

Government of the People's Republic of Bangladesh  
Ministry of Cultural Affairs  
Bangladesh Secretariat, Ramna, Dhaka-1000

**Invitation for Tenders (IFT)**

1	Ministry/Division	Ministry of Cultural Affairs		
2	Procuring Entity Name	Senior Assistant Secretary, Event Section, Admin Wing, Ministry of Cultural Affairs.		
3	Procuring Entity Code	Not used now		
4	Procuring Entity District	Dhaka		
5	Invitation for	Procurement of Physical Services		
6	Invitation Ref. No. & Date	755 & 20.11.2025		
KEY INFORMATION				
7	Procurement Method	Open Tendering Method (OTM), National Competitive Tendering (NCT)		
FUNDING INFORMATION				
8	Budget and Source of Fund	Operational & Govt. of Bangladesh (GoB)		
9	Development Partners	Not applicable		
PARTICULAR INFORMATION				
10	Tender Package No.	2025-26/PS-1		
11	Tender Package Name	Hiring an Agency for making Video contents, Social Media Static Post and LED Caravan Activation events under “Festive Election Campaign 2025-26”		
12	Tender Publication Date	21.11.2025		
13	Tender Document Last Selling Date & Time	30.11.2025 (Office Hours)		
14	Tender Closing Date and Time	01.12.2025 at 11:30 AM		
15	Tender Opening Date and Time	01.12.2025 at 11:45 AM		
16	Name and Address of the Office selling Tender Document	Ministry of Cultural Affairs, Bangladesh Secretariat, Ramna, Dhaka-1000		
17	Name and Address of the Office receiving & opening Tender Document	Ministry of Cultural Affairs, Bangladesh Secretariat, Ramna, Dhaka-1000		
INFORMATION FOR TENDERER				
18	Brief Eligibility and Qualification of Tenderer	<p>(a) Tenderers shall have the legal capacity to enter into the Contract under the applicable law. They shall have up-to-date Trade License, Income Tax Clearance Certificate, VAT registration etc. under the provisions of laws and regulations of Bangladesh.</p> <p>(b) The Tenderer shall be a reputed advertising firm and/or event management agency and shall have at least 3 years of general experience in the contracting industry in public sector.</p> <p>(c) The Tenderer shall have experience of completing at least one contract within the last 3 years of similar nature/complexity and methods/technology with a value of at least <b>Tk. 2 (Two) crore</b> in a single contract. <i>[years counting backward from the date of publication of IFT in the newspaper]</i></p> <p>(d) The following additional documents etc. shall be submitted by the Tenderers: (1) A theme must be proposed for the promotional materials of referendum and the parliamentary election. The theme must carry the spirit of reforms and rebuilding of new Bangladesh following the July Mass Uprising. Based on the selected theme, a minimum of 30 video contents must be proposed with creative concepts. Therefore, a complete proposal outlining the possible types and styles must be included. (2) A comprehensive activation and outdoor campaign plans for 64 districts, covering no less than 300 thanas, must be submitted. (3) Additionally, they must have practical experience in conducting nationwide caravan activation (campaigning through mobile caravans equipped with LED displays). There has to be at least two 40 feet super caravans and eight 14 feet caravans showcasing 60 minutes screening of the TVCs &amp; theme songs in 300 Thanas and 64 district towns. The caravans should also include local cultural programs to engage people in the election and referendum process.</p> <p>Others eligibility and qualification criteria are outlined in the Tender Document</p>		
19	Brief Description of Physical Services	At least 30 video contents, Social Media Static Post & other promotional materials production on different theme and nationwide caravan activation/campaign which will showcase those contents along with cultural programs.		
20	Price of Tender Document	Tk. 5000 (Five Thousand) only. [non-refundable]		
21	Identification of Tender Package	Location	Tender Security in Taka	Completion Time
	Hiring an Agency for making Video contents, Social Media Static Post and LED Caravan Activation events under “Festive Election Campaign 2025-26”	All over Bangladesh	Tk 40,00,000 (Taka Forty lakh) only in the form of Pay Order / Bank Draft / Bank Guarantee from any Scheduled Bank of Bangladesh.	Duration of the contract will be 40 days from the date of Contract Signing.
22	Name, Designation, address and contact details of Official Inviting Tender	Azam Uddin Talukder, Senior Assistant Secretary (Event Section), Ministry of Cultural Affairs, Bangladesh Secretariat, Ramna, Dhaka-1000. 02-55101165		
23	The Procuring entity reserves the right to accept any or reject any or all the Tenders or annul the Tender proceedings without assigning any reason.			

  
 Senior Assistant Secretary (Event Section)  
 Ministry of Cultural Affairs