

**Government of the People's Republic of Bangladesh**  
**Ministry of Local Government, Rural Development & Cooperatives**  
**Local Government Division**  
**Local Governance Support Project-3 (LGSP-3)**  
**City Centre (Level 10), 90/1 Motijheel C/A, Dhaka-1000**

No.46.00.0000.018.07.085.19-27

Date: 08.07.2019

**REQUEST FOR EXPRESSIONS OF INTEREST**  
**(CONSULTING SERVICES – FIRMS SELECTION)**

**The People's Republic of Bangladesh**  
**Local Governance Support Project-3 (LGSP-3)**  
**Credit No.5946-BD**

**Assignment Title: Selection and Employment of a Firm for Information, Education and Communication (IEC) activities.**

**Reference No. S-18**

The Government of the People's Republic of Bangladesh *has received* financing from the World Bank toward the cost of the Local Governance Support Project-3 (LGSP-3), and intends to apply part of the proceeds for consulting services.

The consulting services ("the Services") include (1) development and telecast of 1(one) TV Advertisement through TV Spot, (2) development and telecast of 2 two episodes of thematic drama, (3) production and broadcasting of Radio Advertisement through 3 Radio Jingles, (4) production and telecast video documentary, (5) holding of workshop with journalists, representatives of civil societies, planners & development practitioners, (6) publication of features in widely circulated national dailies, (7) award for best reporting and photography on LGSP-3, (8) development and telecast of 10 (ten) Talk Shows in TV Channels and (9) development and broadcast of 10 (ten)Talk Shows in Community Radio.The estimated level of effort (professional staff-months) required would be 1590 man-days. The implementation period will be 20 months with expected date of start of the assignmentis from August, 2019[Please refer to the Terms of Reference (TOR)].

The detailed Terms of Reference (TOR) for the assignment can be found at the following website: [www.lgsplgd.gov.bd](http://www.lgsplgd.gov.bd) or [www.lgd.gov.bd](http://www.lgd.gov.bd) or can be obtained at the address given below.

The Local Governance Support Project-3 (LGSP-3), representing Local Government Division (LGD) of the MoLGRD&C, now invites eligible consulting firms("Consultants") to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services.The shortlisting criteria are:

- Registration of Consultant (firm) and age of the Consultant in relevant business;
- Experience of the Consultant (firm) in similar task. The firms have to fulfill the following experiences with supporting documents:
  - i. Preferably 05 (Five) years' experience in assignments similar to production of audio-video and other communication materials (drama/spots/documentary/radio jingle etc.).
  - ii. Experience in holding workshops with journalists, representatives of civil societies, planners & development practitioners, preferably three in number, of which one is on promotion of development issues.

- iii. Preferably 03 (three) years of experience in publication of features in national dailies and organizing award ceremony for best reporting and photography etc.
  - iv. Experience in the production preferably of three spots/documentary of which one desirably be on promotion of development issues.
- Experience in other works; and
  - Technical & managerial capability including financial information of last 3years and Logistics.

Key Experts will not be evaluated at the shortlisting stage.

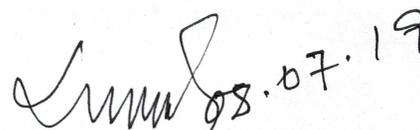
The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a jointventure and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Quality & Cost Based Selection (QCBS) method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours *0900 to 1700 hours*.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail) by 30<sup>th</sup> July, 2019.



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