

Terms and conditions:

- The agency has to design and post all content provided by this department on all social media platforms, without any additional charges or fees.
- Weekly promotional video: The agency has to produce, edit (based on our approval), and post on all social media platforms, with no extra costs.
- Agency to bear costs of camera shoot & editing for CEO's messages on important days, and upload on all our social media platforms
- The agency must be prepared to respond promptly to emergency requests and deliver high-quality work under tight deadlines.
- The agency is required to provide a comprehensive monthly report, detailing the performance of all social media platforms, including but not limited to:
 - a) Engagement metrics (likes, comments, shares, etc.)
 - b) Follower growth and demographics,
 - c) Reach and impressions,
 - d) Click-through rates and conversions,
 - e) Content performance and recommendations
- Note: The agency's quoted rate should include all costs associated with:
 - a) Content creation (writing, graphics, videos, etc.)
 - b) Posting on all social media platforms
 - c) Monthly reporting and analysis
 - d) There will be no additional charges or fees beyond the quoted rate. All expenses are inclusive, and the agency will not bill us for any extra costs related to content creation, posting, or reporting.
- The agency will be entrusted with developing and maintaining communication strategy for social media in consultation with this office.
- Social Media Strategies will have to submit plan of action to reach out to its target audience. The agency will frame and fill contents into the social media strategy in line with the objectives of this office once the agency is selected.
- Integration of different Social Media accounts
- Making Social Media Account recognizable to the citizens
- Promotion and management of audience response
- Engage the audience on social media platforms such as Facebook, Twitter, Linked In and Instagram by way of feedback, suggestions and experiences of the office
- Live updates and information on what is happening in respect of elections, and electoral registration as given by Elections department from time to time.
- Maintain a sustained presence on social media platforms by way of regular and interesting updates and posts
- The full copyright of all creative and publicity material produced would rest with the Office of Chief Electoral Officer, Tamil Nadu. This would include full copyright of images used in the creative and publicity material.
- The logo(s), punch line(s), tag line(s), created for this office will be the property of Chief Electoral Officer, Tamil Nadu in perpetuity.

- All social media design/ content should ensure topmost quality.
- The Agency will ensure uploading of required creatives/publicity material and any other work undertaken within the time frame that would be conveyed by this office for each work assigned to it.
- The ownership of all on-line creative and publicity material produced/designed through the Creative Agency will at all-time rest with this Office, and the agency/copywriter/ photographer/producer, etc. will have no proprietary or other rights in respect of the same, subject to full payment of that particular work by this Office. This would include full copyright for use of the images/photographs used in the creative and publicity material.
- The Creative Agency will ensure that the creatives and publicity & promotional material should be uploaded in standard formats as would be required and conveyed by the Chief Electoral Officer, Tamil Nadu. Raw Stock / unmixed versions/ unused footage & photographs and creatives will be the property of the Chief Electoral Officer, Tamil Nadu and the same are required to be handed over to the Chief Electoral Officer, Tamil Nadu.
- The Creative Agency will be responsible for facing the copyright issues concerning usage of images, footages, text material obtained through various sources. The Chief Electoral Officer, Tamil Nadu will not be a party to any disputes arising out of copyright violation by the agency, provided this office does not violate any terms of the third-party agreement.
- The agency shall be required to maintain absolute objectivity and neutrality in developing the content of the creative material assigned to the agency. Moreover, the agency will have to obtain on its own No objection / consent of characters / persons who have featured in the creatives. This office will not be held liable for any dispute arising out of this issue.
- The Agency will be responsible for obtaining any permission that may be required for undertaking work on its own.
- In case it is noticed that agency has been unable to deliver any work stated in the work order in part or whole under each item of work, penalty would be imposed equivalent to the cost of that unit of work. The Chief Electoral Officer, Tamil Nadu reserves the right to deduct the penalty from the bills submitted for the work already performed by the agency.
- In times of emergency, the office may need to execute works in a very short time. It will be binding upon the agency to execute the work assigned upon it without delay. Any deviation from this will not only frustrate the purpose for which the work is assigned, but also tarnish the credibility of the agency, other than attracting pecuniary provisions.

Key Roles & Responsibilities of the Agency for Content writing:

- a) Gather detailed information from district Election units about method of awareness campaign in their district, interesting stories, success stories, case studies etc.,
- b) Translation, correction and drafting of Election Commission of India's magazine in Tamil language.

- c) Preparation of speech to the election officials during various occasions like interview in Doordarshan, All India Radio, National Voters' Day celebration etc.,
- d) Draft articles on Systematic Voters' Education and Electoral Participation (SVEEP) related issues for Quarterly magazines of Election Commission of India.
- e) Gather detailed information through Media, available document analysis, study of existing process descriptions, study of reports and interactions with others.
- f) Researches, reviews, and collects available information as basis for documentation.
- g) Collect SVEEP related matters and understand the internal functioning for the development of Systematic Voters' Education and Electoral Participation (SVEEP) materials.
- h) Write detailed policy and procedure based on discussions with process owners and identification / creation of process flows with an emphasis on accuracy and compliance with business needs.
- i) Develop and organize training materials and other education materials.
- j) Maintain Master Document and ensure compliance with documentation procedures.
- k) Provide research assistance to management and assist with other projects on need basis.
- l) Research on the topics provided by the Commission (combining of online sources, inter views and case studies) using content management.
- m) Creating and editing digital content in the form of lecture presentations, notes and Government orders.

SATYABRATA SAHOO,
CHIEF ELECTORAL OFFICER &
PRINCIPAL SECRETARY TO GOVERNMENT

//TRUE COPY//

B. S. Sahoo
3/9/24
SECTION OFFICER