सत्यमेव जयते

High Commission of India
Colombo

Notice Inviting Tender (NIT) for selection of an Agency for Social Media Management in respect of High Commission of India, Colombo

Tender No. Col/Inf/302/3/2026 **Dated: 09.11.2026**

Bid Schedule	
Published date	**09.11.2026**
Bid document download start date	**09.11.2026**
Bid submission start date	**09.11.2026**
Clarification start date	**09.11.2026**
Pre Bid Meeting date [if required; virtual format]	**16.11.2026**
Clarification end date	**18.11.2026**
Bid submission end date	**30.11.2026(1400 hrs)**
Date of Technical Bid opening	**30.11.2026 (1500 hrs)**
Date of Presentations by prospective bidders	**Will be intimated later**

Bids can be sent by post/courier/by hand addressed to First Secretary (Press, Information and Culture), High Commission of India, 36-38 Galle Road, Colombo, Sri Lanka.

(Roshni Thomson)
First Secretary (Press, Information and Culture)
High Commission of India
Colombo, Sri Lanka
E-mail: info.colombo@mea.gov.in

TENDER NOTICE

Subject: Selection of an Agency for Social Media Management in respect of High Commission of India Colombo

A. Scope of work

(i) To develop a strategy to enhance the High Commission's presence on social media (High Commission's Social Media handles on X, Instagram, Facebook, LinkedIn, YouTube and any other) and to engage a wider audience.

(ii) Implementation of Social Media Analytics (using Social Media analysis) to gather useful and credible information on foreign policy issues or otherwise trending on social media at the local, regional, national and international level.

(iii) To carry out social media monitoring using AI based tools

(iv) Identification of digital communication opportunities, managing response and designing a strategic social media communication plan for the High Commission. This includes undertaking social media monitoring across 150-200 keywords on a daily basis. The Social Media Monitoring Program to create and manage a Monitoring platform, which will be both predictive and reactive in approach.

(v) To undertake comprehensive campaigns for events on social media including but not limited to X, Facebook, YouTube, Instagram etc.

(vi) To produce coverage reports of social media campaigns in a presentable format, preferably using tools for data visualization.

(vii) To prepare reports on VVIP visit, campaigns in a presentable format, preferably using tools for data visualization and sentimental analysis.

(viii) To produce quality content and creatives, including memes, graphics, GIFs, animations for use of the High Commission on its social media platforms and otherwise, on demand.

(ix) To produce quality AV content for use of the High Commission 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.

(x) The AV content produced should be of HD format, mov file/high resolution mp4 and of international quality, in Sinhala/Tamil/English as per requirement communicated on a case-by-case basis.

(xi) Engage with influencers/bloggers.

(xii) To produce high-quality and time bound live content in case of high - level visits or important events.

(xiii) 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.

(xiv) 24x7 Social Media management and analysis with on-site support. A minimum team size of 12 people will be required. A team shall be deployed on-site at the High Commission. The exact number resource will be determined by the High Commission.

(xv) To track and prepare analysis sheets on issues of topical interest

(xvi) To provide content in local languages and Hindi also

(xvii) To provide design for digital and offline backdrops, standees, flyers etc.

(xviii) To provide audio-visual reels of events including live shoots, when required

(xix) To manage a monthly calendar based on important days both locally, nationally and otherwise based on the instructions from the High Commission.

(xx) Attend weekly virtual meetings with the necessary team members along with a monthly meeting at the High Commission of India.

B. Team Strength, Work Experience & Qualifications

Indicative on-site team*

- Digital communication & Content strategy expert (Minimum 01)
- Video editors/Designers (Minimum 01)
- Analytics expert for monitoring social media platforms, tracking news, making sheets & reports (Minimum 01)
- Manager to manage related social media activities (Minimum 01)
- Members of the on-site team to function as co-coordinators for easy client interface.

Indicative off-site team (minimum 8)

- Voice over artists (English, Sinhala and Tamil) (Minimum 1)
- Script writers (English, Sinhala and Tamil)
- Content writer (English, Sinhala and Tamil)
- Creative Director
- Social media analytics& listening experts (Minimum 1)
- Video editors/designers (Minimum 01)
- Content Researchers (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 Sri Lanka. Capability to track latest information across the media channels and flag events of importance to the High Commission.

Creative Director

- Graduate from a reputed college with a creative flair to develop graphics, video creatives & concepts, up-to-date knowledge of industry software and a professional approach to time, costs and deadlines. Developing design briefs by gathering information and data through research. Working with a wide range of media, including photography and computer aided design. At least 3 years of extensive experience in designing and editing post/video/audio content which has been displayed on various social media platforms. Managing a team of off-site designers; number based on the need and the timeline of the calendar as required by the High Commission.

Social media analytics/listening expert

- Graduate from a reputed college with minimum 3 years of recording experience in analyzing social media on different platforms including X, Facebook, YouTube, Instagram, LinkedIn, etc. Up-to-date knowledge of industry software and social media analysis tools.

Script writer

- Graduate from a reputed college with minimum 3 years of recording experience in script writing for social media. A clear writing style with a creative flair and impeccable knowledge of spelling and grammar. Proficiency in English, Sinhala and Tamil language, should generate content based on the requirement.

Voice over artist

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

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.

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 High Commission on the same rate, terms & conditions, subject to satisfactory services and approval of Competent Authority.

D. **Process of Bidding:** A two bid system (Technical & Financial Bids) will be followed. The technical bids shall be opened on **30.11.2026** at **1500 hrs** at High Commission of India, 36-38, Galle Road, Colombo-03, in the presence of those bidders who may desire to be present at that time. The Technical Bid/presentation will be evaluated by Tender Evaluation Committee. The financial bids of only those bidders, who qualify in the technical bid evaluation, shall be opened. The contract shall be awarded as per the Least Cost System (LCS) as per rule 164 of GFR 2017.

E. **Mandatory Eligibility Criteria**

(i) The agency should be registered with the Government of Sri Lanka and possess 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, High Commissions/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 along with completion certificates provided by the agency.

(iii) The average annual turnover of the agency should be at least LKR 25,000,000/- during the last three FYs (2021-22, 2022- 23 and 2023-24).

(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 High Commission of India, Colombo via email to info.colombo@mea.gov.in within the time-frame as indicated in the Bid Schedule. The High Commission of India, 36-38, Galle Road, Colombo will conduct the Pre-bid Meeting to address the submitted queries, if any, on **16.11.2026** at **1400 hrs** at High Commission of India, Colombo. 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 High Commission

(www.hcicolombo.gov.in). Any resulting amendments shall also be uploaded on the website.

G. Submission of bids

(i) The bid shall be submitted by hand or post at the High Commission of India, Colombo.

(ii) The bids (complete in all respect) must be submitted in a sealed envelope titled "Proposal for Social Media Management at the High Commission of India, Colombo." The name and address of the bidding company/entity must be clearly mentioned on the envelope. The envelope must be addressed to the First Secretary (Press, Information and Culture), High Commission of India, Colombo.

(iii) The bids submitted through E-mail will not be accepted.

(iv) 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.

(v) 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.

(vi) The technical bid must conform to the proforma as per Annexure – I.

(vii) 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/virtual, at the High Commission of India, Colombo 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.

(viii) The financial bid must conform to the proforma as per Annexure – II.

H. Technical Evaluation

(i) Only the agencies that 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:

Social Media management	Dashboard for Social Media Integration (X, Facebook,	Out of 5 marks (on the basis of

capabilities **(Maximum :15 marks)**	Instagram, YouTube etc.)	presentation)
	Ownership and Knowledge of Third party softwares/Licenses held for home-grown softwares (eg.Buzzsumo, 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)
Social media footprint increase **(Maximum :20 marks)**	Strategy to increase the social media presence of High Commission (to be assessed in terms of followers and engagements periodically)	Out of 20 marks (on the basis of presentation)
Vision and strategy **(Maximum :20 marks)**	Proposed vision and digital amplification strategy for High Commission's events (for instance, Visit of Prime Minister of India to any country)	Out of 10 marks (on the basis of Proforma A) Out of 10 marks (on the basis of presentation)
Social Media analysis **(Maximum :10 marks)**	Strategy & Resources (Human/Technological) for social media analysis	Out of 5 marks (on the basis of presentation)
	Creation of analytical reports & Summarizing of the social media developments of the day in a creative manner	Out of 5 marks (on the basis of presentation)
Security **(Maximum :5 marks)**	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)
Manpower **(Maximum :10 marks)**	Team composition/credentials	Out of 10 marks (as per Proforma B)
Relevant experience **(Maximum :20**	Experience in Social media management and analysis in Central or State Govt./PSU	Out of 10 marks [5 =< 6 = 2 marks 6 =< 7 = 5 marks

marks)	sector/Public listed company/Private organizations in number of years (An experience of at least 5 years)	7 =< 8 = 8 marks > 8 = 10 marks]
	Number of projects undertaken with/currently working with; Govt./PSU sector/Public listed company/private sector enterprises.	Out of 10 marks [1-2 = 2 marks 3-4 = 4 marks 5-6 = 6 marks 7-8 = 8 marks >8 = 10 marks
Technical Score (TS)		**.../100 marks**

(iii) Only those bidders who obtain a minimum qualifying Technical Score (TS) 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 intimated on a later date.

(ii) The financial bid must be submitted as per Clause (G).

(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 LCS 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 bidder**s**, the bid with the highest technical score (**TS**) will be rated as the winning bid.

(vi) **Award of Work:** The Lowest Cost bidder shall be awarded the contract.

J. Other Terms and Conditions

(i) Bids received after the closing date and time will not be entertained.

(ii) The High Commission 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 High Commission 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 High Commission 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 High Commission. 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 High Commission 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 High Commission 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 High Commission 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 High Commission for rejection of his proposal.

K. Payment Terms

(i) The price quoted shall remain fixed and not be subject to variations in exchange rate, duties, levies etc. The agency will be paid its quoted monthly price; however, the payment will be made on quarterly basis.

(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 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 and 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 High Commission 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 High Commission 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 High Commission 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 High Commission will be final and binding on all bidders participating in this bid.

N. Earnest Money Deposit:

(i) A bidder is required to submit Earnest Money Deposit **(EMD)** of LKR 500,000/- (2% of the estimated tender value) 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, valid for a period of 45-days beyond the final bid validity period, in favour of High Commission of India, Colombo. No third party EMD will be accepted.

(ii) Earnest Money Deposit of unsuccessful bidders will be refunded within 30 days of declaration of result of the stage (either technical or financial evaluation) in which its bid has been eliminated. Earnest Money Deposit with the High Commission for

the purpose of tender will earn no interest.

O. <u>Indemnification:</u>

(i) The selected Contractor shall indemnify, defend, and hold and save harmless, the High Commission/ 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 High Commission/ 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 High Commission of any patented device, any copyrighted material, or any other goods, property or services provided or licensed to the High Commission 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 High Commission 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 High Commission/ 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 High Commission 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 High Commission/Government of India or any matter relating thereto, for which only the High Commission itself is authorized to assert and maintain. The High Commission 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 High Commission 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 High Commission.

Q. Performance Guarantee: The successful bidder shall provide a Performance 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/Bank Guarantee. 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.

R. Agreement deed: The successful bidder shall execute an agreement for the fulfillment 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% 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 High Commission 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.

(ii) 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 High Commission will be final and binding.

(iii) A periodic quarterly review shall be made regarding the fulfilling of contractual obligations to the satisfaction of the High Commission.

(iv) It would be the first and foremost responsibility of the contractor to ensure that the services are being provided satisfactorily and the contract is executed as per agreed terms and conditions. In the event of delayed or unsatisfactory services or

negligence in services, this High Commission may recover a sum from the contractor equivalent to a minimum of 0.1% of monthly rate as penalty, if the services are delayed by 8 hours or more. The repeat of delay in services will attract a minimum penalty of 0.5% of monthly rate. The maximum amount to be recovered would be 10% of the price for the services delayed/negligence in service. The contract shall be terminated with forfeiture of PBG if cumulative penalty levied exceeds 10% of contract value.

(v) It will be the responsibility of service provider to comply with local labour laws and rules related to Minimum wages. Mission in any manner, will not be responsible with regards to pay, emoluments and other benefits of the employees of service provider.

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 High Commissioner of India to Sri Lanka, 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 Colombo. The language of arbitration proceedings shall be English.

V. Force Majeure:

(i) The High Commission 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 High Commission 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 High Commission 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. <u>Liquidated damages and termination</u>:

(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 High Commission in that event and the Performance security deposit may also be forfeited.

X. <u>Closure of Contract</u>- 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.

(Roshni Thomson)
First Secretary (Press, Information and Culture)
High Commission of India, Colombo
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Annexure-I

Checklist of documents to be provided for Technical Proposal as per Clause (G)

S.No.	Document
1.	Bank cheque of **Earnest Money Deposit (EMD) of LKR 500,000**/- (LKR Five Hundred Thousand only).
2.	Copy of Commercial/Trade license/Registration issued by the Government of Sri Lanka
3.	Copy of audited account statements for the last three financial years
4.	A list of owners/partners etc. of the agency.
5.	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
6.	Copies of award of contracts along with Certificate of satisfactory performance from High Commissions/Embassies/SL Ministries/private organizations of repute.
7.	Copy of proof of qualification/additional skills in respect of the team proposed to be employed by the Agency.
8.	Proof of average annual turnover of at least LKR 25,000,000/- during the last three Financial Years (2023-24, 2024-25 & 2025-26).
9.	Self-certification regarding Manpower employed by Agency.
10.	Self-certification to the effect that the information provided by the Agency is correct and they will abide by the decision of the High Commission.
11.	Brief profile of the company along with any other information.
12.	Proforma A (As per Annexure I (A))
13.	Proforma B (As per Annexure I (B))

Annexure- I : Proforma A

Proposed Vision & Content design/storyboard/captions etc. for following events (as part of technical bid and submitted along with documentation in Annexure-I):

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

Campaign Design for the above events.

Previous campaigns designed & executed.

Annexure- I :Proforma B

Team Composition Details of the Social Media Management Team identified to Work with High Commission of India, Colombo

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

Particular	Number
Total Team Strength	
On-site Team Strength	
Off-site 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) Whether the team member will be an on-site or off-site resource

Financial bid proforma as per Clause (G)

Particular	Value	Remarks (OPTIONAL)
Monthly Rate (LKR) (excluding taxes)		

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

Hardware Configuration for each member of the design team:

- i7 12th generation
- 4GB Graphic Card NVIDIA RTX Geforce 0r 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:

- Shutterstock (Image/ Video Stock)
- Envato (Video Stock/. Music)
- Storyblocks (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
- Latest AI tools for analytics

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