



GOVERNMENT OF KERALA
Election (Equipment) Department

No.EE2/103/2024-Elec

27-11-2024,Thiruvananthapuram

QUOTATION NOTICE

Sealed quotations are invited from experienced agencies for the management of official social media handles of the Chief Electoral Officer, Kerala. Details are attached herewith.

Quotations should be addressed to the Chief Electoral Officer & Secretary, Election Department, Legislature Complex, Vikas Bhavan.P.O, Thiruvananthapuram and should reach the Office of the Chief Electoral Officer on or before at 3.00 PM on 05.12.2024. The quotations will be opened on the same day at 4.00 PM in the presence of the quotationers or their authorized representatives who may be present at the time. If the date of opening quotation is declared as a holiday, the same will be carried on the next working day at the same time and venue.

The undersigned has the full authority to accept, reject or postpone the quotations without assigning any reason. The cover containing the quotation should be superscribed "Appointment of Social Media Agency". Late and incomplete quotations will not be considered.

SHARMILA C
ADDITIONAL SECRETARY & ADDITIONAL CHIEF ELECTORAL
OFFICER

Approved for Issue,

Signed by
Arun S R
Section Officer.
Date: 27-11-2024 14:56:44

Notice Board
Election IT Wing (for publishing in the web site)
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Proposal for Engagement of Social Media Management

Introduction

The Office of the Chief Electoral Officer (CEO), Kerala, invites proposals from qualified agencies to manage the Election Department's social media communication strategy. This initiative aims to ensure consistent, clear, and effective messaging across various social media and digital platforms, providing the public with accurate and upto date information about the election process.

In Kerala, the Election Department plays a critical role in conducting State Assembly and Lok Sabha elections as per the constitutional mandate. To foster greater public engagement, it is essential to adopt innovative digital strategies that encourage citizens to exercise their voting rights and enhance their understanding of the democratic process. Through this partnership, we seek to advance these goals by increasing public awareness and promoting transparency within the election process.

Scope of Work

The selected agency will be responsible for:

- Sharing election related information across social media platforms such as X (Twitter), Instagram, Facebook, and YouTube.
- Curating and designing content that aligns with modern trends, ensuring that it is both informative and engaging.
- Developing multimedia content, including videos, reels, and graphics that can effectively communicate election related updates to the public.
- Producing original, visually appealing, and easy to understand materials that reflect the ethos of the Election Department.

- Translating and adapting publications from the Election Commission of India (ECI) such as BLO e- Pathrika into Malayalam, ensuring accessibility for a wider audience.
- Employing strategies to expand the Election Department's follower base, emphasizing authentic engagement and interaction.
- Creating and conducting interactive activities like quizzes, contests, and informative posts to increase awareness about voting and the electoral process.
- Conducting daily monitoring across all social media channels and responding to public queries and comments in multiple languages as appropriate.
- Providing immediate feedback and responses to maintain a well informed public, particularly during key election phases.
- Regularly reporting on engagement metrics, content performance, and public sentiment, as requested by the CEO's office.

Pre-Qualification Criteria

Political Independence: The agency must be neutral and free from any association with political parties or candidates. Additionally, the agency and its personnel should not undertake any projects for political parties, candidates, or their representatives for the contract's duration.

Submission Process

Prospective agencies are encouraged to submit their proposals, including relevant work samples, to the designated email address. Shortlisted applicants will be notified and contacted for further evaluation.

Contract Terms

Contract Duration: 2 years

Termination Clause

Default Termination: The Election Department reserves the right to terminate the contract by issuing a 7 day written notice should the agency fail to meet any of its obligations as outlined in the contract terms. No compensation will be provided in the event of termination due to agency default.

Conclusion

This engagement seeks a dynamic, creative, and professional agency to partner with the Election Department in strengthening democratic participation through strategic digital outreach. Through this initiative, the Election Department aims to create an informed, engaged electorate, fostering a transparent and trustworthy election process.