



PUBLIC (ELECTIONS.VII) DEPARTMENT,
SECRETARIAT, CHENNAI-600 009.

Office of the Chief Electoral Officer, Tamil Nadu

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**Notice Inviting Script for Short video and Quotations to make
election awareness short videos for the forthcoming
General Elections to Lok Sabha, 2024**

Notification No.997/ Elec.VII/ 2024-1

Dated: 05.02.2024

As per the directions of Election Commission of India, the Public (Elections) Department is being conducted various awareness activities among public about effective electoral participation to achieve 100% voter turnout in the forthcoming General Elections to Lok Sabha, 2024.

2. Among other activities, short films making plays a vital role in disseminating wider publicity about the election related information among the public. Hence, this department has proposed to create awareness materials in the form of short video to utilize during the General Elections to Lok Sabha, 2024.

3. The scripts in Tamil in the following subjects are requested from the experienced agencies who can take up the work of production of the awareness material. The topics will be the Election related information / Apps/ 100% Voter turnout / Ethical voting and other relevant details on following sections of society

- i. Persons with Disabilities
- ii. Third gender
- iii. Sex workers
- iv. Homeless persons
- v. Service personnel
- vi. Women
- vii. Tribal persons
- viii. First time voters
- ix. 80+ years
- x. Migrants
- xi. Other marginalized sections of society

4. The scripts should be in actual conversation format and the agencies who will submit the scripts will be evaluated and then selected by this department. Such selected agencies will be given work order for creation of the short video as per the following criteria:

(P.T.O)

S.No.	Title of the Script for Short video	Language: (Whether Tamil or English) In Tamil videos, English subtitle should be incorporated	Duration (30 sec - 1 min)	Rate (Maximum amount allowed Rs. 80,000/- per video)*
1				
2				
3				
4 etc.,				

* Inclusive of all taxes. The final decision on the fixation of rate will be taken by the Office of Chief Electoral Officer, Tamil Nadu.

5. Hence, the Public (Elections) Department invites scripts along with quotation from interested media agencies / any individual who have prior experience, for carrying out the work related to production of awareness material in the form of short video. The Media agency / any individual who are interested will submit their quotation (not exceeding Rs.80,000/- per video) along with the script on the topics as mentioned in above para. The content of the script should be apolitical, non-biased and in neutral manner. The agencies may submit as many scripts as possible.

6. The work on making short video shall be completed and submitted within 15 days from the approval of the script. The videos must be in the format suitable to release in all media like cinema theatres, social media platforms, TV, etc., The quote shall be all inclusive, with no component charged extra. The Office of Chief Electoral Officer reserves the sole copyright of the content created.

7. The quotations may be sent by post to the following address:

Office of the Chief Electoral Officer, Tamil Nadu
1st Floor, Main Building, Secretariat, Chennai-600 009.

Last Date for submission: 20.02.2024 up to 5 p.m.

SATYABRATA SAHOO,
CHIEF ELECTORAL OFFICER &
PRINCIPAL SECRETARY TO GOVERNMENT

//TRUE COPY//

Satyabrata Sahoo
5/2/24
SECTION OFFICER
4/5/24