



Bangladesh Investment
Development Authority

GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH

Prime Minister's Office

Bangladesh Investment Development Authority (BIDA)

Biniyog Bhaban, Plot # E-6/B, Agargaon, Sher-E-Bangla Nagar, Dhaka – 1207, Bangladesh

www.bida.gov.bd



Invitation for Expression of Interest (EOI) for Selecting of Public Relation-Promotion-Communication (PRPC) Firm

1.	Ministry/ Division	Prime Minister's Office
2.	Agency	Bangladesh Investment Development Authority (BIDA)
3.	Name Of Procuring entity	Marketing and Communication Wing
4.	Title Of Service	Invitation for Expression of Interest (EOI) for Selecting of Public Relation-Promotion-Communication (PRPC) Firm for: 1. Graphic designing (both 2D and 3D); 2. Printing; 3. Photography and videography; 4. Content development; 5. Translation and interpretation; and 6. Website and Social Media management.
5.	Procuring entity District	Dhaka
6.	Expression of interest for selection of	Public Relation-Promotion-Communication (PRPC) Firm
7.	EOI Reference	03.08.2680.253.07.41.21-85
8.	Date	24.04.2022
Key Information		
9.	Procurement method	Quality and Cost Based Selection (QCBS)
Funding Information		
10.	Budget and Source of Fund	GoB
Particular Information		
11.	Program/APP Code	Not applicable
12.	Tender closing date and time	12. 05. 2022 at 12:00 PM
Information for applicant		
13.	Experience and Resources required	General 1. <i>Company Profile</i> – including name, logo and brand, registration info, information of the Executive Head, office address and studio location, HR structure and strength, financial capability, credibility evidences from major clients (not more than 10 evidences out of which at least 5 should of Govt. agencies), brief on experience (not more than 1500 words), 2. <i>Requirements</i> – a. Proof of at least 10 years of experience of working as data driven PR and branding agency for reputed and large organization, preferably for Govt. and UN; The firm must have proven capacity in the area of country marketing with thorough understanding of political economy/ finance/ global marketing. b. Must have completed at least 5 data-driven public relations projects as Prime Consulting Firm preferably in Govt. / donor agency within the last 5 years where the consulting firm was responsible for rendering the following key services: <ul style="list-style-type: none">▪ Innovative Graphic designing (both 2D and 3D);▪ Sophisticated Digital and Electronic Printing service;▪ Commercial photography and videography;

- Creative Content Development;
 - Professional PR Translation and Interpretation services; and
 - PR Centric Website and Social Media Management services.
- c. Experienced and skilled human resources in the area of event management, working as PR, promotion, communication and branding. The required workforce has to be dedicated only for the BIDA, if selected;
- d. Updated (not later than 2020) trade license, TIN certificate and VAT registration certificate;
- e. Proven and effective links and connections and negotiation skills with external stakeholders (government offices, UN agencies, media agencies and publishing houses etc.);
- f. Familiarity with the procurement and financial management procedure of GoB;
- g. Audit reports for the last two years; and
- h. Bank Solvency (at least of 1 crore) Certificate with last 1-year bank statement.

Specialized eligibilities

1. *Videography & Photography* – the agency will ensure
 - a. all video material is filmed in 16:9 and in full HD format and sound is recorded with professional microphones and according to guidelines;
 - b. broadcast-quality footage shot using professional equipment;
 - c. consent from subjects of the films when appropriate, and signed consent for those who are to be featured in corporate communications
 - d. upload all photographs without exception following the Photographer's Guidelines exactly. This includes full metadata for all uploaded shots.
 - e. Have the arrangement for taking photographs by professional photographers if usage of context specific photographs required for the selected materials based on the contents;
2. *Design* –
 - a. List of resources in terms of equipment, press equipment, press room equipment, computers, software compatibilities, binding and compilation equipment etc.;
 - b. Three (3) different printed product samples.
 - c. Quality assurance policy is in place with return and cancellation policy provided, including free re-work in case of justifiable quality problems
3. *Social Media* –
 - a. The agency should have at least 5 years of experience in developing and producing PRPC materials using Facebook, LinkedIn, YouTube, Instagram targeting the awareness raising, social and behavioural change (knowledge and experience with financial service providers, especially digital financial services providers is considered a strong advantage);
 - b. Have the arrangement for accessing expert advice in areas of Digital Financial Services (e.g. consultant on stand-by, or a team member with such expertise); and
 - c. Have ability to advise on how to appeal to the target audiences, selecting appropriate messages, making messages effective and the like;
4. *Content development* –
 - a. The agency should have at least 5 years of experience in developing contents for various types of PRPC materials.

		b. Have expertise and experts (content writers, analysts etc.) to do market research and sector analysis for macro/national level and international investment opportunities.
14.	Interested firms may obtain further information from the undersigned office from 9:00AM to 5:00PM on any working days before the closing date and time. Firms are required to submit 2(two) copies of EOI and a forwarding letter in a sealed envelope labelled “EOI for Selecting of Public Relation-Promotion-Communication (PRPC) Firm with mention name to the address state below Terms of Reference (TOR) in this regard can be found at www.bida.gov.bd	
15.	Association with Foreign Firm	Not encouraged
PROCURING ENTITY DETAILS		
16.	Name of the official inviting EOI:	Md. Ashfaql Amin Mukut
17.	Designation of the official inviting EOI:	Director (Marketing and Communication)
18.	Address of official inviting EOI:	Biniyog Bhaban, Plot # E-6/B, Agargaon, Sher-E-Bangla Nagar, Dhaka – 1207, Bangladesh
19.	Contact details of official inviting EOI:	Phone: +880 -2-44826774 email: dir.mc@bida.gov.bd
	Interested firms are invited to submit their EOI according to the Government prescribed format indicating that they are qualified to perform the services, details of experiences and required qualifications stated above The Procuring Entity reserves the right to accept or reject all or any of the EOI without assigning any reason whatsoever	



(Md. Ashfaql Amin Mukut)
Director (Marketing and Communication)
Phone: +880 -2-44826774
email: dir.mc@bida.gov.bd

