

**Consulate General of India  
Munich  
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**Tender Notice for hiring of a Social Media Management Agency**

TENDER NO. MUN/302/01/2022

Subject: Tender Notice for hiring of a Agency for management of social media channels of Consulate General of India, Munich.

The Consulate General of India, Munich invites 'Expression of Interest and Bids' from interested companies/entities with sound financial background and experience in undertaking social media activities for management of social media channels of Consulate General of India, Munich.

**Scope of work:**

- Coverage/promotion of events as and when required by the Consulate including shooting of short videos and editing of long videos in short videos covering essential features of the event.
- developing a strategy to enhance Consulate's presence on social media (Facebook, Twitter, Instagram, YouTube etc) and engaging a wider audience by implementing Social Media Analytics to gather useful and credible information on foreign policy issues trending on social media at the local/regional/national level, through a team for Social Media management and analysis.
- Editing and uploading the content created, on Consulate's social media platforms on immediate basis eg. Retweeting, Sharing, 'Liking' and 'Commenting' on (preferably in the local language) the content shared by MEA/Government accounts to convey India's narrative in the host country
- Engaging with online influencers
- To produce quality content and creatives, including flyers, gifs, banners, graphics, videos, PowerPoint presentations, animations for use of the Consulate on its social media platforms and otherwise, on demand.
- Implementation of any new social media initiatives/modules etc. as and when required by the Consulate.
- Event based social media promotion
- Organic/paid social media campaigns. The expenditure towards paid campaigns would be on the basis of actuals and as per original bills of the OEMs.

**Eligibility Criteria**

The Company/Firm/agency/entities submitting quotations should possess experience of at least 3 years in social media management activities/ graphic designing and so registered with concerned local authorities. Entities are required to submit proof of their registration with the relevant authorities for tax and other purposes.

### **The Submission of Bids:**

- Prospective bidders are requested to submit their bids in two parts i.e. (i) Technical Bid and (ii) Financial Bid, with clear marking. The last date for submission of duly completed bids is 3<sup>rd</sup> April 2023 (1700 hrs).
- The bid must be signed by the authorized person and seal affixed on every page of this the bid and thereafter complete signed document must be submitted.
- Bids may be sent to Mr. Kailash Bhatt, Consul and Head of Chancery, Consulate General of India, Widenmayerstr. 15, 80538 Munich with title 'Tender for social media management'.
- Bids received after this date would not be considered.

### **Technical Bid:**

The following documents should be attached with technical bid (Annexure-I)

1. Registration certificate/other related document, wherever applicable.
2. The firm/agency should be registered and should have existence of at least 3 years. Reference from previous experience is desirable.
3. A certificate to be submitted from the firm that the firm has not been debarred for award of contract during past 3 years.
4. Name, address, contact no., designation/capacity of the authorized person assigned on behalf of the firm/agency to represent and
5. Details of social media activities undertaken for its clients, including one live presentation.

### **Financial Offer:**

The financial bid (*Annexure-II*) should be sent in a separate envelope. Bids received in any other format will not be considered and are liable to be rejected. Financial bids will be opened only in respect of those service providers who will be found eligible in technical bid evaluation process. All the prospective service providers should invariably share the contact details of the person on the larger envelope to enable us to contact the bidders regarding the bid opening process.

### **Clarification and Amendment:**

In case any prospective bidder requires any clarification with regard to the terms and conditions, a written clarification may be sought by email addressed to [hoc.Munich@mea.gov.in](mailto:hoc.Munich@mea.gov.in).

At any time prior to the deadline for submission of bids, the Consulate may, for any reasons, whether on its own initiative or suitability of its own requirement or in response to a clarification requested by a prospective bidder, modify the terms and conditions by making necessary amendment(s). The amendment(s) will be notified on CPP Portal and Post's website and will be binding on prospective bidders. The deadline for submission of bids may also be extended at the sole discretion of the Consulate.

### **Evaluation Criteria:**

A duly constituted Tender Evaluation Committee will evaluate all the bids received in accordance with the stipulated terms and conditions. List of all the agencies fulfilling the technical requirements will be prepared. The Committee

may seek clarification/additional information from the firm/agency in case it is so required to evaluate the bids and help in decision-making for the purpose of selection of successful service provider. Incomplete and conditional bids will not be accepted and summarily rejected. Financial bids of only those bidders will be opened who will qualify the technical scrutiny. Representatives of bidding entities will be allowed to remain present during bid opening process.

**Validity of Bids:**

The bids shall have a minimum validity of four months/120 days from the date of opening of bids. Accordingly, a certificate regarding bid validity may be attached with technical bid proforma. A bid for a shorter period of validity shall be rejected.

**Submission Timeline:**

Tender No. Munich/302/01/2022	Dated: 10 <sup>th</sup> March 2023
Date of Issue	13 <sup>th</sup> March 2023
Last date of submission of queries	1 <sup>st</sup> April 2023 (1400 hrs)
Last Date to submit bids [Technical bid & Financial bid in separate envelopes]	3 <sup>rd</sup> April 2023 (1700 hrs)
Opening of technical bids	5 <sup>th</sup> April 2023 (1100 hrs)

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**Technical Bid**

Name of the company/entity & address	
Website address	
Phone Numbers	
Fax Numbers	
E-mail	
Contact Person: Name Contact No Fax No. Email	
Annual Turnover for last three years	
List of major corporate clients	
Samples of five successful campaigns run by the agency, along with number of viewership.	
Registration Particulars <i>(Please provide details of registration wherever available/applicable, if any, with self-attested copy of original registration)</i>	
Tax Registration No.	
GST Registration No.	
Registration with Central/State Government agencies	

I/We accept the above terms and conditions. I/We undertake that I/we have carefully studied all the terms and conditions and understand the parameters of the proposed work of the Consulate General of India and shall abide by them. I/we further undertake that the information given are true and correct in all respect and I/we hold the responsibility for the same.”

BIDDERS SIGNATURE WITH OFFICIAL SEAL/STAMP

**Financial Bid Proforma**

**Annual Social Media Management contract in respect of  
Consulate General of India, Munich**

1. Annual rate as per scope of work including one dedicated technical person

Excluding taxes: Euros/Rs./USD \_\_\_\_\_

Including taxes : Euros/Rs. USD \_\_\_\_\_

2. Annual rate as per scope of work excluding one dedicated technical personal

Excluding taxes: Euros/Rs./USD \_\_\_\_\_

Including taxes : Euros/Rs. USD \_\_\_\_\_

\*The including rates are all inclusive(including taxes etc.)

BIDDERS SIGNATURE WITH OFFICIAL SEAL/STAMP