

**Embassy of India  
Abu Dhabi**

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**NOTICE INVITING TENDER: SELECTION OF AN AGENCY FOR SOCIAL MEDIA  
MANAGEMENT, MONITORING AND ANALYSIS IN RESPECT OF THE  
EMBASSY OF INDIA, ABU DHABI.**

**Tender No. ABU/CUL/327/1/2026**

**Dated: 02.04.2026**

<b>Bid Schedule#</b>	
Published date	02.04.2026 9 am
Bid document download start date	02.04.2026 9 am
Bid submission start date	02.04.2026 9 am
Clarification start date	02.04.2026 9 am
Pre Bid Meeting date	13.04.2026 3 pm
Clarification end date	15.04.2026 5 pm
Bid submission end date	23.04.2026 5 pm
Date of Technical Bid opening	24.04.2026 11 am
Date of Presentations by prospective bidders	29.04.2026 11 am
Date of Financial Bid opening	05.05.2026 11 am

#The above dates are subject to change.

The bids shall be submitted by hand or post at the Embassy of India, Abu Dhabi. The bids submitted through email will not be accepted. All queries for clarification shall be directed to Head of Chancery, Embassy of India, Abu Dhabi, via email [cul.abudhabi@mea.gov.in](mailto:cul.abudhabi@mea.gov.in)

**(Arpit Jain)**  
**First Secretary (PIC)&HOC**  
**Embassy of India,**  
**Abu Dhabi**  
**Email Id: cul.abudhabi@mea.gov.in**

## **TENDER NOTICE**

### **Subject: Selection of an Agency for Social Media Management, Monitoring and Analysis in respect of the Embassy of India, Abu Dhabi**

#### **A). Scope of work:**

##### **Social Media Management:**

- (i) To develop a strategy to enhance the Embassy's presence on social media (Embassy's Social Media handles on X, Instagram, Facebook, LinkedIn, WhatsApp Channel, Youtube and any other) and to engage a wider audience.
- (ii) To undertake comprehensive campaigns for events on social media including but not limited to X, Facebook, Youtube, Instagram etc.
- (iii) To produce coverage reports of social media campaigns in a presentable format preferably using tools for data visualization.
- (iv) To produce quality content and creatives, including memes, graphics, reels, Youtube shorts, GIFs, animations etc. in English and Arabic for use of the Embassy on its social media platforms and otherwise, on demand.
- (v) To produce quality AV content for use of the Embassy on its social media platforms and otherwise, on demand. This may include obtaining stock footage, creation/purchase of background music or voice-overs, scripting including time coding.
- (vi) To produce high-quality and time bound live content in case of high - level visits or important events.
- (vii) The AV content produced should be of HD format, mov file/high resolution mp4 and of international quality, in Arabic/English as per requirement communicated on a case- by-case basis.
- (viii) The content created has to be edited/uploaded on Embassy's Social Media handles as per Embassy's requirement on immediate basis. The agency must have the ability to convert all kinds of content (video/audio/files) from one format to another for given assignments as and when required by the Embassy.
- (ix) To manage a monthly calendar based on important days both locally, nationally and otherwise based on the instructions from the Embassy.
- (x) Identification of digital communication opportunities and designing a strategic social media communication plan for the Embassy. Managing response across platforms in a timely manner, particularly on consular queries/issues, in consultation with the Embassy.

(xi) 24x7 Social Media management and analysis.

### **Social Media Monitoring and Analysis**

- (xii) Implementation of Social Media Analytics (using Social Media analysis and listening tools) to proactively gather useful and credible information on foreign policy issues trending on social media at the local, regional, national and international level. This includes undertaking social media monitoring across relevant keywords on a daily basis.
- (xiii) To prepare coverage reports of social media monitoring on a daily basis or as and when requested by the Embassy.
- (xiv) To prepare reports on important visits, events, campaigns in a presentable format, using tools (e.g. Talkwalker, Meltwater, Brandwatch) for data visualization and sentimental analysis. In addition, tracking and preparing analysis sheets on issues of topical interest, as per Embassy's request.
- (xv) 24x7 Social Media monitoring to be reported in real-time.

### **Others**

- (xvi) To produce quality presentations, including on MS PPT or other softwares as suitable with animations, transitions, attractive visuals, etc on demand.
- (xvii) Attend bi-weekly virtual meetings with the necessary team members along with a monthly meeting at the Embassy of India.
- (xviii) To manage and collaborate with local influencers/bloggers for a campaign or otherwise.
- (xix) Photography/Videography coverage of one event of the Embassy in UAE per month

### **B). Team Strength, Work Experience & Qualifications**

- Digital communication & Content strategy expert (minimum 01)
- Content writers (English and Arabic)(Minimum 02)
- Researchers (Minimum 02)
- Video editors/Designers skilled in videos, reels, graphics etc (Minimum 03)
- Voice over artists (English & Arabic) (minimum 01)
- Social media analytics & listening experts (minimum 02)

#### **Qualifications of team members**

##### **Digital communication/Content strategy expert**

- MBA or equivalent degree from a reputed college/university with minimum 5 Years of experience in Digital Marketing field. Demonstrable experience in Content and Social Media Marketing. Good communication and presentation skills, with capability to manage influencers/bloggers and strategize the monthly

calendar and plan online activities for promotion of events, campaigns, digital communication etc.

### **Content writer**

- Graduate from a reputed college with minimum 3 Years of experience in social media marketing, demonstrable experience in content writing, storyboards for videos/graphics, etc. Experienced in creating highly engaging posts on various social media platforms.

### **Researcher:**

- Graduate from a reputed college with minimum 5 years of experience in journalism, observer of news related to India's politics, culture, economy as well as up-to-date information about the developments in the relationship between India and UAE. Capability to track latest information across the media channels and flag events of importance to the Embassy.

### **Voice over artist**

- Graduate from a reputed college with minimum 3 years of recording experience in English and Arabic. Fluent speaker with proper and clear enunciation. Consistency with energy articulation, pitch control & characterization.

### **Video Editors/Designer**

- Graduate from a reputed college with minimum 3 years of experience in Graphic Design, Multimedia, or a related field. Proven work experience as a graphic designer and video editor, or in similar roles will be preferable. A strong portfolio showcasing a range of graphic design and video editing projects, demonstrating creativity, technical skills, and a variety of styles can be an added advantage. Experience in developing creative and innovative design concepts, layouts, and visual assets for various projects that might include logos, branding materials, social media graphics, website elements, etc. Must be hands on with industry- standard graphic design software such as Adobe Creative Suite (Photoshop, Illustrator, InDesign) or other relevant tools to create and edit designs, including video and animations.

### **Social media analytics & listening expert**

- Social media analytics experts should hold at least a graduate degree from reputed colleges with minimum 3 Years of work experience in handling large scale government projects. They should have experience in analysing social media on different platforms including X, Facebook, YouTube, Instagram, LinkedIn etc. Up-to-date knowledge of industry software and Social Media Monitoring & Analysis tools is required.

c). **Validity & Extension of Contract:** The contract work would be assigned initially for a period of one year, which may be given maximum 2 extensions of 1 year each at the sole discretion of the Embassy on the same rate, terms & conditions, subject to satisfactory services and approval of Competent Authority. The contract shall be monitored throughout its duration. Extension of the contract shall be granted only on the basis of satisfactory performance against clearly defined parameters.

D). **Process of Bidding:** A two-bid system (Technical & Financial Bids) will be followed. The technical bids shall be opened on **24.4.2026** at **11 am** at Conference Room, Embassy of India, Abu Dhabi in the presence of those bidders who may desire to be present at that time. Two bid system will be followed which comprises of technical and financial evaluation. **Clause H**

**and I** of this Tender document specifies technical and financial evaluation criteria respectively. Least Cost system (LCS) will be followed and only those agencies who obtain more than 70% of the total marks in technical evaluation will be eligible for financial bidding. The companies will be evaluated technically on the basis of their Social media management capabilities, vision & strategy, possession and knowledge on third party tools etc.

**E). Mandatory Eligibility Criteria:**

- i. The agency should be registered with the Government of the UAE and posses valid commercial/trade licenses.**
- ii. The agency should have a minimum experience of five (5) years in the field of Social Media Management, analysis, and working in conjunction with Government entities, Embassies, and private organizations of repute. The experience of the agency in Government/Public Sector Undertakings and Private organizations will be assessed as per the copies of the work orders alongwith completion certificates provided by the agency.**
- iii. The average annual turnover of the agency should be at least AED 5,000,000 during the last three FYs (2022- 23, 2023-24 and 2025-26).**
- iv. The agency should neither be blacklisted by any Govt. Department nor should any Criminal Case be registered against the firm or its owner or partners anywhere .**

**F). Pre-bid Meeting:** A prospective bidder, requiring a clarification on the Tender document shall write to the Embassy of India, Abu Dhabi via email to [cul.abudhabi@mea.gov.in](mailto:cul.abudhabi@mea.gov.in) within the time-frame as indicated in the Bid Schedule. The Embassy of India, Abu Dhabi will conduct the Pre-bid Meeting to address the submitted queries, if any, on **date 13.04.2026 at 3 pm** at Embassy of India, Abu Dhabi. Minutes of the meeting will be recorded and kept as a record. Responses to the queries received through email and those raised at the Pre-Bid meeting will be uploaded on the website of the Embassy ([www.indembassyuae.gov.in](http://www.indembassyuae.gov.in)). Any resulting amendments shall also be uploaded on the website.

**G). Submission of bids to the Embassy:**

- (i) The bid shall be submitted by hand or post at the Embassy of India, Abu Dhabi**
- (ii) The bids (complete in all respect) must be submitted in a sealed envelope titled “Proposal for Social Media Management at the Embassy of India, Abu Dhabi.” The name and address of the bidding company/entity must be clearly mentioned on the envelope. The envelope must be addressed to the Head of Chancery, Embassy of India, Abu Dhabi. The bids submitted through E-mail will not be accepted.**

(iii) Inside the covering envelope as per para (ii) above, bids are to be separated into technical and financial bids. The technical and financial bids must be sealed in two separate covers respectively. The technical and financial bid documents must not be in the same cover.

(iv) Only those proposals which are received in sealed covering envelope (containing two separate covering envelopes inside (one each for technical and financial bids respectively) shall be accepted and opened for further processing.

(v) The technical bid should contain documentation as per Annexure - I. Only those bids which comply with the Mandatory Eligibility Criteria as per Clause-E of this tender document shall qualify for technical evaluation.

(vi) Those bidders whose technical bids satisfy Clause (E) of this tender document, will be notified as per the Bid Schedule. The bidder thus notified shall be required to present their technical proposal, in person, at the Embassy of India Abu Dhabi as per the Bid Schedule. The technical presentation shall be evaluated on criteria as specified by Clause (H) of this tender document. The minimum score required in technical evaluation shall be 70. Failure to achieve this score will lead to automatic disqualification. Financial bids of only those bidders, who achieve more than 70 in the technical evaluation, will be opened.

(vii) The financial bid must conform to the proforma as per Annexure - II or else it will be rejected.

**H). Technical Evaluation :**

(i) Only the agencies who submit their bids in accordance with Clause (G) of this tender document **AND** fulfill the **Mandatory Eligibility Criteria** as per Clause (E) of this tender document shall be eligible for technical evaluation. Such agencies shall be required to present a Technical Presentation showcasing their skills and details as laid down below:

(ii) The technical evaluation of the bidders shall be made on following points:

<b>Social Media management capabilities</b> <b>(Maximum: 15 marks)</b>	Dashboard for Social Media Integration (X, Facebook, Instagram, etc.)	Out of 5 marks (on the basis of presentation)
	Ownership and Knowledge of Third party softwares/Licenses held (eg. Meltwater, Coral draw, photoshop, template banks, video/audio editing, layering, stitching etc.)	Out of 7 marks (on the basis of presentation)
	Affiliation with or direct contact from social media networks such as Facebook, X, Instagram, YouTube, Google, etc.	Out of 3 marks (on the basis of presentation)

<b>Social media footprint increase (Maximum: 10 marks)</b>	Strategy to increase the social media presence of Embassy (to be assessed in terms of followers and engagements periodically)	Out of 10 marks (on the basis of presentation)
<b>Vision and strategy (Maximum: 20 marks)</b>	Proposed vision and digital amplification strategy for Embassy's events (for instance, Visit of Prime Minister of India to UAE)	Out of 10 marks (on the basis of Points 1 to 3 of Annex -I(A) Proforma(A)  Out of 10 marks (on the basis of presentation)
<b>Social Media analysis and listening (Maximum: 20 marks)</b>	Strategy & Resources (Human/Technological) for social media analysis	Out of 5 marks (on the basis of presentation)
	Ownership and Knowledge of Third party social media analysis and listening tools	Out of 5 marks (on the basis of presentation)
	Creation of analytical reports & Summarizing of the social media developments in a creative manner	Out of 10 marks (on the basis of Point 4 of Annex-I(A) Proforma(A)
<b>Security (Maximum: 5 marks)</b>	Disaster management (response management) & Data security. Safety mechanism to prevent unauthorized access to Social Media platforms.	Out of 5 marks (on the basis of presentation)
<b>Manpower (Maximum :10 marks)</b>	Team composition/credentials	Out of 10 marks (as per Annex -I(B) Proforma(B)
<b>Relevant experience (Maximum :20 marks)</b>	Experience in Social media management and analysis in Govt Organizations/companies, listed company/Private organizations in number of years (An experience of at least 5 years)	Out of 20 marks 5 years =< 6 years: 12 marks 6 years =< 7 years: 15 marks 7 years =< 8 years: 18 marks >= 8 years : 20 marks]
<b>Technical Bid Score (TbS)</b>		<b>.../100 marks</b>

iii) Only those bidders who obtain a minimum qualifying score (TbS) of **70 marks** shall be considered for financial bids evaluation.

#### **I). Financial Evaluation:**

i. Only the agencies which qualify the Technical evaluation as per **Clause (H)**, will be eligible

to participate in the financial bid evaluation stage. The date and time for opening of the Financial Bids will be as per Bid Schedule.

- ii. The financial bid must be submitted as per **Clause (G)/ Annexure-II**.
- iii. No change in financial bids is allowed after the last date of submission of tender document.
- iv. After evaluation of financial bids, the bidder will be awarded the contract as per Lowest Cost System.
- v. The bidder with the Lowest Bid value will be awarded the contract. In the event of the same lowest bid of one or more bidders, the bid with the highest technical score (TS) will be rated as the winning bid.

**J). Other Terms & Conditions:**

- (i) Bids received after the closing date and time will not be entertained.
- (ii) The Embassy reserves the right to extend the last date and time for submission of the bids at its own discretion.
- (iii) The bidder/agency shall bear all costs associated with the preparation and submission of its bids and the Embassy of India will in no way be held responsible or liable for these costs, regardless of the conduct or outcome of the bidding process. It is also clarified that no binding relationship will exist between any of the respondents and the Embassy until execution of a contractual agreement.
- (iv) The bids shall remain valid for a period of 180 (One hundred & eighty) days from the date of opening of bid. In exceptional circumstances, the consent of the bidder may be requested in writing for an extension to the period of bid validity. Such requests should preferably be made much before the expiry of the bid validity. The bid security provided shall also be suitably extended.
- (v) Failure to furnish all the required information may result in rejection of the bid.
- (vi) Agencies applying for the tender will submit a certificate that the information submitted by them is correct and they will abide by the decision of the Embassy. In case the information submitted by the firm is found to be false and/ or incorrect in any manner, the agency can be suspended and/or debarred for a period of 05 years.
- (vii) Any notice by one party to the other pursuant to the Contract shall be sent by e-mail/letter and confirmed in writing to the address specified for that purpose in the Contract.
- (viii) To assist in Technical evaluation, the Embassy reserves the right to call for any clarification from any/all bidder/agency during the evaluation of the bids. Such clarification should be submitted only in writing. However, no other correspondence on bids will be entertained.
- (ix) Participation in this bid will imply that the bidder has accepted all the terms and conditions and subsequent modifications, if any, of this bid document.
- (x) The Embassy shall have the sole proprietary rights over the content created/edited/provided by the agency who has been awarded the contract through this tender and the agency can't use the content for its own benefit and publicity.
- (xi) In all matters related to dispute relating to this tender, the decision of this office will be final and binding upon the firm/agency.

(xii) The Embassy reserves the right to accept or reject any or all proposals without assigning any reasons. No tenders shall have any cause or claim against the Embassy for rejection of his proposal.

**K). Payment terms:**

(i) The price quoted shall remain fixed and shall not be subject to any variation on account of exchange rates, duties, levies, etc., except in the event of any change in Government taxes/VAT. The agency shall be paid its quoted monthly price; however, payments shall be made on a quarterly basis upon submission of bills within one week after the expiry of each quarter. Payment shall be effected through bank transfer or any other approved electronic mode, as decided by the Embassy.

(ii) The agency who has been awarded the contract shall submit the bills within a week of the subsequent month after the expiry of a quarter indicating full description.

(iii) Agencies, which submit the bid, are advised to ensure that the prices/ rates quoted are inclusive of the manpower support required for the execution and continuous monitoring of the project during the Contract period. No deviation in any of the conditions is allowed during the project period. No increase in prices would be allowed during the contract period.

**L). Equipment, Software & Human resources:**

(i) The contractor must procure and provide all the hardware and software licenses required to its project team to enable them to meet the target assignment as elaborated in scope of work. Contractor is expected to procure and use any/all software (licensed) required in connection with this contract for Social Media Management & Analysis. This will include equipments & softwares for all the sections of the project team i.e. content writers, script writers, graphic designers, video editors, social media listening team, voice over artists etc. The Contractor also undertakes the responsibility for maintenance, repair and replacement of the above equipment. Indicative specifications equipment and software required for design & content writers are attached in **Annexure III** for reference.

(ii) The Embassy requires that the company engages professionals in the field of journalism, graphic designing, video-audio editing, script writing, voice over artists, social media analysis to undertake the project and reserves the right to call for the resumes, documents relating to their professional background, expertise and their achievements.

**M). No Subcontracting:**

(i) The bidder/agency so selected should have the capability to perform the entire scope of the work without outsourcing the same to any third party in any manner.

(ii) Quality of creatives and timely uploading them on the social media handles of the Embassy within the time schedule are of paramount importance and any lapse may lead to cancellation of the contract with the agency without any further notice.

(iii) The agency selected through this tender must provide the Embassy access to all the source code & material/data utilized for the scope of this tender.

(iv) Notwithstanding any of the provisions mentioned above, for rates and other terms and conditions, in case of any disagreement etc., the decision of the Embassy will be final and

binding on all bidders participating in this bid.

**N). Earnest Money Deposit:**

- (i) A bidder is required to submit an Earnest Money Deposit (**EMD**) of AED 12,000 (2% of the estimated tender value i.e. AED 6,00,000) in the form of Insurance Surety Bonds, Account Payee Demand Draft, Fixed Deposit Receipt, Banker's Cheque or Bank Guarantee (including e-Bank Guarantee) from any of the Commercial Banks, or payment online in an acceptable form, safeguarding the purchaser's interest in all respects. The EMD shall be valid for a period of 45 days beyond the final bid validity period and shall be submitted in favour of the Pay and Accounts Officer, Embassy of India, payable at Abu Dhabi. No third-party EMD will be accepted.
- (ii) The Earnest Money Deposit of unsuccessful bidders shall be returned within 30 days of the declaration of the result of the corresponding stage (either technical or financial evaluation) in which their bids have been eliminated. The EMD shall not earn any interest.

**O). Indemnification:**

- (i) The selected Contractor shall indemnify, defend, and hold and save harmless, the Embassy/ Government of India, and its officials and employees, from and against all suits, proceedings, claims, demands, losses and liability of any kind or nature brought by any third party against the Embassy/ Government of India, including, but not limited to, all litigation costs and expenses, attorney's fees, settlement payments and damages, based on, arising from, or relating to:
  - (ii) Allegations or claims that the possession of or use by the Embassy of any patented device, any copyrighted material, or any other goods, property or services provided or licensed to the Embassy under the terms of the Contract, in whole or in part, separately or in a combination contemplated by the Contractor's published specifications thereof, or otherwise specifically approved by the Contractor, constitutes an infringement of any patent, copyright, trademark, or other intellectual property right of any third party; or,
- (iii) Any acts or omissions on the part of the Contractor, or Contractor's Personnel or anyone directly or indirectly employed by the Contractor in the performance of the Contract, which give rise to legal liability to anyone not a party to the Contract including, without limitation, claims and liability in the nature of a claim for worker's compensation.
- (iv) The indemnity set forth, above, shall not apply to a claim of infringement resulting from the Contractor's compliance with specific written instruction by the Embassy directing a change in the specifications for the goods, property, materials, performance of the contract of requiring the use of specifications not normally used by the Contractor.
- (v) In addition to the indemnity obligations set forth in this Article, the Contractor shall be obligated, at its sole expenses, to defend the Embassy/ Govt. of India and its officials, agents and employees, pursuant to this Article regardless of whether the suits, proceedings, claims and demands in question actually give rise to or otherwise result in any loss or liability.
- (vi) The Embassy shall advise the Contractor about any such suits, proceedings, claims demands, losses or liability within a reasonable period of time after having received actual notice thereof. The Contractor shall have sole control of the defense of any such suit, proceeding, claim or demand and of all negotiations in connection with the settlement or compromise thereof, except with respect to the assertion or defense of the privileges and immunities of the Embassy/Govt of India or any matter relating thereto, for which only the

Embassy itself is authorized to assert and maintain. The Embassy shall have the right, at its own expense, to be represented in any such suit, proceeding, claim or demand by independent counsel of its own choosing.

**P). Confidentiality & Secrecy**

- (i) Secrecy of the matter given should be maintained at all times by the Contractor.
- (ii) Contractor hereby acknowledges that the copyright of the material rests with the Embassy for both text and audio-visuals.
- (iii) Contractor is not authorized to reproduce/reprint/transmit to a third party in any manner including photocopying, photographing, cyclostyling, microfilming, scanning or any electronic means of copying or any other means whatsoever without the written permission of the Embassy.

**Q). Performance Guarantee:** The successful bidder shall provide a Performance Bank Guarantee for the due and faithful performance of contract for a sum of 3% of the total contract price before the signing of Agreement in the form of an Account Payee Cheque. The Performance Guarantee should remain valid for a period of 60 days beyond the date of completion of contractual obligations. Earnest Money Deposit of successful bidder will be returned after submission of Performance guarantee. Refusal or inability or delay by successful bidder to supply all deliverables as per scope of work at the contracted rate may result in termination of the contract and forfeiture of Performance Bank Guarantee (PBG) as well as disqualification of the bidder from participating in future tenders.

In case of extension of the contract, the Performance Bank Guarantee (PBG) shall be extended accordingly by the contractor. Any delay in release/return of the Performance Bank Guarantee shall not attract any interest.

**R). Agreement deed:** The successful bidder shall execute an agreement for the fulfilment of the contract within 15 days from the date of award of the contract. The incidental expenses of execution of agreement/Contract shall be borne by the successful bidder. Agreement/contract will be signed after the submission of the Performance Bank Guarantee (PBG) which shall be 3 percent of the contract value.

**S). Penalty Clause:**

(i) If at any future point of time it is found that the Contractor has made a statement which is factually incorrect or if the Contractor does not fulfill any of the contractual obligations or found to be in breach of the terms & conditions of this contract, the Embassy may take a decision to cancel the Agreement with immediate effect, forfeit the Performance Bank Guarantee deposited by the Contractor and / or debar the Contractor from bidding prospectively for a period of three years or take any other action as deemed necessary. Notwithstanding any of the provisions mentioned above, for rates and other terms and conditions, in case of any disagreement etc. decision of the Competent Authority of the Embassy will be final and binding.

(ii) A periodic quarterly review shall be made regarding the fulfilling of contractual obligations to the satisfaction of the Embassy.

(iii) It would be the responsibility of the contractor to ensure satisfactory services. In case of delayed or unsatisfactory services, a penalty equivalent to minimum 0.1% of the monthly rate (inclusive of VAT) for delay in service by 8 hours or more and 0.5% of the monthly

rate for repeated delays is provisioned as penalty. Penalty up to 10% of the contract value can be levied for the services delayed.

The contract shall be terminated with forfeiture of Performance Bank Guarantee (PBG) if cumulative penalty exceeds 10% of the contract value.

(iv) Compliance with local laws, including minimum wages and statutory obligations, shall be the sole responsibility of the contractor. The Embassy shall bear no liability, financial or legal, arising out of non-compliance by the contractor under any circumstances.

**T). Governing Laws and Jurisdiction:** This shall be construed and governed by the laws of India, and parties hereby submit to exclusive jurisdiction of the Courts of India.

**U). Settlement of Disputes and Arbitration:** All disputes, differences and questions arising out of or in any way touching or concerning the agreement or subject matter thereof or the representative's rights, duties or liability of the parties shall be referred to the sole arbitrator by the Ambassador of India to the UAE, by way of arbitration under the Arbitration and Conciliation Act 1996 as amended up to date. The arbitrator shall be entitled to extend the time of arbitration proceedings with the consent of the parties. The venue of such arbitration shall be at Abu Dhabi. The language of arbitration proceedings shall be English.

**V). FORCE MAJEURE:**

(i) The Embassy may consider relaxing the penalty and delivery requirements, as specified in the tender document, if and to the extent the delay in performance or failure to perform its obligations under the contract is the result of Force Majeure.

(ii) Force majeure as used herein means any unforeseeable and irresistible act of nature, any act of war (whether declared or not), invasion, revolution, insurrection, terrorism, or any other acts of a similar nature or force, provided that such acts arise from causes beyond the control and without the fault or negligence of the Contractor.

(iii) In the event of and as soon as possible after the occurrence of any cause constituting force majeure, the affected Party shall give notice and full particulars in writing to the other Party, of such occurrence or cause if the affected Party is thereby rendered unable, wholly or in part, to perform its obligations and meet its responsibilities under the Contract.

(iv) The affected Party shall also notify the other party of any other changes in condition or the occurrence of any event which interferes or threatens to interfere with its performance of the Contract. On receipt of the notice or notices required hereunder, the Party not affected by the occurrence of a cause constituting force majeure shall take such action as it reasonably considers being appropriate or necessary in the circumstances, including granting the affected Party of a reasonable extension of time in which to perform any obligations under the Contract.

(v) If the contractor is rendered unable, wholly or in part, by reason of force majeure to perform its obligations and meet its responsibilities under the Contract, the Embassy of India shall have the right to suspend or terminate the Contract on the same terms and conditions with immediate effect. In any case, the Embassy of India shall be entitled to consider the Contractor permanently unable to perform its obligations under the Contract in case the Contractor is unable to perform its obligations, wholly or in part, by reason of force majeure.

**W) Liquidated damages and termination:**

(i) In case of quality of service provided by the contractor found wanting / inadequate, the

competent authority may terminate the contract agreement after giving 15 days' notice. In that case the competent authority may forfeit the Performance Guarantee deposit.

(ii) In case of material breach of any of terms and conditions mentioned in the tender document, the competent authority will have the right to terminate the contract, cancel the work order without assigning any reason and nothing will be payable by this Embassy in that event and the Performance security deposit may also be forfeited.

- X) **Closure of Contract**- Before the final payment to the contractor is made and before the PBG is released, the contractor shall furnish a "no claim certificate" as per the format given in the Annexure 21 of Manual for Procurement of Services, 2017.

**(Arpit Jain)**  
**First Secretary (PIC)& HOC**  
**Embassy of India,**  
**Abu Dhabi**  
**Email Id: [cul.abudhabi@mea.gov.in](mailto:cul.abudhabi@mea.gov.in)**

**(MANDATORY DOCUMENTS TO BE SUBMITTED)****Checklist of documents to be provided for Technical Proposal as per Clause (G)**

	<b>Document</b>
1.	Bank cheque of <b>Earnest Money Deposit (EMD) of AED. 12,000/-</b> (AED Twelve Thousand only).
2.	Copy of Commercial/Trade license issued by the Government of the UAE
3.	Proof of minimum experience of 5 years in the field of social media management, analysis and working in conjunction with Government Entities/Embassies and reputed private organizations.
4.	Copy of audited account statements for the last three financial years (2023-24 , 2024-25 & 2025-26)
5.	A list of owners/partners etc. of the agency.
6.	Undertaking to the effect that the firm is neither blacklisted by any Govt. Department nor any Criminal Case is registered against the firm or its owner or partners anywhere
7.	Copies of award of contracts along with Certificate of satisfactory performance from Embassies/UAE Ministries/ Royal courts/private organizations of repute.
8.	Copy of proof of qualification/additional skills in respect of the team proposed to be employed by the Agency.
9.	Proof of average annual turnover of AED 5,000,000 during the last three Financial Years (2023-24 , 2024-25 & 2025-26).
10	Self certification regarding Manpower employed by Agency.
11	Self certification to the effect that the information provided by the Agency is correct and they will abide by the decision of the Embassy.
12	Brief profile of the company along with any other information.
13	Proforma A (As per Annexure I (A) given in the tender document
14	Proforma B (As per Annexure I (B)) given in the tender document
15	Whether you have submitted the bids STRICTLY as per Clause-G of this Tender Document.
16	Whether Annexure-I and Annexure-II submitted as per the proforma given in the Tender document.

**Proposed Vision, Content Design/Storyboard/Captions Etc. For Following Events**

**(As Part Of Technical Bid And Submitted Along With Documentation In Annexure-I):**

**Campaign designs for the events below:**

1. PM visit to the UAE
2. Meme/graphic/post against fake e-visa websites
3. Celebration of the inclusion of Henna in the UNESCO Intangible list

**Social Media Listening and Analysis**

4. On the day of live presentation, the bidder is required to present a Social Media Analysis of trending content from 3 days prior to the day of presentation covering content in the local media and Social media (Arabic and English)

**Team Composition Details of the Social Media Management Team identified to Work with Embassy**

**(As Part Of Technical Bid And Submitted Along With Documentation In Annexure-I):**

Part -1: Proposed Number of Team Members dedicated to the Embassy's account

<b><u>Particular</u></b>	<b><u>Number</u></b>
Total Team Strength	

Part- 2: The following details shall be furnished for **Each** Team Member

- (i) Name of Team Member (Optional):
- (ii) Designation:
- (iii) Role in the team:
- (iv) Qualification:
- (v) Number of years of experience in the current role:
- (vi) Total experience:
- (vii) Contact No.

**Financial bid proforma as per Clause (G)**

<b><u>Particular</u></b>	<b><u>Value</u></b>	<b><u>Remarks</u></b> <b><u>(OPTIONAL)</u></b>
Monthly Rate (AED)		
VAT @ 5%		
Total Monthly Rate (AED) (=FbS for the purpose of Clause		

Name of the Company: \_\_\_\_\_

Address: \_\_\_\_\_

Place: \_\_\_\_\_

Seal/stamp: \_\_\_\_\_

Date: \_\_\_\_\_

**Indicative requirement of equipments & softwares for the design & content writers**

Software for each member of the design team:

- Adobe Suite (Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premier, Adobe Media Encoder), preferably the same version for all members of the design team.
- Corel Draw (Latest version)
- MS Office

Third Party Social Media Tools for dashboard and Listening

Hardware Configuration for each member of the design team:

- i7 12th generation
- 4GB Graphic Card NVIDIA RTX Geforce Or 3050ti
- 32GB RAM
- 512 GB SSD
- 1 TB Space

System Configuration for each member of the Content Team:

- I5 processor
- 4GB RAM
- 500GB storage

Stock Footage Bank Subscription:

- Shutter stock ( Image/ Video Stock )
- Envato ( Video Stock/ Music)
- Story blocks ( Video Stock/ Music )
- www.bensound.com (Music Stock )
- Beepro ( Newsletter)

Other requirements:

- 2 pendrives
- 3 portable Hard Drive (two 2TB and one 1 TB)
- Cloud storage of at least 500 GB
- 1 Internet Dongle

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