

**Scope of Work**  
**International Media Agency Engagement**  
Bharat Innovates 2026  
Date: 11<sup>th</sup> May 2026

## 1. Background & Context

Bharat Innovates 2026 is India's flagship innovation diplomacy initiative anchored on the proposition:

***"Bharat Innovates 2026: India as the World's Innovation Partner."***

The initiative spans 13 deep-tech themes structured around a Problem → Indian Innovation → Global Impact narrative. It covers a pre-event communication build-up, and support for the flagship showcase at Nice, France. The Ministry of Education is seeking to appoint a professional Media Agency for global communication, strategy, PR, and editorial.

## 2. Objectives

The appointed Media Agency shall be responsible for:

- Amplifying the event's visibility in France and key European markets (Germany, UK, Italy) through an integrated Earned–Owned–Paid communications strategy.
- The overarching goal is to strengthen the perception of India as a leading innovation partner among European decision-makers, investors, and press.
- Position Bharat Innovates as a concrete gateway for European capital into the Indian deeptech ecosystem.
- To ensure 2026 India-France Year of Innovation leaves a lasting impact.
- To advise the organizing team on key strategic decisions for targeting French and European audiences.
- Update weekly performance through reports with key metrics (e.g., reach, engagement, conversions).

## 3. Detailed Scope of Work

### 1. Strategy & Planning

- Formulate a results-oriented, comprehensive media amplification strategy for Bharat Innovates 2026, aligned with the strategic priorities of the Government of India
- Develop a creative communication vision that builds awareness and drives engagement across all relevant platforms, globally and in target European markets
- Define KPIs and success metrics upfront (reach, impressions, share of voice, engagement rates, media mentions) with agreed reporting cadence
- Develop a phased amplification calendar pre-event, event week, and post-event

## **2. Channel & Audience Identification**

- Identify and prioritise amplification channels across paid, earned, and owned media, including outdoor advertising, print media, digital display, and social media advertising
- Map target audience segments across Europe (policymakers, investors, academic and research institutions, diaspora communities, trade bodies) and define channel strategies per segment
- Identify relevant global events in Europe (e.g. VivaTech, Cannes 2026, Le Grand Prix) where Bharat Innovates 2026 can be promoted through presence, partnerships, or advertising
- Identify and onboard strategic institutional partners for wider reach e.g. VFS (Visa Facilitation Services), bilateral trade organisations, and Indian diaspora networks

## **3. Content Amplification & Distribution**

- Amplify and distribute all content provided by the organising team across identified platforms and channels (OOH, print, digital, tv, radio and social media). The agency will not originate creative content but will optimise and adapt it for each platform's format and audience
- Translate all content shared by the organising team to French, German, Spanish, Italian and Dutch, ensuring cultural and linguistic accuracy
- Manage paid media campaigns on Meta, LinkedIn, X (Twitter), and YouTube including audience targeting, bid management, A/B testing of formats, and spend optimisation
- Coordinate with platform partners (LinkedIn, Meta, Google) for any premium placement opportunities or editorial features

## **4. Influencer & Community Outreach**

- Identify, shortlist, and manage outreach to relevant influencers, thought leaders, journalists, and content creators in the innovation, startup, and policy space across Europe
- Coordinate influencer participation in pre-event promotional activities — posts, reels, stories, and mentions — aligned with provided messaging
- Build a media list of key journalists and editors at European publications (technology, business, and policy press) and manage press outreach using content provided by the organising team

## **5. Event Coverage**

- Provide complete on-ground and digital coverage of the 3-day Bharat Innovates event, from preparatory activities through the main programme to post-event wrap-up
- Capture video bytes and short-form content featuring participating startups, investors, and key dignitaries for real-time distribution across social media
- Coordinate real-time media monitoring during the event to track coverage, flag opportunities, and respond to emerging narratives
- Produce a post-event coverage report compiling all media mentions, reach metrics, video views, social engagement, and influencer performance

## 6. Monitoring & Reporting

- Monitor and track sentiment, reach, and engagement across all channels updated in real time during the event week
- Provide weekly amplification reports in the pre-event phase, a daily report during the event, and a consolidated post-event impact report

### Kindly Note

- Work in continuous coordination with the stakeholders and the organising team i.e. Ministry of Education, Government of India and Embassy of India in Paris.
- Maintain branding consistency across all platforms.
- All content to be approved by the organising team/ Ministry of Education.
- All deliverables are subject to third-party verifiable proof. Payments shall be linked to submission and approval of such proof.
- All rights of the content produced rest with Ministry of Education.
- All verticals to share a daily report with the organizers.
- Media buying costs and agency service fees shall be quoted, invoiced, and reported as separate line items with clear segregation.

### **BOQ (All payment to be made on actual delivery basis)**

S. No.	Category	Deliverable	Indicative Quantity	Output Specification
1	Strategy	Global Communication Strategy Document	1	Messaging, ≥5 audience segments, geography prioritisation, KPI framework
2	Strategy	Detailed Media Plan (Global + Europe)	1	Channel-wise plan with reach, frequency, budget rationale
3	OOH	Transit Ads (Trams, buses, etc.)	4 prominent routes	
4	OOH	Airport OOH Inventory	Minimum 10 airports	Premium international airports (France, Germany, United Kingdom, etc.)
5	OOH	City OOH Inventory	Minimum 10	High footfall business districts
6	OOH	Multilingual translation of advertisement creatives	7-10	Translating content provided by the organizer to French

7	PR	Media Strategy & Messaging Framework, Content/ backgrounders, any other for print, electronic and digital	1	Press narratives Report to be submitted on all days
8	PR	Media Outreach	Minimum 40	Journalists/publications outreach
9	PR	Confirmed Media Publications	Minimum 15	≥5 Tier-1 publications
10	PR	Press Releases+ Multilingual translation	Minimum 5	Pre, during, post-event  Translation to French
11	PR	Media Interviews	Minimum 10	i. Minister ii. Senior Govt. Officials iii. Investors/Accelerators iv. Startup Founders v. Academicians, etc.
12	PR	Op-Ed Placements	Minimum 2	Global publications
13	PR	Press Briefings	Minimum 3	India + France Pre-event During the event (14 <sup>th</sup> to 16 <sup>th</sup> June 2026) Post the event (17 <sup>th</sup> June Morning)
14	PR	Media accreditation, media invitation and media management.	Minimum 10 (major publications)	Agency to assist with media accreditation, invitation and on-site journalist liaison and management.
15	PR	Setting up of media center at the event venue	1	Media center to include Wi-Fi, LAN connectivity, multiple ports, 4 workstations, 1 black and white printer and 1 colour printer
16	Influencer	Influencer Marketing & Vetting And execution	Minimum 5	Europe-based influencers with minimum 10K followers
17	Influencer	Influencer Posts	Minimum 50	Cross-platform
18	Event Coverage (for 4 days)	On-site Video Coverage	Minimum 20	Full event coverage i. Live Coverage (Multi-cam)

	from 13th to 16th June)			<ul style="list-style-type: none"> <li>ii. +Switcher Recordings</li> <li>iii. Bytes</li> <li>iv. Visuals</li> <li>v. Highlight video- 2-3 min summary</li> <li>vi. Short-form Videos (1 min) covering preparatory and the main event</li> </ul>
19	Event Coverage (for 4 days from 13th to 16th June)	Photography Coverage	Minimum 1000	Professional coverage and Edited images
20	Reporting	Daily Reports	As applicable	Campaign performance
21	Reporting	Final Impact Report	1	KPI-based analysis
22	Reporting	Media Monitoring	1	Global tracking