



कार्यालय, मुख्यनिर्वाचनअधिकारी, दिल्ली  
**OFFICE OF THE CHIEF ELECTORAL OFFICER, DELHI**

पुरानासेंटस्टीफनकॉलेजभवन,  
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F.9/CEO/SVEEP/EMPANELMENT ELECTRONIC MEDIA/2026/402

Dated:- 13/03/2026

**NOTICE INVITING APPLICATIONS FROM CBC/DIP EMPANELLED AGENCIES BASED IN DELHI NCR FOR EMPANELMENT IN THE OFFICE OF CHIEF ELECTORAL OFFICER (CEO)-DELHI FOR ELECTRONIC/MULTIMEDIA CAMPAIGNS.**

The office of the Chief Electoral Officer, Delhi intends to empanel agency(ies) for the office of Chief Electoral Officer (CEO), Delhi out of the agencies empanelled with Central Bureau of Communication (erstwhile Directorate of Information & Publicity), GOI for carrying out Electronic/Multimedia campaigns of this office at CBC/DIP rates. The empanelment will be for awareness activities through Electronic/Multimedia campaigns for which **estimated cost of the work may be Rs. 3 Crores ( Rs Three Crores). However, actual work shall be varied as per requirement of this office.** This notice is also available on the website of CEO-Delhi le [www.ceodelhi.gov.in](http://www.ceodelhi.gov.in) and the website of the Government of NCT of Delhi i.e. [www.delhi.gov.in](http://www.delhi.gov.in) for information to all. The office of the Chief Electoral Officer, Delhi undertakes various campaigns relating to Voters' Education/awareness. Wide publicity of these campaigns/events through various types of media at CBC/DIP rates is undertaken by this office out of which Electronic/Multimedia is also observed to be an effective medium.

**Procedure for empanelment:-**

All Interested Central Bureau of Communication (erstwhile Directorate of Information & Publicity), GOI empanelled agencies specialized in the above said category/medium of advertisement are requested to submit their presentation before the Selection Committee.

Before the Selection Committee all agencies should present/submit soft copies (in PDF) of 05 different creatives each based on the theme **"No eligible citizen is to be left out while no ineligible citizen is included in the Electoral Roll "** for perusal of members of Selection Committee latest by 20.03.2026 by email at [sveephqr@gmail.com](mailto:sveephqr@gmail.com).

Thereafter, based on the creatives submitted, shortlisted agencies will be invited for Power Point Presentation for final selection before the Selection Committee for empanelment with office of Chief Electoral Officer, Delhi as per time/schedule to be intimated later.

*(Signature)*



**The scope of the work of agency (ies) will be as under:-**

1. The selected agency shall design, develop and manage a digital communication ecosystem that enables the efficient dissemination of voter awareness messages, election information and educational video content to citizens through Information Technology System (ITS) and Information Technology Enabled System (ITES).
2. Content creation as per Special campaign/theme provided by the CEO Delhi office.
3. Size/Type/quality/quantity shall be approved by CEO, Delhi.
4. Display at locations as per the requirement of the CEO, Delhi and will be finalized and approved by O/o CEO, Delhi.
5. Electronic Media/Multimedia must be at strategic locations.
6. Use of local language (Hindi) and visuals appealing to voters' of Delhi.
7. The applicant agency (ies) should preferably have their office has all modern/ high tech. equipment relating to creative studios in Delhi/NCR.
8. The objective of this initiative is to increase voter awareness, improve accessibility to election related information and encourage citizen participation in the electoral process through a widely used messaging platform.
9. The empanelled agency shall also be responsible for the end-to-end setup, execution and management of WhatsApp communication services including messaging campaign and video outreach.
10. The scope of services shall also broadly include:-
  - Setup and management of WhatsApp Communication and outreach programme.
  - Distribution of voter awareness messages and videos.
  - Development of dashboard for monitoring and analytics.
  - Providing technical support and campaign assistance.

**Terms & Conditions:-**

1. The firm/agency/company must have valid PAN No. under IT Act, & valid GST No under Goods & Services Tax Act. The firm/agency/company should have GST Registration in Delhi. In case of non GST Registration in Delhi, The firm/agency/company must have to submit an undertaking to the effect that the firm/agency/company shall obtain GST Registration certificate of Delhi within one month from the date of receipt of empanelment letter/agreement or before release of any payment by O/o Chief Electoral Officer-Delhi whichever is earlier, failing which agency shall be responsible for any delay in payment which will be due towards to agency on account of the work executed and or any action taken by O/o Chief Electoral Officer-Delhi or GST Department in this regard.
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 CBC/DIP
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 CBC/DIP 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 Performa enclosed (Annexure-1) 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 CBC/DIP
    - 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 and no criminal case is pending against the said firm/agency/company
    - VIII. Five different creatives (colored) on the theme.
  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-1) on the given email ID. The subject of the email to be mentioned clearly as "Application for Empanelment in Electronic/Multimedia"
  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. 20.03.2026.
  11. All documents/annexure submitted should be clearly legible. Incomplete or ineligible applications will be rejected at the very first stage and their creatives, if submitted, will not be placed before the Selection 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 5PM PM on 20.03.2026.
  13. The interested firm/agency/company may visit the websites of CEO-Delhi i.e. [www.ceodelhi.gov.in](http://www.ceodelhi.gov.in) and Election Commission of India (ECI) i.e. [www.eci.gov.in](http://www.eci.gov.in) and social media accounts of CEO-Delhi on Face book, Instagram, Twitter and Youtube @ceodelhioffice for getting idea required of this office analyzing themes for preparation of creative's etc. Interested CBC/DIP empanelled agencies specialized in the Electronic/Multimedia are requested to present submit soft copies (in PDF) of their creative's based on the theme **"No eligible citizen is to be left out while no ineligible"**



***citizen is included in the Electoral Roll*** latest by 20.03.2026 at email ID [sveephqr@gmail.com](mailto:sveephqr@gmail.com).

14. 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.
15. The intimation to shortlisted firms/agencies/companies for giving Power Point Presentation will be given on the e-mail ID provided by them in the Performa (Annexure-1) for applicants particular
16. 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.
17. The Chief Electoral Officer, Delhi also reserves the right to make a panel of agencies at the CBC/DIP rate. The Chief Electoral Officer, Delhi also reserves the right to award work to more than one agency at the CBC/DIP rate
18. The successful firm/agency/company shall depute at least one liaison officer/manager to deal & coordinate with the Officers of CEO-Delhi
19. 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 and satisfactory performance of work.
20. The creative's selected/approved by the office of CEO-Delhi will be exclusive proprietary of CEO-Delhi. 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
21. The publicity/advertisement will be carried out at CBC/DIP Rate
22. No advance payment will be made in any circumstances
23. No Separate/additional production charge/cost will be given for the preparation of creatives.
24. 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
25. 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.
26. The firm/agency/company who is allotted the work shall have to deposit a Performance Security Deposit equivalent to 5% of the estimated value of work (Rs. 3 Crore approx.) in the form of a Bank Guarantee/Demand Draft/Fixed Deposit in a Bank in the name of the DDO, CEO, Delhi and should remain valid for a period of sixty days (60) beyond the date of completion of all contractual obligations of the contract. 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. Besides it, the firm/agency/company may also be blacklisted the work within the stipulated time as given by O/o CEO Delhi. For any delay, the firm/agency/company shall be liable to pay a fine of ₹25,000/-



- (Rupees Twenty Five Thousand) per day or 25% of the work awarded subject to maximum of performance security..
27. 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 any other CBC/DIP empanelled agency at the cost of 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.
  28. The department also reserves the right to cancel the contract, in case the empanelment of the agency is cancelled/terminated/suspended/ blacklisted etc. by CBC/DIP or de-empanelment/expiry of validity by/with CBC/DIP during the currency of contract.
  29. CEO, Delhi reserves the right to cancel the contract of the empanelled agency at any stage without giving prior notice and assigning any reason.
  30. 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 through a Dispute Redressal Committee which will be constituted by CEO-Delhi and on failure to settle the dispute, the matter 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.
  31. 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 the Indian Arbitration and Conciliation Act, 1996. Further, the power to appoint Arbitrator vests with Hon'ble Lt. Governor of Delhi.
  32. This is an empanelment of agencies. This does not give any right to work/work order any point of time.
  33. Any dispute shall be subject to the exclusive jurisdiction of Delhi Courts.

  
(C.L. Roy)  
13-3-26  
ACEO(SVEEP)

To,  
All CBC/DIP Empanelled Agencies based in Delhi NCR.

PROFORMA FOR APPLICANT'S PARTICULARS

1	Name of Work	Advertisement by Office of CEO-Delhi through Electronic 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: b) Phone No. c) Mobile No. d) Email ID: e) 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) Letter of Authorized Signatory (Other than the proprietor, if he/she apply himself/herself)
- (ii) Self-attested copy of Valid PAN Card of the firm/agency/company
- (iii) Self-attested copy of Valid Registration certificate of firm/agency/company
- (iv) Self-attested copy of Valid GST Number of the firm/agency/company
- (v) Self-attested copy of valid empanelment with BOC/DAVP.
- (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 and no criminal case is pending against the firm/agency/copany.
- (viii) Creative in video format based on the theme "No eligible citizen is leftout while no ineligible person is included In Electoral Roll"

*Chirag*  
13-3-20

(Signature of the Applicant)