

# Application form

Application for the post of -

1-Name of the Applicant-

2-Name of Father's/Husband's

3-Corespondant address-

4-Permanant address

5-Email.

6-Mobile No-

7-Date of Birth-.....

6-Qualification and other Experience in Below format:-

Qualification/Diploma/ Exerience (Attach all Documents)	Year of Passing	Board/University / Institute	Obtained Marks/Percent
1	2	3	4
1-Diploma in Mass Communication			
2-Graduation in Mass Communication			
3-PG in Mass Communication or College			

7-Exerience:-

4- Knowledge of organizing effective social media campaigns Through:-			
	Yes	No	Remarks if any.
(a)-Facebook			
(b)-YouTube			
(c)-Instagram,-X. Google+,			
(E)-Whatsapp			
5- Knowledge of creative content writing i.e.:-			
(a) Script writing			
(b)Caption writing			
(c)Spot writing etc. (both Hindi & English)			
(d) knowledge of cyber laws, web marices & election laws			

Self Attasted Photo

1- I hereby declare that the information given by me in the Application is true, complete and correct to the best of my knowledge and belief and that nothing has been concealed or distorted. If any point of time, I am found to have concealed/distorted any information or given any false statement, my application/appointment shall liable to be summarily rejected/terminated without notice or compensation.

2- I hereby declare that no vigilance / disciplinary case and any court cash is either pending or contemplated against Me.

Signature of the applicant  
address-.....  
.....  
.....

Mobile Number-  
Mail address-

## **TERMS OF REFERENCE FOR CONSULTANTS**

**(Under Systematic Voters' Education & Electoral Participation-SVEEP)**

<b>1-JOB TITLE:</b>	1-Consultant for SVEEP <b>remuneration will be paid as under. Rs. 50000.00 Per Month</b> (as under The order No. 107 /XXV-107-2(1) / 2007 Dated 23 Jan 2016	
	2-Consultant for Social Media Management <b>remuneration will be paid as under. Rs. 90000.00 Per Month</b> (as under The Govern order, Secretary Planning No. 116099/XXVI/एक(12)/2021 dated 24-4-2023)	
	3-Consultant cum Content Developer	<b>remuneration will be paid as under. Rs. 35000.00 Per Month (as under The order No. 278/XXVI/एक(05)2018 dated 07-12-2020</b>
	4-Consultant for Graphic Designer	
	5-Consultant for Video editor	
<b>2-QUALIFICATION:</b>	Diploma/Graduation/PG in Mass Communication from a recognized University or College. Knowledge of organizing effective print/electronic/social media campaigns Through, Facebook, YouTube, Instagram, X. Google+, Whatsapp, knowledge of creative content writing i.e. script writing, caption writing, spot writing etc. (both Hindi & English), knowledge of cyber laws, web marices & election laws.	
<b>3-SCOPE OF WORK: (for all Position)</b>	<ul style="list-style-type: none"><li>Chart out a detailed Social Media Campaign strategy and research objectives that would meet all the key objectives for the Election Department, Govt. of Uttarakhand. Give all social media platforms a new look by putting up new creative features, theme lines, links etc. Publishing online press releases, events, programmes, newsletter on site, Issuing multimedia releases.</li><li>Daily informative and promotional updates in the form of relevant text, pictures, audio, Video, unique &amp; interactive content, interviews, news quiz. Organize online surveys, quizzes, contest on all platforms. <b>(Only for Position No-3,4,5)</b></li><li>Redressal of queries/ public grievances/doubt if any, received. Moderation of all platfrom frequently to deal with spam, unauthorized advertisements, inappropriate content. Create relevant tagging &amp; linkages image selection &amp; editing for blogs, social media post. <b>(Only for Position No-2)</b></li><li>A still photo bank/Gallery with cataloging needs to be developed with high quality &amp; high-resolution</li></ul>	

	<p>photograph. All contents in accessible formats/Standards also given the requirement of PwDs. <b>(Only for Position No-3,4,5)</b></p> <ul style="list-style-type: none"> <li>• Create, manage, monitor and drive social media tools such as Facebook, Twitter, YouTube and other social Media identities for Election Department. Increase overall Likes and engagement for all social media handle. Use innovative and latest techniques and high Quality content for social media platforms. Reporting SMPI and Documentation. <b>(Only for Position No-2)</b></li> <li>• Social media communication shall be conducted in English, Hindi languages to reach various sections of the society. Generate buzz about Election Department and its initiatives and keeping citizens continuously engaged.</li> <li>• Various whatsapp group of all related officer/ECI, CEO, DEOs, EROs, BLOs etc. Consultation along with execution of work &amp; Training of the election Officers/Personals as per above and any other as per directed/expected by CEO.</li> <li>• <b>Proficient in Hindi &amp; English, Knowledge of Democratic &amp; Electoral Process, Excellent Communication &amp; presentation skills, Proven ability to conceptualize plan &amp; execute the Idea, Knowledge of Computer applications, Proven ability to Plan and organize a Large scale event, Ability to coordinate and work with different Groups &amp; Teams. Knowledge mass Communication. Training, Co-ordination District SVEEP Teams &amp; Documentation entire SVEEP activities.</b> <b>(Only for Position No-1)</b></li> </ul>	
<b>4-NO. OF POSITIONS:</b>	5 (Five)	
<b>5- AGE CRITERIA</b>	<b>Age as on 1-7-2024</b>	
	1-Consultant for SVEEP	<b>age as on 1-7-2024 20-40 Year</b>
	2-Consultant for Social Media Management	<b>age as on 1-7-2024 20-40 Year</b>
	3-Consultant cum Content Developer	<b>age as on 1-7-2024, 20- 30 Year (as said Govt. order No- 278 dated 07-12-2024</b>
	4-Consultant for Graphic Designer	
	5-Consultant for Video cum editor	
<b>6-LOCATION:</b>	Dehardun	
<b>7-CONTRACT TERM:</b>	The term of engagement for the consultant(s) will be upto 3	

	years (based on performance review annually.	
<b>8-WORKING HOURS:</b>	The regular working hours. However as per the exigency, one could have to sit late to complete time-bound/urgent nature work	
<b>9-RIGHTS OF AUTHORITY:</b>	The authority has the right to cancel advertisement, and not to process in the matter for engagement of consultant, onstage, accept/reject any/all applications, without giving any explanations, whatsoever.	
<b>10-SELECTION PROCEDURE:</b>	Selection will be on the merit list which will be made on 100 marks.	
	1-Consultant for SVEEP 2- Consultant for Social Media Management	ACADEMIC & Professional 1-QUALIFICATION-50 Marks 2-Interview- 50 Marks
	3-Consultant cum Content Developer	<b><u>A-Graduation-60 marks.</u></b> i) Marks obtained between 50 to 60= 20 marks (between 45 to 60=20marks for SC, ST and OBC) ii) between 60 to 70= 40 marks iii) between 70 to 100= 60 marks <b>B-Post Graduation- 10 Marks</b> i) Marks obtained between 50 to 60= 2 marks ii) between 60 to 70=6 marks iii) between 70 to 100= 10 marks <b>C-Marks for up to 1 Year experience =10 Marks</b> i) 1 Year Experience- 4 Marks ii) 1 Year to 3 Year= 6 Marks iii) Up to 3 Year- 10 Marks <b>D-</b> marks for degree/ diploma from recognized university/ college/institutions in the required field of work.-10 Marks. <b>E-</b> Marks for interview= 10 Marks
	4-Consultant for Graphic Designer	
	5-Consultant for Video cum editor	

<b>11-OTHER TERMS &amp; CONDITIONS:</b>	<ul style="list-style-type: none"> <li>i. The engagement will be on contract basis only.</li> <li>ii. Preference will be given to those candidates, who have experience in voter awareness campaign</li> <li>iii. The engagement shall be subject to satisfactory performance of duties. CEO reserves the right to curtail the period of engagement or cancel the engagement on 7 days notice.</li> <li>iv. No TA/DA shall be admissible for joining the assignment/interview.</li> <li>v. If not specified, terms &amp; conditions are common for all positions.</li> <li>vi. The consultant will sign a contract agreement.</li> </ul>
<b>12-NOTE:</b>	<p>Interested individual consultants must submit the following self attested documents/information to demonstrate their qualification. Skill &amp; experience.</p> <ul style="list-style-type: none"> <li>1) Filled application Form with Contact No.</li> <li>2) The proposal explaining why they are the most suitable for the work.</li> <li>3) CV including documentary proof of the qualifications.</li> <li>4) Details of experience in similar project.</li> <li>5) Certificate regarding non-political affiliation from the applicant.</li> <li>6) Copy of Govt approved ID.</li> <li>7) PPT detailed of business relevant work done.</li> </ul>
<b>13-COORDINATION WITH:-</b>	<p>Coordinates with all stakeholders i.e. Govt. Department/Agencies/NGOs/CSOs/DPOs/Youth Vol. Org.(S). etc.</p>
<b>14-LAST DATE FOR SUBMISSION OF APPLICATION:</b>	<p>The proposal may be submitted latest by 4:00 PM on 19<sup>th</sup> July 2024 by speed/regd. Post to:-O/o The chief Electoral Officer, Uttarakhand secretariat Complex, 4-Subhash Road, Vishwakarma Bhawan, 1st Floor, Dehradun</p> <p>Phone No. 0135-2713551, 2712338</p> <p>E-mail election09@gmail.com</p>

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