

**EMBASSY OF INDIA
PARIS**

Tender No. PAR/PIC/551/02/2020

Date: 16.12.2022

E-NOTICE INVITING TENDER FOR: Selection of an Agency for Social Media management and analysis in respect of Embassy of India, Paris, 13-15 RUE ALFRED DEHODENCQ, 75016, PARIS, FRANCE

<u>Important Dates</u>	
Published date	16.12.2022
Bid document download start date	16.12.2022
Clarification start date	17.12.2022
Clarification end date	10.01.2023
Bid submission start date	18.01.2023
Bid submission end date	17.02.2023
Date of Technical Bid opening	28.02.2023

Tender Documents are available on Embassy's website <https://www.coiparis.gov.in/> and www.eprocure.gov.in. Details can also be collected from PIC Wing- (E mail: pic2.paris@mea.gov.in).

TENDER NOTICE

Section 1: Subject:

Selection of an Agency for Social Media Management in respect of the Embassy of India, Paris.

Section 2: Scope of work:

The Scope of the work is to facilitate the Embassy in enhancing its social media outreach by:

- a. Developing a strategy to enhance Embassy's presence on social media (Facebook, Twitter, Instagram, Youtube etc.) and engaging a wider audience through social media tools available.
- b. Implementing Social Media Analytics (using Social media analysis) to gather useful and credible information on foreign policy and India specific issues trending on social media platforms of online influencers and media houses at the local, regional and national level
- c. Managing Embassy's response on social media channels on issues/topics identified through social media analysis and/or as indicated by the Embassy.
- d. Producing quality content such as info graphics, short videos/Audios, GIFs, Power Point presentations, animations for use on social media platforms of the Embassy.
- e. Editing and uploading the content created, on Embassy's social media platforms on immediate basis. Shall possess ability to convert all kinds of content (video/audio/files) from one format to another for given assignments as and when required by the Embassy.
- f. Promoting Embassy's events and activities on social media.
- g. Coverage of events (both in and out of the city) as and when required by the Embassy. Shooting of short videos for dissemination on social media.
- h. Designing a monthly calendar of Embassy's activities for mailers and social media
- i. Implementing any new social media initiatives/modules etc. as and when required. Identify and engage influencers to shape social media narratives on specific themes and issues.

Section 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 the sole discretion of the Embassy of India, Paris on the existing terms and with the written consent of the Agency.

Section 4: A two bid system (Technical & Financial Bids) will be followed.

The response to the tender is to be submitted in two parts, i.e. the Technical Proposal (as in **Annexure-I**) and the Financial Bid (as in **Annexure-II**) in separate sealed covers. The bidder will have to submit the 'Technical Proposal' separately from the 'Financial Bid'.

The 'Technical Proposal' will contain the exhaustive and comprehensive details of its experience, expertise followed by approach, methodologies, assertions, documents and any other collateral the bidder would want to submit to EOI Paris.

The 'Financial Bid' will contain the pricing information alone for carrying out the scope of the project for a period of 1 year.

The technical bids shall be opened on 28.02.2023 at 1100 hrs in Embassy of India, Paris in the presence of those tenderers who may desire to be present at that time. The Technical Bid/presentation will be evaluated by Technical Evaluation Committee. The Financial bids would be opened thereafter upon intimation to the technically eligible bidders. Selection of the bidder shall be based on a Quality and Cost Based Selection (QCBS) system.

Section 5: Minimum Eligibility Criteria:

- i. The company should have valid Kbis Certificate, Le numéro SIRET and VAT certificates as per French regulations.
- ii. 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.
- iii. The annual turnover of the agency should be at least Euro 100,000 during each of the last three years.
- iv. 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.

Section 6: Address for communication and submission of Bids

All communications related to this Tender Document including the submission of the Proposal shall be addressed to:

Mr. Suresh Kumar

Head of the Chancery, Embassy of India, Paris

13-15 Rue Alfred Dehodencq, 75016 Paris

Tel: +33 (0) 1 40 50 50 38

E-mail: hoc.paris@mea.gov.in

Section 7: Instructions to Bidders:

(A) Pre-bid Meeting: A prospective bidder, requiring a clarification on the Tender document shall write to the Embassy via email to pic2.paris@mea.gov.in within the time-frame as indicated in the Data Sheet.

The Embassy will conduct the pre-bid Meeting to address the submitted queries, if any, at a date which shall be intimated in due course. Responses to the queries notified through email will be uploaded on Embassy website (<https://www.eoiparis.gov.in>) and any resulting amendments shall be intimated to the Applicants via email/fax etc.

(B) Submission of bids:

The bids are to be submitted in English language as follows:

a) Digital Bidding: The bidder should upload both technical and Financial bids at the CPP portal (<https://eprocure.gov.in/>)

b) Physical bidding:

- i. The Technical Proposal should furnish the information as per **Annexure- I**. Two copies of the Technical bid are to be submitted, one in original duly signed by the competent authority and the other a copy thereof. The bidder is also required to submit a softcopy of the Technical bid-documents. The Technical Proposal shall be placed in a sealed envelope clearly marked “HIRING SOCIAL MEDIA MANAGEMENT AGENCY”.
- ii. One copy of the Financial Bid is to be submitted. The financial proposal should meet all the criteria as mentioned in **Annexure- II**. The Financial Bid should be in the form of a lump-sum quote as service fees which the bidder would charge EOI Paris for the entire project inclusive of all the costs including taxes, applicable service tax, travel costs, if any, associated with the Project etc. for the entire project duration. EOI Paris will not reimburse any other expenses other than what is quoted as lump-sum in the Financial Bid. No advance payment shall be made. Financial bids of only those bidders will be opened who qualify in technical bid. The Financial Proposal shall be placed in a sealed envelope clearly marked “HIRING SOCIAL MEDIA MANAGEMENT AGENCY”.
- iii. An authorized representative of the firm should initial all pages of both Technical and Financial Bid.
- iv. The envelopes should be clearly addressed to Mr. Suresh Kumar, Head of the Chancery, Embassy of India, Paris. All envelopes shall be placed into an outer sealed envelope bearing the submission address and marked “Technical Proposal + Financial Bid” - “Do not open except in presence of the Evaluation Committee.”
- v. The financial bid will be opened by the Technical Evaluation Committee and authorized representatives of the bidding company shall have the option to be present at the time of opening of the financial bid. Only one representative will be allowed to represent any company.
- vi. Responses must clearly state the validity period of the bids. All responses including Technical Proposals and Financial Bids would be deemed to be irrevocable offers / bids from the bidder and may, if accepted by EOI Paris, form the basis for the final contract between EOI Paris and the bidding company.
- vii. Bidding companies are advised to attach a letter from an authorized signatory attesting the veracity of the information provided in the response.

(C) Amendment of the Tender Document

- i. At any time, prior to the deadline for submission of Applications, EOI Paris either on its own or on request of the bidder may amend the Tender Document by issuing addendum or addenda. These addenda shall be posted at the website of EOI Paris and shall be treated as a part of the Tender Document.
- ii. EOI Paris may, at its discretion, extend the deadline for the submission of applications.

(D) Submission deadline: The completed Technical and Financial Proposal must be delivered at the submission address/CPP as per aforementioned rules on or before the Bid Submission Date of 17 February 2023 latest by 17h00 (CET). Any Proposal received after the closing time for submission of proposals will not be considered.

After the deadline for submission of proposals the Technical Proposal shall be opened by the Technical Evaluation Committee set up by EOI Paris to carry out the technical evaluation. The financial bids shall remain sealed till then.

(E) Technical Evaluation

The Technical Evaluation Committee appointed by EOI Paris will carry out the evaluation of proposals on the basis of their responsiveness to the Tender Document, applying the following evaluation criteria and point system. Each responsive proposal will be given a technical score. Technical Proposals will be evaluated first in terms of responsiveness to the Tender Document and it will be based on the following criteria:

- i. Only the agencies who fulfill the **Minimum Eligibility Criteria** and submit 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:
- ii. The technical evaluation of the bidders shall be made on following points:

S No.	Category	Description	Marks
1.	Social Media management capabilities	Dashboard for Social Media Integration (Twitter, Facebook, Instagram, Youtube, LinkedIn, Google+ etc.)	5 marks (on the basis of presentation)
2.		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)
3.		Affiliation with or direct contract from social media networks such as Facebook, Twitter, Instagram, Google Plus etc.	5 marks (on the basis of presentation)
4.	Social media footprint increase	Strategy to increase the social media presence of Embassy (to be assessed in terms of followers periodically)	5 marks (on the basis of presentation)
5.		Scalability-expansion/accommodation of new accounts of Embassy	5 marks (on the basis of presentation)

6.	Social Media analysis	Strategy & Resources (Human/Technological) for social media analysis	5 marks (on the basis of presentation)
7.		Creation of analytical reports & Summarizing of the social media developments of the day	5 marks (on the basis of presentation)
8.	Security	Disaster management (response management) & Data security. Safety mechanism to prevent unauthorized access to Social Media platforms.	5 marks (on the basis of presentation)
9.	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]
10.	Relevant experience	Experience in Social media management and analysis in Govt. 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]
11.		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]
12.		Number of projects undertaken with/currently working with; Govt. sector	10 marks [1 - 2 = 2 marks 3 - 4 = 4 marks 5 - 6 = 6 marks 7 - 8 = 8 marks > 8 = 10 marks]
13.		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]
14.	Turnover	Turnover of the Agency over the last three years (in Euros)	10 marks [1,00,000 <= 1,20,000 = 2 marks 120000 <= 140000 = 4 marks 140000 <= 160000 = 6 marks 160000 <= 180000 = 8 marks > 180000 = 10 marks]
	TOTAL		100 marks

The minimum qualifying score shall be 70.

A proposal will be considered unresponsive and shall be rejected at this stage if it does not contain the details as required in this Tender Document or if it fails to achieve the Minimum Technical Score.

(F) Financial round:

- i. 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 Bid will be intimated on a later date.
- ii. 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 II**)
- iii. No change in financial bids is allowed after the last date of submission of tender documents.
- iv. After evaluation of financial bids, the L1 (lowest responsive financial bid) bidder will be awarded the contract.

(G) Other Terms & Conditions:

- i. Tender received after closing date and time will not be entertained.
- ii. Embassy reserves the right to extend the last date and time for submission of the bids at its own discretion.
- iii. The bidder/agency shall bear all costs associated with the preparation and submission of its bids and Embassy 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 Embassy until execution of a contractual agreement.
- iv. The bids shall remain valid for a period of 120 (One hundred & twenty) days. 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.
- v. Failure to furnish all the required information may result in rejection of the bid.
- vi. 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 Embassy. 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.
- vii. Any notice by one party to the other pursuant to the Contract shall be sent by fax/e-mail/letter and confirmed in writing to the address specified for that purpose in the Contract.
- viii. To assist in Technical evaluation, Embassy 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.

- ix. 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.
- x. The Embassy shall have the sole proprietary rights over the content created/edited/provided by the agency who has been awarded the contract through this tender.
- xi. In all matters related to dispute relating to this tender, the decision of the Embassy will be final and binding upon the firm/agency.
- xii. The Embassy 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 Embassy for rejection of his proposal.
- xiii. Payment terms:
- The price quoted shall remain fixed and not be subject to variations in exchange rate, duties, levies etc.
 - 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.
- xiv. Agency must procure and provide all the hardware required to its project team to enable them to meet the target assignment.
- xv. The Embassy requires that the company engages professionals in the field of journalism, graphic designing, video-audio editing, social media analysis to undertake the project and reserves the right to call for the resumes, documents relating to their professional background, expertise and their achievements.
- xvi. 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.
- xvii. Quality of creative and timely uploading them on the social media handles of the Embassy within the time schedule are of paramount importance and any lapse may lead to cancellation of the contract with the agency without any further notice.
- xviii. The agency selected through this tender must provide the Embassy access to all the source code & material/data utilized for the scope of this tender.
- xix. Notwithstanding any of the provisions mentioned above, for rates and other terms and conditions, in case of any disagreement etc., decision of the Embassy will be final and binding on all bidders participating in this bid.

(H) 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 Agreement. The Performance Guarantee should remain valid for a period of 60 days beyond the date of completion of contractual obligations.

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.

(I) Agreement deed: The successful bidder shall execute an agreement for the fulfillment of the contract within 15 days from the date of award of the contract.

(J) PENALTY CLAUSE:

- i. 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, Embassy may take a decision to cancel the contract with 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 Embassy and take and other action as deemed necessary. The penalty with respect to its time period shall be quantified by the Embassy at its own discretion/satisfaction.
- ii. A periodic quarterly review shall be made regarding the fulfilling of contractual obligations to the satisfaction of the Embassy

(K) FORCE MAJEURE:

- i. Embassy 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.
- ii. 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.
- iii. 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.
- iv. 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.
- v. 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 Embassy of India, Paris shall have the right to suspend or terminate the Contract on the same terms and conditions with immediate effect. In any

case, the Embassy of India, Paris 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.

(L) Liquidated damages and termination:

- i. 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 Embassy 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.
- ii. 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.
- iii. 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 Embassy in that event and the Performance security deposit may also be forfeited.

(M) Confidentiality

The selected bidder may have access to some confidential information for the purpose of the project implementation. The bidder shall take all precautions necessary to keep the information totally confidential and under no circumstances it will be disclosed to any third party or competitors, which shall otherwise render himself liable for disqualification/premature termination of contract apart from other legal action as may be warranted for any laxity on his part. EOI Paris is entitled to be indemnified by the selected bidder for any loss/damage to reputation and / or for any breach of confidentiality before and during the course of contract wherever applicable.

(Sd)
Head of Chancery
Embassy of India, Paris
E-mail: hoc.paris@mea.gov.in
Phone No +33 1 40 50 71 71

Annexure I

	Document
1.	Copy of Registration of the company (Kbis Certificate)
2.	Copy of Le numéro SIRET
3.	Copy of VAT registration certificate
4.	A list of their 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.
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.
10.	Self-certification regarding Manpower employed by Agency

FINANCIAL BID

Annual Social Media Management Contract in respect of Embassy of India, Paris:

(A) Annual rate as per scope of work including one dedicated technician

Excluding taxes: Euros.....

*Including taxes: Euros.....

(B) Annual rate as per scope of work but excluding one dedicated technician:

Excluding taxes: Euros.....

*Including taxes: Euros.....

*The including rates are inclusive of all charges, surcharges, taxes, duties etc. including Work Contract Tax/ Service Tax etc. but excluding cost on supply of spare parts.

Taxes may be clearly mentioned separately head wise. Where no tax will be applicable **NIL tax** should be mentioned

BIDDERS SIGNATURE WITH OFFICIAL SEAL/STAMP

Bidder Details

a)	Name/Address of Agency including PIN Code	
b)	Registrations Details with date	
c)	Owner's Name	
d)	Le numéro SIRET	
e)	VAT Registration No.	
f)	Telephone No. Office	
	Residence	
	Mobile No.	
g)	Residential Address	
h)	Annual turnover for last three financial year	
i)	List of Major Corporate Clients	
j)	Performance Report, If any	
k)	Any Other Information/ Documents which may help in assessing Bidder's abilities	

Bidder's signature with stamp