



**Tender for Selection of an Agency for Social Media Management in respect of
High Commission of India, Dar es Salaam**

TENDER NO.:
(DAR/POL/302/01/2026)
DATED: 29/06/2026

Last date for submission of bid: 20/07/2026

High Commission of India
P.O. Box 2684, Plot No. 213/51, Shaaban Robert Street, Dar es Salaam, Tanzania

DATES TO REMEMBER

Sl. No.	Events	Date
1	Notice Inviting Tender	29.06.2026
2	Issue/Start date for downloading Tender Document	29.06.2026
4.	Pre-bid meeting (for clarifications)	03.07.2026
4.	Last date of Tender Submission	20.07.2026
5.	Opening of Technical Bids	20.07.2026

**High Commission of India
Dar es Salaam**

29/06/2026

1. High Commission of India, Dar es Salaam invites Tenders under two bid systems from registered and authorized firms/service agencies for an Annual Contract for providing social media management services to the High Commission of India, Dar es Salaam.
2. The tender document can be downloaded from the websites <http://www.eprocure.gov.in> or <https://hcitz.gov.in/> from 29/06/2026 onwards. Please note that any corrigendum/ addendum in the above tender document, if required, will be hosted on the website of the High Commission of India, Dar es Salaam as given above.
3. The interested firms/ service agencies should submit their bids in two separate sealed covers, superscribed as "Technical Bid" and "Financial Bid". Both sealed covers should be put in a single envelope superscribed as for Annual Contract for providing social media management-related services addressed to the Head of Chancery, High Commission of India, Dar es Salaam. The envelope should be dropped at the Gate/ Reception (in designated Tender Box) of the High Commission of India, Dar es Salaam at the address P.O. Box 2684, Plot No. 213/51, Shaaban Robert Street, Dar es Salaam, Tanzania. Please note that the tender document will not be accepted after the expiry of the stipulated date and time for the purpose.
4. The Earnest Money Deposit (EMD) of the TZS 5,500,000/- in the form of the Account Payee Demand Draft/Pay Order drawn in favour of "High Commission of India, Dar es Salaam" is required to be submitted along with tender bids.
5. The bidders have an option to submit, in lieu of EMD of TZS 5,500,000/-, a signed Undertaking to the effect that if they withdraw or modify their bids during the period of validity, or if they are awarded the contract and they fail to sign the contract, or to submit a performance security before the stipulated deadline, they will be suspended for a specified time period from being eligible to submit bids for contracts with the High Commission of India, Dar es Salaam. The format for the Undertaking is given at Annexure-II of this tender document.
6. The technical bids will be opened on a specified date by a Tender Evaluation Committee (TEC) authorized by the Competent Authority. The financial bids of only those bidders, whose Technical Bids are found responsive, shall be opened by the TEC. Bidder who quotes the lowest bid (L1), will be awarded the work [Least Cost Selection (LCS) method]. If there are any queries regarding the tender, please send an e-mail message to sspol.desalaam@mea.gov.in copied to hoc.desalaam@mea.gov.in.
7. The Competent Authority reserves the right to reject any or all bids, or cancel the tender, without assigning any reason and the decision of the competent authority of the High Commission shall be final and binding.

**(Rajnish Kumar)
Head of Chancery**

TENDER NOTICE

Subject: Selection of an Agency for Social Media Management in respect of the High Commission of India, Dar es Salaam

1. GENERAL INSTRUCTIONS

- i. For the Bidding / Tender Document Purposes, the High Commission of India, Dar es Salaam shall be referred to as 'Client' and the Bidder/Successful Bidder shall be referred to 'Contractor' and/or 'Bidder' or interchangeably.
- ii. The tender document can be downloaded from the websites of <http://www.eprocure.gov.in> OR <https://hcitz.gov.in/> from 29/06/2026 till **20/07/2026** . The last date of submission of bids is **20/07/2026 till 1300 hrs.**
- iii. While all efforts have been made to avoid errors in the drafting of the tender documents, the Bidder is advised to check the same carefully. No claim on account of any errors detected in the tender documents shall be entertained.
- iv. The bidder shall submit the copy of the authorization letter / Power of Attorney as the proof of authorization for signing on behalf of the Bidder.
- v. All Bidders are hereby explicitly informed that conditional offers or offers with deviations from the conditions of Contract, the bids not meeting the minimum eligibility criteria, Technical Bids not accompanied with the Earnest Money Deposit of requisite amount (or a signed Undertaking in lieu of EMD) or any other requirements specified in the tender documents are liable to be summarily rejected.
- vi. The Parties to the Contract/Agreement shall be the successful bidder (to whom the work has been awarded) and the Client - High Commission of India, Dar es Salaam.
- vii. For all purposes of the contract including arbitration there under, the address of the bidder mentioned in the bid shall be final unless the bidder notifies any change of address by a separate letter sent by registered post with acknowledgment due to the High Commission of India, Dar es Salaam. The bidder shall be solely responsible for the consequences of any omission or error to notify any change of address in the aforesaid manner.

2. SCOPE OF WORK, GENERAL TERMS & CONDITIONS

- i. ***Content strategy & Content creation:***
 - a. To develop long term and short term campaigns (like 'Know India Programme, Bharat Ko Janiye Quiz, Incredible India, tourism promotion etc.')
 - b. To develop content strategy, topic buckets, ad-hoc posts
 - c. Generation of Engagement posts
 - d. Copywriting & Proofreading
 - e. Creation of 15 posts/platform/month including any pre-planned campaign or thematic based (static visuals, infographics/ engagement posts/quiz etc.). This excludes any urgent posts that may be required by the High Commission of India, Dar es Salaam (hereinafter referred to as the High Commission), which shall not exceed 3 additional posts per month.
 - f. Creation of 5 GIF/month
 - g. Creation of 2 short videos/month (up to 10 minutes long). This excludes

any urgent video needs as per emerging requirements of the High Commission, which shall not exceed 2 additional videos per month which inter-alia includes video for events like yearly recap, bilateral videos for VIP visits.

- h. Ability to convert all kinds of content (video/audio/files) from one format to another for given assignments as and when required by the High Commission.
- i. Design digital backdrops, banners, invitations for High Commission events.

ii. Social media strategic advice on a monthly basis:

- a. To implement Social Media Analytics and provide a monthly report on impact of the High Commission's social media activity in terms of number of followers earned, engaged, reached, etc. and other relevant metrics
- b. Social media report to be sent monthly which consists of the following: Performance of each platform, with best posts & other insights; Audience overview of each platform; Demography of audience for each platform; Recommendations about what works better in terms of engagement; and Engagement and conversion insights
- c. Comparative analysis with well-performing other Indian Missions abroad as well as other Diplomatic Missions in Tanzania.
- d. A monthly PESTEL and PORTER analysis

iii. Planning and reporting:

- a. Next month's planning for proposed content to be sent by the 10th of the previous month and all posts to be finalized by the 22nd of each month.
- b. Complaints sheet to be sent as and when the incident occurs

iv. Social Media Marketing:

- a. To develop a strategy to enhance the social media outreach and followers of High Commission through the Social Media handles of the High Commission but not limited to Twitter, Facebook, Instagram, YouTube, LinkedIn etc.) and to engage a wider audience.
- b. To provide templates and tonality
- c. To propose Cover designs as and when required
- d. Responsibility to retweet/reshare the posts of President, PM, EAM and MEA handles as and when instructed on real time basis across the social media platforms.

v. Reputation Management:

- a. Overall Community management: To monitor the Social Media handles of the High Commission and alert the concerned officer of the High Commission on issues that may have arisen in the feeds and provide feedback on posts in a frequency as directed by the concerned High Commission Officer
- b. Crisis and Complaint management- 24/7

vi. Monitoring of Social Media handles:

- a. Daily Monitoring of handles of about 30 local social media accounts as directed by the High Commission.
- b. Weekly analysis report of the topics being posted about by these

accounts along with the responses elicited by them.

- c. Since most local social media content and posts are in Kiswahili, knowledge of the language is mandatory.
- d. Providing 2+1 personnels (2 to be stationed at the High Commission for photography/videography, editing, etc. and 1 to be at the backend to manage the social media handles of the High Commission).

vii. Photography and Videography requirements:

- a. Availability of skilled manpower to be deployed to cover events (within Tanzania) as and when required by the High Commission to shoot short videos/photos for dissemination through social media (atleast 1 photographer and 1 videographer).
- b. Availability of skilled manpower with technical know-how to handle live-streaming of events to be broadcast through social media.
- c. All photos taken during the event to be shared with High Commission and remains property of the High Commission.
- d. The agency has to provide all the necessary equipments such as camera, drives, laptop, software tools, etc. to all the personnels involved in the photography/videography and editing of the content.

viii. General terms and conditions:

- a. High Commission of India, Dar es Salaam reserves the right to amend or withdraw any of the terms and conditions contained in the Tender Document or to reject any or all tenders without giving any notice or assigning any reason to cancel the tender. The decision of the Head of Chancery, High Commission of India, Dar es Salaam in this regard shall be final and binding on all.
- b. The salary and other allowances to the deputed staff will be the sole responsibility of the contractor. High Commission of India, Dar es Salaam will not entertain and dismiss any such separate claims submitted by the Contractor.
- c. Levy/Taxes payable by contractor – Sales Tax/ VAT or any other taxes in respect of this contract shall be the liability of the Contractor and payable by the Contractor and High Commission of India, Dar es Salaam shall not entertain any claim whatsoever in this respect.
- d. The rates shall be quoted on a yearly basis. The rates shall be inclusive including taxes and duties etc.

3. VALIDITY AND EXTENSION OF CONTRACT

The contract will be for a period of 01 (one) year. The contract may be renewed after the period of one year on a year-to-year basis depending on the performance of the contractor and with written consent of the agency, maximum 02 (two) extensions of 01 (one) year each at the sole discretion of the High Commission on the same terms & conditions including payment terms.

4. MINIMUM ELIGIBILITY CRITERIA

- i. The following shall be the minimum eligibility criteria for selection of bidders at the technical bid stage of the bidding process:
 - a. Legally Valid Entity: The Bidder/Bidding Firm shall necessarily be a

legally valid entity either in the form of Limited Company registered under the relevant Act or a firm having trade license granted by the City Corporation to do business in Tanzania and/or India. The proof for supporting the legal validity of the Bidder/Bidding Firm shall be attached with the bid.

- b. Registration: The Bidder /Bidding Firm must have the Tax/VAT registration with the concerned authorities of Tanzania and/or India as the case may be. The proof in support of the same shall be attached with the bid documents.
 - c. Experience: The Bidder shall have a minimum of 3 years of experience providing social media services for Embassies/ Government Ministries and Departments/ Public Sector Companies / Parastatals/ reputed corporate organizations /multinational companies.
 - d. Company profile /information regarding key personnel: The Bidding Company shall also include in its bid, details about the company, about its key personnel and details of personal strength available to handle the work assigned by the High Commission of India, Dar es Salaam along with the client details.
 - e. Location: The company should have a physical office in Tanzania with a workforce of 10 or more employees and the technical qualification and experience of the employees should be included in the bidding document.
 - f. Turnover: Average financial turnover of the company over the last three financial years ending 30 June 2026 must be a minimum of TZS 275 Million.
- ii. Documents supporting the Minimum Eligibility Criteria:
- a. As proof of having fully adhered to the minimum eligibility criteria at 4.1.a, attested copies of certificates issued by the respective authority should be attached with the bid documents.
 - b. As proof of having fully adhered to the minimum eligibility criteria at 4.1.b, attested copies of Tax/VAT registration certificate should be attached with the bidding document.
 - c. As proof of having fully adhered to the minimum eligibility criteria at 4.1.c, attested copies of experience certificates for completed work/ongoing work issued by the Foreign Embassies/ Government ministries/ Departments / Public Sector Companies / Parastatals/ reputed corporate organizations /multinational companies shall be attached with the bid document.
 - d. As proof of having fully adhered to the minimum eligibility criteria at 4.1.d, copies of supporting documents for company profile /information about key personnel, personnel strength, etc. may be provided along with **Annexure–VI** of this tender document.
 - e. As proof of having fully adhered to the minimum eligibility criteria at 4.1.f, documentary proof from the annual financial statements of the company must be submitted.

5. PRE-BID MEETING

Pre-bid meeting shall be held with the eligible and intending bidders on 03.07.2026 at **1000 hrs** at the High Commission of India, Plot No. 213/51, Shaaban Robert Street, Dar es Salaam, Tanzania, to clear the doubts of intending bidders, if any. Bidders should send by email all their queries, before pre-bid Meeting, latest by **1300 hrs on 01/07/2026** to the email ids hoc.desalaam@mea.gov.in and sspol.desalaam@mea.gov.in (Telephone no.+255-22-2113084). If further pre-bid meeting is required for complete and effective interactions, the date and time of the

same will be communicated at the end of 1st pre-bid meeting or later. All modifications/ addendums/ corrigendum issued regarding this bidding process, shall be uploaded on website only and shall not be published in any Newspaper.

6. **EARNEST MONEY DEPOSIT**

- i. The Earnest Money Deposit of TZS 5,500,000/- (TZS Five Million, Five Hundred Thousand only) in the form of account Payee Demand Draft/Pay Order issued by any reputed Bank drawn in favour of “High Commission of India, Dar es Salaam” has to be submitted along-with the bid. The Demand Draft/Pay Order must remain valid for a period of 45 days beyond the final bid validity period.
- ii. No request for transfer of any previous deposit of Earnest Money Deposit or Performance Security Deposit or adjustment against any pending bill held by the Ministry in respect of any previous work shall be entertained.
- iii. In lieu of bid security, the Bidders have the option to submit a signed Declaration to the effect that if they withdraw or modify their Bids during the period of validity, or if they are awarded the contract and they fail to sign the contract, or to submit a performance security before a stipulated deadline, they will be suspended for a from being eligible to submit bids for contracts with the High Commission of India, Dar es Salaam.
- iv. Bidders shall not be permitted to withdraw their offer or modify the terms and conditions thereof. In case the bidder fails to observe and comply with the stipulations made herein or backs out after quoting the rates, the aforesaid bid security shall be forfeited to the government or will render the bidder ineligible to submit bids for contracts with the High Commission of India, Dar es Salaam.
- v. The bids without Earnest Money Deposit or the Declaration will be summarily rejected.
- vi. No claim shall lie against the High Commission of India, Dar es Salaam in respect of erosion in the value or interest on the amount of earnest money deposit or security deposit i.e. no interest will be payable on EMD.
- vii. The bid security may be forfeited if:
 - a. If the bidder withdraws his bid during the period of validity of the bids specified by the bidder in the bid form; or
 - b. In case of successful bidder, if the bidder
 - 1) fails to sign the contract in accordance with the terms of the tender document; or
 - 2) fails to furnish required Performance Security Deposit in accordance with the terms of Tender Documents within the time frame specified by the client; or
 - 3) fails or refuses to honor his own quoted prices for the services or part thereof

7. **VALIDITY OF BIDS**

- i. Bids shall remain valid and open for acceptance for a period for 180 days from the last date of submission of bids.
- ii. In case, the Client calls the bidder for negotiation then this shall not amount to cancellation or withdrawal of original offer which shall be binding on the bidder.
- iii. The client may request for extension of another period of 60 days, without any modifications and without giving any reasons thereof.

8. **PREPARATION OF BIDS**

- i. Language: The bid and all supporting documents should be in **English** only. All

the documents should be submitted in two sets; one original and one copy.

- ii. **Technical Bid:** Technical Bid should be prepared as per the instructions given in the Tender Document along with all required information, documents in support of the minimum eligibility criteria and valid EMD of requisite amount (or a judicially valid Undertaking in lieu of EMD). Documents comprising the Technical Bid would be the following:
 - a. Technical Bid Submission Form duly signed and printed on Company's letterhead.
 - b. Contact Details Form, duly filled and signed & stamped.
 - c. Earnest Money Deposit of TZS 5,500,000/- or a judicially valid Undertaking in lieu of EMD (format for the Undertaking is given at **Annexure-II** of this tender document).
 - d. All attested supporting documents in proof of having fully adhered to minimum eligibility criteria.
- iii. **Financial Bid:** Bidder shall prepare the financial Bid in the Price Schedule as provided in the Tender Document at **Annexure-VIII**. Financial Bid shall be put in a separate sealed envelope superscribed as "Envelope B- Financial Bid".

9. **SUBMISSION OF BIDS**

- i. The Bidding firms have to submit the tenders in two bid systems {i.e Technical Bid and Financial Bid} in the prescribed proforma. Tenders are to be submitted to the Head of Chancery, Plot No. 213/51, Shaaban Robert Street, Dar es Salaam, Tanzania.
- ii. All the documents in support of eligibility criteria etc. and other required documents are to be submitted along-with the Tender Documents. No Tender Documents will be accepted after the expiry of stipulated date and time for the purpose under any circumstances whatsoever. The tender shall be submitted in sealed envelopes as described below:

ENVELOPE 'A'	Technical bid
ENVELOPE 'B'	Financial Bid

- iii. The technical bid and financial bid should be sealed by the bidder in separate covers duly super-scribed and both these sealed covers are to be put in a bigger cover which should also be sealed and duly superscribed.
- iv. No Bid shall be accepted after the specified date and time. However, the Competent Authority in the High Commission reserves the right to extend the date / time for submission of bids, before opening of the Technical Bids.

10. **BID OPENING PROCEDURE**

- i. The Technical Bids (Envelope 'A') shall be opened at the High Commission of India on 20/07/2026 at 1500 hrs in the presence/virtual presence of bidders or their representatives and the Tender Evaluation Committee constituted by the Competent Authority of the High Commission of India. After evaluation of the Technical Bids, a list of qualified/ technically acceptable bidders will be prepared by the High Commission of India. The Financial Bids (Envelope 'B') will be opened at a subsequent date, which will be intimated to the shortlisted bidders by e-mail/telephone. If any of the bidders or their representatives fail to

be present on the designated time for opening of bids, the bids will be opened in absentia.

- ii. The Financial Bids of only those bidders who qualify at the Technical Bid stage, shall be opened by the Committee authorized for the purpose. Those bidders who qualify in the technical bid stage, will be intimated by e-mail message/telephone regarding the date of opening of the Financial Bids.
- iii. If the date fixed for opening of bids is subsequently declared as holiday by the Government, the revised date of schedule for the opening of the Financial Bids will be notified. However, in absence of such notification, the bids will be opened on the next working day of the High Commission of India, the time remaining unchanged.
- iv. A letter of authorization shall be submitted by the Bidder's representatives before opening of the Bids.
- v. Absence of the bidder or their representative shall not impair the legality of the opening procedures.
- vi. After opening of the Technical Bids and verification of the EMD amount or a judicially valid Undertaking, the technical bids shall be evaluated to ensure that the bidder meets the minimum eligibility criteria as specified in the Tender Document.

11. **TECHNICAL BID EVALUATION**

- i. The Technical Bids shall be evaluated based on the available documents submitted by the bidder (as per parameters laid down in **Annexure-VII**). To assist in the examination, evaluation and comparison of the bids, and qualification of the bidders, the client may, at its discretion, ask any bidder for a clarification of its bid. Any clarification submitted by a bidder that is not in response to a request by the Client shall not be considered. The Client's request for clarification and the response of the bidder shall be in writing.
- ii. If a bidder does not provide clarification of its bid by the date and time set in the client's request for clarification, its bid may be rejected.
- iii. Client also reserves the right to seek confirmation/clarification from the issuer agency on the supporting documents submitted by the bidder.
- iv. Bidders shall be required to present a **Technical Presentation** showcasing their skills and details regarding the parameters laid down in **Annexure-VII**. The date, time and venue of the same will be communicated at a later stage.

12. **PERFORMANCE SECURITY (PS)**

- i. The successful bidder has to deposit Performance Security which will be a sum equivalent to 5% of the accepted contract value in favour of the High Commission of India, Dar es Salaam, payable in form of Demand Draft /Pay Order Bank Guarantee or by bank transfer (if an Indian company is awarded the contract) within fifteen days of the acceptance of the LoA. Performance Security should remain valid for a period of sixty days beyond the date of completion of all contractual obligations of the Contractor. In case, the contract is further extended beyond the initial period, the Performance Security will have to be renewed accordingly by the Contractor. No interest shall be paid on Performance Security.
- ii. The Performance Security will be forfeited by order of the Competent Authority

in the Mission in the event of any breach or negligence or non-observance of any terms & conditions of the contractor for unsatisfactory performance or for non-acceptance of the work order. On expiry of the Contract, a portion of the Performance Security as may be deemed fit by the Mission sufficient to cover any incorrect or excess payments made on the bills to the firm shall be retained on the account of the Contractor's bill has been received and examined.

- iii. If the Contractor fails to provide the Performance Security within fifteen days of the acceptance of LoA, such failure shall constitute a breach of the contract and the High Commission of India shall be free to make other arrangements at the risk, cost and expense of the Contractor.
- iv. On due performance and completion of the contract in all respects, the Performance Security shall be returned to the Contractor without any interest or presentation of the absolute 'No Demand Certificate' from the Contractor and upon return in good condition of any specifications, samples or any other property belonging to the Client, which may have been issued to the Contractor, for carrying out work as stipulated in the contract.

13. PAYMENTS

- i. The Contractor shall be paid on a monthly basis for the services rendered in the preceding month. The billing cycle will be the 1st of every month to the last day of the month. The Contractor shall submit correct invoice in terms of quality and commercial aspects within 10 days of the succeeding month and payment shall be released within 30 days of receipt of acceptable invoices which are in order.
- ii. All payments shall be made through a crossed cheque.
- iii. All payments to workers of the Contractor in terms of minimum wages etc. shall be the responsibility of the Contractor in terms of the Government regulations to be abided by the Contractor. Claim for any escalation on account of revision of minimum wages or any other exigency shall neither be submitted to the High Commission nor be entertained by the High Commission of India
- iv. No payment shall be made in advance nor will any loan from any bank or financial institution be recommended on the basis of the order of award of work.

14. OTHER CONDITIONS, FORCE MAJEURE AND PENALTY CLAUSE

- i. The Contractor should not outsource or sub-contract whole or any part of the work and should have sufficient manpower/capability at all times to execute the work on its own.
- ii. The workers provided by the Contractor should be on the roll of the Company and their antecedents should be pre-verified with the police authorities. A copy of the police clearance and/or verification report of each worker should be available with the Contractor for presenting the Client, if demanded at any time.
- iii. The bidder must have satisfactory arrangements for adequate training of its

- employees who will be entrusted with the work of the Client.
- iv. The Company shall provide a precise profile of its key clients along with complete details of the services provided.
 - v. In case the Contractor fails in adhering to the daily work given for delivery and the Mission has to make alternative arrangements to ensure that the work is done, the High Commission reserves the right to deduct the costs thereof from the regular payments due to the Contractor.
 - vi. The Contractor would be fully responsible for its acts of omission or negligence, dishonesty or misconduct of its employees towards the work entrusted by the Client to the Contractor.
 - vii. All information shared by the High Commission of India to the Contractor in the course of work is to be treated as **strictly confidential** and not to be shared with any other entity. The Contractor will be responsible for the confidentiality of the content shared by the High Commission. Any breach of confidentiality by an employee of the Contractor will require immediate corrective action.
 - viii. The High Commission of India reserves the right to amend or withdraw any of the terms and conditions in the tender document or to reject all tenders without giving any notice or assigning any reasons whatsoever. The decision of the High Commission of India in this regard shall be final and binding on all.
 - ix. The High Commission of India reserves the right to revoke the Contract at any time, if the services rendered are not found to be satisfactory during the period of the contract.
 - x. The High Commission, may by written notice sent to the Contractor (through e-mail message or registered post) may terminate the contract in whole or in part at any time for its convenience.
 - xi. Any wrong or misleading information will lead to disqualification.
 - xii. Should any new areas of work not envisaged as being part of this tender document be added, the prices for the new areas of work shall be mutually agreed upon between the Client and the Contractor based on the prevailing rates as deemed to be reasonable and agreed in this tender document.
 - xiii. The High Commission of India, Dar es Salaam will own the rights, intellectual or otherwise of all the content created as part of the contract. In case the contract is terminated, the Contractor shall duly hand over all the content created in the duration of the contract to the High Commission of India.
 - xiv. The High Commission will regularly monitor the performance of the contractor. Any qualified mistake/ shortcoming on part of the bidder will be penalized as per following quantum:

Sl. No.	Any qualified mistake/ shortcoming with respect to para	Quantum of penalty
a)	2(i) Content strategy & content creation	Upto 5% of monthly payment
b)	2(ii) Social media strategic advice on a monthly basis	Upto 5% of monthly payment
c)	2(iii) Planning and reporting	Upto 5% of monthly payment

d)	2(iv) Social media marketing	Upto 5% of monthly payment
e)	2(v) Reputation management	Upto 5% of monthly payment
f)	2(vi) Monitoring of social media handles	Upto 5% of monthly payment
g)	2(vii) Photography and videography requirements	Upto 10% of monthly payment
h)	2(viii) General terms & conditions	Upto 5% of monthly payment

Repetitive mistakes/ shortcoming on part of the successful bidder may attract penalty upto 50% of monthly payment.

LETTER OF BID

Dated: .../.../2026

To,
Name
Head of Chancery
High Commission of India,
Plot No. 213/51, Shaaban Robert Street, Dar es Salaam, Tanzania.

Ref: Invitation for Bid No. dated .../.../2026

We, the undersigned, declare that:

1. We have examined and have no reservations to the Bidding Documents, including Addenda issued in accordance with Instructions to Bidders.
2. We offer to execute in conformity with the Bidding Documents for annual contract for handling social media sites (as explained in the 'Scope of Work' in Tender Document) of the High Commission of India, Plot No. 213/51, Shaaban Robert Street, Dar es Salaam, Tanzania at the Chancery complex of the High Commission of India, Tanzania.
3. Our bid shall be valid for a period of 180 days from the date fixed for the bid submission deadline in accordance with the Bidding Documents and shall remain binding upon us and maybe accepted at any time before the expiry of the period.
4. If our bid is accepted, we commit to submit a Performance Security Deposit in accordance with the Bidding Documents.
5. We also declare that the Government of India or any other Government body has not declared us ineligible or blacklisted us on charges of engaging in corrupt, fraudulent, collusive or coercive practices or any failure/lapses of serious nature.
6. We also accept all the terms and conditions of this bidding document and undertake to abide by them, including the condition that you are not bound to accept the highest ranked bid / lowest bid or any other bid that you may receive.

Yours sincerely,

Authorized Signatory
(Authorized person shall attach a copy of Authorization for signing on behalf of Bidding company)

Full Name and Designation

(To be printed on Bidder's letterhead)

(On the letterhead of the bidding company)

The Head of Chancery
High Commission of India
Plot No. 213/51,
Shaaban Robert Street,
Dar es Salaam, Tanzania

UNDERTAKING

I, _____, of M/s. _____, having registered office at _____, do hereby undertake that my company, M/s. _____, will not withdraw or modify its bids from Tender No. dated .../.../2026 for the **'Selection of an Agency for Social Media Management in respect of High Commission of India, Dar es Salaam** during the period of validity of the bids.

I further undertake to have understood that if my company M/s. _____ Enterprise withdraws or modifies its bids or if it fails to sign the contract or fails to submit a performance security before the stipulated deadline if the work is awarded to it, M/s. _____ will be suspended for a specified time period from being eligible to submit bids for contracts with the High Commission of India, Dar es Salaam.

Place :

Date :

Notification of Award

Contract No:

Date:

To:

[Name of Contractor]

This is to notify you that your Tender dated *[insert date]* for the execution of the Works for *[name of project/Contract]* for the Contract Price of TZS *[amount in figures and in words]*, as corrected and modified in accordance with the Instructions to Tenderers is hereby accepted by *[name of Employer]*.

You are requested to proceed with the execution of the Works on the basis that this Notification of Award shall constitute the formation of a Contract, which shall become binding upon you furnishing a Performance Security and signing the Contract Agreement within Seven (7) days.

We attach the Contract Agreement for your perusal and signature.

Signed

Duly authorised to sign for and on
behalf of *[name of Procuring
Entity]*

Date:

Contract Agreement

THIS AGREEMENT made the *[day]* day of *[month]* *[year]* between *[name and address of Employer]* (hereinafter called "the Employer") of the one part and *[name and address of Contractor]* (hereinafter called "the Contractor") of the other part:

WHEREAS the Employer invited Tenders for certain works, viz, *[brief description of works]* and has accepted a Tender by the Contractor for the execution of those works in the sum of TZS *[Contract price in figures and in words]* (hereinafter called "the Contract Price").

NOW THIS AGREEMENT WITNESSETH AS FOLLOWS:

In this Agreement words and expressions shall have the same meanings as are respectively assigned to them in the General Conditions of Contract hereafter referred to.

The documents forming the Contract shall be interpreted in the following order of priority:

- the signed Contract Agreement;
- the letter of Notification of Award
- the completed Tender Submission Sheet as submitted by the Tenderer;
- Work Methodology,
- the priced Bill of Quantities as submitted by the Tenderer;
- Scope of Work, and
- Performance Guarantee
- Other conditions in Tender Document including Force Majeure, Penalty Clause

In consideration of the payments to be made by the Employer to the Contractor as hereinafter mentioned, the Contractor hereby covenants with the Employer to execute and complete the works and to remedy any defects therein in conformity in all respects with the provisions of the Contract.

The Employer hereby covenants to pay the Contractor in consideration of the execution and completion of the works and the remedying of defects therein, the Contract Price or such other sum as may become payable under the provisions of the Contract at the times and in the manner prescribed by the Contract.

IN WITNESS whereof the parties hereto have caused this Agreement to be executed in accordance with the laws of Tanzania on the day, month and year first written above.

For the Employer:

For the Contractor:

Signature
Print Name
Title
In the presence
of
Name

Address

Annexure-V

PROFORMA OF BANK GUARANTEE
(on non-judicial paper of appropriate value)

To,
Head of Chancery
High Commission of India
Dar es Salaam

BANK GUARANTEES NO:

DATE:

Dear Sir(S)

This has reference to the Purchase Order No. _____ Dated _____ been placed by High Commission of India, Dar es Salaam M/s (Name & Address of vendor) for.

The conditions of this order provide that the vendor shall,

Arrange to deliver the items listed in the said order to the consignee, as per details given in said order, and

Arrange for the comprehensive warranty service support towards the items supplied by the vendor on site across Tanzania, as per the warranty clause in said purchase order.

M/s (Name of Vendor) has accepted the said purchase order with the terms and conditions stipulated therein and have agreed to issue the performance bank guarantee on their part, towards promises and assurance of their contractual obligations vide the purchase order No. _____ M/s. (name of vendor) holds a current account with us and has approached us and at their request and in consideration of the promises, we hereby furnish such guarantees as mentioned hereinafter.

High Commission of India, Dar es Salaam shall be at liberty without reference to the Bank and without affecting the full liability of the Bank hereunder to take any other undertaking of security in respect of the suppliers obligations and /or liabilities under

or in connection with the said contract or to vary the terms vis-a-vis the supplier or the said contract or to grant time and or indulgence to the supplier or to reduce or to increase or otherwise vary the prices or the total contract value or to forebear from enforcement of all or any of the obligations of the supplier under the said contract and/or the remedies of the High Commission of India, Dar es Salaam under any security(ies) now, or hereafter held by the High Commission of India, Dar es Salaam and no such dealing(s) with the supplier or release or forbearance whatsoever shall have the effect of releasing the bank from its full liability of the High Commission of India, Dar es Salaam hereunder or of prejudicing right of the High Commission of India, Dar es Salaam against the bank.

This undertaking guarantee shall be a continuing undertaking guarantee and shall remain valid and irrevocable for all claims of the High Commission of India, Dar es Salaam and liabilities of the supplier arising upto and until date.....

Your right to recover the said sum of _____ only) from us in manner aforesaid will not be affected/or suspended by reason of the fact that any dispute or disputes have been raised the said M/s and/or that any dispute or disputes are pending before any officer, tribunal or court or Arbitrator.

Our liability under this guarantee is restricted to _____ Only) Our guarantee shall remain in force until unless a suit action to enforce a claim under guarantee is filed against us within six months from (which is date of expiry of guarantee) all your rights under the said guarantee shall be forfeited and we shall be relieved and discharged from all liabilities there under.

We have power to issue this guarantee in your favour under Memorandum and Articles of Association of our Bank and the undersigned has full power to do under the power of the Attorney dated.

Notwithstanding anything contained herein:

Our liability under this guarantee shall not exceed.....(in words)

This bank guarantee shall be valid up to.....& unless a suit for action to enforce a claim under guarantee is filed against us within six months from the date of expiry of guarantee. All your rights under the said guarantee shall be forfeited and we shall be relieved and discharged from all liabilities there after i.e. after six months from the date of expiry of this Bank guarantee.

We are liable to pay the guaranteed amount or any parts thereof under this bank guarantee only and only if you serve upon us a written claim or demand or before

The Bank guarantee will expire on

Granted by the Bank

Yours faithfully,

For (Name of Bank)

SEAL OF THE BANK

Authorised Signatory

CONTACT DETAILS FORM

1. GENERAL DETAILS OF BIDDER

2. NAME OF THE COMPANY

3. NAME AND DESIGNATION OF AUTHORISED REPRESENTATIVE

4. COMMUNICATION ADDRESS
5. PHONE NO./MOBILE NO.
6. FAX E-MAIL I.D.

7. PARTICULAR DETAILS OF THE BIDDER'S REPRESENTATIVE

8. NAME OF THE CONTACT PERSON
 - a. DESIGNATION
 - b. PHONE No
 - c. MOBILE No
 - d. EMAIL ID

9. DETAILS ABOUT KEY PERSONNEL OF THE BIDDING COMPANY (With ID proof/supporting documents)
 - a.
 - b.
 - c.
 - d.
 - e.

TECHNICAL EVALUATION PARAMETERS

S. No.	Category	Description	Evaluation	Response
1	Social media content strategy (10)	<ul style="list-style-type: none"> - Effectiveness of content strategy proposed by the Agency - Quality and innovativeness of original audio-visual and text-based content produced by the Agency 	<i>On the basis of presentation</i>	<i>On the basis of presentation</i>
2	Detailed Dashboard of Social Media Integrations (5, 10, 5)	A well-integrated dashboard for Social Media platforms (Twitter + FB + LinkedIn + Google + Instagram)		
3		Ownership of required third-party software and expertise with respect to their usage (Photoshop, Illustrator, Premier Pro, After Effects, etc.)		
4		Affiliations with or contacts in Social Media companies such as Facebook, Twitter, etc.		
5	Strategies to increase our Social Media Presence (5, 5)	Effectiveness of strategies to increase followers		
6		Scalability of the strategies to accommodate new platforms/accounts/posts		
7	Social Media Analysis Reports (5)	Precision and accuracy of analytical reports proposed by the Agency		
8	Manpower (10)	Total Manpower employed by the Agency;	<i>Information provided in the response column to be supported with documentary proof as part of the Technical Bid</i>	
9	Experience in Social	Experience in Social media management and analysis in Govt./Public sector		

	Media Management (5, 5 and 5)	companies/ Parastatals in number of years (Min. Experience of 3 years)		
10		Experience in Social media management and analysis in private sector in number of years (Min. experience of 3 years)		
11		Total No. of projects undertaken so far in the field of social media management		
12	Language Support (10)	Proficiency in languages such as English, French, Kiswahili, and Hindi (with facilities for translation of content)		
13	Photography, Videography and Livestream Setup (10)	Quality of the setup including license of software like OBS Studio, etc. and availability of trained manpower to shoot videos/photographs.		
14	Security Set-Up (5)	Data security management. Safety mechanism to prevent unauthorized access to Social Media platforms.		
15	Turnover (5)	Turnover of the Agency over the last three years		

[The minimum qualifying score shall be 70]

**Format for Submitting the Price Schedule
(To be submitted along with the Financial Bid is a separate sealed cover)**

Bid No. _____

Date: _____

To
The Head of Chancery
High Commission of India,
Dar es Salaam

Price Schedule

S. No.	Item	Price/ month in TZS	
1.	Monthly fixed amount		
3.	Applicable taxes, if any		
Total			

Note: Above quoted price is complete and in all respect, including applicable taxes as per technical specifications and terms & conditions mentioned in the bid document.

Yours faithfully,
(Signature of Authorized Signatory)

Name:
Designation:
Company Seal: