

BANGLADESH ELECTION COMMISSION
Identification System for Enhancing Access to Services (IDEA) Project (2nd Phase)
Nirbachan Bhaban (Floor-8), Agargaon, Dhaka-1207

Expression of Interest (EOI)

1.	Ministry/Division	Bangladesh Election Commission (BEC)					
2.	Agency	Identification System for Enhancing Access to Services (IDEA) Project (2 nd Phase)					
3.	Name of the Procuring Entity	Identification System for Enhancing Access to Services (IDEA) Project (2 nd Phase)					
4.	Title of Service	Production of TVCs/OVCs, Social Media Contents and Social Media Marketing					
5.	Package No.	PS-20					
5.	Procuring Entity District	Dhaka					
6.	Expression of Interest for Selection of	Consulting Firm/Lump-Sum					
7.	EOI Ref. No.	17.14.0000.240.07.215.2025- 3303					
8.	Date (dd/mm/yyyy)	14 .10.2025					
Key Information							
9.	Procurement Method	Quality and Cost Based Selection (QCBS)					
Funding Information							
10.	Budget and Source of Funds	GoB (Development Budget)					
Particular Information							
11.	Project Code	224331200					
12.	Project Name	Identification System for Enhancing Access to Services (IDEA) Project (2 nd phase)					
13.	EOI Closing Date and Time	30.10.2025; Time: 03:00 PM					
Information for Applicant							
14.	Brief description of the Assignment	<table border="1"> <thead> <tr> <th>Task</th> <th>Description</th> </tr> </thead> <tbody> <tr> <td>Development of campaign planning, OVC/TVC Production, CG/Short Videos, content development and Social Media Contents and Social Media Marketing</td> <td>The Bangladesh Election Commission (BEC) is responsible for ensuring free, fair, and transparent elections as well as managing the National ID (NID) system. To effectively carry out these duties, the BEC intends to boost social awareness and encourage active citizen participation through inclusive and impactful communication strategies that reach all segments of society. In support of this goal, the IDEA-2 project invites qualified consultancy firms to design and execute a comprehensive communication and awareness campaign. The assignment aims to promote public understanding and engagement with the National ID (NID) system and electoral processes through inclusive, multi-channel strategies. Key objectives include countering misinformation, increasing civic awareness, encouraging voter participation - particularly among youth, women, minorities, and marginalized groups - and fostering responsible social behavior aligned with democratic values. The campaign must address challenges such as low literacy, cultural diversity, misinformation, and behavioral resistance by delivering accessible, accurate, and impactful content across digital and traditional platforms.</td> </tr> </tbody> </table>	Task	Description	Development of campaign planning, OVC/TVC Production, CG/Short Videos, content development and Social Media Contents and Social Media Marketing	The Bangladesh Election Commission (BEC) is responsible for ensuring free, fair, and transparent elections as well as managing the National ID (NID) system. To effectively carry out these duties, the BEC intends to boost social awareness and encourage active citizen participation through inclusive and impactful communication strategies that reach all segments of society. In support of this goal, the IDEA-2 project invites qualified consultancy firms to design and execute a comprehensive communication and awareness campaign. The assignment aims to promote public understanding and engagement with the National ID (NID) system and electoral processes through inclusive, multi-channel strategies. Key objectives include countering misinformation, increasing civic awareness, encouraging voter participation - particularly among youth, women, minorities, and marginalized groups - and fostering responsible social behavior aligned with democratic values. The campaign must address challenges such as low literacy, cultural diversity, misinformation, and behavioral resistance by delivering accessible, accurate, and impactful content across digital and traditional platforms.	
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15.	Eligibility Criteria	Interested Consulting firms must provide the following information as part of the EOI: a) Brochures/Company profile (Describing the company's expertise, strength, experience, core function, products and services, list of professional staff/ resources, and equipment list to carry out this assignment). b) Updated trade license (consultancy/advertising firm) and Certificate of Incorporation (if applicable). c) VAT registration certificate, Updated Income tax certificate with TIN certificate. d) ISO 9001:2015 Certificate. e) The consulting firm must have 05 (Five) years of experience in relevant fields (must attached related documents). f) The consulting firm must have specific experience in production & promotion of audio-visuals/OVC's/TVC's/documentary (must have 3 single contracts) for any government/semi government/INGO/NGO agencies in Bangladesh within the last 05 (five) years; value should not be less than BDT 80 lacs in aggregate (must attached related documents). g) The consulting firm must have campaigning through social media related experience in any government/semi government/INGO/NGO agencies in Bangladesh within the last 03 (three) years, aggregate value should not be less than BDT 80 lacs in 03 single contract (maximum). It should have a minimum of 3 facebook pages for government/semi government/INGO/NGO agencies and each page has a minimum of 100K followers (related documents, page link and screenshot must be attached). h) The consulting firm must have a feasibility study, project evaluation, publicity situation assessment, publicity strategy development related experience for local markets in any Government agency (must attached related documents). i) Audit report of the last 3 (three) years. j) Must have a working capital/liquid assets/Credit facility certificate from a scheduled bank of Tk. 80.00 Lacs (Eighty-Lakh) (Any credit facility certificate issued before 28 days before the last date of submission of EOI will not be accepted).					
16.	Duration	The consultancy period is 12 months.					
Procuring Entity Details							
17.	Name of the Official inviting EOI	Mohammad Azizur Rahman Siddiqui Brigadier General					
18.	Designation of the Official inviting EOI	Project Director					
19.	Address of the Official inviting EOI	Identification System for Enhancing Access to Services (IDEA) Project (2nd Phase), Nirbachan Bhaban (Floor-8), Agargaon, Dhaka-1207.					
20.	Contact Details of the Official inviting EOI	Phone. 02-55007594, e-mail: pd.idea2.bd@gmail.com , procurementidea2@gmail.com					
The Procuring Entity reserves the right to accept or reject all EOIs.							


(Mohammad Azizur Rahman Siddiqui)
Brigadier General
Project Director
IDEA Project (2nd Phase)
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