

Date: Mar 02, 2023

No. WAS/Tender/1/2021  
Embassy of India  
Washington DC

**Tender Notice - Hiring Social Media Agency for Embassy of India,  
Washington DC**

Embassy of India, Washington DC, invites bids from reputed Social Media Agency to do annual services for Embassy of India as listed in the Scope of Work (**Annexure A**). The bids may be sent in 2(two) **sealed envelope** clearly mentioning the following on the envelope:

- (i) **Envelope 1: Technical Bid** for Social Media Management
- (ii) **Envelope 2: Financial Bid** for Social Media Management

2. Both the above envelopes should be addressed to:

**Aditi Walunj**  
**First Secretary (Culture & Education)**  
**Embassy of India**  
**2107 Massachusetts Ave, NW,**  
**Washington DC 20008**

3. In the Technical Bid, companies should provide details of management, owners, nationality, origin and experience in the field of work. The Technical Bid should also clearly indicate the details of human resources, to be dedicated to this work, along with their respective technical expertise.

4. The Embassy of India is exempted from payment of any taxes by US Department of State. Thus, the Financial Bids submitted should not include any tax.

5. Bids may be submitted latest by 05:00pm on Mar 23, 2023.
6. In the first stage, only the Technical Bids will be opened on the appointed date and time which will be notified to the bidders well in advance. The Technical Bids will be examined and evaluated by the Tender Committee of EoI Washington DC. The second and last stage will be opening of the Financial Bids. The Financial Bids of only those bidders would be opened who qualify the Technical Bid stage.
7. The Financial Bids of the bidders qualifying stage 1 would be compared by the Tender Committee and the Contract shall be awarded to the Lowest Bidder (L1).



**Aditi Walunj**  
**First Secretary (Culture & Education)**  
**Embassy of India**  
**2107 Massachusetts Ave, NW,**  
**Washington DC 20008**

## **Annexure A.**

The Social Media agency would facilitate Embassy of India in enhancing its social media outreach by:

1. Developing a strategy to enhance Embassy of India's presence on social media (Facebook, Twitter, Instagram, YouTube) and engaging a wider audience
2. 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
3. Managing Embassy of India's response on social media channels on issues/topics identified through social media analysis and/or as indicated by Embassy of India
4. Producing quality content such as graphics, short videos, GIFs, PowerPoint presentations, animations for use on social media platforms of the Mission
5. Editing and uploading the content created, on Embassy of India's social media platforms on immediate basis
6. Retweeting, Sharing, 'Liking' and 'Commenting' on (preferably in the local language) the content shared by Ministry of External Affairs/Government accounts
7. Engaging with online influencers in USA
8. Promoting Mission's events and activities on social media
9. Coverage of events (both in and out of the city) as and when required by the Mission to shoot short videos for dissemination through social media
10. Implementing any new social media initiatives/modules as and when required.

11. The team should include a graphic designer, a video editor and a content editor.
12. Initial Contract will be for a year which may be renewed on mutual agreement basis.