

**OFFICE OF THE  
CHIEF ELECTORAL OFFICER: MANIPUR**

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www.ceomanipur.nic.in  
Telefax: 0385:2414239/2414859

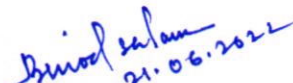
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**NOTICE INVITING EXPRESSION OF INTEREST (EOI)**

Imphal, the 21<sup>st</sup> 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](http://www.ceomanipur.nic.in)"

  
(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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**No.SVP-106/2/2022-ELEC-ED**

Email: [ceo\\_manipur@eci.gov.in](mailto:ceo_manipur@eci.gov.in)

[jtceo\\_manipur@eci.gov.in](mailto:jtceo_manipur@eci.gov.in)

**Imphal, the 20<sup>th</sup> 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](http://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 4<sup>th</sup> July 2022**.



## Shortlisting of Agency and selection criteria.

Agencies fulfilling the above conditions shall be shortlisted and called for presentation before the Committee constituted for the purpose, at the Office CEO Manipur, Lamphelpat. The presentation may *interalia* include the agency's **profile, major similar projects done by them** along with required documentary proof, ideas for innovative techniques for mass awareness etc. Mode of selection shall be QCBS where 60% weightages shall be given to technical criteria and credentials and 40% on financial bid. The break-up of weightages for the 60% technical criteria shall be as follows: -

Turnover	- 10
Experience	- 20
Qualification of staff	- 10
Presentation including weightage for innovative ideas	- 20
<b>Total: -</b>	<b>60</b>

## Terms and Conditions:

1. The above-mentioned eligibility criteria may be changed or altered in order to suit the requirements of the office from time to time.
2. The Agencies shall make a presentation before the Committee w.r.t to their profile and major projects covered by them during the last 2 years, as to how the said agency is suitable for the purpose.
3. Agencies should apply in the proforma given in Annexure "A" along with all supporting documents.
4. Failure to submit the EOI in the prescribed format would result in disqualification of the Agency and no further request would be entertained.
5. The empanelment would be valid for a period of 11 months from the date of signing of Agreements. The term of engagement may be extended based on mutual agreement.
6. The empanelled agency shall deposit a Performance Security Deposit of Rs.2,00,000/-(Rupees Two Lakh only) in the form of a Demand Draft made in the name of the Chief Electoral Officer, Manipur for the whole period of empanelment.
7. Empanelment does not guarantee that work will be provided to the agency necessarily.
8. Chief Electoral Officer, Manipur shall retain the absolute copyright and all such related rights including the rights for adaptations/translation, reproduction, alteration, and archiving without any restriction of a time period of all such creatives and their inputs which might be produced by the agency for executing work. Such creativity could be used in the future.
9. The Agency shall maintain all layouts, artwork, copies, negatives, tapes, bill vouchers, etc. for the duration of the contract period and then submit the same to the Chief Electoral Officer, Manipur.
10. The Agency shall perform the services and carry out its obligations under the Contract with due diligence, efficiency and economy in accordance with generally accepted professional standards and practices. The Agency shall always support and safeguard the legitimate interest of the Chief Electoral Officer, Manipur in any dealings with any third party.

11. Chief Electoral Officer, Manipur reserves the right to cancel/refuse the empanelment of any agency, at any time on grounds of unsatisfactory services and conduct without assigning any reason.

12. The Agency shall provide such qualified and experienced personnel as may be required to perform the services under the specific project assigned by the Chief Electoral Officer, Manipur and it is desirable for the Agency to deploy the personnel, who have adequate experience in the domain related with the Projects. The Agency shall not change the team deployed for the work without due intimation to the Chief Electoral Officer, Manipur.

13. All legal disputes shall be subjected to the jurisdiction of the Courts situated in Imphal only.

14. Final soft copy (in both open and ready to print form) of the designed job shall be provided to the Chief Electoral Officer, Manipur.

Yours faithfully,



**(Md.S.Daulat Khan)**

Joint Chief Electoral Officer, Manipur



## APPLICATION PROFORMA

1. Name of the Firm:
2. Contact person:
3. Contact information:
4. Address:
5. Telephone No:
6. Mobile No:
7. Email:
8. Details of the Office and infrastructure (attach documentary proof):
9. Professional experience of the Agency: Give details of work experience/major similar Jobs handled by the Agency during the last two years in the following format:

Sl.No.	Similar Nature of work done with the Govt./Ministry/Department/Office /PSUs/Private Sectors etc. in the last 3 years.	Work type	Value of Work Rs.in lakh)

- If the space provided is insufficient, a separate sheet may be attached  
**(Also attach documentary proof of work)**
10. Professional experience of Staff working in the Agency: Give details of work experience, Qualification & Job handled by them during the last two years in the following format: -

Sl.No.	Name of the Employee	Educational Qualification	Work experience	
			Working since	Brief of works Handled by them

- If the space provided is insufficient, a separate sheet may be attached  
**(Also attach documentary proof of work)**
11. Legal status of Organization: -
    - a. Is it a registered firm/company? Yes/No.  
(Photocopies of the certificate of registration should be attached)
    - b. Is the organization a proprietorship:  
Firm, partnership firm, or company? (Attach documents)  
(If a partnership firm, state the name (s) and address (es) of your partners. If a company, state the name and Address of the Directors]
    - c. State whether the proprietor/any of the Partners/Directors is/are retired  
Government officials: Yes/No (If yes, the date of his/her/their retirement and the Department from which retired).
  12. Has the Agency/its sister concerns/any director ever been blacklisted/defaulted by any organization? Yes/No (If yes, give details).

**FINANCIAL INFORMATION:**

13. Audited Income Tax Returns and balance sheets of the Agency/firm for the last 2 (two) financial years **(Proof of documents attached)**
14. Documentary proof of annual turnover.
15. Copies of PAN number and Service tax number.
16. Copies of GST number.

**DECLARATION**

I.....for.....  
.....solemnly affirm that the facts stated above are correct and nothing has been withheld. If any information submitted above is found to be false or fabricated, I may be liable to be suspended and/or debarred from empanelment. I permit the Chief Electoral Officer, Manipur to inspect my facilities and other records to ascertain the above facts. I will abide by the decision of the Chief Electoral Officer regarding the allocation of works. I, hereby, declare that I shall adhere to the terms and conditions set by the Chief Electoral Officer, Manipur.

**Signature (with seal of organization)**

Full name and designation:

Mobile No.:

Date:

Place:

**FINANCIAL BID: -**

<b>Sl.No</b>	<b>Particular</b>	<b>Monthly retainership fee (in Rs)</b>	<b>Applicable Tax (in Rs)</b>	<b>Grand Total (in Rs.)</b>
1.	Non-election/ Non-SSR period (for 10 months)			
2.	Elections/ SSR periods (for 2 months)			