



Government of the People's Republic of Bangladesh
Bangladesh Bureau of Statistics
Economic Census 2023 Project
Parishangkhyan Bhaban (9th floor, Block-A)
E-27/A, Agargaon, Dhaka-1207
www.bbs.gov.bd

Request for Expression of Interest (EOI)

1.	Ministry	Ministry of Planning
2.	Division	Statistics and Informatics Division (SID)
3.	Procuring entity name	Project Director, Economic Census 2023 Project, Bangladesh Bureau of Statistics (BBS)
4.	Expression of Interest for	SF-12: Selection of Firm for boosting in Social Media
5.	Eoi Ref. No	52.01.0000.635.07.050.24 2609
6.	Date	04 August 2024
7.	Procurement method	Quality and Cost Based Selection (QCBS)
8.	Budget and sources of fund	GOB
9.	Project Code	224379900
10.	EOI closing date and time	11:30 am of 19 September 2024 and be marked on Envelope "Expression of Interest for Selection of Firm for boosting in Social Media for Economic Census 2023 Project. Submitted EOI (s) will be opened by the Tender/Proposal Opening Committee at 12:30 pm of 19 September 2024 at the project office in front of tenderer(s) (if any).
11.	The firm will directly report to the Project Director. The firm will work with the project team and publicity support team (PST) under the supervision of Project Director as well.	
	1) Qualification Criteria:	<p>a) General:</p> <p>a) The firm is expected to have organizational strengths having a well set of functional personnel to implement the assigned work.</p> <p>b) Having prior experience of conducting nationwide awareness/publicity campaign in social media including Facebook, Youtube, Google, websites etc.</p> <p>c) Having available expertise, manpower and resources to conduct publicity campaign in social media ahead of the final operation of Economic Census 2023 Project.</p> <p>b) Experience:</p> <p>a) The firm must have at least 5 (five) years of experience in social media campaigning (Facebook, Youtube, Google, websites etc.)</p> <p>b) The firm must also have experience of operating minimum 30 established channels/pages/identities in Social media with standard numbers of subscribers/followers. The firm have to provide certificate/screenshots as evidence.</p> <p>c) The firm must also provide a list of clients for similar assignments for the last 5 (five) years mentioning year, month and duration of each task.</p> <p>d) The firm must not have been blacklisted by GoB/Ministry/Departments or any UN body or the World Bank for graft, breach of contract, collusive practice or any other major violations of procurement rules.</p> <p>e) The service provider must have available manpower and resources to completing assigned task. In this regard, the organization must submit detailed plan including total manpower of firm, resources etc.</p>
	2) Scope of Services:	<p>Key responsibilities include, but are not limited to:</p> <p>a) The firm will be responsible for conducting publicity campaign in the social media (Facebook, Youtube, Google, etc),</p> <p>b) The firm will be responsible for preparing content for publicity campaign in social media. The project authority and the publicity support team will provide direction for preparing the content.</p> <p>c) The firm will be responsible for different static and dynamic content boosting, online advertisement in popular websites.</p> <p>d) The firm will be responsible in ensuring publicity activities using the identity/channels of social media (whoever uses among the census workers), during the final data collection of the Economic Census 2023 Project.</p> <p>e) The firm will be responsible to make all arrangements for publicity in government websites (webpages) of around 33,000 government offices (The firm will communicate with the Directorate of ICT of the government for implementation).</p> <p>f) The firm will conduct other publicity campaign and other publicity related activities in social media as described by the Terms and Reference (ToR) of the packages and as will be suggested by the publicity support team of the project.</p>
	3) Remuneration:	A contract will be signed for (03) three months (approximately) with the selected firm as per PPA 2006 and PPR 2008. Remuneration will be paid in local currency (BDT).
	4) Duration of the Contract:	Tenure of employment will be initially for three (03) months or till the end of April 2025, which one ends earlier. The duration may be extended subject to the approval of the competent authority.
12.	Number of Firm	01 (One)
13.	Name of the official inviting EOI	Md. Mizanur Rahman
14.	Designation of the official inviting EOI	Deputy Project Director, Economic Census 2023 Project (On behalf of the Project Director).
15.	Address of Official Inviting EOI	Office of the Project Director, Bangladesh Bureau of Statistics, Parishangkhyan Bhaban, Room No. 1002, (9 th floor, Block-A,) E-27/A, Agargaon, Dhaka-1207
16.	Contact of the official inviting EOI	Phone: 01911936302, e-mail: ec24.bbs.gov.bd, website: www.bbs.gov.bd
17.	Joint Venture	Joint Venture is allowed following article 54 of PPR, 2008
18.	Rules & Regulations	PPA, 2006 & PPR, 2008 will be followed in all aspect of this procurement.

Interested firms are invited to submit their EOI indicating that they are qualified to perform the services, details of experiences, legal documents and required qualifications stated above. Interested firms are also requested to submit the photocopy of all certificates, proof of experiences. The Procuring Entity reserves the right to accept or reject any or all EOIs.

This Eoi is issued by the approval of the competent authority.

Md. Mizanur Rahman
Deputy Project Director
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