

Government of India
Embassy of India
Paris

Tender No. PAR/COM/202/09/2026

Dated.11.05.2026

Subject: Selection of Media Agency/ies for International Outreach of Bharat Innovates 2026.

TECHNICAL BID CHECK LIST

Bidders must enclose the following documents with the Technical Bid. Failure to provide these will lead to rejection.

S. No.	Particular(s)
1	Name of Tenderer
2	Nature of Concern/Agency
3	Present address of the Bidder /Contractor/Party
4	Permanent registered address of the bidder Contractor/Party
5	List of major clients with the value of works executed and being executed, given on a separate sheet and proof of satisfactory execution of work (minimum 5 clients)
6	Proof of last three consecutive years' turnover of the firm (Minimum USD 200,000 turnover for each year)
7	Self-attested copies of IT Returns and Balance Sheets for the last 3 years (FY 22-23, 23-24, 24-25).
8	Proof of working on a minimum of 5 (Five) international projects/exhibitions of similar scale.
9	Proof of in-house digital printing, content creation, and furniture/equipment rental capacity.
10	Number of employees with technical/non-technical qualifications.
11	Proof of work involving custom designs, wood fabrication, and digital printing.
12	Specimen signature, name, address, contact number, designation/capacity of the person OR authorized person signing the tender document on plain paper

Please ensure the following before submission of the tender bid:	
1	The technical bill documents are properly indexed with page numbers, the undertaking form and application form (annexure III and IV) are filled in
2	Each page of the tender document and its Annexures I, II, III, IV are printed, signed and stamped are to be submitted along with the bid document and the undertaking
FINANCIAL BIDS	
1	Annexure I of the tender document- Format for submission of Financial Bid

INVITATION TO BID & SCHEDULE

1. Context:

Bharat Innovates 2026 is India's flagship innovation diplomacy initiative centred on the proposition: "India as the World's Innovation Partner". The initiative spans 13 deep-tech themes using the narrative: **Problem** → **Indian Innovation** → **Global Impact**.

2. Procurement Method:

The Mission will follow a Limited Tender Mechanism with L1. The acceptance of a tender will solely rest with the Competent Authority of EdCIL (on behalf of MoE), who is not bound to accept the lowest tender and reserves the right to reject any or all the tenders received, without assigning any reason whatsoever.

3. Schedule of Tender:

Event	Date
Issue of Tender Document	11.05.2026
Last Date for Submission	13.05.2026 (12:00 PM)
Opening of Technical Bids	13.05.2026 (1:00PM-2:00 PM)
Opening of Financial Bids	13.05.2026 (3:00PM- 4:00 PM)

4. The Tender Committee shall have right to issue Addendum (if any) to Tendered documents to clarify, amend, modify and supplement or delete any of the conditions, clause or items stated therein. Each Addendum shall form a part of the original invitation to Tender.

GENERAL TERMS AND CONDITIONS

1. **Parties:** The contractor(s) and EdCIL (on behalf of the Ministry of Education)

2. **Two-Envelope System:** Bids must be submitted in two sealed envelopes: Technical (Envelope I) and Financial (Envelope II).
3. **Rates:** Rates must include all taxes, levies, and VAT. No extra payment will be made beyond the accepted rate. Payments would be made on actuals.
4. **Validity:** The bid shall remain valid for a minimum period of 1 year (Financial Year 2026-27).
5. **Performance Security:** A security deposit of 10% of the contract value is required within three days of the work order.
6. **Selection Criteria:** Technical bids will be followed by a **Digital Creative Presentation** (max 20 minutes) evaluated by the Committee.
7. **Outcome-Based Planning:** Evaluation will focus on measurable indicators such as reach, engagement, and media visibility.
8. **Linguistic Sensitivity:** All content and engagement must be culturally sensitive and appropriate for diverse audiences.
9. **Crisis Management:** The agency must monitor media sentiments and manage narratives proactively.
10. **Force Majeure:** Neither party is in default if failure is caused by acts of God, terrorism, or government demands.
11. **Legal jurisdiction:** The contract shall be deemed to have been concluded in Paris, France and all obligations hereunder shall be deemed to be located at France, and the courts in Paris, France will have jurisdiction to the exclusion of all other courts.
12. **Insolvency etc.:** In the event of the firm being adjudged insolvent or having a receiver appointed for it by a court or any other order under the Insolvency Act made against them or in the case of a company the passing of any resolution or making of any order for winding up, whether voluntary or otherwise, or in the event of the firm failing to comply with any of the conditions herein specified; the EdCIL (on behalf of MoE) shall have the power to terminate the contract without previous notice.
13. **Breach of terms and conditions:** In case of breach of any of terms and conditions mentioned above, the Competent Authority of EdCIL (on behalf of MoE) will have the right to cancel the work order/job without assigning any reason therefore and nothing will be payable by EdCIL (on behalf of MoE) in that event and the security deposit shall also stand forfeited.
14. **Subletting of work:** The firm shall not assign or sublet the work/job to any other person or party. In such case, EdCIL (on behalf of MoE) will impose penalty as it deems fit or even such contractor(s) can be blacklisted from applying to any future bids/tender of the EdCIL (on behalf of MoE).

15. **Arbitration:** If any difference arises concerning this contract, its interpretation or the payment to be made thereunder, the same shall be settled by mutual consultations and negotiations. If attempts for conciliation do not yield any results within a period of 30 days, either of the parties may make a request to the other party for submission of the dispute for decision by an arbitral tribunal containing Sole Arbitrator to be appointed by the Secretary, Department of Legal Affairs. Such request shall be accompanied with a laminated panel of names of three persons to act as the sole arbitrator. In case of such arbitrator refusing, unwilling or becoming incapable to act or his mandate having been terminated under law, another arbitrator shall be appointed in the same manner from among the laminated panel of three persons to be submitted by the claimant. The arbitration proceedings shall take place at New Delhi and shall be conducted in English. The provisions of Arbitration and Conciliation Act, 1990 and the rules framed thereunder and in force shall be applicable to such proceedings.

CONDITIONS SPECIFIC TO THE CONTRACT

1. Acceptance of the Tender will be communicated to the Contractor in writing within 2 days of approval of successful bidder by the Competent Authority of EdCIL (on behalf of MoE).
2. Incomplete Bid(s) are liable to be rejected. It means Contractor(s) should quote for all items. If any item is missed or not quoted, then its value will be considered as "ZERO" and the contractor(s) have to provide that item/facility free of cost.
3. The quantities mentioned in the schedule may be increased or reduced at the discretion of EdCIL (on behalf of MoE) and no claim in this regard shall be entertained. If considered necessary, any item could be dropped completely. The variation in quantities will be costed at the same rates as mentioned in the Financial Bid, and the amount adjusted in the final bill accordingly.
4. When deemed necessary, the Tender Committee may seek clarification on any aspect from the Tenderers. However, that would not entitle the Tenderers to change or cause any change in the rates or any part of the Bid(s). The EdCIL (on behalf of MoE) may, if so desire, ask the Tenderers to give presentation for the purposes of clarification of the Bid(s). All expenses for this purpose as also for preparation of documents and other meetings will be borne by the Tenderers.
5. The Tenderers, in their own interest, are advised to inspect the site and see its physical condition before submitting Bid(s) at their own cost. If required, the leveling of the ground shall be done by the Contractor(s) at his/her own cost.
6. The Tender Committee will open the Bid(s) in the presence of the Tenderers or their authorized representative, who may choose to be present at the Embassy of India, Paris (France).
7. The successful Bidder would be handed over the site for execution of work after award of work order and they should start the work immediately.

8. The successful Bidder must complete the work satisfactorily and handover the completion certificate.
9. The contractor shall engage technically qualified personnel in sufficient numbers for executing the work.
10. The contractor shall indemnify and keep indemnified EdCIL (on behalf of MoE) against all losses and claims for injuries or damage to any persons or any property whatsoever which may arise out of or in consequence of the fabrication and maintenance of works and against all or in relation thereto.
11. Before commencing execution of the work, the Contractor shall, without in any way limiting his obligations and responsibilities under this condition, obtain and deposit with the EdCIL (on behalf of MoE), Contractor's "All Risk Policy" Insurance policy with the beneficiary as "EdCIL, India" and also insure against any damage, loss or injury which may occur to any property or to any person (including any employee of the EdCIL (on behalf of MoE) by or arising out of carrying out of the contract.
12. The decision of the EdCIL (on behalf of MoE) with regard to all terms & conditions shall be final and binding.

SCOPE OF WORK - INTERNATIONAL MEDIA AGENCY

The agency will amplify visibility in France and key European markets (Germany, UK, Italy).

- **Goal:** Position Bharat Innovates as a gateway for European capital into the Indian deep-tech ecosystem.
- **Partnerships:** Onboard strategic institutional partners like VFS (Visa Facilitation Services) and trade organizations.
- **Content Adaptation:** The agency will not originate creative content but will optimize and translate it for European platforms.
- **Translation:** All content must be translated into French, German, Spanish, Italian, and Dutch.
- **PR:** Build a media list of key journalists and manage press outreach across European publication.

The detailed scope of work is attached as **Annexure-II.*

ON-GROUND EVENT COVERAGE (NICE, FRANCE)

The International Agency will provide complete coverage for the 3-day flagship event.

- **Real-time Content:** Capture video bytes and short-form content from startups, investors, and dignitaries.

- **Media Center:** Establish a media center at the venue including Wi-Fi, 4 workstations, and printers.
- **Liaison:** Manage media accreditation, invitations, and on-site journalist management.
- **Reporting:** Provide a daily report during the event and a consolidated post-event impact report.

BILL OF QUANTITIES (BOQ) – INTERNATIONAL

Category	Deliverable	Indicative Quantity	Duration
Strategy	Global Media Plan	1	From the day onboarded to 25 th June 2026
OOH	Transit Ads (Trams/Buses)	4 prominent Routes	June 02-16, 2026
OOH	Airport Inventory	Minimum 10 Airports	June 02-16, 2026
PR	Tier-1 Publications	15 Confirmed	Entire campaign
PR	Media Interviews	Minimum 10	Entire campaign
Events	On-site Video Coverage	Min. 20 Videos	June 14-17, 2026

The detailed BOQ is attached as **Annexure-II.*

UNDERTAKING & APPLICATION FORM

1. Undertaking (Annexure-III):

The bidder undertakes that they have studied all terms and conditions and shall execute the work according to the given specifications.

2. Application Form (Annexure-IV):

Bidders must state that they will execute the work diligently and accept that the decision of the Director/Ministry shall be final and binding. The tender remains valid for the financial year 2025-26/2026-27.

3. Payment Schedule:

- 40% on commencement of work.
- 40% during the Fair/Event subject to physical verification.
- 20% on completion and production of the final bill.
