

Request for Expressions of Interest (Consulting Services - Firm Selection)

Memo No.: 46.03.2600.543.07.227.21-1333

Date: 27/04/2022

Country	:	Bangladesh
Name of the Project	:	Bangladesh Municipal Water Supply and Sanitation Project (30 Pourashavas)
Loan/ Credit No.	:	IDA Credit No. 6437-BD and AIIB Loan No. 0068-A
Assignment Title	:	Firm for Community Mobilization and Awareness Program
Reference No.	:	BMWSSP/SD - 23

The Government of the People's Republic of Bangladesh (GOB) has received funds from the World Bank [with co-financing from Asian Infrastructure Investment Bank (AIIB)] towards the Bangladesh Municipal Water Supply and Sanitation Project (30 Pourashavas) and intends to apply part of the proceeds for consulting services.

The Department of Public Health Engineering (DPHE), under the Ministry of Local Government, Rural Development and Co-operatives, Government of Bangladesh intends to apply a portion of said credit to hire a competent, qualified and experienced communication firm to develop a plan, along with a mix of awareness generation and behavior change communication campaigns, using appropriate media, and supported with material for continued use locally by municipalities.

The scope of work of the firm includes but not limited to the following:

- Preparation & Roll-Out of Communications Implementation Plan at National Level & Project Area (30 Municipality) at different intervention.
- Develop and Implement a communications campaign at Project Area (30 Municipality) and at national level.
- Develop all communication and outreach materials, including, but not necessarily limited to:
 - Annual Newsletter of the project.
 - Billboards at project area
 - Audio-Visual Documentary, Music, Graphics & Animation on Different Activities under Project at different intervention.
 - Folk/Outdoor Media (Folk-Based Song and Drama Modules Developed) Program at Project Area (30 Municipality).
 - Community Radio/Cable TV Program or TV Talk Show at Project Area
 - Report including feedback and impact measurement, recommendations and complete media set

The duration of the Consultancy services shall be 18 months. The detailed Terms of Reference (TOR) for the assignment can be found at the following website: (www.dphe.gov.bd) or can be obtained at the address given below.

DPHE now invites eligible Consulting firms ("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.



The short-listing criteria are:

- a) The firm must have minimum 7 years of proven experience in designing and executing communication strategy for private sector and development projects, and have qualified recourses in the team to carry out the assignment;
- b) The firm must have experience in the field of media planning, campaigning & advocacy activities;
- c) The firm must have experience of managing at least 3 successful nationwide media campaign in last 5 years;
- d) Corporate Capacity of the Consultants (Annual Turnover, Financial Information for last 5 years, but no audited financial statements in this regard).

Key Experts will not be evaluated at the short-listing stage.

The attention of interested consulting Firms is drawn to Section III, paragraphs 3.14, 3.16 and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016 (Revised Nov 2020), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Fixed Budget Selection (FBS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours (i.e. 09:00 to 17:00 hours).

The Expressions of Interest should include as minimum the following:

- a) Legal names and address of consulting firms including country of registration (i.e. legal documents, Up to date Trade License, VAT and Tax Certificate);
- b) Brochure of the consulting firms or description of company profile;
- c) Description of relevant experience with all necessary information;
- d) List of professional strength especially related to this assignment with name, qualification and experience;
- e) Annual turnover;
- f) Forwarding letter with detail address (i.e. mail address, mobile number, telephone, fax, email) and contact person for communication.

Request for Expressions of interest must be delivered in written form (1 hard copy) to the address below by 19 May, 2022 within 12:00 noon. In addition to that softcopy of REOI will require to be submitted in CD/DVD or flash drive or through email.

For any clarification and background information, intending entities may contact DPHE at the address given below during office hours (i.e. 09:00 to 17:00 hours).



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