



গণপ্রজাতন্ত্রী বাংলাদেশ সরকার
বাংলাদেশ পরিসংখ্যান ব্যুরো
জনশুমারি ও গৃহগণনা ২০২১ প্রকল্প
পরিসংখ্যান ভবন (২য় তলা, ব্লক-বি)
ই-২৭/এ, আগারগাঁও, ঢাকা-১২০৭
www.bbs.gov.bd

স্মারক নং- ৫২.০১.০০০০.৪০৯.০৭.২৬৫.২১.২৪৭

তারিখ: ২৪ শ্রাবণ ১৪২৮ বঙ্গাব্দ
০৮ আগষ্ট ২০২১ খ্রিষ্টাব্দ

বিষয়: 'Expression of interest (EOI)' প্রকাশ সংক্রান্ত।

বাংলাদেশ পরিসংখ্যান ব্যুরো কর্তৃক বাস্তবায়নাধীন জনশুমারি ও গৃহগণনা ২০২১ শীর্ষক প্রকল্পের আওতায় 'Expression of interest (EOI)' বিজ্ঞাপনটি আগামী ০৯/০৮/২০২১ খ্রি. বা তৎপূর্বে আপনার পত্রিকায় প্রতিটি সংস্করণের ভিতরের সাদা-কালো পাতায় (৩ কলাম X১৪ ইঞ্চি বা কাছাকাছি সাইজের) ০১ (এক) দিন প্রকাশের ব্যবস্থা গ্রহণের জন্য অনুরোধ করা হলো।

সংযুক্তি: বর্ণনামতে ০১ (এক) পাতা।

কবির উদ্দিন আহম্মদ
প্রকল্প পরিচালক
ফোনঃ ০২-৫৫০০৭০০৮
ই-মেইলঃ pd_phc21@bbs.gov.bd

বিতরণ:

- (১) যুগ্মসচিব (তথ্য ব্যবস্থাপনা), পরিসংখ্যান ও তথ্য ব্যবস্থাপনা বিভাগ, পরিসংখ্যান ভবন, আগারগাঁও, ঢাকা (বিজ্ঞাপনটি পরিসংখ্যান ও তথ্য ব্যবস্থাপনা বিভাগ এর ওয়েবসাইটে প্রকাশের অনুরোধসহ)
 - (২) পরিচালক, কম্পিউটার উইং, বিবিএস, পরিসংখ্যান ভবন, আগারগাঁও, ঢাকা (বিজ্ঞাপনটি বিবিএস এর ওয়েবসাইটে প্রকাশের জন্য অনুরোধসহ)
 - (৩) মহাপরিচালক, সেন্ট্রাল প্রক্রিউরমেন্ট টেকনিক্যাল ইউনিট (সিপিটিইউ), শেরে বাংলা নগর, ঢাকা।
 - (৪) বিজ্ঞাপন ম্যানেজার, দৈনিক আমার সংবাদ/ দৈনিক আমার বার্তা/ দি ঢাকা ট্রিবিউন
- অনুলিপি:** সদয় জ্ঞাতার্থে
- (১) সচিব মহোদয়ের একান্ত সচিব, পরিসংখ্যান ও তথ্য ব্যবস্থাপনা বিভাগ, পরিসংখ্যান ভবন, ঢাকা (সচিব মহোদয়ের অবগতির জন্য)
 - (২) মহাপরিচালক মহোদয়ের স্টাফ অফিসার, বিবিএস, পরিসংখ্যান ভবন, আগারগাঁও, ঢাকা (মহাপরিচালক মহোদয়ের অবগতির জন্য)।



Government of the People's Republic of Bangladesh
Bangladesh Bureau of Statistics (BBS)
Population & Housing Census 2021 Project
Parishankhyan Bhaban (Block-B, 1st floor)
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, Population and Housing Census 2021 Project, Bangladesh Bureau of Statistics (BBS)
4.	Expression of Interest for	Firm selection for conducting of various publicity using print and electronic media for the Population and Housing Census, 2021
5.	Eoi Ref. No	52.01.0000.409.07.265.21.247
6.	Date	08 August 2021
7.	Procurement method	Quality and Cost Based Selection (QCBS)
8.	Budget and sources of fund	GOB
9.	Project Code	224295100
10.	EOI closing date and time	3:00 pm of 22 August 2021 and be marked on Envelope "Expression of Interest for Firm selection for conducting of various publicity using print and electronic media for the Population and Housing Census, 2021. Submitted EOI (s) will be opened by the Tender/Proposal Opening Committee at 3:30 pm of 22 August 2021 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 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 c) Having available expertise, manpower and resources to conduct a countrywide mass awareness/publicity campaign ahead of the Population and Housing Census 2021.
	a) General:	a) The firm must have at least 10 years of experience in communication campaign (Creative, ATL, BTL, Strategy, Media Planning & Buying and developing communications materials. b) The firm must also have experience of minimum 50 TVC Production and Dissemination/Broadcast. The firm have to provide completion certificate as documentary 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 conduct the campaign. In this regard, the organization must submit detailed plan including total manpower of firm, resources etc.
	b) Experience:	
	2) Scope of Services:	Key responsibilities include, but are not limited to: a) The firm will be responsible for scrolling of messages (24 hours) in different TV Channels within specified timeline. The content of the message & list of TV channels will be decided by project authority. b) The firm will be responsible to prepare & telecast of TV Jingles (60 seconds) 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 as per project team instructions. c) The firm will be responsible to make all arrangements for conducting TV Talk Show (45 Minutes) 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 prepare & to make all arrangements for telecasting TV PSA (60 seconds) 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 prepare & to make all arrangements for broadcasting Radio Commercial-RDC (60 seconds) 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 (60 seconds) in selected Radios within specified timeline. The list of Radio will be selected by project authority. g) The firm will be responsible for production and supply of TV commercial (TVC) [Duration:30 seconds] h) 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. 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 02 months 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 02 (Two) months or till the end of June, 2024, 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	Mr. Kabir Uddin Ahmed
14.	Designation of the official inviting EOI	Project Director, Population & Housing Census 2021 Project, Bangladesh Bureau of Statistics (BBS)
15.	Address of Official Inviting EOI	Project Director, Population & Housing Census 2021 Project, Parishankhyan Bhaban (Block-B, 1st floor), E-27/A, Agargaon, Dhaka-1207.
16.	Contact of the official inviting EOI	Phone: 02-55007008, Email: pd_phc21@bbs.gov.bd
17.	Information is available at	website: www.bbs.gov.bd and www.sid.gov.bd

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

Sd/
Kabir Uddin Ahmed
Project Director
Phone: 02-55007008
Email: pd_phc21@bbs.gov.bd