



मुख्य निर्वाचन अधिकारी – दिल्ली कार्यालय

OFFICE OF THE CHIEF ELECTORAL OFFICER-DELHI

पुराना सेंट स्टीफन कॉलेज भवन

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FN.13/CEO/SVEEP/Selection of Agency/2022/323

Dated: March 9th, 2022

NOTICE INVITING APPLICATIONS FROM BOC/DAVP EMPANELLED AGENCIES FOR EMPANELMENT IN THE OFFICE OF CHIEF ELECTORAL OFFICER (CEO) -DELHI

The office of the Chief Electoral Officer, Delhi intends to empanel agency(ies) for the office of the Chief Electoral Officer (CEO), Delhi out of the agencies empanelled with Bureau of Outreach Communications /BOC (erstwhile DAVP/ Directorate of Audio Visual Publicity), GOI for carrying out Print Media & Outdoor Media campaigns of this office. The empanelment will be for advertisement through Print Media & Outdoor Media. This notice is also available on the website of CEO-Delhi i.e. www.ceodelhi.gov.in and the website of the Government of NCT of Delhi i.e. www.delhi.gov.in for information to all.

Background:- Office of the Chief Electoral Officer, Delhi working under the control of the Election Commission of India undertakes various campaigns, events etc. relating to Voters' Education/ Awareness. Wide publicity of these campaigns/events through various types of media is undertaken by this office out of which print media and outdoor media is also observed to be an effective medium.

Procedure for empanelment:- There will be two stages for selection. The first stage will comprise of submission of requisite documents as mentioned in clause 8 along with two different creative's on the given theme. This stage is divided into two parts. Those firms/agencies/companies submitting complete and legible documents duly signed by the authorized signatory will be treated as qualifying for the second part of the first stage and only the creative's submitted by such firm/agency/company will be placed before the committee for scrutiny. Based on the recommendations of the Committee and the decision of the Competent Authority, the firm/agency/company will be shortlisted for the second stage. In the second stage, shortlisted firms/agencies/companies will be invited for making Power Point Presentation before the committee for final selection/ empanelment. The decision of the committee will be final in this regard. The theme for the second stage presentation may be the same or different from that of the first stage.

Terms & Conditions:-

1. The firm/agency/company must have valid PAN No. under IT Act, & valid GST No. under Goods & Services Tax Act.
2. The firm/agency/company must be incorporated or registered in India under the relevant laws.

3. The firm/agency/company must have valid empanelment with BOC/DAVP.
4. The firm/agency/company should have sufficient infrastructure to execute the work.
5. The firm/agency/company blacklisted by any of the Govt. Department/Organizations is not eligible to participate. The applicant will submit an Undertaking to the effect that the firm/agency/company has not been blacklisted by any of the Department/Organization of the Govt. of India/State Govt./Government of NCT of Delhi/PSUs and no criminal case is pending against the said firm/agency/company.
6. The applicant firm/agency/company should have their office/workstation/ creative studio in Delhi NCR.
7. All BOC/DAVP empanelled agencies in the appropriate category and fulfilling the terms and conditions given in this notice will be eligible to apply for selection/empanelment by CEO-Delhi.
8. The firm/agency/company must have to submit duly filled Proforma enclosed (Annexure-I) along with:-
 - i) Self-attested copy of Valid PAN Card of the firm/agency/company
 - ii) Self-attested copy of Valid GST Number of the firm/agency/company
 - iii) Self-attested copy of Valid Registration certificate of firm/agency/company
 - iv) Self-attested copy of valid empanelment with BOC/DAVP.
 - v) Letter of Authorized Signatory (Other than the proprietor, if he/she apply himself/herself)
 - vi) An Undertaking to the effect that the firm/agency/company has sufficient infrastructure to execute the work.
 - vii) An Undertaking to the effect that the firm/agency/company has not been blacklisted by any of the government/ departments/organizations.
 - viii) Two different creative's (coloured) on the theme "YOUTH ENROLMENT AND PARTICIPATION".
9. Each and every document up-loaded along with the application should be signed by the Authorized signatory of the firm/agency/company and the same should be submitted along with the application (Annexure-I) on the given email ID. The subject of the email to be mentioned as "Application for Empanelment P & OM 2022-23"
10. Above-mentioned all documents must be submitted along with application at given email ID before the last date of submission of application i.e. 28.03.2022
11. All documents/annexures submitted should be clearly legible. Incomplete or illegible applications will be rejected at the very first stage and their creatives, if submitted, will not be placed before the committee.



12. The application, along with enclosures (documents, creative's etc.) must be submitted through the given e-mail ID. However, the applicants may additionally submit the hardcopy of creative's to SVEEP Branch, Room No.36, office of CEO-Delhi, Old St. Stephen's College Building, Kashmere Gate, Delhi latest by 5.00 pm on 31.03.2022.
13. The interested firm/agency/company may visit the websites of CEO-Delhi i.e. www.ceodelhi.gov.in and Election Commission of India (ECI) i.e. www.eci.gov.in and social media accounts of CEO-Delhi on Facebook, Instagram, Twitter and Youtube **@ceodelhioffice** for getting idea required of this office analyzing themes for preparation of creative's etc.
14. Interested BOC/DAVP empanelled agencies specialized in the print and outdoor media are requested to present/submit soft copies (in PDF) of their creative's based on the theme "**YOUTH ENROLMENT AND PARTICIPATION**" for the perusal of members of Selection Committee, constituted for this purpose, latest by 31.03.2022 at email ID: ceodelhisveep@gmail.com.

NAME OF THE THEME: Youth Enrolment and Participation

BRIEF: There is a major gap between the number of young voters in Delhi as per projected census data and the number of young voters enrolled in the Electoral Roll. Our purpose of making elections inclusive, accessible, and participative is only fulfilled when all eligible citizens cast their vote ethically for making a stronger and established democracy. So our intent is maximum registration of Youth in Electoral Roll and their maximum participation in voting.

The creatives' on this theme should be of a good quality in both content-wise as well as visual impact wise and appealing to attract not only Target group (Youth) but leave their impact on all during the display at public places.

15. Thereafter, based on the creative's submitted, shortlisted agencies will be invited for Power Point Presentation for final selection before the State Level Selection Committee for empanelment with the office of Chief Electoral Officer, Delhi as per time/schedule to be intimated later.
16. The information to shortlisted firms/agencies/companies for giving Power Point Presentation will be given on the e-mail ID provided by them in the proforma (Annexure-I) for applicants particular.
17. The Chief Electoral Officer, Delhi reserves the right to accept or reject one or all the applications or accept any application in part, without assigning any reason thereof.



18. The Chief Electoral Officer, Delhi also reserves the right to make a panel of agencies at the BOC/DAVP rate. The Chief Electoral Officer, Delhi also reserves the right to award work to more than one Contractor at the BOC/DAVP rate.
19. The successful firm/agency/company shall depute at least one liaison officer/manager to deal & coordinate with the Officers of CEO-Delhi.
20. The empanelment will be for a period of one year. The contract/empanelment may be extended for a period of up to two more years with mutual consent, on the same terms and conditions.
21. The creatives selected/approved by the office of CEO-Delhi will be exclusive proprietary of CEO-Delhi/ECI. The selected firm/agency/company will never use/share these creative's with another person/authority/firm/agency/company etc. without permission of O/o CEO-Delhi.
22. The publicity/advertisement will be carried out at BOC/DAVP Rate.
23. No advance payment will be made in any circumstances.
24. No Separate/additional production charge/cost will be given for the preparation of creatives in the case of outdoor Media Campaigns where publicity is also being done through the empanelled agency.
25. Production cost for the creative's prepared for print media and outdoor media (incase the agency only prepare creative's and publicity printing work will be done by O/o CEO-Delhi itself) as per DAVP rates.
26. In the case of print media, publicity will be done through M/s Shabdarth (An agency of the Government of NCT of Delhi), the selected firm/agency/company will only prepare creatives for the same. However, CEO-Delhi reserves the right to get it done through any other agency other than M/s Shabdarth if any direction(s) received from the Election Commission of India in this regard or she/he decides to do so for timely, free and frequent publicity in print media for electors education, voter's motivation, heavy voter turnout inform, ethical, accessible, inclusive and participative voting.
27. The successful firm/agency/company will have to sign an agreement with the CEO-Delhi or with any other officer authorized by him/her before the execution of the work and within seven working days of the offer for the award of work/empanelment.
28. Any person who is in Government service or an employee of the Department should not be made a partner to the contract, by the Contractor directly or indirectly in any manner whatsoever.



29. The firm/agency/company who is allotted the work shall have to deposit a Performance Security Deposit equivalent to 5% of the value of work allotted in the form of a Bank Guarantee/Demand Draft/Fixed Deposit in a Bank in the name of the DDO, CEO, Delhi. In case of failure on the part of the contractor to execute the work as per terms & conditions and to the full satisfaction of the CEO-Delhi, the Performance Security Deposit furnished by him shall be forfeited to the Government. Besides it, the firm/agency/company may also be blacklisted.
30. The applicant should be able to complete the work within the stipulated time. For any delay, the firm/agency/company shall be liable to pay a fine of ₹25,000/- (Rupees Twenty Five Thousand) per day for each day of delay.
31. The department reserves the right to cancel the contract or to withhold payment in the event of non-commencement or unsatisfactory performance by the successful firm/agency/company. The performance guarantee of the firm/agency/company shall also be forfeited. In such eventuality, the Department further reserves the right to get the work done from the open market at the cost of the contractor and the firm/agency/company may be blacklisted by the department for a period of three years to participate in any kind of work.
32. In the event of any question, dispute or differences arising between the parties relating to interpretation and application of a provision of this agreement, such disputes or differences shall be resolved amicably with the mutual consultations and on failure to do so shall be referred for arbitration. The decision of the Arbitrator to the agreement in this regard shall be final and binding upon both the parties. The cost of arbitration will be borne by both parties on an equal basis.
33. The parties shall continue to perform their obligations under this agreement during arbitration proceedings. The location for arbitration will be within the NCT of Delhi. The arbitration procedure will be as per Indian Arbitration and Conciliation Act, 1996. Further, the power to appoint Arbitrator vests with Hon'ble Lt. Governor of Delhi.
34. Any dispute shall be subject to the exclusive jurisdiction of Delhi Courts.



(Lalit Mittal)

Assistant CEO (SVEEP)

To,

All BOC/DAVP Empanelled Agencies
based in Delhi NCR

PROFORMA FOR APPLICANT'S PARTICULARS

1	Name of Work	Advertisement by Office of CEO-Delhi through Print Media & Outdoor Media on BOC/DAVP rate
2	Name of the firm/agency/company	
3	Registered Office Address of the firm/agency/company	
4	PAN No.	
5	GST No.	
6	Name of Proprietor/Partners/all Directors etc	
7	Contact details of the firm/agency/company in Delhi NCR. a) Phone No. b) Mobile No. c) Email ID. d) Correspondence address:	
8	Name & Designation of Authorized Signatory	
9	Contact details of the Authorized Signatory: a) Phone No. b) Mobile No. c) Email ID. d) Correspondence address:	

All the terms and conditions mentioned in the notice for inviting application, for empanelment, are accepted and binding on me/us.

Enclosure:

- (i) Self-attested copy of Valid PAN Card of the firm/agency/company
- (ii) Self-attested copy of Valid GST Number of the firm/agency/company
- (iii) Self-attested copy of Valid Registration certificate of firm/agency/company
- (iv) Self-attested copy of valid empanelment with BOC/DAVP.
- (v) Letter of Authorized Signatory (Other than the proprietor, if he/she apply himself/herself))
- (vi) An Undertaking to the effect that the firm/agency/company has sufficient infrastructure to execute the work.
- (vii) An Undertaking to the effect that the firm/agency/company has not been blacklisted by any of the government departments/organizations.
- (viii) Two different creative's on the given theme

(Signature of the Applicant)

Name of the Applicant
(with the seal of firm/agency/company)