

CHIEF ELECTORAL OFFICER, UTTARAKHAND

Secretariat Complex,4-Subhash Road,Vishwkarma Bhawan,Ist Floor,Dehradun

Phone No. 0135-2712338,E-mail election09@gmail.com

Ref. No. SVEEP XXV-37/2018/43

Dated. 5/1/19

Circular for Engagement of Consultant(s) under Systematic Voters' Education & Electoral Participation-SVEEP

Chief Electoral Officer,Uttarakhand invites applications for full time consultants on contract basis under SVEEP programme of Election Commission of India for a period of six month & may be extended up to one year. Summary of Consultant's position, Terms Of Reference and other details are as under.

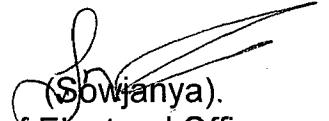
S.No.	Positions	No. of Positions	Remuneration, & Eligibility & Job Profile
01	Consultant for SVEEP Program.	01	Anx-1
02	Consultant for Print & Electronic Media Management Cum Graphic Designer	01	Anx-2
03	Consultant for Social Media Management	01	Anx-3

2. Applications from eligible candidates for the aforesaid positions are invited in the enclosed proforma(Annexure-) along with copies of the certificates of the essential qualifications & experience & certificate of non-affiliation with political parties/Organizations.The application may be addressed to Chief Electoral Officer,Uttarakhand.

3. Applications received incomplete or after due date will not be considered.Only Shortlisted candidates will be intimated and called for interview.

4. Chief Electoral Officer,Uttarakhand reserves the right to reject any/all applications without assigning any reason.

5. Duly filled application forms along with relevant documents may be submitted by 15th January,2019.


(Swjanya).
Chief Electoral Officer
Uttarakhand

TERMS OF REFERENCE FOR CONSULTANTS
(Under Systematic Voters' Education & Electoral Participation-SVEEP)

- 1.JOB TITLE:** 1.Consultant for SVEEP
2.Consultant for Electronic, Print Media Management
Cum Graphic Designer
3.Consultant for Social Media Management
- 2.QUALIFICATION:** As per Annexure 1,2 & 3.
- 3.NO. OF POSITIONS:** As mentioned in Circular.
- 4.START OF CRITERIA:** Non-political and non-partisan with clean antecedents.
- 5. AGE LIMIT:** 65 years.
- 6.LOCATION:** Dehradun
- 7.CONTRACT TERM:** The term of engagement for the consultant(s) will be six months & may be extended upto One Year.
- 8.WORKING HOURS** The regular working hours.However as per the exigency, one could have to sit late to complete time-bound/urgent nature work.
- 9.RIGHTS OF THE AUTHORITY:** The authority has the right to cancel advertisement, and not to process in the matter for engagement of consultant, anystage, accept/reject any/all applications,without giving any explanations, whatsoever.
- 10.SELECTION PROCEDURE:** The Candidate meeting the required conditions will be shortlisted and called for skill based test and interview as per decided by the selection committee.
- 11.REMUNERATION:** If any suitable candidate is found, remuneration will be paid as under.

Level	A Level*	B-Level*	C-Level*
Remuneration per Month	Rs.80,000.00	Rs.50,000.00	Rs.30,000.00

*Decision regarding level of appointment of candidate as per annexure 1,2,3 & hence remuneration would be solely made on the basis of overall evaluation as per qualification , experience & skillset of candidate .

12.OTHER TERMS &CONDITIONS

- i. The engagement will be on a contract basis only.
- ii. Preference will be given to those candidates, who have experience in voter awareness campaign under SVEEP of the election department.
- iii. The engagement shall be subject to satisfactory performance of duties. CEO reserves the right to curtail the period of engagement or cancel the engagement on 7days notice.
- iv. No TA/DA shall be admissible for joining the assignment/Interview.



v. If not specified, terms & conditions are common for all Positions.

vi. The consultant will sign a contract Agreement .

13.NOTE:

Interested individual consultants must submit the following self attested documents/information to demonstrate their qualification, skill & experience.

- 1) Filled application Form with Contact No.
- 2) The proposal, Explaining why they are the most suitable for the work.
- 3) CV including documentary proof of the qualifications.
- 4) Details of experience in similar project.
- 5) Certificate regarding non-political affiliation from the applicant.
- 6) Copy of Govt. approved ID.

14.ABOUT THE DEPTT.:

Chief Electoral Officer, Uttarakhand is a statutory authority & responsible to conduct Lok Sabha & Assembly Elections/by-elections, Presidential & Vice-presidential elections & rajyasabha elections under the directions of Election Commission of India in a free, fair & inducement free manner as well as manage the conduct of activities to ensure inclusive participation from all sections of societies.

15.ABOUT SVEEP:


Systematic Voters, education and Electoral Participation (SVEEP) is a multi-intervention programme that reaches out through different modes and media to educate citizen, electors, and voters about the electoral process to increase their awareness and participation. SVEEP is designed according to the socio-economic, cultural and demographic profile of the state as well as the history of electoral participation in the previous round of elections. The primary objective of the SVEEP is:-

- Increase electoral participation through voter registration and turnout.
- To increase qualitative participation concerning ethical and informed voting.
- To provide continuous electoral and democracy education.

16. OBJECTIVES:

In view of Lok Sabha General Election-2019 successful implementation of SVEEP Plan, the conduct of targeted Interventions, awareness programmes, mass mobilization Campaign, Content Creations & Co-ordination with partners & Stakeholders with use of technology & various form of media.

- to meet out significant gaps in electors like the first time, women, urban, weaker section, PwDs, Overseas, Service Voters & Marginalized segments.



- To increase in Voter turnout by at least 5-10% over the last Lok Sabha/Assembly GE.
- Overcoming youth "disconnect",
- Fighting with urban apathy, remove the gender gap, Inclusion of excluded groups & communities.
- Accessible Elections with focus PwD electors.
- Visible enhancement in the quality of electoral participation concerning informed, ethical and inducement free voting in tandem with supply side expenditure control measures.
- Increase in postal ballot voting by facilitating and educating service voters and employees.
- Outreach of Overseas Indian Electors/NRIs.
- ISE, Electoral Literacy Clubs i.e. ELC/CPVF.
- Campaign for EVM & VVPAT awareness.
- Innovative activities & best practices.

17.SVEEP ACTIVITIES:

Planning of voter awareness activities to enhance the electoral participation with a fusion of democracy.

- Event(s)-** Voter Fest, ELC Conclave, Street Play, Puppet Show, NVD etc.
- Folk(s)** Folk Dance/Songs/Band etc.
- Contest(s)** Debate, Essay, Drawing / Painting, The slogan, Mehendi, Rangoli, Music etc.
- Run(s)** Run for Vote, Cross Country Race, rally, Human Chain etc.
- Other:-** Extempore Speech, Pledge Signature Campaign, Flash Mob etc.-

18.USE OF MEDIA:

360 Degree Media Campaign Folk Media, Inter personnel Media, Print Media, Outdoor Media, Digital Media, Electronic Media & Social Media

19.COORDINATION WITH:

Coordinates with Stakeholders i.e. Govt. Department./ Agencies/NGOs/CSOs/DPOs/Youth Vol.Org.(s) etc.

20.DOCUMENTATION:

1. As and when required Consolidated Documents i.e. in form of Success Story, best practices or Complete Documentation.
2. Coordinates and facilitates for documentation of various best electoral practices on the planning of elections, Expenditure Monitoring, EVM & VVPAT awareness etc.
3. Reviews external Publications/Documents reports providing input in all form.
4. Proof-reading of the tools and documents to ensure ECIs editorial standards are met.

21.OUTPUT/REPORTING:

The Consultants will Submit report:-

1. Phase wise weekly report on the progress of implementation & effectiveness of the respective strategy to promote SVEEP as per the Calendar of activities/Election planner.
2. Detailed Monthly analysis report on the steps undertaken for promotion on the SVEEP/Media platform and result achieved.
3. Outreach material in form of animation film, video promos,comics,interactive games etc.
4. Or as & when desired by CEO,Uttarakhand.

22. LAST DATE FOR SUBMISSION OF APPLICATION:

The proposal may be submitted latest by 4.00 PM on 15th January 2019 by speed/regd.postto:-
O/o The Chief Electoral Officer, Uttarakhand
Secretariat Complex,4-Subhash Road,
Vishwakarma Bhawan, 1st Floor, Dehradun
Phone No. 0135-2713551,2712338,
E-mail election09@gmail.com

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QUALIFICATION, SKILL & EXPERIENCE FOR CONSULTANT FOR SVEEP

“A” level		
Academic Qualification	Required Skills	Work-Experience
PG degree in mass communication/behavioural science Or equivalent	Proficient in Hindi & English, Knowledge of Democratic & Electoral process, Excellent communication & presentation skills, proven ability to conceptualize plan & execute the idea, Knowledge of computer applications, Proven ability to plan & organize a large scale event, Ability to coordinate and work with different groups & teams. Knowledge mass communication laws	5 years. of exp. In voter awareness campaign of Election Deptt./development communicational sector in Govt Deptt./Org.
“B” Level		
Academic Qualification	Required Skills	Work-Experience
PG Degree /(Degree +Diploma in relevant field) Or equivalent	Proficient in Hindi & English, Knowledge of Democratic & Electoral process, Excellent communication & presentation skills, proven ability to understand & execute the idea, Knowledge of basic computer applications, Proven ability to plan & organize a large scale event, Ability to work with different group/ teams.	3 years. of exp. In voter awareness campaign of Election Deptt./development communicational sector in Govt Deptt./Org.
“C” Level		
Academic Qualification	Required Skills	Work-Experience
Graduate in any stream	Basic communication & presentation , Knowledge of Democratic & Electoral process, skills, proven ability to follow & execute the idea, Knowledge of basic computer applications, Proven ability to plan & organize a event, Ability to work with different group & teams.	1 years. of exp. In voter awareness campaign of Election Deptt./development communicational sector in Govt Deptt./Org.

JOB PROFILE

- To prepare an overall strategy for effective outreach to electors, voters & citizen of all sections of society for enhanced and active participation in the democratic/electoral process.
- Under Supervision of Chief Electoral Officer, Uttarakhand the Formulation, Development & implementation of SVEEP plan for upcoming Lok Sabha GE-2019 to fulfill programme objectives for enhancing people's participation in the electoral process.
- Preparation of Calendar of SVEEP activities for upcoming Lok Sabha GE-2019.
- Monitors output, activities and deliverables of State/Districts as per the objective of SVEEP & calendar of activities with Use of technology, New Media/Mode/Medium.
- Provide need-based technical support to the state on SVEEP interventions.
- Need assessment & formation of working groups. Resource mobilization with inter-department coordination & partnership with stakeholder.
- Create new ideas for innovative & best practices in all dimensions.
- To assist for Election-related Seminar, Conference, Meeting, Training etc.
- Execution of activities according to the above & preparation of documentation, PPTs etc.
- Any other as per directed/expected by CEO.

**QUALIFICATION, SKILL & EXPERIENCE FOR
CONSULTANT FOR ELECTRONIC, PRINT MEDIA CUM GRAPHIC DESIGNER.**

“A” level		
Academic Qualification	Skill Based	Work-Experience
PG degree in Creative Media Production & Communication/ Graphic Designing & Multi Media Or equivalent	Proficient in Hindi & English communication, Knowledge of MS Office, coral draw, Page Maker, Adobe Photoshop, Adobe Illustrator. Knowledge of audio/photo/video editing, mixing, digital media, SL photography & videography, Shooting, Animation & other related skill, Knowledge about copyright act, & laws	5 years of exp. In the relevant field i.e. In creative Media/Graphic designing/Visualizer/Multi-media etc. in govt. deptt./org.
“B” Level		
Academic Qualification	Skill Based	Work-Experience
Graduate & Diploma in Creative Media Production & Communication/ Graphic Designing & Multi-Media Or equivalent	Proficient in Hindi & English communication, Knowledge of MS Office, Coral Draw, PageMaker, Photoshop. Knowledge of audio/photo/video editing. Basic expertise in photography & Videography.	3 years of exp. In the relevant field i.e. In creative Media/Graphic designing/Visualizer/Multi-media etc. in govt. deptt./org.
“C” Level		
Academic Qualification	Skill Based	Work-Experience
Graduate & One year Certificate in Graphic Designing	Knowledge of MS office, Power Point, Photoshop, Page Maker & Coral Draw. Proficient in Hindi & English typing.	1 years of exp. In the relevant field i.e. In creative Media/Graphic designing/Visualizer/Multi-media etc. in govt. deptt./org.

JOB PROFILE

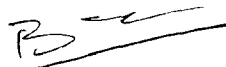
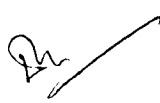
- To prepare communication strategy for effective outreach to electors, voters & citizen of all sections of society for enhanced and active participation in the democratic/electoral process.
- To chart out advertisement strategy & concepts for effective delivery of SVEEP campaigning through electronic & print media.
- To design & develop a creative portfolio with appealing slogans for Outdoor Media/ Advertisements as Hoarding/Banner, Standees, Bus Panels etc.
- To develop scripts for radio jingles, street play, puppet show, press note, news, write-up etc.
- Designing & Developing content for Brochures, Flyers, handbills, Posters, Booklet etc.
- Preparation of audio/video spots & clips, short films, Teaser film, Documentaries, PPTs etc.
- all contents in accessible formats/Standards also given the requirement of PwDs.
- Background design for the stage.
- Training of the election Personals.
- Consultation along with execution of work according to above.
- Any other as per directed/expected by CEO.

QUALIFICATION, SKILL & EXPERIENCE FOR CONSULTANT FOR SOCIAL MEDIA MANAGEMENT

“A” level		
Academic Qualification	Skill-Based	Work-Experience
PG degree in IT or equivalent	Knowledge of web designing, webcasting, iOS/Android App development, organizing effective social media campaigns through Facebook, YouTube, Instagram, Twitter, Google +, WhatsApp. Knowledge of creative content writing i.e. script writing, caption writing, spot writing etc. (both Hindi & English), Knowledge of cyber laws, web marices & other related skill.	5 years of exp, in Social Media Management & as per required skill in govt. deptt./org.
“B” Level		
Academic Qualification	Skill Based	Work-Experience
B.Tech IT/Graduate in IT Or equivalent	Knowledge of Android app management and website management, organizing effective social media campaigns through Facebook, YouTube, Instagram, Twitter, Google +, WhatsApp. Basic Knowledge of creative content writing i.e. script writing, caption writing, spot writing etc. (both Hindi & English), Knowledge of cyber laws, web marices & other related skill.	3-4 years of exp, in Social Media Management & as per required skill in govt. deptt./org.
“C” Level		
Academic Qualification	Skill Based	Work-Experience
Graduate+Diploma in IT Or equivalent	Knowledge of promoting campaigns and updating social media accounts on Facebook, YouTube, Instagram, Twitter, Google +, WhatsApp. Basic Knowledge of content writing . (Both Hindi & English)	2 years of exp, in Social Media Management & as per required skill in govt. deptt./org.

JOB PROFILE

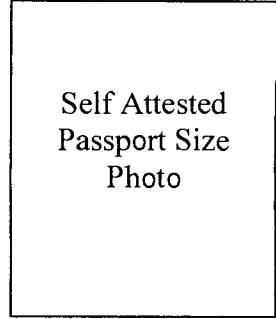
- Develop, Implement & Manage Social Media Strategy.
- Creation & Maintenance of social media platform for SVEEP including but not limited to, Facebook Page, Twitter Profile, YouTube Channel, Google Plus, LinkedIn and, Pinterest, Instagram.
- Give all Social Media Platforms a new look every week by putting up new creative features, theme lines, links etc.
- Daily informative and promotional updates in the form of relevant text, pictures, audio, unique & interactive content, interviews, news, quiz.
- Publishing online press releases, events, programmes, newsletter on site, Issuing multimedia releases.
- Understanding web traffic matrices & cyber laws, familiarity with web designing, mobile application & publicity.
- Organize online surveys, quizzes, contest on all platforms.
- Redressal of queries/public grievances /doubts if any, received on social media platform.
- Moderation of all platform frequently to deal with spam, unauthorized advertisements, inappropriate content.
- Create relevant tagging & linkages image selection & editing for blogs, social media post.
- A still photo bank/Gallery with cataloging needs to be developed with high quality & high-resolution photograph.
- All contents in accessible formats/Standards also given the requirement of PwDs.
- Various WhatsApp group of all election-related officer/ECI, CEO, DEOs, EROs, BLOs etc.
- Consultation along with execution of work & Training of the election Officers/Personals as per above.
- Any other as per directed/expected by CEO.


Application Format

(For engagement as a consultant under SVEEP in the O/o The Chief Electoral Officer, Uttarakhand)

1. Name
2. Father's Name
3. Date of Birth
4. Domicile
5. Nationality
6. Mailing Address
7. Contact No./I.L/Mob.No.
8. E-mail
9. Permanent Address
10. Application For the Post of



Educational Qualification:-

S.No.	Course & Stream	Subject	College/Institute	Board/University	Year of Passing	Division/Class/%

Work Experience:-

S.No.	Organization/Institute	Period	Nature of Work	Period of Experience in election deptt./govt. deptt./org. as per specified in anx-1/2/3	Period of Experience In voter awareness campaign of election deptt.	Remark

Enclosers (Self Attested) for confirmation of above:-

- 1.
- 2.
- 3.
- 4.
- 5.

(Signature)

Name.....

Date.....