

**Consulate General of India
Friedrich Ebert Anlage 26,
60325 Frankfurt am Main
Website: www.cgifrankfurt.gov.in
Email: info.frankfurt@mea.gov.in**

TENDER NO. FRA/Pub/302/01/2021

Subject: Tender for empanelment of agencies for Social Media Management in respect of the Consulate General of India, Frankfurt.

The Consulate General of India, Frankfurt invites 'Expression of Interest and Bids' from the interested parties with sound financial background and experience in undertaking social media activities. They may send their 'Expression of Interest and Bids' to Mr. Vinod Kumar, Consul (Press & Info) by Post or by Email at info.frankfurt@mea.gov.in on or before 19/12/2021, 1700 Hrs.

II. Scope of work:

- (i) 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.
- (ii) Ability to convert all kinds of content (video/audio/files) from one format to another for given assignments as and when required by the Ministry.
- (iii) Coverage of events (both in and out of Frankfurt) as and when required by the Consulate. Shooting of short videos.
- (iv) Implementation of any new social media initiatives/modules etc. as and when required by the Consulate.

III. Eligibility Criteria

The Firm/agency submitting quotations should possess experience of at least 3 years in social media activities/ graphic designing. They should be registered with the relevant Trade/Commercial Offices as required under the local regulations for tax and other purposes.

IV. The Submission of Bids:

Prospective bidders are requested to submit their bids in two parts i.e. (i) Technical Bid and (ii) Financial Bid. The last date for submission of duly completed bids is **19th December, 2021 (1700 hrs)** and should be sent by post or by e-mail to info.frankfurt@mea.gov.in in **.pdf** format.

- A. **Technical Bid:** The following documents should be attached with technical bid (*Annexure-I*)
- a. Registration, PAN & GST/VAT Certificate, wherever applicable.
 - b. The firm/agency should be registered and should have existence of at least 3 years.
 - c. A certificate to be submitted from the firm that the firm has not been debarred for award

of contract during past 3 years.

- d. Certified copy of Income tax returns for last 3 years (2017-18, 2018-19 and 2019-20).
- e. Name, address, contact no., designation/capacity of the authorized person assigned on behalf of the firm/agency to represent and sign.
- f. Details of social media activities undertaken for its clients.

B. Financial Offer: The financial bid (*Annexure-II*) should be sent as a separate .pdf file as “**password-protected**” and along with the technical specifications. Those received in any other format and also without having been protected with password, will not be considered and the quotation will be rejected. The password will have to be shared by the bidders exactly on the date and time specified for opening of the bids received by the last date. In the event of unforeseen conditions, the opening may be deferred and new date and time will be accordingly intimated to those who applied by the last date. All the prospective service providers should invariably share the contact details of the person to coordinate in this process.

V. Late Applications:

Any bid received after the last date and time specified for submission for the same, shall not be accepted under any circumstances. Bids received after the last date and time shall be summarily rejected and no correspondence in this regard will be entertained.

VI. 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 info.frankfurt@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 them. The deadline for submission of bids may also be extended at the sole discretion of the Consulate.

VII. Undertaking:

The bid must be signed by the authorized person and seal affixed on every page of this his notice and thereafter complete signed document must be submitted. An undertaking should be submitted along with the bid indicating that “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.”

VIII. Purpose of Empanelment:

Consulate invites sealed applications from eligible agencies / firms for empanelment as agencies for Social Media Management at the consulate for enabling its social media activities and initiatives for a period of two years, subject to satisfactory performance of agencies

IX. 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.

X. Validity of Bids:

The bids shall have a minimum validity of four months/120 days from the date of opening of bids. A bid for a shorter period of validity shall be rejected.

Submission Timeline:

Tender No. FRA/Pub/302/01/2021	Date: 26.11.2021
Date of Issue	26 th Nov, 2021
Last date of submission of queries	10 th Dec, 2021
Last Date to submit bids [Technical bid & Financial bid (password protected) in separate envelopes]	14 th Jan, 2022
Opening of Financial bids (Representatives of the agency may be present during the opening of the bid)	17 th Jan, 2022

Annexure-I

Technical Bid Proforma

Name of the Agency and address		
Website address		
Phone Numbers		
Fax Numbers		
E-mail		
Contact Person:		
Name		
Mobile No		
Fax No.		
E-mail		
Annual Turnover: <i>(Please enclose copies of Income Tax Returns/Audited Accounts in support of your claim)</i>		
	Financial Year	Turnover (In Rupees)
2017-2018		
2018-2018		
2019-2020		
Registration Particulars <i>(Please give details of registration wherever available/applicable, if any, with self-attested copy of original registration)</i>		
PAN No.		
GST Registration No.		
Registration with Central/State Government agencies		

Annexure-II

Financial Bid Proforma

S.No.	Description of Work	Annual Cost (in Rupees/Euro)
1.	Social Media Management in respect of the Consulate General of India, Frankfurt.	
2.	Taxes/VAT (if any)	
3.	Grand Total	

[Note: No other cost/ amount would be paid over and above the aforesaid proposal amount. Payment will be released on monthly basis based on satisfactory performance.]