistency with energy articulation, pitch control & characterisation in keeping with global standards.

Team Composition Details² of the Social Media Monitoring and Analysis Team identified to Work with Ministry:

- (vii) Name of Team Members (Optional)
- (viii) Designation
- (ix) Work being handled
- (x) Qualifications
- (xi) Number of years of experience
- (xii) Total experience

Indicative dedicated team composition*: A minimum team size of 5 people is required as below:-

- Social media analytics experts skilled in monitoring social media platforms, tracking news, making sheets & reports (minimum 5)

*One member of the dedicated team to function as co-coordinator for easy client interface.

Requirement of qualification & experience of the team members

- Social media analytics experts should hold at least a graduate degree from reputed colleges with minimum 3 Years of work experience in handling large scale government projects. They should have experience in analysing social media on different platforms including X, Facebook, YouTube, Instagram, LinkedIn etc. Up-to-date knowledge of industry software and Social Media Monitoring & Analysis tools is required.

Indicative requirement of equipments & softwares for the design & content writers

Softwares for each member of the design team:

- Adobe Suit (Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premier, Adobe Media Encoder), same version for all members of the design team.
- Corel Draw (Latest version)
- MS Office
- Canva (paid version)

Hardware Configuration for each member of the design team:

- i7 processor, 13th generation
- 8GB Graphic Card (minimum)
- 32GB RAM
- 512 GB SSD
- 1 TB Space

System Configuration for each member of the Content Team:

- i5 processor
- 4GB RAM
- 500GB storage

Stock Footage Bank Subscription:

- Shutterstock (Image/ Video Stock)
- Envato (Video Stock/ Music)
- Storyblocks (Video Stock/ Music)
- www.bensound.com (Music Stock)

Other requirements:

- 2 pendrives
- 3 portable Hard Drive (two 2TB and one 1 TB)
- Cloud storage of at least 500 GB
- 1 Internet Dongle

DRAFT AGREEMENT

This agreement is made between the President of India acting through the Under Secretary (Digital Diplomacy), External Publicity & Public Diplomacy Division, Ministry of External Affairs having office at Shastri Bhawan, New Delhi (hereinafter referred to as the Ministry) on one part (First party) and <name of the Contractor> on the other part (Second Party), a company registered under the Companies Act, 1956 and having its registered office at <address of the Contractor> (hereinafter referred to as the Contractor).

Whereas the Ministry is pleased to engage the Contractor to undertake the work of Social Media Management in respect of the Ministry of External Affairs, on contract basis and Contractor has agreed to render the required services and perform the duties connected with the engagement, and both parties have agreed as follows:

1. **DURATION OF AGREEMENT & RENEWAL TERMS:** The contract work would be assigned initially for a period of one year, which can be extended/renewed for a maximum period of two years, on a year-on-year basis, at the sole discretion of the Competent Authority in the Ministry, on the basis of mutual consent of both parties at the same rates and on the same rates and conditions, subject to satisfactory performance and with the written consent of the agency.

2. **The Contractor will perform the following tasks for/on behalf of Ministry:**

(A) For Social Media Management:-

(i) To produce quality content and creatives, including graphics, GIFs, animations, reels, YouTube shorts for use of the Ministry on its social media platforms and otherwise, on demand.

(ii) To produce quality AV content for use of the Ministry on its social media platforms and otherwise, on demand. This may include obtaining stock footage, creation/purchase of background music (including international audio-tracks & instrumentals) and voice-overs, scripting including time coding.

(iii) The AV content produced should be of HD format, .Mov file/high resolution mp4 and of international quality, in Hindi/English as per requirement communicated by the Ministry on a case-by-case basis.

(iv) To develop a strategy to enhance Ministry's presence on social media (MEA's Social Media handles on X, Instagram, Facebook, WhatsApp Channel and any other) and to engage a wider audience.

(v) To undertake comprehensive campaigns for events on social media including but not limited to X, Facebook, WhatsApp Channel, Instagram etc.

(vi) To produce quality presentations, including on MS PPT or other softwares as suitable with animations, transitions, attractive visuals, etc on demand.

(vii) The content created has to be edited/uploaded on Ministry's Social Media handles as per Ministry's requirement on immediate basis. Ability to convert all kinds of content (video/audio/files) from one format to another for given assignments as and when required by the Ministry.

(viii) 24x7 Social Media management with on-site support.

(B) For Social Media Monitoring and Analysis:-

(i) Implementation of Social Media Analytics (using Social Media analysis) to proactively gather useful and credible information on foreign policy issues trending on social media at the local, regional, national and international level, and to submit report immediately. The agency should not use any open AI that allows data mining.

(ii) To prepare coverage reports of social media monitoring on a daily basis, to be submitted by 10 AM in the morning and 6 PM in the evening daily, and in between at any time of the day on need basis.

(iii) To prepare reports on VVIP visits, campaigns in a presentable format, preferably using tools for data visualization and sentimental analysis. In addition, tracking and preparing analysis sheets on issues of topical interest, to be provided within three hours of request by the Ministry.

(iv) Tracking and preparing analysis sheets on Indian Missions/Posts abroad on amplification of publicity material as and when required.

(v) Identification of digital communication opportunities, managing response and designing a strategic social media communication plan for the Ministry. This includes undertaking social media monitoring across Ministry relevant keywords on a daily basis.

(vi) To prepare a Social Media Monitoring Program to create and manage a Monitoring & Analysis platform, customised especially for the Ministry, which will be both predictive and reactive in approach and provide sentimental analysis (e.g. Talkwalker, Meltwater, Brandwatch).

(vii) 24x7 Social Media monitoring to be reported in real-time.

3. **NO SUBCONTRACTOR:** The Contractor shall not appoint or engage any sub-contractor or outsource the same to any third party to perform any of the obligations/assignments under the Agreement. The Contractor acknowledges and agrees that any breach of this provision shall be a breach of material terms of this Agreement.

4. No price/rate variation/adjustment or any other escalation will be entertained. The price quoted shall not be subject to variations in exchange rate, variation in labour rates, effort estimates etc. with the exception of applicable taxes.

5. **OFFICIALS NOT TO BENEFIT:** The Agreement warrants that the Contractor or Contractor's personnel have not and shall not offer any direct or indirect benefit arising from or related to the performance of the Agreement or the award thereof to any representatives, officials, employee, or other official of the Ministry or a relative of any such person. The Contractor acknowledges and agrees that any breach of this provision is a breach of material terms of the Agreement.

6. **INDEMNIFICATION:** The Contractor shall indemnify, defend and hold and save harmless, the Ministry and its officials and employees from and against all suits, proceedings, claims, demands, losses and liability of any kind or nature brought by any third party against the Ministry, including but not limited to all litigation costs and expenses, attorneys' fees, settlement payments and damages, based on arising from or relating to:

6.1 Allegations or claims that the possession of or use by the Ministry of any patented device, any copyrighted material, or any other goods, property or services provided or licensed to the Ministry of External Affairs under the terms of the Agreement, in whole or in part, separately or in a combination contemplated by the Contractor's published specifications thereof, or otherwise specifically approved by the Contractor, constitutes an infringement of any patent, copyright, trademark, or other intellectual property right of any third party; or,

6.2 Any act or omission on the part of the Contractor, or Contractor's Personnel or anyone directly or indirectly employed by the Contractor in the performance of the Agreement, which gives rise to legal liability to anyone not a party to the Agreement including, without limitation, claims and liability in the nature of a claim for worker's compensation.

6.3 The indemnity set forth, above, shall not apply to:

6.3.1 A claim of infringement resulting from the Contractor's compliance with specific written instruction by the Ministry directing a change in the specifications for the goods, property, materials,

performance of the Agreement requiring the use of specifications not normally used by the Contractor;
or

6.3.2 In addition to the indemnity obligations set forth in this Article, the Contractor shall, at its sole expense, defend the Ministry and its officials, agents and employees, regardless of whether the suits, proceedings, claims and demands in question actually give rise to or otherwise result in any loss or liability.

6.3.3 The Ministry shall advise the Contractor about any such suits, proceedings, claims, demands, losses or liability within a reasonable period of time after having received actual notice thereof. The Contractor shall have sole control of the defence of any such suit, proceeding, claim or demand and of all negotiations in connection with the settlement or compromise thereof, except with respect to the assertion or defence of the privileges and immunities of the Ministry or any matter relating thereto, for which only the Ministry itself is authorized to assert and maintain. The Ministry shall have the right, at its own expense, to be represented in any such suit, proceeding, claim or demand by independent counsel of its own choice.

7. **EQUIPMENT & SOFTWARES:** Contractor must procure and provide all the hardware required to its project team to enable them to meet the target assignment. The Contractor also undertakes the responsibility for maintenance, repair and replacement of the above equipment. The contractor is expected to procure and use any/all software (licenced) required in connection with this contract for Social Media Management, Monitoring and Analysis.

8. **PROPRIETARY RIGHTS:** The Ministry will have the sole proprietary rights over the content created/edited/provided by/to the Contractor through this contract. The communication that is designated as "Confidential Information", shall be held in confidence by the Contractor. Any non authorized disclosure of such communication shall constitute a breach of the material terms of Agreement.

9. **PUBLICITY AND USE OF THE NAME, EMBLEM OR OFFICIAL SEAL OF THE MINISTRY:** The Contractor shall not advertise or otherwise make public for purposes of commercial advantage or goodwill that It has a contractual relationship with the Ministry or Government of India, nor shall the Contractor, in any manner whatsoever use the name, or any abbreviation of the name, emblem or official seal of the Ministry or Government of India, in connection with its business or otherwise without the written permission of the Ministry. The Contractor acknowledges and agrees that any breach of this provision shall be a breach of a material term of the Contract.

10. **FORCE MAJEURE; OTHER CHANGES IN CONDITIONS:**

10.1 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 Agreement.

10.2 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 Agreement. On receipt of the notice or notices required hereunder, the Party not affected by the occurrence of any 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 Agreement.

10.3 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 Agreement, the Ministry of External Affairs shall have the right to suspend or terminate the Agreement on the same terms and conditions with immediate effect.

10.4 Force majeure as used herein means any unforeseeable and irresistible act of nature, any act of war (whether declared or not),pandemic, 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.

11. FEE FOR THE CONTRACT:

11.1 The Contractor will submit the bills within a week of expiry of the quarterly commitment indicating full description.

11.2 The Contractor agrees to provide its services and fulfill the terms & conditions of this agreement at the rate of <per annum rate> per annum (inclusive of all applicable taxes) i.e. Rs. <amount> per quarter.

12. PERFORMANCE BANK GUARANTEE:

An amount equivalent to 3% of the total annual value of the Contract has to be submitted by the agency/vendor as Bank Guarantee before signing of this Agreement. The bank guarantee should remain valid for a period of 60 days beyond the date of completion of contractual obligations with the agency/vendor.

13. PENALTY CLAUSE:

13.1 If at any future point of time it is found that the Contractor has made a statement which is factually incorrect or if the Contractor does not fulfill any of the contractual obligations, or found to be in breach of the terms & conditions of this contract, the Ministry may take a decision to cancel the Agreement with immediate effect, forfeit the Performance Bank Guarantee deposited by the Contractor and / or debar the Contractor from bidding prospectively for a period of three years or take any other action as deemed necessary.

13.2 Notwithstanding any of the provisions mentioned above, for rates and other terms and conditions, in case of any disagreement etc. decision of the Competent Authority of the Ministry will be final and binding.

13.3 A periodic quarterly review shall be made regarding the fulfilling of contractual obligations to the satisfaction of the Ministry.

13.4 It would be the first and foremost responsibility of the contractor to ensure that the services are being provided satisfactorily and the contract is executed as per agreed terms and conditions. In the event of delayed or unsatisfactory services or negligence in services, this Ministry may recover a sum from the contractor equivalent to a minimum of 0.1% of the contract value as penalty, if the services are delayed by 8 hours or more. The repeat of delay in services will attract a minimum penalty of 0.5% of contract value. The maximum amount to be recovered would be 10% of the price for the services delayed/negligence in service.

14. TERMINATION:

14.1 The Ministry of External Affairs may terminate the Agreement at any time, in which case the mandate of the Ministry of External Affairs applicable to the performance of the Contract or the funding of the Ministry of External Affairs applicable to the Contract is curtailed or terminated, whether in whole or in part.

14.2 In the event of any termination of the Contract, upon receipt of order of termination that has been issued by the Ministry, the Contractor shall, except as may be directed by the Ministry in the order of termination or otherwise in writing;

14.2.1 Take immediate steps to bring the performance of any obligations under the Agreement to a close in a prompt and orderly manner, and in doing so reduce expenses to a minimum;

14.2.2 Refrain from undertaking any further or additional commitment under the Agreement as of and following the date of receipt of such notice;

14.2.3 Deliver all completed or partially completed plans, information, and other property that, if the Agreement had been completed, would be required to be furnished to the Ministry thereunder;

14.2.4 In the event of any termination of the Agreement, the Ministry shall be entitled to obtain reasonable written accountings from the Contractor concerning all obligations performed or pending in accordance with Agreement. In addition, the Ministry shall not be liable to pay the Contractor except for those services provided to the Ministry in accordance with the requirements of the Agreement, but only if such services were ordered, requested or otherwise provided prior to the Contractor's receipt of notice of termination from the Ministry.

14.2.5 If the contract is terminated by the Contractor, then the Contractor would be debarred from undertaking any work of similar nature from GOI/ Ministry of External Affairs for a period of three years and/or blacklisted.

14.2.6 During the tenure of the Contract, the Contractor would be debarred to use the proprietary content of the Ministry for any other agency. If any such case is noticed, the Ministry would be within its rights to forfeit the pending dues besides proceeding with legal action.

15. **NON-WAIVER OF RIGHTS:** The failure by Contractor to exercise any rights available to it, whether under the Contract or otherwise, shall not be deemed for any purpose to constitute a waiver by the Ministry of any such right or any remedy associated therewith, and shall not relieve the Contractor of any of its obligations under the Agreement.

16. **NON-EXCLUSIVITY:** Unless otherwise specified in the Agreement, the Ministry of External Affairs shall have no obligation to any minimum days of services from the Contractor, and the Ministry shall have no limitation on its right to obtain the services of the same kind, described in the Contract, from any other source at any time.

17. **PRIVILEGES AND IMMUNITIES:** Nothing in or relating to the Contract shall be deemed a waiver, express or implied, of any of the privileges and immunities of the Ministry, including its attached/ subordinate officers or its Media Units or PSUs under the administrative control of this Ministry.

18. **OBSERVANCE OF THE LAW:** The Contractor shall comply with all laws (including labour laws), ordinances, rules, and regulations bearing upon the performance of its obligations under the Agreement. In addition, the Contractor shall maintain compliance with all obligations & instructions relating to its registration as a qualified vendor to provide services to the Ministry.

19. **MODIFICATIONS:**

19.1 No modification or change in the Agreement shall be valid and enforceable unless provided by a valid written amendment to the Agreement signed by the Contractor and the President of India through authorized representative, having authority to agree on behalf of President of India to any modification of or change in Agreement or to a waiver of any of its provisions or to any additional contractual relationship of any kind with Contractor.

19.2 If the Agreement be extended for additional periods in accordance with the terms and conditions of the Agreement, the terms and conditions applicable to any such extended term of the Agreement shall be the same terms and conditions as set forth in the Agreement, unless the Parties shall have agreed otherwise pursuant to a valid amendment concluded in accordance with above article.

20. **AUDITS AND INVESTIGATIONS:**

20.1 Each invoice paid by the Ministry shall be subject to a post-payment audit by auditors, whether internal or external, of the Ministry or by other authorized and qualified agents of the Ministry at any time during the term of the Agreement and for a period of two (2) years following the expiration or prior termination of the agreement. The Ministry shall be entitled to a refund from the Contractor for any

amount shown by such audits to have been paid by the Ministry other than in accordance with the terms and conditions of the Agreement.

20.2 The Agreement acknowledges and agrees that, from time to time, the Ministry may conduct investigations relating to any aspect of the Agreement or the award thereof, the obligations performed under the Agreement, and the operations of the Contractor generally relating to performance of the Agreement. The right of the Ministry to conduct an investigation and the Contractor's obligation to comply with such an investigation shall not lapse upon expiration or prior termination of the Agreement. The Contractor shall provide its full and timely cooperation with any such inspections, post-payment audits or investigations. Such cooperation shall include, but shall not be limited to, the Contractor's obligation to make available its personnel and any relevant documentation for such purposes at reasonable times and on reasonable conditions and to grant to the Ministry access to the Contractor's premises at reasonable times and on reasonable conditions in connection with such access to the Contractor's personnel and relevant documentation. The Contractor shall require its agents, including, but not limited to, the Contractor's attorneys, accountants or other advisers, to reasonably cooperate with any inspections, post-payment audits or investigations carried out by the Ministry hereunder.

21. DISPUTE RESOLUTION AND ARBITRATION:

21.1 In the event of any question, dispute or difference arising under this Agreement or in connection thereof, except as to the matter, the decision of which is specifically provided hereunder, shall be referred to as laid down in the Arbitration and Conciliation Act, 1996. The rules made thereunder and any modifications thereof, for the time being in force, shall be deemed to apply to the arbitration proceedings as aforesaid. The venue and seat of arbitration shall be New Delhi. The arbitration proceedings shall be conducted in English language.

21.2 Upon any and every reference as aforesaid, the assessment of costs, interest and incidental expenses in the proceedings for the award shall be at the discretion of the Arbitrator.

22. This Agreement shall be effective w.e.f. _____.

GOVERNING LAWS AND JURISDICTION: This shall be construed and governed by the laws of India, and the parties hereby submit to the exclusive jurisdiction of the Delhi court of law.

In witness whereof this agreement has been signed between the parties hereto by their authorized representative at New Delhi on _____.

(Authorised Signatory)
Name of the Contractor

(Deepanshu Khurana)
Under Secretary (Digital Diplomacy)
External Publicity & Public Diplomacy Division
Ministry of External Affairs
Shastri Bhawan, New Delhi-110001

For the President of India