

OFFICE OF THE
CHIEF ELECTORAL OFFICER: MANIPUR

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NOTICE INVITING EXPRESSION OF INTEREST (EOI)

Imphal, the 21st June 2022

No.SVP-106/2/2022-ELEC-ED: Chief Electoral Officer, Manipur invites "Expression of Interest (EOI) from Creative Agencies for empanelment based on a monthly retainership fee (biddable) with this office for development of advertisements (in both print & electronic), social media campaign, innovative ways for awareness generation, documentation and publishing of qualitative documents like Magazine, Coffee Table Books, Videos and Pictures etc. for various activities under Systematic Voters' Education & Electoral Participation (SVEEP).

2. Detailed Expression of Interest (EOI) along with formats and timelines for submission is uploaded on the official websites of this office "www.ceomanipur.nic.in"

Binod Salam
21.06.2022

(Binod Salam)

Assistant Chief Electoral Officer, Manipur

Copy to:-

1. Principal Secretary (Election), Government of Manipur.
2. Database Administrator for uploading at the official website.
3. Editor, Sangai Express (English)/Poknapham (Manipuri) for publication of the above Notification as a paid advertisement for one day.
4. Relevant e-file.
5. Guard file.

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Imphal, the 20th June, 2022

**NOTICE INVITING EXPRESSION OF INTEREST (EOI)
FOR EMPANELMENT OF CREATIVE AGENCY**

The Chief Electoral Officer, Manipur invites EXPRESSION OF INTEREST (EOI) from Creative Agencies for empanelment based on a monthly retainership fee (biddable) with the Office of the Chief Electoral Officer, Manipur for the development of advertisements (in both print & electronic). social media campaign, innovative ways for awareness generation, documentation and publishing of qualitative documents like Magazine, Coffee Table Books, Videos and Pictures etc. for various activities under Systematic Voters' Education & Electoral Participation (SVEEP). [For more details log on to www.ecisveep.nic.in]. The scope of work will *inter alia* include Content Development. Copy Writing, Typing, Editing, Designing, Proof Reading, Photo Editing, Publishing of E-book versions, and running media campaigns in print, electronic and social media. Any extra expenditure on actual printing or running of campaigns or for the physical production of publicity materials shall be paid separately by the Office of Chief Electoral Officer to the agency selected for the purpose separately. The empanelled firm can advise on the selection of agency for this purpose and the Office of the CEO reserves the right to accept or reject such advice. Agencies, fulfilling all the under-mentioned eligibility criteria as given below may only apply:-

1. The Agency must have professional experience of creative content development, copywriting, designing & editing of Magazines, Coffee Table Book. Picture Book etc.
 2. The Agency should have experience in running a successful mass media campaign including through social media in the last two years.
 3. The Agency should have done similar type of work with any Government/Ministry/Department/Office/PSUs/Private Sectors etc. in the last 2 years.
 4. The Agency must have an average annual turnover of Rs. 1 Crore and above during the last two years.
 5. The Agency must have adequate self-resources for copywriting, designing, editing, and translating with all the basic office infrastructure.
2. Sealed EOI must be submitted in person or by post to the undersigned by **3:00 PM of 4th July 2022.**