

कार्यालय : मुख्य निर्वाचन अधिकारी, उत्तराखण्ड  
4 - सुभाष रोड़, सचिवालय परिसर, देहरादून - 248001

Email-election09@gmail.com

फोन नं० (0135) - 2713551, 2713724

संख्या 1840 /XXV-36 / 2021

देहरादून : दिनांक

27 अक्टूबर, 2021

सेवा में,

निर्वाचन/महत्वपूर्ण

- |  |  |
|--|--|
| 01. स्थानीय सम्पादक<br>दैनिक जागरण दैनिक समाचार पत्र<br>पटेल नगर औद्योगिक आस्थान<br>देहरादून | 02. स्थानीय सम्पादक<br>अमर उजाना दैनिक समाचार पत्र<br>पटेल नगर औद्योगिक आस्थान<br>देहरादून |
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विषय:- Advertisement regarding employment of agencies under SVEEP-reg.

महोदय,

कृपया शासनादेश संख्या 17/XXII(1)/2027(11)2012 \_दिनांक 28 जनवरी 2021 मे प्राविधानो के तहत विज्ञप्ति के प्रकाशन हेतु विभागीय स्तर पर राज्य के प्रमुख समाचार पत्रो को कार्यादेश निर्गत किये जाने विषयक निर्देशों के क्रम मे SVEEP कार्यक्रम के तहत प्रचार प्रसार हेतु फर्मो को सूचीबद्ध किये जाने हेतु प्रेस विज्ञप्ति का प्रारूप संलग्न कर प्रेषित है ।

अतः आपसे अनुरोध है कि उक्त प्रेस विज्ञप्ति को डीएवीपी दरो पर दैनिक जागरण/अमर उजाला दैनिक समाचार पत्रो के दिनांक 28.10.2021 के राज्य स्तरीय संस्करण मे **Black & White, 8(w)X12(H) Sq.Cm, State Edition, With CEO Header** में प्रकाशित करवाते हुए बीजक की एक प्रति महानिदेशक सूचना एवं लोक सम्पर्क विभाग उत्तराखण्ड को एवं मूल प्रति सुसंगत नियमों के तहत भुगतान वास्ते इस कार्यालय को प्रेषित करने का कष्ट करें ।

संलग्नक-यथोक्त

भवदीय,

(एस.ए.मुरुगेशन)

अपर मुख्य निर्वाचन अधिकारी  
उत्तराखण्ड ।

संख्या 1840 /XXV-36 / 2021 तददिनांकित

प्रतिलिपि:-

- 1-सचिव एवं मुख्य निर्वाचन अधिकारी,उत्तराखण्ड महोदया को निजी सचिव के माध्यम से संज्ञानार्थ ।
- 2-महानिदेश सूचना एवं लोकसम्पर्क विभाग,उत्तराखण्ड को 17/XXII(1)/2027(11)2012 दिनांक 28 जनवरी 2021 के क्रम मे सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित ।
- 3-राज्य सूचना विज्ञान अधिकारी, सचिवालय परिसर, देहरादून को इस आशय से प्रेषित की वह श्रेणी-डी (ऑडियो विजुअल क्रियेटिव) के तहत विभिन्न एजेन्सियो को सूचीबद्ध किये जाने से सम्बन्धित संलग्न अभिरुचि की अभिव्यक्ति सम्बन्धी विज्ञप्ति को मुख्य निर्वाचन अधिकारी, उत्तराखण्ड की वेबसाइट पर दिनांक 28 अक्टूबर 2021 को अपलोड करने का कष्ट कर ।

संलग्नक-यथोक्त

(एस.ए.मुरुगेशन)

अपर मुख्य निर्वाचन अधिकारी  
उत्तराखण्ड ।

# Office of The Chief Electoral Officer, Uttarakhand

Uttarakhand Secretariat Compound, 1st Floor, Vishwkarma Bhawan, Subhash Road, Dehradun,  
Phone No. 0135-2713551, 2712055 Email election09@gmail.com Web www.ceo.uk.gov.in

Letter No- 1840 XXV-36/2021

Dehradun/Dated

27 October 2021

## Notice for Expression of Interest (Eoi) for Empanelment of Audio & Visual Creative Agencies Under(Cat.-D)

Chief Electoral Officer, Uttarakhand invites Expression of Interest (Eoi) for Empanelment of Audio-Visual Creative Agencies/Firms for creation of Audio/Video Content to disseminate voter awareness messages, which will be held during the year F.Y. 2021-22 & 2022-23 under Systematic Voter's Education & Electoral Participation Programme (SVEEP) for election management in Uttarakhand State.

The registered firm having proven track record of expertise in above field may submit their Eoi proposal to the CEO, Uttarakhand, the schedule of submission & Other detail is following :-

01-Downloading of (EOI) document	: From 28 <sup>th</sup> October to 12 <sup>th</sup> November, 2021
02-Last Date & time of Submission of Eoi	: 12 <sup>th</sup> November, 2021 at 2.30 PM
03-Opening Date & Time of Eoi proposals	: 12 <sup>th</sup> November at 4.30 PM
04-Eoi Document Fee	: Rs. 500/- (Non-refundable)

- For details & Downloading the document for (Eoi) please visit at tender link of CEO Portal [www.ceo.uk.gov.in](http://www.ceo.uk.gov.in) from dated 28.10.2021
- Modifications/Amendments/Corrigendum/Evaluation Report, or any future communication (if any), shall not be advertised/published in the news papers but shall be published/Upload in the CEO Portal/website.
- In case any holiday declared by Uttarakhand Government on the date of opening of the Eoi proposals, the opening of Eoi proposals, will be held on the next working day at same time.

  
Addl. Chief Electoral Officer  
Uttarakhand

कोई भी मतदाता न छूटे ।  
No Voter to be left behind

मजबूत लोकतंत्र—सबकी भागीदारी ।  
Greater Participation for a Stronger Democracy



## **I. Eligibility Criteria For Audio/Video Creative Agency(Category-D)**

Only such Indian citizen/ Documentary films / Short films/ TV spots/Animation films / Jingles/ Advertisement films producers who have adequate qualifications, experience and capabilities to produce good quality audio-video production, as per the eligibility criteria prescribed will be eligible to apply/Submit their EoI .

- a- Application form on Annexure-A duly filled and signed by authorized signatory with seal of firm/agency.
- b- Agency must have been submitted following registration certificate(Date of Commencement of production/Services/ Validity/ Issue Date should be of before 03 years from submission date of EoI proposal).
  - SSI Registration/MSME/Udyog Adhar/ Incorporation Certificate .  
Or GSTN (With Previous Year TIN) (Date of Validity/Issue should be of before 03 years).
- c- Agency must have at least 3 years professional experience in producing creative, video & Audio Content Creation field. Proof to be submitted by the agency in form of Minimum 03 **Relevant Work Orders** of 03 separate years from FY 2017-18.(For confirmation of 3 years experience ) & in which 01 work order should be of **Animated Video Job(Out of 03 work-orders)**.
- d- The Agency must have an annual turnover of Rs. 5.00 Lac(Average) in last three financial years (2017-18, 2018-19, 2019-20) for specified work as desired . A certificate from the Chartered Accountant clearly specifying the turnover for each year must be submitted in this regard or audited balance sheet ((2017-18, 2018-19, 2019-20). by a CA.
- e- The Agency must provide minimum 01 relevant work order from government department/organization(of within last 04 year).
- f- Copy of ITR of A.Y. **2018-19,2019-20, 2020-21** with proof of GSTN & PAN Card registration.
- g- The agency should have in house production facilities for production designing editing etc. of contents in all forms including video in high definitions , research based technical content etc./ or should be authorized agency.
- h- A Self undertaking regarding in house setup as required on Annexure-B (with detail of machines-Name of P/M/Equipment, make/model, Specification, capacity,& other infrastructure Computer, Sound Systems/Mixers, Cameras, Drone, UPS/Invertor, Broadband, Internet Lease Line & etc. which is required & installed in Work Shop) .
- i- Firm should not be debarred/blacklisted/ banned by any government department/organization. In this reference affidavit(Annexure-C) on Rs. 100/-stamp paper, duly attested by notary that his/her firm is not debarred/blacklisted/ banned by any government department/organization is must.
- j- Agencies supporting /promoting any of the following content either in digital/ physical format will be treated negative for business :-A undertaking should be submitted by the agency on Annexure-D, regd. **Internet Hospitality** :A. Anti national content, B. Pornographic & Trafficking Content ,C. Political Association, D. Malicious Content ,E. Content Hurting Religious Sentiments, F. Promoting Piracy in any form.

## **II. Other Terms and Conditions:**

- i. Empanelment does not guarantee that work will be provided to agency necessarily.
- ii. Work will be allotted to the empanelled agency separately as per need following due course.
- iii. The agency will be responsible for collecting the manuscript, photographs, CD & DVD, sample items, and other material free of charges for preparation of designs, printing, proof reading, editing, etc as per direction of CEO, Uttarakhand. It will be responsibility of agency to return these material in time.
- iv. Failing to submit the EOI in the prescribed format would result in disqualification of the agency and no further request would be entertained. Unsigned or incomplete BID/document will not be entertained & Liable to be rejected. PI. check the document/encloses as per checklist enclosed before submission the bid & affix your agency/firm/company seal with authorized signature on every page of the BID/document.
- v. CEO, Uttarakhand will issue advertisement/notices through departmental website/e-mail regarding printing job as per its requirement from time-to-time. Desirous empanelled agencies may apply at the time of advertisement/notice.
- vi. CEO, Uttarakhand will not pay any advance for any job. Payment will be made only after satisfactory completion of Job & submission of proper bill(s) & may be pay within 03 month maximum.
- vii. The Chief Electoral officer, Uttarakhand reserve all right including copy rights over all the printing /designing jobs related to the CEO, Uttarakhand. Use of such material without the knowledge of CEO, Office is strictly prohibited.
- viii. The agency will also provide & final copy of the designing/printing job (ready to print form) to the CEO, Uttarakhand just after completion of job.
- ix. Chief Electoral Officer, Uttarakhand reserve the right to annul the process or reject any or all EoI proposal at any time.
- x. CEO may cancel the order if the required items are not supplied in time or do not meet the specification envisaged by the CEO.
- xi. The above mentioned eligibility criteria & terms & conditions may be changed/ altered/modify/relaxed in order to suit the requirements of the CEO, Uttarakhand from time to time or before giving job order.
- xii. **Local office or representative of Agency in Uttarakhand is must.**
- xiii. Agencies once empanelled, shall have to promptly reply to all the enquiries, execute orders as per the order terms of CEO and keep the office informed of new products/developments/innovations/ideas that shall help reduce the cost and improve quality, reliability.
- xiv. **Election Management is a urgent nature of work, and work order may be place on urgent basis also.**
- xv. Unsigned or incomplete BID/document without Indexing & numbering of all pages will not be entertained.PI.check the document/enclosures as per checklist enclosed before submission the EoI propel & please affix your agency/firm/company seal with authorized signature on every page of document.
- xvi. All registered Agencies/firms are expected to maintain absolute integrity, follow a decent standard of business ethics and do nothing unbecoming of a registered supplier.
- xvii. CEO has all the rights reserved to add/delete/alter any of the items .
- xviii. **Supply/Delivery of content in prescribed Quality, Specification ,Quantity, time & FOR according to the work order of Chief Electoral Officer, Uttarakhand, will be responsibility of the agency.**
- xix. **Specification, Quantity of the items required, will be informed with work-order to qualified agency.**
- xx. If after the supply of material/work executed, it is discovered that the material supplied/work executed is not according to the specification accepted, such supply/work will be rejected at the supplier cost. They will have to supply materials/work exactly according to the specification and the event of non-compliance the condition, CEO will be at liberty to take such action as it deems fit.
- xxl. **Only original self-made content & background music allowed. Any type of copyright issue, department will not be responsible.**



### III-Application Document:

The Eol document can be downloaded from [www.ceo.uk.gov.in](http://www.ceo.uk.gov.in) & Non-refundable Document fee Rs. 500/-(Rs. Five hundred only) in form of **Demand draft** favoring Chief Electoral Officer, Uttarakhand payable at Dehradun is to be enclosed with the Eol proposal.

### IV-Mode of Submission:-

- a) Interested agencies with proven experience and credentials work record as per requirement, mentioned above, must submit their proposal/application(annexure-A), Technical BID, Non-refundable Application Fee Rs. 500 with prescribed Eol document **on or before 12<sup>th</sup> November , 2021** (Up to 02.30 PM) in sealed envelope to this office at the following address either by Speed Post/Courier or By hand ,which will be opened the same date at 04:30 PM. Envelop should be super scribed as **"Application for empanelment for Audio/Video Creative Agency (Cat-D)"**

To, Office of The Chief Electoral Officer, Secretariat Compound ,Vishwakarma Bhawan, 1st Floor, Subhash Road, Dehradun- 248 001

- Office shall not be responsible for any postal delay regarding submission of BID.
- b) The bidders shall have to submit their bid document in hard copies i.e. offline/manual submission by speed post/courier or by hand in the office of the Chief Electoral Officer, Secretariat Compound, 1st Floor Vishwakarma Bhawan , Subhash Road, Dehradun- 248 001 in due time as prescribed in document.
- c) Technical Proposal for empanelment of agencies, shall contain the qualification criteria and supporting document & technical compliance to the specification.

### V. Scope of work:-

Preparing the design and layout, Conceptualizing and creating characters in animated/digital form , Editing of contents, Ensuring quality (Editorial & Production), Effective coordination with content & Reference material and design, Ensuring premium quality of work, Typesetting, Organization of content, Photos, Heading, Setting, Bibliography, Index, Ensuring consistent format & Ensuring proof reading etc. as per the work. It shall entail review, editing, arranging, photographs & cartography, one press work including composing, proof editing , graphics, animation, supply and distribution of the proposed video/ Audio production work. It will not be limited to or to the digital short films & videos/ animated films / documentary / features etc and also including shoots on different locations, concept, script, voice over, dubbing, back ground music, speeches graphics, animation, royalty free footage and many others basis. The third party cost for shoots and / or procurement of royalty-paid images, graphics , footage, clipping and other related material will be paid on actual as per the discretion of the committee . Theme will be provided by the Dep't/CEO & Script Writing/Editing will be responsibility of the Agency/Firm.

<b>Type of Work</b> :-Creation of Audio/Visual Contant in form of Short/Animation Video film, AV Clip, VFX, Documentary, Audio Jingles, Radio Spot, Out Door Shooting, Sign Language Videos &all allied work falling under AV Production House.In normal & as & when required in accessible format also..	Category- "D"
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1. Start of Criteria: Non-political and non-partisan with clean antecedents.
2. Content Duration : As per Directed as & when required.
3. Content Language Hindi/English & Regional Language Garhwali/Kumauni(In Speak) as directed/required
4. Resolution \* HD+, HD, Normal, Mobile & PVR & All Type/Mode of display Compatible.
5. Display quality \* may be 6400x3820 upto 4K & 6K. Audio Quality HD Audio greater than 44.1 KHZ sample rate or higher than 16 bit Audio bit or as directed by work order.
6. Accessible Format As & when Required as per ECI/Accessible Election instruction/Format..
7. Specification\* 3D & 4D Animation,3D Hologram, VFX, Motion Graphic SFX, Typography, DCP(Digital Cinema Projection, Color grounding and Color Correction, Voice Over, Digital Intermediate(DI).MPEG 2/4.

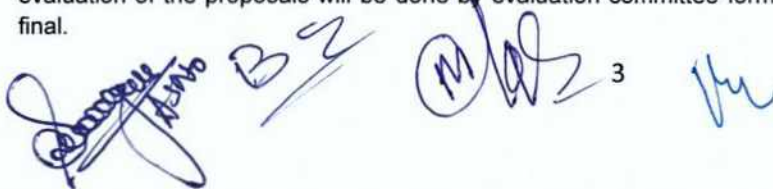
\*Final Specification of the Content will be provided with work order.

### VI-Award of Work

- Empanelment does not guarantee that work will be provided to agency necessarily..Work will be allotted to the empanelled agency as and when required by CEO, separately as per need following due course .
- CEO, Uttarakhand will issue advertisement/ notices/work order through departmental website [www.ceo.uk.gov.in](http://www.ceo.uk.gov.in) & e-mail through [election09@gmail.com](mailto:election09@gmail.com) regarding creative job as per its requirement from time-to-time. Desirous empanelled agencies may apply at the time of advertisement/notice. Please regularly check the website of CEO.

### VII-Method of Evaluation/Selection:


- All the Eol proposals received will be scrutinized to assess their eligibility based on the qualifying criteria/norms. Those proposals which do not meet the qualifying criteria/norms will be rejected, forthwith, or any stage of detection. The evaluation of the proposals will be done by evaluation committee formed by CEO. The decision of the committee will be final.

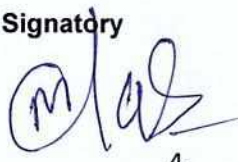


# X-Application Form for Audio/Visual Creative Agency (Category-D) Annexure-A

1.	Name and Address of the agency/Firm:			
2.	Location of the Unit/Workshop:			
3.	Telephone No.:	Website:		
4.	Name-Contact Person, (Representative of the Firm)			
	LL & Mob. No.&	What's App. No.		
	E-mail ID:(Pl. Clearly Mentioned)			
5.	Type of Legal Entity:			
6.	Year of Establishment:			
7.	Financial Capacity (as per the audited statements or Certificate of CA):			
	Year	<b>FY1 2017-18</b>	<b>FY2 2018-19</b>	<b>FY3 2019-20</b>
	Total Turnover			
8.	GSTN No. :			
9.	PAN No. :			
	Required Attachment & Checklist for document/ enclosures.			Enclosed Yes/No
	1) D.D. of Rs. 500.00) In the Favour of <b>Chief Electoral Officer, Uttarakhand</b>			
	2)	SSI Registration/Udyog Adhar/Incorporation Certificate.(Of 03 years before from date of application) Or GSTN(with previous year TIN) .(Of 03 years before from date of application)		
		Self attested copies of 03 relevant work order (reg. 3 year exp.) as required		
	3)	CA's Certificate or Audited Balance Sheet(2017-18,2018-19 & 2019-20) regd. Turn Over.		
	4)	Copy of ITR AY 2018-19 , 2019-20 & 2020-21		
10.	5)	GSTN Registration		
	6)	PAN Card.		
	7)	Any one previous work order from govt. organization or self certified copy of certificate Of satisfaction of work done from Govt. Department/Organization (of within 03 year).		
	8)	Self Undertaking regarding Complete Setup as required for audio video production agency, with detail of P/M/Equipment with specification, quantity, capacity,& infrastructure UPS, Invertors. Broadband, Lease Lines etc. as required as described in eligibility norms on annexure B		
	9)	A affidavit ON ANNEXURE-C, duly attested by notary that his/her firm is not Blacklisted debarred/ banned by any govt. department/organization & regarding terms/condition.		
	10)	Self Undertaking regarding "Internet Hospitality" on Annexure-D		
11.	<b>Declaration</b>			
	I hereby declared that all the details as per above given by me are true to the best of my knowledge & belief, in case above detail or any information provided by me found false, my proposal will be cancelled & I also be declared that even after my engagement, If any thing/information found false than CEO, Uttarakhand may be terminated my Propesel/BID.			

**SIGN AND SEAL OF THE Authorized Signatory**  
DATE






## Annexure-B

**A Self undertaking regarding in house setup as required on Annexure-B (with detail of machines-Name of P/M/Equipment, make/model, Specification, capacity, & other infrastructure Computer, Sound Systems/Mixer, Cameras, Drone, UPS/Invertor, Broadband, Internet Lease Line & etc. which is required & installed in W/S) .**

S.No	Name of P/M /Equipment/ Gazettes/ Resource Items etc. Regarding infrastructure.	Make/Model	Specification	Capacity	Quantity	Any Remark

## Annexure-C

(This undertaking duly notarized has to be executed on a stamp paper of Rs.100/-)

### UNDERTAKING

Ref. No/ Notice No, Date.

- 1- We hereby confirm that his/her Agency/Firm have not been Debarred/Blacklisted /Banned by any government/organization.
- 2- We also agree with your terms and conditions quoted in your EoI document.

Date & Time

Signature of Authorized Signatory  
Name & Address:  
Seal of the Agency/Firm/Company

## Annexure-D

- Undertaking regarding **Internet Hospitality** must be submitted by the agency/bidder.
- **Certified that the firm is not involved in such type of activities as described bellow**

- A. Anti national content,
- a. B. Pornographic & Trafficking Content ,
- b. C. Political Association
- c. D. Malicious Content ,
- d. E. Content Hurting Religious Sentiments,
- e. F. Promoting Piracy in any form.
- f.

**& Firm will follow limits of internet hospitality.**

