

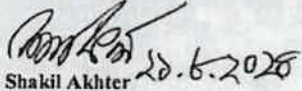


Government of the People's Republic of Bangladesh
Bangladesh Bureau of Statistics
Economic Census 2023 Project
Parishangkhyan Bhaban (9th floor, Block-A)
E-27/A, Agargaon, Dhaka-1207
www.bbs.gov.bd

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-8: Selection of Firm for TVC, scrolling etc.
5.	Eoi Ref. No	52.01.0000.635.07.054.24 2178
6.	Date	21 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	1:00 pm of 05 September 2024 and be marked on Envelope "Expression of Interest for Selection of Firm for TVC, scrolling etc. for Economic Census 2023 Project. Submitted EOI (s) will be opened by the Tender/Proposal Opening Committee at 02:00 pm of 05 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:	a) The firm is expected to have organizational strengths having a well set of functional personnel to implement the assigned work. b) Having prior experience of conducting nationwide awareness/publicity campaign by broadcasting TVC, scrolling etc. c) Having available expertise, manpower and resources to conduct a countrywide mass awareness/publicity campaign ahead of the final operation of Economic Census 2023 Project.
	a) General:	
	b) Experience:	a) The firm must have at least 10 years of experience in media campaigning (Broadcasting TVC, scrolling etc.) b) The firm must also have experience of minimum 30 TVC Dissemination/Broadcast. The firm have to provide completion certificate as evidence. c) The firm must also provide a list of clients for similar assignments for the last 5 years mentioning year, month and duration of each task. 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. 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.
	2) Scope of Services:	Key responsibilities include, but are not limited to: a) The firm will be responsible for scrolling of messages in different TV Channels within specified timeline. The content of the message & list of TV channels will be provided by project authority. b) The firm will be responsible to telecast of TV Jingles in TV Channels within specified timeline. The list of TV channels will be decided by project authority. The content of the Jingles will be finalized and provided as per project team instructions. c) The firm will be responsible to make all arrangements for conducting TV Talk Show in selected TV Channels. The list of TV channels as well as specified timeline will be decided by Project Authority. d) The firm will be responsible to make all arrangements for telecasting TV PSA in selected TV Channels within specified timeline. The list of TV channels will be selected by project authority. e) The firm will be responsible to make all arrangements for broadcasting Radio Commercial-RDC in selected Radios within specified timeline. The list of Radio will be selected by project authority. f) The firm will be responsible to make all arrangements for broadcasting Jingles in selected Radios within specified timeline. The list of Radio will be selected by project authority. g) The firm will be responsible for broadcasting TV commercial (TVC). h) Publish Advertisement on front page and/or last page in daily local and national Newspapers (4 color and size: 4 columns X 8 inches or 8 columns X 4 inches) within specified timeline or of similar experience. The list of newspaper will be selected by project authority. i) Full page Newspaper supplements (4 color, full page) in national and local daily newspaper to be published within specified timeline. The list of newspaper will be selected by project authority.
	3) Remuneration:	A contract will be signed for four (04) 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 four (04) 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	S M Shakil Akhter
14.	Designation of the official inviting EOI	Project Director, Economic Census 2023 Project.
15.	Address of Official Inviting EOI	Office of the Project Director, Bangladesh Bureau of Statistics, Parishangkhyan Bhabon, Room No. 1002, (9 th floor, Block-A), E-27/A, Agargaon, Dhaka-1207
16.	Contact of the official inviting EOI	Phone: 01912-884499, 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 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 EOI's.


S M Shakil Akhter
Project Director
(Joint Secretary)
Economic Census 2023 Project
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