

## **Request for Proposal**

### **Objective**

1. Public Diplomacy Division of the Ministry of External Affairs seeks to hire a content writer for a period of 24 months to generate content for PD Division's website and social media( SM) channels viz. Facebook and Twitter with the objectives to reach out to audiences across the world with an image of India that is culturally rich, economically strong and astonishingly diverse.

### **Scope of work**

2. The content writer will be required to undertake the following tasks/ activities, but not limited to :-

(A) Writing articles / Posts on India's soft power, the country's innumerable development work at home and abroad, unknown facets of India abroad and the extensive work carried out by our missions globally. The indicative themes are as follows:-

- (i) Indian culture
- (ii) Indian arts/ music
- (iii) Major festivals
- (iv) Literary personalities
- (v) History
- (vi) India's bilateral & multilateral relations
- (vii) Development partnership
- (viii) Indian Economy, Science and Technology
- (ix) National Days
- (x) Anniversaries of historical and popular figures

(b) Re- writing press releases from various embassies and high commissions into suitable articles/ posts.

(c) Covering visits of foreign delegations, cultural troupes, seminars and other events in NCR as required.

(d) Scanning news papers and websites of our embassies / other ministries for useful information that can be used on the website

and SM channels.

(e) Review documentaries produced by PD division.

3. Since the content is mainly for Social Media it has to be written in easy journalistic style. The language of the article should be English and not very formal. The length of the articles/ post would be about 50 words (for Face Book) and 500 words (website).

4. Generate at least 4-5 post for Face Book Daily (including Sunday and holidays) and 4-5 articles with photographs every month for the website.

5. Respond to the comments/ queries received on the Face Book in consultation with PD Division.

6. Submit fortnightly reports on the content generated and the feedback received.

### **Duration of Contract & Expected Emoluments**

7. Duration -24 Months.

### **Eligibility Criterion**

9. A graduate or diploma holder in journalism/ mass communications/ public relations.

10. A graduate in English.

11. Should be well versed with the handling of Social media (Face Book and Twitter) and should be up to date with current trends and language of Social media.

12. Preference would be given to people who have worked for any news agency/ media agency for atleast 3-4 years in this field.

13. To be qualified for award of the Contract, applicants shall provide evidence to the satisfaction of Competent authority in MEA of their capabilities and resourcefulness to carry out the scope of work effectively and are required to submit the documents

mentioned below:-

- (a) CV along with Testimonials.
- (b) Attested copies of certificates of academic qualifications
- (c) Samples of previous work
- (d) Xerox copy of PAN card

#### Disqualification

14. Even though the applicants meet the above criteria, they are subject to be disqualified if any applicant has:

- (a) If, the applicant has a criminal history or has been convicted by any court of law for any of the offences under any Indian laws.
- (b) If, any criminal proceeding is pending in any court of law in India against any of the applicant and if any such proceeding culminates into conviction.

#### Submission and Opening of Applications

15. TECHNICAL AND FINANCIAL BIDS (SEPERATELY) ARE TO BE SUBMITTED BY 1200 HRS ON 4.2.2013. TECHNICAL BIDS WILL BE OPENED AT 1530 HRS ON 4.2.2013 IN THE PRESENCE OF THE BIDDERS.

Post technical evaluation, the shortlisted candidates would be required to attend an interview. After the interview, the financial bids of the shortlisted candidates would be opened.

Applications are to be addressed to Shrimati Riva Ganguly

Das, Joint Secretary (Public Diplomacy), Ministry of External Affairs, Room No. 0141, A Block, Jawahar Lal Nehru Bhavan, Janpath, New Delhi. Envelopes are to be super scribed with "Kind Attention, Shri Ashish Arya, Under Secretary (PD)". Post examination of the applications, short-listed applicants will need to appear for an interview for final selection. Date, time, and venue for the interview will be intimated separately. The Application form is enclosed.

16. MEA reserves the right to accept/reject any application and can without assigning any reason scrap the REP in whole or in part.

#### Notification of Award

17. MEA will notify the successful applicant by fax/e-mail and confirm by letter that his/her application has been accepted ("notification of award"). The successful applicant on receipt of "notification of award" shall convey his/her acceptance by return e-mail or fax and to be confirmed by letter through speed post within seven (7) business days through a letter. The acceptance is to be accompanied by the signed contract in favour of "Joint Secretary, Public Diplomacy Division, Ministry of External Affairs". Copy of the contract will be forwarded to the applicant along with notification of award.

#### Governing Law & Dispute Resolution

18. If any dispute, difference of question at any time arises between the parties in respect of the meaning or interpretation of the terms and conditions of the agreement or covering anything herein contained or arising out of this agreement or the validity of the enforcement thereof which cannot be settled mutually, shall within 30 days (or such longer period as may be mutually agreed upon) from the date on party informs the other in writing that such dispute or disputed or disagreement exists, be referred to the Special Secretary (PD)/ Additional Secretary (Administration), Ministry of External Affairs, whose decision shall be final and binding on the Parties.

19. Queries, if any, may be directed in writing to:-

Shri Ashish Arya  
Under secretary (PD)  
PD Division  
Ministry of External Affairs  
Room No. 0140, "A" Block  
Jawahar Lal Nehru Bhavan  
Janpath, New Delhi- 110011  
E-mail : [uspd@mea.gov.in](mailto:uspd@mea.gov.in)