



শ্রমিক আর্নিস কল্যাণ বোর্ড  
প্রবাসী কল্যাণ ও বৈদেশিক কর্মসংস্থান মন্ত্রণালয়

## Wage Earners' Welfare Board (WEWB)

Ministry of Expatriates' Welfare and Overseas Employment  
Probashi Kallyan Bhaban, 71-72 Old Elephant Road,  
Eskaton Garden, Ramna, Dhaka-1000, Bangladesh

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## "Digital Marketing Services for Wage Earners' Welfare Board (WEWB)

### 1. Background of the project

Overseas employment from Bangladesh began in 1976 and has since expanded significantly across the world. At present, more than one million Bangladeshi migrant workers are employed in 176 countries, contributing substantially to the national economy through remittance inflows. These migrant workers play a vital role in poverty reduction, household income stability, and overall socio-economic development of Bangladesh.

Recognizing the immense contribution of migrant workers and the need to ensure their welfare, protection, and dignity, the Government of Bangladesh established the Wage Earners' Welfare Fund in 1990 under Section 19(1) of the Emigration Ordinance-1982. Subsequently, through the enactment of the Wage Earners' Welfare Board Act-2018, the Wage Earners' Welfare Board (WEWB) was constituted as a statutory organization under the Ministry of Expatriates' Welfare and Overseas Employment to administer welfare programs and services for migrant workers and their families.

WEWB provides a comprehensive range of welfare services, including financial assistance to families of deceased migrant workers, medical support for injured workers, repatriation and burial assistance, scholarships for children of migrant workers, insurance facilitation, legal aid, reintegration support for returnee migrants, safe shelter for distressed female workers abroad, and 24/7 helpline and airport welfare services. These interventions aim to ensure social protection and support for migrant workers throughout the migration cycle—pre-departure, employment abroad, and return and reintegration.

Despite the availability of these services, a significant proportion of migrant workers and their families remain unaware of WEWB programs, eligibility criteria, and procedures for accessing support. Limited outreach, geographical dispersion of migrant communities, and information gaps often prevent beneficiaries from receiving timely assistance. At the same time, digital media and social networking platforms have become widely accessible among migrant workers and their families both in Bangladesh and overseas, making digital communication an effective channel for awareness and engagement.

In this context, the Wage Earners' Welfare Board intends to strengthen its digital communication and outreach through structured digital marketing and online awareness campaigns. The Board plans to engage a qualified consulting firm to provide digital marketing services to promote WEWB welfare programs, enhance public awareness, and improve accessibility of services for migrant workers and their families at national and international levels.



## 2. Objectives of the Assignment

The objective of this assignment is to promote the services of WEWB through digital platforms so that migrant workers and their families can easily understand, access, and receive government welfare services without hesitation or procedural barriers.

More specifically, the assignment aims to:

- Increase awareness of WEWB services among migrant workers and their families and others
- Improve accessibility and understanding of government welfare support
- Strengthen WEWB's digital visibility and public communication
- Promote trust and engagement with WEWB programs
- Disseminate service information through targeted digital campaigns

## 3. Scope of Work

The consulting firm shall provide comprehensive digital marketing services for WEWB covering content development, social media management, and digital promotion across major platforms including Facebook, YouTube, Google Display Network (GDN).

The major components of the scope are described below.

### 3.1 Content Development

The firm shall develop digital communication materials on a monthly basis to promote WEWB services and beneficiary support information. Content shall be informative, culturally appropriate, and aligned with government communication standards.

Content types shall include, but not be limited to:

- Static awareness posts and service information graphics
- Motion graphics and dynamic content
- Short byte videos/beneficiary stories video
- Influencer-based awareness videos
- AI-based or animated explainer videos

All content shall be suitable for dissemination on Facebook and YouTube platforms.

### 3.2 Social Media Management

The consulting firm shall manage WEWB social media platforms in a professional and consistent manner. This includes planning, publishing, and engagement activities to ensure continuous communication with migrant audiences.



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The tasks shall include:

- Preparation of monthly content calendar
- Regular posting on WEWB platforms
- Caption and copywriting in Bangla and English
- Audience engagement and message response
- Page optimization and follower growth

### 3.3 Digital Promotion and Media Buying

The firm shall design and implement paid digital campaigns to maximize outreach and awareness of WEWB services among migrant workers and their families both in Bangladesh and abroad.

Promotion activities shall include:

#### Facebook Campaigns

- Post reach/view/Impression campaigns
- Page like and follower growth campaigns

#### YouTube Campaigns

- Video view campaigns
- Channel subscription growth

#### Google Display Network (GDN)

- Impressions will be delivered across premium placements including Google News portals, high-traffic websites, and popular mobile applications, ensuring maximum Impression and visibility. All activities will be executed in compliance with WEWB guidelines and requirements.

### 3.4 Campaign Strategy and Performance Monitoring

The consulting firm shall develop a structured digital marketing strategy for WEWB and continuously monitor campaign performance to ensure effectiveness.

Key responsibilities include:

- Target audience segmentation (migrant workers, returnees, families, Government officials etc.)
- Campaign planning and scheduling
- Performance optimization
- Monthly analytics and reporting



#### 4. Description of Services

Under this assignment, the consulting firm shall design and implement a one-year digital marketing program to promote WEWB services at national and international levels. The services shall include content production, digital campaign management, social media communication and paid promotion to ensure that migrant workers are aware of and able to access WEWB services easily and confidently with trust.

All communication materials and campaigns shall be subject to approval by WEWB prior to dissemination.

#### 5. Deliverables

The consulting firm shall deliver outputs in line with the scope of work throughout the assignment period. Major Deliverables include:

- Monthly digital content package (static, Dynamic/ Motion, Short Video in field)
- Social media posts and video contents
- Influencer(Renowned Artist) and beneficiary videos
- Awareness animations/AI and service videos
- Facebook Paid promotion campaign implementation (View and Followers)
- Youtube Paid promotion campaign implementation (View and Followers)
- Monthly performance and analytics reports
- Final annual campaign report
- Google Display Ads(Paid)
- Verification "WEWB" Facebook page
- Inbox, Comment of social media response

#### 6. Duration of the Assignment

The duration of the assignment shall be **01 (one) year** from the date of signing of the contract.

#### 7. Procurement Method

The consulting firm shall be selected using the **Consultant's Qualification Selection (CQS)** method in accordance with the Public Procurement Rules (PPR) 2025 of the Government of Bangladesh.

#### 8. Project Location

Digital promotion activities shall cover migrant audiences nationwide and internationally. Content production, field visits, and video shooting shall be conducted across Bangladesh as required by WEWB.



## 9. Reporting and Coordination

The consulting firm shall work under the overall supervision of the Wage Earners' Welfare Board (WEWB). The firm shall maintain regular coordination with designated WEWB officials and submit reports and deliverables for approval prior to publication or dissemination.

## 10. Client Responsibilities

WEWB shall provide necessary institutional support to facilitate implementation of the assignment. This includes:

- Service information and policy materials
- Branding guidelines and approvals
- Stakeholder coordination support
- Access to beneficiaries or service locations as needed

## 11. Requirements of the Consulting Firm

### 1. The firm must have:

- a. Up to date valid Trade license.
- b. Tax Identification Number (TIN).
- c. Tax clearance certificate for the last fiscal year.
- d. VAT Registration copy.
- e. Financial Solvency certificate from any Scheduled Bank.
- f. The consultant/consulting firms have to provide five completed work in the forms of Google drive link/Pen Drive/ DVD along with Completion certificate.
- g. All copies of experience certificate and contract must be submitted.

### 2. Professional Experience

- The firm must have a minimum of 10 (ten) years of professional experience in digital marketing, multimedia production, advertising, or communication services.
- The firm must have demonstrated experience in producing digital communication materials such as awareness videos, social media campaigns, animations, beneficiary stories, or promotional multimedia content.
- The firm must have experience in managing social media platforms and digital promotion campaigns (e.g., Facebook, YouTube, Google, etc.).

### 3. Relevant Sector Experience

- Experience working Digital Marketing/Social Media Marketing/Content Development for Social Media with Government / Semi-Government / Autonomous Organizations or Development Partners will be given priority.
- Additional relevant experience in similar assignments will be considered advantageous.



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#### 4. Similar Assignment Experience

- The firm must have successfully completed at least 05 (five) contracts within the last 05 (five) years in digital communication, multimedia content production, or social awareness campaigns.
- Among these, at least 01 (one) contract must have a value of not less than BDT 1.15 crore.
- Completion certificates or client references must be submitted for all cited assignments.

#### 5. Institutional and Technical Capacity

- The firm must possess technical capability for producing digital content including awareness videos, animations, social media content, and multimedia campaigns.
- The firm shall submit its firm profile along with certificate of incorporation.
- The firm holds a valid ISO 9001:2015 certification considered advantageous.

#### 6. Key Personnel Requirements

- The proposed Team Leader must have at least 10 (ten) years of experience in digital communication, multimedia production, or social awareness campaigns.

#### 7. Financial Capacity

- The firm must have a minimum annual turnover of BDT 1.0 crore in the last fiscal year.
- The minimum liquid assets / working capital / credit facility of the firm shall be BDT 1.0 crore.

#### 8. Proposal and Methodology Requirements

The firm shall submit with the proposal:

- Work plan and implementation schedule
- Proposed methodology based on understanding of the assignment objectives
- Creative concept and approach for digital promotion
- Description of services and technical approach

Quality, innovation, and creativity of the proposed concept and services will be considered during evaluation.



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## 9. Submission and Administrative Requirements

- Expression of Interest (EOI) / proposal must be submitted with valid firm seal and authorized signature.
- WEWB reserves the right to visit the firm's office or facilities at any time during evaluation or implementation period for verification.

## 12. Authority Rights

The procuring entity reserves the right to accept or reject any or all Expressions of Interest (EOI) without assigning any reason whatsoever.

## 13. Code of Conduct

All documents, data, and communication materials produced under this consultancy shall remain the sole property of WEWB. No information or materials may be shared, transferred, or disseminated without prior written approval of the Authority.

WEWB shall retain full copyright of all outputs developed under this assignment. The contracted firm and any associated personnel shall comply with all Government rules, WEWB regulations, and confidentiality requirements applicable to this assignment.