



**PUBLIC (ELECTIONS.VII) DEPARTMENT,  
SECRETARIAT, CHENNAI-9.**

**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**  
**forthcoming General Elections to Tamil Nadu Legislative Assembly, 2021**

**Notification No.6488/Elec.VII/2020-1 ,**

**Dated: 13.11.2020**

As per the directions of the Election Commission of India, the Public (Elections) Department is conducting various awareness activities for public about effective electoral participation to achieve 100% voter turnout in the forthcoming General Elections to Tamil Nadu Legislative Assembly, 2021.

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 General Elections to Tamil Nadu Legislative Assembly, 2021 as per the specifications prescribed by this office as follows:

Description	Duration	Monthly price quoted in Rupees
Social media management viz., handling of social media campaigns in Facebook, Twitter, YouTube and Instagram.	For a period of six months from the date of issue of work order.	

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 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 a monthly basis and the bill will be settled as monthly payment based on performance of the agency towards 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. The decision of O/o.Chief Electoral Officer, Tamil Nadu in this regard is final.

4. Further, some of the creatives designed by the Elections department, in the form of videos 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 promotion of SVEEP content in Social Media Platforms for a period of six months from the date the work order is issued. The interested Social media agencies will submit their quotation as per the specifications mentioned in para.2 above.

7. The work shall be completed by strictly adhering the Terms and conditions issued with this notice and the timely instructions given by the O/o.Chief Electoral Officer, Tamil Nadu. The report should be submitted on every month for review by this office. The content should be posted in the Social media after obtaining formal approval of this office. The Office of Chief Electoral Officer reserves the sole copyright of the content created.

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

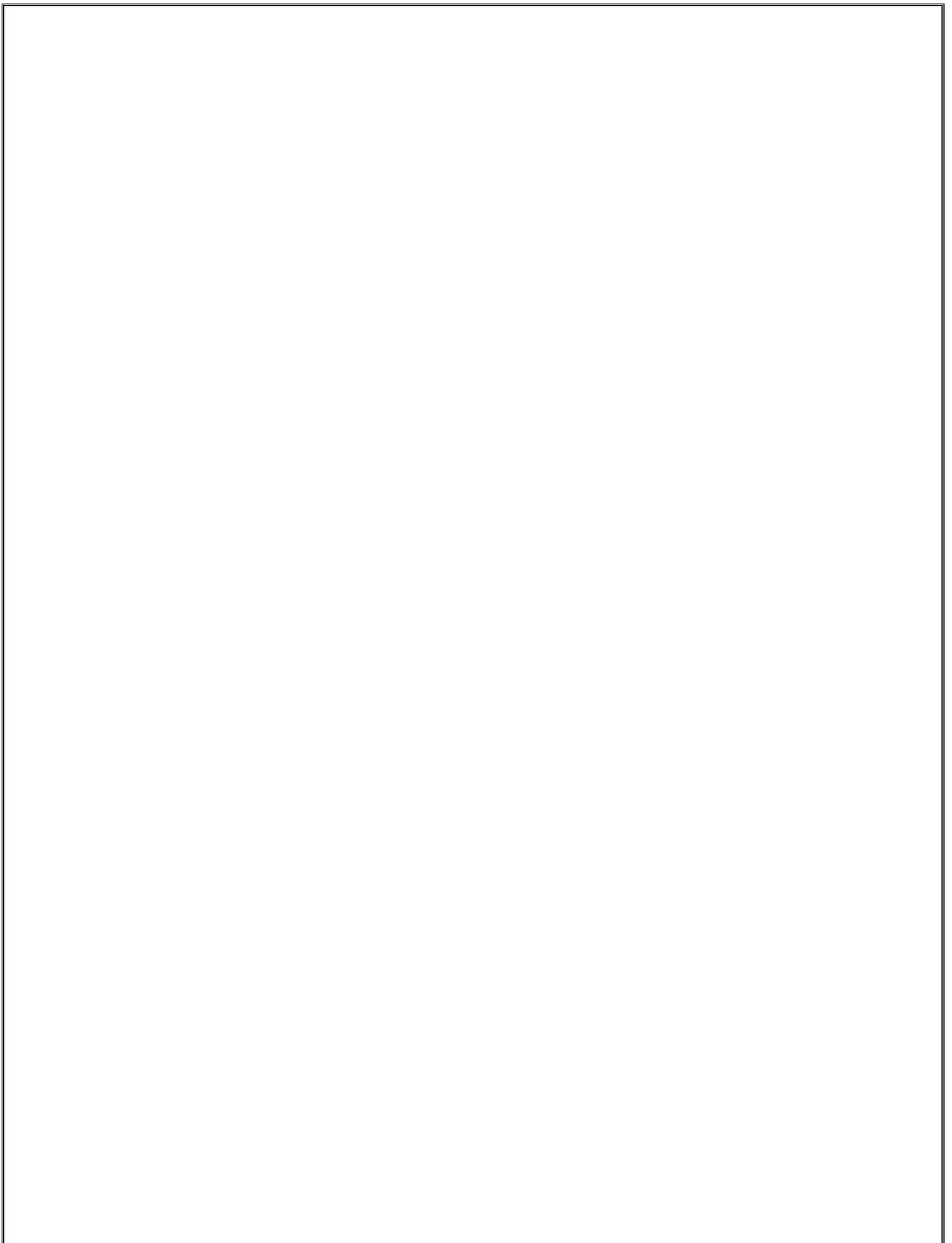
The Chief Electoral Officer, Tamil Nadu  
1st Floor, Main Building, Secretariat, Chennai-600 009.

**Last Date for submission: 20.11.2020 upto 5.00 p.m.**

SATYABRATA SAHOO  
CHIEF ELECTORAL OFFICER &  
SECRETARY TO GOVERNMENT

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SECTION OFFICER



### **Terms and conditions:**

- The agency will be entrusted with developing and maintaining communication strategy for social media in consultation with this office.
- Social Media Strategies will have pith and penetration 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.
- Content creation for static posts/ blog posts/ banners for posting on social media, at no separate cost to be paid to the agency.
- 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 the 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 the Chief Electoral Officer, Tamil Nadu in perpetuity.
- All social media designed/produced 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.
- The Agency will be responsible for obtaining any permission that may be required for undertaking work on its own. If payments are to be made in this regard, the Elections department will make it on actual cost basis. The agency should take prior approval of the Chief Electoral Officer before this expenditure is to be taken up.
- 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.

SATYABRATA SAHOO  
CHIEF ELECTORAL OFFICER &  
SECRETARY TO GOVERNMENT

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