

Memo No-56.04.0000.008.07.067.21.516

Date: 16.09.2021

Request for Expression of Interest (EOI)

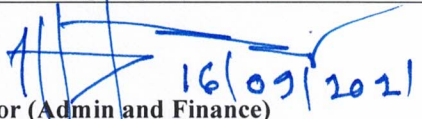
EOI is invited from Digital Media Management and Promotion Company/Firm for Digital Bangladesh Day-2021 to be organized on December 12, 2021

01	Ministry/Division	Information & Communication Technology Division
02	Agency	Department of Information & Communication Technology (DoICT)
03	Procuring Entity	Director General, Department of Information and Communication Technology.
04	Procuring Entity Code	Not used at present
05	Procuring Entity District	Dhaka
06	Expression of Interest for Selection of	A Firm of Digital Media Management and Promotion for upcoming Digital Bangladesh Day 2021
07	EOI Reference No.	56.04.0000.008.07.067.21.516
08	Date	16/09/2021
KEY INFORMATION		
09	Procuring Method	QCBS (Quality and Cost Based Selection)
FUNDING INFORMATION		
10	Budget and Source of Fund	GOB
11	Development Partner	N/A
PARTICULAR INFORMATION		
12	Project/Program Code	N/A
13	Project Name	Digital Bangladesh Day 2021
14	EOI Closing Date and Time	Date: 03/10/2021; Time: 3:00 PM
15	Brief Description of the Assignment	<p>Digital Media Management and Promotion</p> <p>Department of Information and Communication Technology is organizing Digital Bangladesh Day 2021 as executing agency on behalf Information and Communication Technology Division. The event will be organized in mixed mode (Physical and Virtual). Largely digital technology-enabled virtual platform will be used alongside physical modes. The event will showcase achievement of Digital Bangladesh, host number of seminar/webinars, involving local ICT Specialist, thought Leaders, industry leaders and government leaders. Extended media coverage (Online & Offline), Live broadcast, PR Activities and others promotional activities will be carried out to make the event visible and attractive on a standard plan and to promote participation.</p> <p>DoICT intends to short list Digital Media Management and Promotion Firms/Companies who shall be responsible for organizing and managing events from conception to completion stage. The scope of activities would include the following:</p> <ol style="list-style-type: none"> Extensive Media, Coverage, PR activities and other promotional activities will be carried out for making this event a grand success; Hiring and arranging required equipment; Audio-Video recording arrangements of Cultural Programs during the exhibition; Maintaining Public Relations; Speaker management, reward management etc. CG, AV, TVC, Website, Mobile App, Live streaming etc. Talk show, TV Commercial (TVC) Airing and Scrolling Designing creative for advertising and promotional activities Promotion and publicity of the event through SMS, Bulk What APP etc Execution of 360-degree mass media campaigns through social media, etc. Reward management if required; and Other's related task needed to make event successful.

INFORMATION FOR APPLICANT

16	Experience, Resources and Delivery Capacity Required	<p>This is a national program with utmost importance towards achieving Vision 2021: Digital Bangladesh. Companies/Firms are expected to meet the following prequalification criteria. Bidders failing to either meet these criteria or not furnishing the requisite supporting documents/ documentary evidence is liable to be summarily rejected. DoICT shall evaluate the prequalification proposal with reference to the information and supporting documents furnished.</p> <ol style="list-style-type: none">1. The firms must have minimum 04 (Four) years of overall experience in providing digital media management and promotion related services and supply of related goods;2. The firm must have sufficient technical resources and facilities available to materialize the virtual platform alongside the traditional physical infrastructures for the mega event;3. The Firm must have a minimum experience of arranging at least 01 (One) national/ international related program within last 04 (Four) years with a value of at least BDT 0.70 crore (Seventy Lac) only.4. The firm must have fulltime Event Manager, Media Manager, Creative Manager and Designer, Software and Website developer, ICT Specialists and other relevant Managers in relevant filed of expertise;5. The firm must have BDT 1.00 crore (One Crore) amounts of liquid assets, i.e., or credit line(s) (Certificate or proof on available liquid asset or fund availability, must be issued 03 (Three) months from the date of tender submission by the concern authority);6. The firm should have yearly turnover of at least BDT 2.00 (Two) crores7. The applicant must have at least 30 (Thirty) skilled manpower specializing in executing the various activities in the defined scope of work;8. The applicant should furnish an undertaking to the effect that the firm has not been black listed in Bangladesh during last 01(One) year period.9. The firm must submit updated audit-reports of previous 03 (Three) years.10. Up to date Valid License, income tax certificate, VAT registration and other legal documents;11. Documents demonstrating the management and operational capacity of the firm / joint venture (Brochures, Company Profile and other documents describing company expertise, strength and experience, core functions, products and services, similar assignments or project experience, availability of relevant professional staff and experience among applicant's staff/resources to carry out this assignment.12. The firm needs to all legal Documents with currently updated;13. JVCA is allowed as per PPA-2006 & PPR-2008; However, all the firms of JVCA must be Bangladeshi. <p>A shortlist of firms/JVs will be prepared upon evaluation of EOIs of the eligible applicants and 'Request for Proposal' document will be issued in their favor. A firm/JV will be selected using the Quality and Cost Based Selection (QCBS) method. It is expected that the services will commence within 2021. Interested Applicants may obtain further information by contacting the addresses below-</p> <p>Director (Admin and Finance) Department of Information and Communication Technology ICT Tower (10th Floor), E-14/x, Agargaon, Sher-e-Bangla Nagar, Dhaka-1207. Phone: +880255006923 Email: hashem6704@gmail.com</p>
17	Other Conditions	<p>All EOIs (One original and one copy) must be submitted in a sealed envelope clearly marked "Expression of Interest for Selection of Vendor for Event Management for Digital Bangladesh Day 2021) to the undersigned by hand, /courier service/guaranteed express service through the post office. No EOI will be received through e-mail. Any EOI received after the deadline will not be accepted. Any attempts to unduly persuade the procuring entity by any applicant will be ground for disqualification. The authority reserves the right to accept or</p>

		reject any or all the EOIs without assigning any reason whatsoever. The EOI notice will also be available in the websites www.doict.gov.bd and CPTU website.		
18	Submission of EOI	<ol style="list-style-type: none"> 1. Application for Expression of Interest (EOI). 2. Overall Work Experience 3. Up-to-date and valid Trade License, TIN and VAT Registration Certificate and related documents. 4. Updated Income Tax Clearance Certificate. 5. Constitutional documents of the firm(s)/ JVs. 6. Company brochure/ profile covering company expertise, strength and experience. 7. Original copies of liquid asset information issued by concern authority. 8. Last 03 (Three) Years of Audited financial reports of the firm(s). 9. List of personnel including their Name, Designation, Mobile no., Email, Project experience and role, Academic background and Expertise. 		
19	Association with Foreign firms is	Not Applicable		
20	Ref. No.	Phasing of Services and Location	Indicative start date	Indicative completion date
	56.04.0000.008.07.067.21.515	N/A; Bangladesh	N/A	N/A
PROCURING ENTITY DETAILS				
20	Name of Official Inviting EOI	Mohammad Abul Hashem, Deputy Secretary		
21	Designation of Official Inviting EOI	Director (Admin and Finance)		
22	Address of Official Inviting EOI	Director (Admin and Finance), Department of ICT , ICT Tower (10 th Floor), E-14/x, Agargaon, Sher-e-Banglanagar, Dhaka-1207.		
23	Contact details of Official Inviting EOI	+880255006923		
<i>The procuring entity reserves the right to accept or reject any or all EOIs without assigning any reason whatsoever.</i>				


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