

**REQUEST FOR QUOTATION (e-Tender NOTICE)****Selection of an Agency for Social Media Management and analysis in respect of the
Embassy of India, Mexico City****Important dates**

| | Date | Time (Mexico City Local Time) |
|----------------------------|------------|----------------------------------|
| Date of Publishing | 17.09.2019 | 1100 HRS |
| Clarification start date | 17.09.2019 | 1100 HRS |
| Clarification end date | 24.09.2019 | 1700 HRS |
| Bid Submission start date | 17.09.2019 | 1200 HRS |
| Bid Submission end date | 30.09.2019 | 1730 HRS |
| Technical Bid opening date | 1.10.2019 | 1100 HRS |

Contact details for queries:

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Third Secretary,
Embassy of India, Mexico City
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Address:

Embassy of India,
Alfredo de Musset 325, Col. Polanco,
Mexico City 11550
Mexico

Request for Quotation (RFO)

Social media management for the Embassy of India, Mexico City.

1. Introduction

Embassy of India, Mexico City hereafter referred to as Mission/ Embassy is one of the 185 Indian missions and posts located around the world under Ministry of External Affairs, Government of India. Missions in abroad carry out jobs like issuing visa, passports, other consular services, bilateral relationships, defence co-operation between countries, educational co-operation, commercial and social activities.

The Mission has been updating its social media accounts with its events/ activities and other important political/social/cultural/economic developments in India regularly. With the growing footprint of India and the growth of bilateral relations, a proactive enhanced strategy is required to promote India. This entails that Mission uses services of Analytics and Social Media Listening provided by a locally hired Public Relations Company to enhance its outreach.

2. Scope of Work

The locally hired Social Media agency would facilitate the Mission in enhancing its social media outreach. Broadly the scope of work includes:

- Managing Mission's response on social media channels on issues/ topics identified through social media analysis and/ or as indicated by the Ministry of External Affairs, New Delhi.
- Developing a strategy to enhance Mission's presence on Social Media (Facebook, Twitter, Instagram, etc.) and engaging a wider audience implementing Social Media Analytics to gather useful credible information on foreign policy issues trending on social media at the regional/ national level through a team deployed 24*7 for Social Media management and analysis .
- Producing quality content such as graphics, short videos, GIFs, PowerPoint presentations, animations for use on social media platforms of the Mission.
- Editing and uploading the content created, on Mission social media platforms on immediate basis. Retweeting, Sharing, Liking and Commenting on (in the local language) the content shared by MEA/Government accounts to convey India's narrative in Mexico.
- Engaging with online influencers in Mexico.
- Promoting Missions events and activities on social media, coverage of events (both in and out of the city) as and when required by the Mission to shoot short videos for

dissemination through social media implementing any new social media initiatives/modules as and when required.

3. **Validity & Extension of Contract:** The work would be assigned initially for a period of one year which may be extended for a further period of one year at a time at the sole discretion of the Mission on the existing terms and with the written consent of the Agency.

4. **Eligibility Criteria:**

Competencies:

- Past experience in creating and maintaining social media handles professionally.
- Excellent I.T. skills and project management skills
- Strong editorial team with communications skills to write clearly in English and Spanish.
- Ability to respond quickly to the requirements of the Mission 24*7 .
- Awareness on the latest smart technologies.

Essential knowledge and experience:

- Good information technology skills, with previous experience of maintenance, management, editing, and/or development of social media handles.
- Expertise with HTML and content-management systems and latest trends and technology in social media.
- Strong analytical and research skills, including the ability to analyze audiences, attitudes, communications products and messages and to translate them into the design and implementation of effective strategy.
- Knowledge of the mandate and work of Government social media handles would be desirable.

Submission of bids:

A two bid system (Technical & Financial Bids) will be followed. The technical bids shall be opened on October 26, 2019 at 1100 hrs. The Technical Bid/presentation will be evaluated by Technical Evaluation Committee.

Minimum Eligibility Criteria:

The Earnest Money Deposit (EMD) of 2% of estimated contract value mode of payment in favour of Head of Chancery, Embassy of India, Mexico City is required to be submitted along with tender bids from 16.09.2019 to 25.09.2019. Bids shall not be considered in case the EMD is not submitted and would be rejected summarily.

The Bidder/Bidding Firm must have VAT registration with the concerned authority. The proof in support of the same shall be attached with the bid documents.

The agency should have a minimum experience of three years in the field of Social Media Management, analysis, working in conjunction with Central Ministries/ Departments/private organizations of repute.

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.

The bidders shall have to provide all documentary proof in support of the above eligible criteria in the form of attested copies of certificates issued by the respective authority, copy of VAT registration certificate, Experience certificates for completed work /ongoing work issued by previous clients. (*See Annexure 2 for the details of documents to be submitted*)

The bidders should send their bids in separate two parts, viz **technical bid and financial bid**. Proposals must be submitted to Embassy of India, Mexico City in “Password Protected PDFs” through electronic mail only at the email addresses specified below. The password can be sent by electronic mail to the email addresses specified below at the specified time and date of opening of the Bid as given in Important Dates in the document.

| Name | Designation | Email Address |
|----------------------|------------------------------|---|
| Mr. Ram Mahesh | Head of Chancery, Embassy | hoc.mexico@mea.gov.in |
| Mr. Ashwani Kumar | Second Embassy | Secretary, com.mexico@mea.gov.in |
| Ms. Juhi Rai | Third Embassy | Secretary, community.mexico@mea.gov.in |

Technical Bid: The bidding agencies are required to submit documents as detailed in **Annexure 2**. Only the bids complying with the Minimum Eligibility Criteria shall be allowed to participate in the technical bid.

Financial Bid: to be submitted in the format as given in **Annexure 3**. Only the agencies who qualify the Technical evaluation round, will be eligible to participate in the financial bidding round.

The bidder/agency applying will quote their ‘**per quarter rates**’ (**exclusive of applicable taxes**). The rates shall be quoted in the BOQ sheet provided with tender document. (**Annexure 3**)

No change in financial bids is allowed after the last date of submission of tender documents. The cost quoted will be firm and fixed for the duration of

performance of the contract. At no point of time will any deviation from the quoted rate be entertained by Embassy of India, Mexico City.

Technical evaluation: 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:

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

| | | |
|---|--|--|
| Social Media management capabilities | Dashboard for Social Media Integration (Twitter, FB, LinkedIn, Google+ etc.) | 5 marks (on the basis of presentation) |
| | Ownership of Third party softwares/Licenses held for home-grown softwares; knowledge of their usage. (eg. Coral draw, photoshop, video/audio editing etc.) | 5 marks (on the basis of presentation) |
| | Affiliation with or direct contract from social media networks such as Facebook, Twitter, Google Plus 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 periodically) | 5 marks (on the basis of presentation) |
| | Scalability-expansion/accommodation of new accounts of Ministry/Missions/posts) | 5 marks (on the basis of presentation) |
| Social Media analysis | Strategy & Resources (Human/Technological) for social media analysis | 5 marks (on the basis of presentation) |
| | Creation of analytical reports & Summarizing of the social media developments of the day | 5 marks (on the basis of presentation) |

| | | |
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| Security | Disaster management (response management) & Data security. Safety mechanism to prevent unauthorized access to Social Media platforms. | 5 marks (on the basis of presentation) |
| Manpower | Total manpower employed by Agency | 10 marks [<= 10 = 2 marks 10 <= 20 = 4 marks 20 <= 30 = 6 marks 30 <= 40 = 8 marks > 40 = 10 marks] |
| Relevant experience | Experience in Social media management and analysis in Govt./PSU sector in number of years (An experience of at least 3 years) | 10 marks [3 =< 4 = 2 marks 4 =< 5 = 4 marks 5 =< 6 = 6 marks 7 =< 8 = 8 marks >= 8 = 10 marks] |
| | Experience in Social media management and analysis in private sector in number of years (An experience of at least 3 years) | 10 marks [3 =< 4 = 2 marks 4 =< 5 = 4 marks 5 =< 6 = 6 marks 7 =< 8 = 8 marks >= 8 = 10 marks] |
| | Number of projects undertaken with/currently working with; Govt./PSU sector | 10 marks [1 - 2 = 2 marks 3 - 4 = 4 marks 5 - 6 = 6 marks 7 - 8 = 8 marks > 8 = 10 marks] |
| | Number of projects undertaken with/currently working with; private sector enterprises. | 10 marks [1 - 2 = 2 marks 3 - 4 = 4 marks 5 - 6 = 6 marks 7 - 8 = 8 marks > 8 = 10 marks] |
| Turnover | Turnover of the Agency over the last three years | 10 marks [1 <= 1.2 crore = 2 marks 1.2 <= 1.4 crore = 4 marks 1.4 <= 1.6 crore = 6 marks 1.6 <= 1.8 crore = 8 marks > 1.8 crore = 10 marks] |
| Total | | 100 marks |

- Bids shall remain valid and open for acceptance for a period of 120 days from the last date of submission of Bids.
- In case, client calls the bidder for negotiation then this shall not amount to cancellation or withdrawal of original offer which shall be binding on the bidder.
- The client may request for extension for another period of 60 days, without any modifications and without giving any reasons thereof.

5. Selection Process

The contract will be awarded to the organization on the basis of Selection of Bidder as per the Government of India Financial Rules, 2017 and MeITY Guidelines. The Successful Bidder would be selected by a Technical Evaluation Committee of the Embassy of India to Mexico. After evaluation of financial bids, the L1 (lowest responsive financial bid) bidder will be awarded the contract. Successful Bidder will be informed of the decision and he/she will be required to sign an agreement with the Embassy of India, Mexico City.

Payment terms:

- 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.
- 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. Only applicable taxes shall be applied in addition to quoted rates.

6. General Terms and Conditions

- Neither the issue of this RFQ nor any part of its contents is to be taken as any form of commitment or acknowledgement on part of Embassy of India, Mexico City to proceed with any Bid or any entity and Embassy of India, Mexico City reserves the rights to annul or terminate the process or reject any Bid at any time or stage without assigning any reason.
- Incomplete proposals are liable to be rejected. It shall be obligatory on part of the submitting entity to furnish any further information as may be sought by the Embassy of India, Mexico City.

- Embassy of India, Mexico City may in its absolute discretion, but without being under any obligation to do so, update, amend or supplement the information, assessment or assumptions contained in this RFQ.
- The issue of this RFQ does not imply that Embassy of India, Mexico City is bound to select a Bidder or to appoint the Selected Bidder, as the case may be, for the Project and Embassy of India, Mexico City reserves the right to reject all or any of the Bidders or Bids without assigning any reason whatsoever.
- Further, all information/data/reports/pitches/data or other material submitted to Embassy of India, Mexico City under this Tender/Invitation to Bid/RFQ by the Applicant shall become the property of Embassy of India, Mexico City. The Applicant hereby agrees that they shall not have any right claim, authority whatsoever over the submitted information/reports/pitches/data or other material to Embassy of India, Mexico City. The Applicant further agrees and undertakes that Embassy of India, Mexico City may use the aforesaid information/data/reports/pitches/data or other material at its sole discretion and the Applicant shall not have any objection whatsoever in Embassy of India, Mexico City using the same.
- Embassy of India, Mexico City shall not be liable for any cost incurred by the respondents in preparing responses to this RFQ or negotiations associated with award of a contract.
- **Earnest Money Deposit:** The Earnest Money Deposit (EMD) of 2% of estimated contract value mode of payment in favour of Head of Chancery, Embassy of India, Mexico City is required to be submitted along with tender bids from 16.09.2019 to 25.09.2019. Bids shall not be considered in case the EMD is not submitted and would be rejected summarily.

EMD will be forfeited on account of one or more of the following reasons:-

- The Bidder withdraw/modify his bid during the period of bid validity.
- In case the selected bidder fails to sign the agreement in time and furnish performance bank guarantee.

Performance Guarantee: The successful bidder shall provide a Performance Guarantee for the due and faithful performance of contract for a sum of 10% of the total contract price before the signing of the Agreement. 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.

Penalty Clause: If the bidder withdraws or alter its bid before the bid validity period, Mission may take the decision to forfeit the EMD and debar it from participating in future tenders.

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

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 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.

FORCE MAJEURE:

Mission may consider relaxing the penalty and delivery requirements, as specified in tender document, if and to the extent the delay in performance or failure to perform its obligations under the contract is the result of Force Majeure.

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.

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.

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.

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 Mission shall have the right to suspend or terminate the Contract on the same terms and conditions with immediate effect. In any case, the Mission 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.

Liquidated damages and termination:

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

In case of quality of service provided by the contractor found 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.

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

Important Dates

| | Date | Time (Mexico City Local Time) |
|----------------------------|------------|----------------------------------|
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Annexures

Annexure 1. Authorization Letter

To

Embassy of India,
A Musset 325, Col Polanco,
Mexico City - 11550

Subject: Proposal for managing the social media accounts of the Embassy of India, Mexico City

Sir,

We, the undersigned vendor, having read and examined in detail the Specifications and all the bidding documents do propose to provide the Services as specified in the bidding document no.

1. All the prices mentioned in our proposal are in accordance with the terms as specified in bidding documents.
2. All the prices and other terms and conditions of this proposal are valid for a period of 120 calendar days from the date of opening of the Bids.
3. We have carefully read and understood the terms and conditions of the contract applicable to the RFQ and we do hereby undertake Services as per these terms and conditions.
4. We declare that our prices are as per the technical specifications and bid documents. These prices are indicated in Annexure(s) attached with our proposal as part of the commercial bid.
5. We do hereby undertake that, in the event of acceptance of our bid, the Services shall be completed as stipulated in the RFQ document.
6. We enclose herewith the complete Technical and Financial Bid as required by the Embassy. This includes:
 - Authorization Letter (Annexure 1)
 - Technical bid (Annexure 2)
 - Financial bid (Annexure 3)

Signature of vendor representative

Address:

Detail of enclosures:

Telephone No:

Annexure 2. Technical Bid

| | Document |
|----|---|
| 1. | The Earnest Money Deposit (EMD) of 2% of estimated contract value mode of payment in favour of Head of Chancery, Embassy of India, Mexico City is required to be submitted along with tender bids from 16.09.2019 to 25.09.2019 |
| 2. | Copy of Registration of the Company. |
| 3. | Copy of latest tax deposit. |
| 4. | A list of the owners/partners etc. of the agency |
| 5. | Copy of Certificate to the effect that the firm is neither blacklisted by any Govt. Department nor any Criminal Case is registered against the firm or its owner or partners anywhere in Mexico. |
| 6. | Copies of award of contracts along with Certificate of satisfactory performance from Central Ministries/ Departments/private organizations of repute. |
| 7. | Copy of proof of qualification/additional skills in respect of the team proposed to be employed by the Agency. |
| 8. | Copy of an audited statement of account of the agency |
| 9. | Proof of Annual turnover. |

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| 10. | Self certification regarding Manpower employed by Agency |
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Annexure 3. Financial Bid Format

Documents required for the financial bid are in the following table.

| S. No. | Document |
|--------|--|
| 1. | Letter of Financial Bid Submission |
| 2. | Total fees; include all costs/expenses and per quarter rates(excluding taxes) |

Annexure 4.

CONTACT DETAILS FORM

GENERAL DETAILS OF BIDDER

- 1. NAME OF THE COMPANY
- 2, NAME AND DESIGNATION OF
AUTHORISED REPRESENTATIVE
- 3. COMMUNICATION ADDRESS
- 4. PHONE NO./MOBILE NO.
- 5. FAX E-MAIL I.D,

PARTICULAR DETAILS OF THE BIDDER'S REPRESENTATIVE

- 1. NAME OF THE CONTACT PERSON
- 2. DESIGNATION
- 3. PHONE No
- 4. MOBILE No
- 5. E-MAIL ID