



सुदृढ प्रजातंत्र हेतु वृहत्तर सहभागिता



**Office of the Chief Electoral Officer
Cabinet (Election) Department
Sector 2, Dhurwa, Ranchi – 834004**

Tender Notice

This Tender Notice invited expression of interest, issued by the Chief Electoral Officer, Jharkhand, Ranchi for empanelment of interested Production Houses/Agencies or Creative Agencies having adequate experience in the field of production of documentaries or short promotion films, ad films, TVC, Poster Designs, Newspaper Ads, Recording and Editing of Events/Classroom teaching, etc. in Jharkhand and outside Jharkhand and having capacity and capabilities to do election related works within the guidelines of Election Commission of India.

The time schedule for various activities of this Tender Notice is as follows :-

1. Date of publication: 02/03/2021
2. Pre bid meeting: 18/03/2021 at 4:00 PM in CEO, Office, Ranchi.
3. Last date for receipt of Bid proposals: 30/03/2021 at 4:00 PM
4. Date and Time for Opening of Technical Bids: 01/04/2021 at 4:00 PM.
5. Date for Presentation of Bidder's Creations: 05 & 06 April 2021 at 11: 00 AM onwards.
6. Date and time for opening Commercial bid: 12/04/2021 at 3:00 PM
7. Address for communication/submission of the proposals - Office of The Chief Electoral Officer, Cabinet (Election) Department, Near Gayatri Mandir, Sector-II, Dhurwa, Ranchi – 834004, Jharkhand, Phone: 0651-2440077
8. All term condition and other features of Expression of Interest is available on the CEO, Jharkhad's Website - <http://ceo.jharkhand.gov.in/>

11/3/2021
(K. Ravi Kumar)
Chief Electoral Officer,
Jharkhand.

**Office of the Chief Electoral Officer
Cabinet (Election) Department
Sector 2, Dhurwa, Ranchi – 834004**

Expression of Interest Notice

1. Introduction

This Expression of Interest Notice is issued by the Chief Electoral Officer, Jharkhand, Ranchi for inviting proposals for empanelment of interested Production Houses/Agencies or Creative Agencies having adequate experience in the field of production of documentaries or short promotion films, ad films, TVC, Poster Designs, Newspaper Ads, Recording and Editing of Events/Classroom teaching, etc. in Jharkhand and outside Jharkhand and having capacity and capabilities to do election related works within the guidelines of Election Commission of India.

Systematic Voter's Education and Electoral Participation program, better known as SVEEP, is the flagship program of the Election Commission of India for voter education, spreading voter awareness and promoting voter literacy in India. In addition to this, training audio-visuals are required for education of BLOs and supervisors in the field during electoral roll preparation and also during other training programs. These empanelled production houses/agencies are expected to work in these activities as per work orders of CEO and DEOs at district level.

The time schedule for various activities flowing from the issue of this Expression of Interest Notice shall be as follows: -

1. Date of publication: 02/03/2021
2. Pre bid meeting: 18/03/2021 at 4:00 PM in CEO, Office, Ranchi.
3. Last date for receipt of Bid proposals: 30/03/2021 at 4:00 PM
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The proposals submitted in the prescribed format alone shall qualify for evaluation. The proposals shall be in English and be submitted in hard copies alone. The proposals from the interested bidders should reach this office in sealed covers within the stipulated date. The proposals shall be received at the CEO Office, Ranchi on or before 4:00 PM on 30/03/2021. Any proposal submitted after the stipulated date and time shall not be entertained.

There should be two separate bid proposals - technical and commercial, in separate sealed envelops. Both the sealed envelops should then be put inside one sealed envelop. The envelop should be scribed in bold letters '**Bid proposal for Empanelment of Production Houses/Agencies or Creative Agencies**'. All the pages of the bid proposal should be submitted in hard copy, duly signed by the authorized official of the bidder on each page. Bidder's confirmation for acceptance of Election Department's terms and conditions, eligibility & evaluation criteria shall be categorical and the commercial bid shall not contradict the technical bid in any manner. Violation of these requirement will disqualify the bidder.

2. Background:

Systematic Voters' Education and Electoral Participation program, better known as SVEEP, is the flagship program of the Election Commission of India for voter education, spreading voter awareness and promoting voter literacy in India. Since 2009, ECI have been working towards preparing India's electors and equipping them with basic knowledge related to the electoral process. SVEEP's primary goal is to build a truly participative democracy in India by encouraging all eligible citizens to vote and make an informed decision during the elections. The programme is based on multiple general as well as targeted interventions which are designed according to the socio-economic, cultural and demographic profile of the state as well as the history of electoral participation in previous rounds of elections and learning thereof. ECI always looking forward to achieving the aim of building a stronger democracy through greater synergy with Civil Society Organisations, Media and Corporate Houses and even greater queries, suggestions, and participation from individuals. Bidders can study the details above SVEEP from www.ecisveep.nic.in.

In addition to this, Office of CEO would like to develop audio-video training materials for BLOs and other election related staffs regarding preparation of electoral roll and conduct of election through master trainers. For development of audio-video training material, CEO office needs production house/agency or creative agency for recording of training by master trainers including editing activities on the same.

3. Scope of the Work

The successful empanelled agencies/houses scope of work includes conceptualization, design and development of creative knowledge products for SVEEP activities within the guidelines of Election Commission of India. The agency/house shall undertake research and develop content and relevant knowledge products in this regard as below:

- (i) Design and Development of SVEEP promotional videos

- a. 30 seconds video (Tolerance of 5%+ or – will be allowed)
- b. 60 seconds video(Tolerance of 5%+ or – will be allowed)
- c. 90 seconds video (Tolerance of 5%+ or – will be allowed)
- d. 120 seconds video (Tolerance of 5%+ or – will be allowed)
- (ii) Design and Development of TV advertisements (20 or 30 second video)
- (iii) Design and Development of Newspaper Advertisements
- (iv) Design and Development of Posts/Images for Social Media
- (v) Translation/dubbing of creative products into Hindi/English/Tribal Language

The successful empanelled agencies/houses scope of work also includes recording and editing of audio-visual training materials for BLOs, ELCs, VAF and other election related staffs. The size of each audio-visual training section will be 15-20 Minutes, 30-35 Minutes and 40-45 Minutes.

The Scope of Work does not involve the printing of any material. However, The Agency would be required to co-ordinate with the printer/publisher for printing/ publishing of creative materials. All the costs related with printing/publishing would be borne by the Department.

All creative products should be original in nature. It should not be copied from any other sources. If the successful bidder involved in such activities, the concerned agency will be blacklisted and legal action will be taken under respective provisions of the concerned Act.

4. Stipulated time for completion of the work

The successful bidder would be required to compete the creative works within the timeline fixed in each work order and also expected to match with the event time lines, if any.

5. Eligibility Criteria:

The Bidder must possess the requisite experience, strength and capability in providing the services necessary to meet the requirements as described in this EoI notice documents. The Bidder must also possess the technical know-how and the financial wherewithal that would be required to successfully provide the Services required by the Department. The basic eligibility criteria are:

- (1) The Bidder should be a production house/agency/creative enterprise owned by Indian Nationals only.
- (2) The bidder should not have been black-listed by any government or semi

government undertaking. An affidavit by the bidder to this effect before notary/ authorized magistrate will be required.

- (3) The Bidder must have valid GST certificate. The Bidder must have submitted GST return for last one year.
- (4) The Bidder must have valid PAN for income tax and submitted return for income for at least one year.
- (5) The Bidder should have been in the business of providing media strategy/ brand promotion/ multimedia design services/ similar services to State/ Central Government/ PSUs/ trade bodies/ private organizations in India for at least one years or more, from the date of tender.

6. Technical Evaluation:

The bidder shall be evaluated on the basis of following technical parameters and their proven capacity through their creative products developed for other organizations. The bidder should score at least 60 marks to qualify and commercial bid shall be opened only for technically qualified bidders.

S.No.	Technical Evaluation Parameters	Max. Score	Supporting Documents
A.	Manpower Capacity of the Firm	25	
A-1	Graduate/Post Graduate in Mass Communication/ Mass Media/ Media/ Advertising/ Branding/ Public Relations/ Journalism with at least 3-year experience. Experience in developing and executing media strategy, brand promotion, branding & marketing of event and organizing public relation activities, conceptualization, design and development of creative knowledge products. Five marks per Manpower and Maximum of fifteen marks. Diploma Certificate holder manpower in the above subject with three-year experience in the relevant field will be given 2 marks each.	15	CV of the concerned manpower and bank statement showing salary paid to the concerned manpower for last six transactions from the firm.
A-2	Graduate / Post Graduate in Design/ Animation/ Graphics with at least 3-year experience. Experience in conceptualization, design and development of creative knowledge products. Experience in development of Social Media content. Five marks per Manpower and Maximum of ten marks. Diploma Certificate holder manpower in the above subject with three year experience in the relevant field will be given 2 marks each.	10	CV of the concerned manpower and bank statement showing salary paid to the concerned manpower for last six transactions from the firm.

B	Similar Previous Experience	25	
B-1	The Bidder should have executed mandates for providing media strategy/ PR/ brand promotion/ multimedia design services to the private organizations or PSU or trade bodies in India within the last five years from the last date of submission of the tender. The eligible assignments should be for a value of INR 01 Lacs and more. Each eligible assignment: 4 marks Maximum of 15 marks	15	Letter of award/ certificate from the client showing the time period and contract value
B-2	The Bidder should have prior experience of working with Central government or State governments for providing its services like media strategy/ PR/ brand promotion/ multimedia design services/ developing professional creative/ visual imagery for any scheme promotion event. The eligible assignments should be for a value of INR 01 Lacs and more. Each eligible assignment: 4 marks Maximum of 10 marks	10	Letter of award/ certificate from the client showing the time period and contract value
C	Creative Product Presentation	50	Each bidder shall be given 25 minutes to make presentation of their creative products made by their firm for other clients, both audio-video and print. Evaluation committee shall award marks for them. If the bidder wants, they can make presentation of their creative products made by them for SVEEP.
C-1	Conceptualization	10	
C-2	Research base of their products	10	
C-3	Innovative thinking	10	
C-4	Flow of thought process.	10	
C-5	Look, feel and appeal of the products.	10	

7. RATES TO BE QUOTED ON PER PRODUCT BASIS

(Excluding of all taxes, duties, surcharges etc)

Part – II Financial Bid (Envelope-B)

The bidder may give his offer for all creative products mentioned below or some of them as per their capacity and availability of infrastructure and manpower to execute the work in time.

S.No.	Creative Product Name	Amount in Figure	Amount in Words
1.	Design and Development of SVEEP promotional videos		
1.a.	30 seconds video (Tolerance of 5%+ or – will be allowed)		
1.b.	60 seconds video (Tolerance of 5%+ or – will be allowed)		
1.c.	90 seconds video (Tolerance of 5%+ or – will be allowed)		
1.d.	120 seconds video (Tolerance of 5%+ or – will be allowed)		
2.	Design and Development of TV advertisements		
2.a.	20 seconds TVC		
2.b.	30 seconds TVC		
3.	Design and Development of Newspaper Advertisements		
4.	Design and Development of Posts/Images for Social Media		
5.	Translation of print creative products into Hindi/English/Tribal Language		
5.a.	Hindi to English per Page / Post		
5.b.	English to Hindi per Page / Post		
5.c.	Hindi/English into Tribal Language per Page / Post		
6.	Dubbing of creative audio-video products into Hindi/English/Tribal Language		
6.a.	Hindi to English per minute		
6.b.	English to Hindi per minute		
6.c.	Hindi/English into Tribal Language per minute		

7.	Recording and editing of audio-visual training materials for BLOs, ELCs, VAF and other election related staffs. The size of each audio-visual training section will be 15-20 Minutes, 30-35 Minutes and 40-45 Minutes		
7.a.	Video of 15-20 Minutes		
7.b.	Video of 30-35 minutes		
7.c.	Video of 40-45 minutes		

Note : No conditional bids would be accepted.

8. Period of Contact:

The period of contact shall be for three years. On satisfactory performance of the scope of work, it may be extended by two more years by CEO, Jharkhand at its own discretion. In case of extension of contact, there will be 10% increase in the rate for creative products.

9. General Instructions

The Bidders are requested to go through the instructions, eligibility criteria and technical specifications given in the **Expression of Interest notice**. Failure to furnish all required information duly indexed and page numbered will be at the bidder's risk and may result in the rejection of the bid proposal.

Each page of the bid document should be signed by the authorized signatory and seal of the company should be affixed below it, as a token of confirmation, that the tender document has been read and understood. Any clarification required may be sought in writing and may be delivered in person, up to a day prior to the last date of the receipt of the bid proposals.

10. Amendments to the tender

1. Before the last date of the receipt of the proposals, the Election Department, Jharkhand, may amend any of the tender conditions as may be desired or wherever O/o CEO, Jharkhand, feels that such an amendment is necessary. Any such amendments to the tender conditions will also be put on the CEO, Jharkhand's Website <http://ceo.jharkhand.gov.in/> at least one week before the last date of submission of the tender.

11. Earnest money deposit and Performance Guarantee:

1. The bidders should, furnish as Earnest Money Deposit (EMD) in the form of a Demand Draft from any Scheduled Bank of Rs. **10,000/- (Rupees Ten Thousand only)** in favour of 'Chief Electoral Officer, Jharkhand' & payable at Ranchi. The proposals received without the EMD will be summarily rejected. In the case of successful bidders, the EMD will be

returned and the Bidder must submit a Performance Guarantee of Rs 10,000 (Rupees Ten Thousand Only).

2. In the case of unsuccessful bidders, the EMD will be refunded at the earliest.

3. The EMD is liable to be forfeited in case the bidder backs out from the offer, after submission of the bid or after the acceptance of the offer by the CEO, Jharkhand or fails to sign the contract. No interest shall be payable by the Election Department on the Earnest Money Deposited.

12. Submission of tender under two covers system

The Expression of Interest notice document can be purchased from the Chief Electoral Officer, Cabinet (Election) Department, Near Gayatri Mandir, Sector-II, Dhurwa, Ranchi – 834004, Jharkhand, Phone: 0651-2440077, by paying Rs.1000 (Rupees One Thousand only). It can also be downloaded from the CEO, Jharkhand Website <http://www.ceojharkhand.gov.in>. In such a case, a **DD of Rs. 1000 (Rupees One Thousand only)**, in favour of "Chief Electoral Officer, Jharkhand" & payable at Ranchi will have to be submitted towards the cost of the **EoI Notice** document in the Technical Bid (Part-I) cover. The filled in tender document should be signed on every page by the authorized signatory, with seal of the bidder company / firm affixed below it as a token of confirmation that the tender document has been read and understood. Any corrections or overwriting will liable to rejection of the bid.

The bid document should be submitted under two separate covers, Technical Bid (Part-I) & Financial Bid (Part-II). The Technical Bid (Part-I) should contain documents in support of bidder's claim to fulfill the eligibility criteria, details of technical manpower available, creative product work experience. The Financial Bid (Part-II) should contain price quote of the bidder firm. The two covers should be sealed separately and marked as '**Expression of Interest by Production House/Agency or Creative Agency**' - Technical Bid (Part-I)' and '**Expression of Interest by Production House/Agency or Creative Agency.**' - Financial Bid (Part-II)' respectively. Besides, the Bidder's Name and Address should be printed on the sealed covers.

The two sealed covers should then be kept inside an outer envelope with the Name and Address of the bidder on it and sent to the addressee Chief Electoral Officer, Cabinet (Election) Department, Near Gayatri Mandir, Sector-II, Dhurwa, Ranchi – 834004, Jharkhand so as to reach on or before the last due date and time. The outer envelope should be super scribed as '**Bid Proposal for Expression of Interest by Production House/Agency or Creative Agency**'.

13. Opening of the tender

Sealed bid proposals received up to 4:00 PM on 30/03/2021 will be taken up for opening on the date and time mentioned above. **The CEO, Jharkhand reserves the right to reject any or all the bidders, in case of not being satisfied with the documents furnished or otherwise without assigning any reasons therefore.**

i) The Sealed cover of the Technical Bid (Part-I) will be opened first on the appointed date and time in presence of the representatives of the bidders who chose to remain present. The technical bid will be evaluated as per the terms and conditions of this Expression of Interest.

ii) Sealed cover of the Financial Bid (Part-II) will be opened on the appointed day and time only in respect of those bidders who qualify in the Technical bid. The bidders who qualify in the Technical bid may remain present at the time of the opening of Financial bid if they choose so.

16. Award of work:

The work will be awarded to the competitive rate bidder. As this work being creative work, lowest rate will not be the criteria for award of work, however, bidder who offered lowest price and best quality product will be preferred in awarding works. Maximum of five production house/agency or creative agency shall be empanelled for the works under SVEEP and other audio-video works for training purpose as per their Technical Evaluation Score as Para 6. All five or less agency rate will be used as per their offer and work will be allotted on the basis of budget available and competitive rate offered by the concerned agency.

DEOs may also use these rates for their creative works at the district level, however, there is no compulsion on DEOs to award creative works to these agencies only and DEOs can adopt established procedure under financial rules to empanel or select agencies according to their requirements.

17. No conditional rate will be accepted.

The rates in financial bid should be exclusive of all taxes. Any expenses F.O.R. State/district headquarter shall be inclusive in the Bid Rate. Conditional bid would be summarily rejected.

18. Other conditions

The bidder should submit the proposal only in the Form issued by the Office of the CEO, Jharkhand or in the form downloaded from the website <http://ceo.jharkhand.gov.in/> as

a token of acceptance of the conditions, each page of the tender document should be duly signed with company's seal affixed below the signatures.

CEO, Jharkhand reserves the right to reject any bid proposal without assigning any reasons thereof, and the same shall not be questioned on any ground, whatsoever.

Sub-contracting of the awarded work in any manner will amount to a breach of the contract. Such bidders would be disqualified and their contract would be summarily rejected.

Time is the essence of the contract. The CEO, Jharkhand reserves the right to cancel the order placed on any bidder and assigns the work to anyone else at the risk and cost of the aforesaid bidder in case of delay, non-compliance to specifications or any other valid reason.

19. Terms of Payment

The payments in respect of the work executed, shall be made with four weeks on submission of necessary documents and vouchers. No advance payment will be made to any bidder for any work.

20. Taxes and Duties

The price quoted will be exclusive of all applicable taxes, duties and surcharges. TDS would be deducted as per statutory requirements.

21. Termination for Insolvency

The Election Department may at any time terminate the work awarded by giving a written notice to the bidder. Termination will be without compensation to the bidder, provided that such termination will not prejudice or affect any right of action or remedy which has accrued or will accrue thereafter to the O/o CEO, Jharkhand.

22. Penalty for delay

Delay in meeting the timelines, beyond the due date of delivery, in respect to any creative work, will invite a penalty of Rs 10,000 per day. If the delay is of more than 15 days, then the work may be withdrawn and got executed through other bidder (s) at the risk and expense of the defaulting bidder. The CEO may, if he is satisfied with the reasons for this delay, waive the penalty.

24. Agreement

Successful bidder shall have to enter into agreement with CEO Jharkhand envisaging the full terms & conditions regarding supply of creative products as mentioned in the para-3 Scope of Work.

25. Arbitration

The dispute or difference arising between the Election Department and the bidder relating to any matter arising out of or in connection with the execution of the work assigned to the bidder, then the same shall be referred to the sole Arbitrator appointed by the CEO, Election Department, Jharkhand. The decision of the Arbitrator shall be final and binding on both the parties subject to the proviso that the Arbitrator shall give reasoned award. The seat of arbitration shall be in Ranchi.

26. Jurisdiction of civil court: If during the course of the execution of the contract any dispute arise with the successful bidder, the civil court situated in the District of Ranchi alone will have jurisdiction over the dispute.

13/02/21
CHIEF ELECTORAL OFFICER
Jharkhand

**FINANCIAL BID
(ENVELOPE – B)**

S.No.	Creative Product Name	Amount in Figure	Amount in Words
1.	Design and Development of SVEEP promotional videos		
1.a.	30 seconds video (Tolerance of 5%+ or – will be allowed)		
1.b.	60 seconds video (Tolerance of 5%+ or – will be allowed)		
1.c.	90 seconds video (Tolerance of 5%+ or – will be allowed)		
1.d.	120 seconds video (Tolerance of 5%+ or – will be allowed)		
2.	Design and Development of TV advertisements		
2.a.	20 seconds TVC		
2.b.	30 seconds TVC		
3.	Design and Development of Newspaper Advertisements		
4.	Design and Development of Posts/Images for Social Media		
5.	Translation of print creative products into Hindi/English/Tribal Language		
5.a.	Hindi to English per Page / Post		
5.b.	English to Hindi per Page / Post		
5.c.	Hindi/English into Tribal Language		

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	per Page / Post		
6.	Dubbing of creative audio-video products into Hindi/English/Tribal Language		
6.a.	Hindi to English per Minute		
6.b.	English to Hindi per Minute		
6.c.	Hindi/English into Tribal Language per Minute		
7.	Recording and editing of audio-visual training materials for BLOs, and other election related staffs. The size of each audio-visual training section will be 15-20 Minutes, 30-35 Minutes and 40-45 Minutes		
7.a.	Video of 15-20 Minutes		
7.b.	Video of 30-35 minutes		
7.c.	Video of 40-45 minutes		

Signature of Tenderer

**OFFER COVERING LETTER
(TECHNICAL BID)**

To,

**CEO,
Jharkhand****Subject: - Expression of Interest notice NO. Dated for empanelment of Production Houses/Agencies or Creative Agencies.**

Dear Sir,

1. We have examined the REF NO. Dated and subsequent pre bid clarifications/ modifications/ revisions issued by the Election Department and we offer for empanelment of Production Houses/Agencies or Creative Agencies as per the terms, conditions and technical specifications spelt out, and in accordance with the price quoted, in the Financial bid. We agree that the evaluation criterion is fair and binding on us.

2. We agree to abide by this offer till 180 days from the last date stipulated by the **EoI Notice** for submission of the bid, and our offer shall remain binding upon us and may be accepted by the CEO, Jharkhand any time before the expiry of that period.

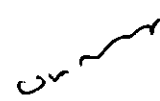
3. Until a formal contract is prepared and executed, this offer, together with the Election Department's written acceptance thereof/purchase order/letter of intent/award order shall constitute a binding contract between us.

4. We certify that the information/data/particulars furnished in our Bid Proposal are factually correct. We also accept that in the event of any information/data/particulars proving to be incorrect, The Election Department, Jharkhand will have the right to disqualify us from the bid.

5. We undertake to comply with the terms and conditions of the RFP and subsequent pre bid clarifications/modifications/revisions furnished by the Election Department in writing. We understand that the Election Department, Jharkhand may reject any or all of the offers without assigning any reason whatsoever.

Yours faithfully,

(Name and Designation)
For and on behalf of Seal



AUTHORISATION LETTER

To,

**The Chief Electoral Officer
Jharkhand**

**Subject:- Authorization letter for signing the bid proposal and representing the Bidder
Reference:**

Your Tender Notice NO. Dated.

Sir,

Kindly refer to your Expression of Interest Notice NO. Dated asking for submission of bid proposals for empanelment of Production Houses/Agencies or Creative Agencies in the matter it is submitted that Mr/ Ms is hereby authorized to sign the bid proposals (Technical bid and Financial bid) on behalf of our organization. He/ She is also authorized to represent and take decision on behalf of our organization in all the proceedings relating to the RFP under reference. A Xerox copy of the Power of Attorney vesting such authority in Mr/ Ms is enclosed herewith.

Signature is attested below

Specimen signature of the representative

Signature with seal & designation