

**Embassy of India
Buenos Aires
Torre Madero 942, 19th Floor,
(1106) Buenos Aires
E-Mail: hoc.buenos@mea.gov.in
Website: www.indembarg.gov.in**

Date: September 16, 2020

Request for Proposal

Subject : Social Media Services for Embassy of India, Buenos Aires.

Tender No. : BUE/312/1/2020

Last Date of submission of bids : October 7, 2020

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Tender for Social Media Services.

The Embassy of India, Buenos Aires invites sealed competitive quotations from reputed, experienced and financially sound firms registered under relevant Argentine Companies Law for the **Social Media Services for Embassy of India, Buenos Aires.**

2. The tender document can be downloaded free of cost from the following websites:
www.indembarg.GOV.IN
www.http://eprocare.gov.in/cppp
3. The tender should be submitted in sealed envelopes superscripted "**Quotation for Social Media Services for Embassy of India, Buenos Aires**" addressed to:

Head of Chancery,
Embassy of India, Buenos Aires,
Av. Eduardo Madero, 942, 19th Floor – C1106ACW,
Torre Madero, Buenos Aires, Argentina.

The last date for submission of the quotation is **October 7, 2020 (1500 hrs)**. Bids may be hand delivered or sent by post at the aforementioned address so as to reach us on or before the prescribed date and time. Mission will not be responsible for any postal delay.

4. The Mission reserves the right to reject any or all bids/offers without giving any notice or assigning any reason thereof. The decision of the Mission in this regard will be final and binding upon the bidders.
5. Queries, if any, may kindly be addressed to Head of Chancery at e-mail ID – hoc.buenos@mea.gov.in
6. The important schedules and dates are as under:

S.No.	Key Event	Date and Time
1.	Last date for submission of Bids	October 7, 2020; 1500 hrs.
2.	Date of Opening Bids (Participate bidder or their representatives may wish to be present)	October 8, 2020; 1100 hrs.
3.	Venue for opening of Bids	Embassy of India, Buenos Aires


(Raakesh Natraj Jayabhaskaran)
Second Secretary & Head of Chancery

SECTION - II

TERMS AND CONDITIONS

1. The Tender shall be neatly arranged, plain and intelligible. Each page of the Tender should be signed. They should not contain any terms and conditions, printed or otherwise, which are not applicable to the Tender. The conditional tender will be summarily rejected. Insertions, postscripts, additions and alterations shall not be recognized, unless confirmed by bidder's signature.
2. The Bidders shall submit documentary evidence in respect of their technical capabilities and experience in providing similar services.
3. Any tender received by Embassy of India, Buenos Aires after the deadline for submission of tenders will not be accepted.
4. In case of any ambiguity/dispute in the interpretations of any of the clauses in this Tender Document, Embassy of India, Buenos Aires's interpretation of the clauses shall be final and binding on all parties.

SECTION - III

GENERAL CONDITIONS OF CONTRACT (GCC)

1. Prices

- a. Price quoted by the Bidder and agreed to by Embassy of India, Buenos Aires shall be considered final and no price escalation will be permitted thereafter.
- b. Bidders must quote the price in the format given in Contract Price Schedule at **SECTION-V** of this document.
- c. All prices are to be quoted in United States Dollars (US\$) only.

2. Taxes and Duties:

The rates quoted should be exclusive of all taxes and transport charges etc. VAT should not be included as the E/I, Buenos Aires is exempted from VAT under the Vienna Convention.

3. Force Majeure:

E/I, Buenos Aires may consider relaxing the penalty and delivery requirements, as specified in this document, if and to the extent that, the delay in performance or other failure to perform its obligations under the contract is the result of an Force Majeure. Force Majeure is defined as an event of effect that cannot reasonably be anticipated such as acts of nature (like earthquakes, floods, storms etc.) acts of states, the direct and indirect consequences of wars (declared or undeclared), hostilities, national emergencies, civil commotion and strikes at successful Bidder's premises.

SECTION - IV

SPECIAL TECHNICAL SPECIFICATIONS

Scope of Work

1. Social Media Services for Embassy of India, Buenos Aires, which includes: –

A) Broad frame work of requirements

Developing a strategy to enhance Mission's presence on social media (Facebook, Twitter, Instagram, YouTube, etc.) and engaging a wider audience.

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 deployed 24x7 for Social Media management and analysis.

Managing Mission's response on social media channels on issues/topics identified through social media analysis and/or as indicated by the Mission.

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's social media platforms on immediate basis.

Engaging with online influencers in Argentina.

Promoting Mission's events and activities on social media.

Implementing any new social media initiatives/modules as and when required.

B) Monthly requirements

- 40 image posts with copywriting
- Editing of 20 video posts with copywriting
- 5 additional designs in a format to be confirmed on a case-to-case basis

To create the posts (video/picture + text + design) for different social media platforms the Mission will provide Government of India links from which material can be sourced, both in English and Spanish.

Most of the posts to be created will need to be in Spanish, while some of them also in English.

The content may be adapted to be shared on Instagram (posts & stories), Facebook and Twitter

Posts (video/picture + text) must be shared with the Mission. The Mission may request editing.

Posts will be uploaded by the Mission's social media team.

Many of the daily posts will be scheduled days or weeks in advance, while others may be required just a few hours in advance.

In addition, the Mission will need to receive 15 templates on specific themes made on Canva online platform, so additional communication content can be made by the in-house social media team.

Additional information

1. N.B. besides the price schedule mentioned in Section V the Company should also provide: –

Size of the company in terms of turnover.

Number of people employed.

Year of inception.

Previous clients/organizations worked with.

Important projects (similar to current one) undertaken.

Previous experience with other embassy's (if any).

Number of people/personnel that would be dedicated to current project.

Payment details and preferred mode of payment.

2. Completion of work:

The proposal is for a duration of 12 months, as per monthly requirements above.

SECTION - V

Format for submitting the Price Schedule

Embassy of India, Buenos Aires

Tender No. **BUE/312/1/2020** dated September 16, 2020

Date: _____

Price Schedule:

S. No.	Work specification	Amount in US\$ with 21% refundable IVA
1	Social Media Services for Embassy of India, Buenos Aires	

Name of the company:

Address for correspondence/Contact details:

Note:

1. The above quoted prices are complete in all respect.
2. Certified that rates quoted for the above items are as per details, terms & conditions mentioned in the tender document.

Yours faithfully,


(Signature of Authorized Signatory)
Name & Designation:
Company Seal