



**PUBLIC (ELECTIONS.VII) DEPARTMENT,
SECRETARIAT, CHENNAI-600 009.**

**Office of the Chief Electoral Officer, Tamil Nadu
1st Floor, Main Building, Secretariat, Chennai-600 009.
Phone: 25670390 Fax: 25674855 E-mail: ceo_tamilnadu@eci.gov.in**

**Notice Inviting Quotations
for promotion of SVEEP content in Social Media Platforms for the Special
Summary Revision of Electoral Roll, 2025**

Notification No.19473/Elec.VII/2024-1,

Dated: 03.09.2024

As per the directions of Election Commission of India, the Public (Elections) Department is conducting various awareness activities for public about effective electoral participation to achieve 100% voter registration in the SSR, 2025.

2. Among other activities, this Department has decided to utilize the Social Media Platforms by posting creative Systematic Voters' Education and Electoral Participation (SVEEP) content irrespective of technologies available to motivate the public for the forthcoming Special Summary Revision of Electoral Roll, 2025 as per the specifications prescribed by this office as follows:

Description	Duration	Monthly target of deliverables as follows to be mentioned	Monthly price quoted in Rupees												
Social Media Management viz., handling and promotion of social media campaigns in Facebook, Twitter, YouTube and Instagram including content writing and video editing. (For Social Media contents to be promoted in Whatsapp, the agency can submit a quotation which will be considered for approval. The amount in this regard will be separately given to Social Media agency on production of actual bill.)	For a period of six months from the date of issue of work order.	<ul style="list-style-type: none">• Follower growth and Demographics• Engagement metrics (likes, Comments, shares etc.,)• Post reach and impressions• Number of unique posts/contents to be promoted• Click through rates and conversions• Content performance and recommendations <table><tr><td>Posters</td><td>4 posters /week</td></tr><tr><td>Reels/ Shorts</td><td>3 Videos /week</td></tr><tr><td>Long Videos (1 min to 5 min duration)</td><td>2 Video /month</td></tr><tr><td>Animated Videos</td><td>2 Video /month</td></tr><tr><td>One Minute Videos</td><td>3 Video / month</td></tr><tr><td>Stories as poster/Videos</td><td>4 posters or videos /week</td></tr></table>	Posters	4 posters /week	Reels/ Shorts	3 Videos /week	Long Videos (1 min to 5 min duration)	2 Video /month	Animated Videos	2 Video /month	One Minute Videos	3 Video / month	Stories as poster/Videos	4 posters or videos /week	
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Stories as poster/Videos	4 posters or videos /week														

(P.T.O)

The Terms and conditions towards the engagement of agency for promoting SVEEP content in social media platforms is enclosed for information and reference.

3. The agency selected for the above purpose should strictly adhere to the Terms and conditions of this office while posting the SVEEP content in Social media platforms. The social media activity by the selected agency will be monitored on monthly basis and the bill will be settled as monthly payment based on performance of the agency towards collation, editing of stories/videos, content writing and promotion of SVEEP content in social media. If any deviation from the Terms and conditions of this office will lead to black list of the agency and the contract will be terminated. If required when the necessity of social media agency is seized, the contract of agency will be terminated. The decision of Chief Electoral Officer, Tamil Nadu in this regard is final.

4. Further, the SVEEP video editing work will also be assigned to the Social Media Agency when so directed by the Chief Electoral Officer should be put up in a format accessible to display in Social Media Platforms and in all types of Cinema theatres irrespective of the technologies available like Qube, UFO etc., and should be incorporated with English sub-title. If any of the content requires film certification, the agency should get the certificate by itself and incorporate the same in videos. The actual cost in this regard will be borne by the Elections department, upon production of relevant bills by the agency.

5. The quote shall be inclusive of all taxes, with no component charged extra.

6. Hence, the Public (Elections) Department invites quotations from interested Social Media Agencies who have prior experience, for carrying out the work related to collation, editing of stories/videos, content writing, promotion of SVEEP content in Social Media Platforms for a period of six months from the date of work order is issued. The interested Social Media Agencies should submit their quotation as per the specifications mentioned in the table above.

7. The work should be completed by strictly adhering to the Terms and conditions issued with this notice and the timely instructions given by the Chief Electoral Officer, Tamil Nadu. The report should be submitted every month for review by the Chief Electoral Officer. The content should be posted in the Social Media after obtaining approval from the Chief Electoral Officer. The Chief Electoral Officer reserves the sole copyright of the content created.

8. The quotations may be sent by post to the following address:

The Chief Electoral Officer, Tamil Nadu
1st Floor, Main Building, Secretariat, Chennai-600 009.

Last Date for submission: 13.09.2024 upto 5.00 PM.

SATYABRATA SAHOO,
CHIEF ELECTORAL OFFICER &
PRINCIPAL SECRETARY TO GOVERNMENT

//TRUE COPY//

Satyabrata Sahoo
21/9/24
SECTION OFFICER

by
31/9/24