

BANGLADESH ELECTION COMMISSION
Election Commission Secretariat
Identification System for Enhancing Access to Services (IDEA) Project
Nirbachan Bhaban (Floor-8), Agargaon, Dhaka
Expression of Interest (EOI)

GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH			
1	Ministry/Division	Bangladesh Election Commission	
2	Agency	Election Commission Secretariat	
3	Procuring Entity Name	Identification System for Enhancing Access to Services (IDEA) Project	
4	Procuring Entity Code	N/A	
5	Procuring Entity District	Dhaka	
6	Expression of Interest for Selection of	Consulting Firm (National) Lump-Sum	
7	EOI Ref No	BEC/IDEA/S16.16	
8	Date	Issued on 12 December 2018	
KEY INFORMATION			
9	Procurement Method	Quality and Cost Based Selection (QCBS)	
FUNDING INFORMATION			
10	Budget and Source of Funds	Government of Bangladesh (GoB), Development budget	
11	Development Partners	N/A	
PARTICULAR INFORMATION			
12	Project / Programme Code	0601-5130	
13	Project / Programme Name	Identification System for Enhancing Access to Services (IDEA) Project 2 nd Revised.	
14	EOI Closing Date and Time.	26 December 2018 and Time 5:00pm	
INFORMATION FOR APPLICANT			
15	Brief Description of Assignment	<p>The communication strategy should be prepared with the intention of achieving the following major objectives and addressing their corresponding challenges:</p> <ul style="list-style-type: none"> • To create awareness and strengthen public understanding for the need of having National ID system and the benefits of having the new Smart NID cards; • To publicize the utilization, impacts and benefits of the NID system, including the NID database and Smart NID card, during the implementation phase of the Project; • Making and airing an international standard video documentary and television commercial, and radio commercial based on needs and benefits of National ID cards; • Advocacy kit (folder, pad, booklet, pen, sticker, gift items etc.) production for public awareness about the importance of Smart NID card; • Using Brand Ambassador/s to highlight the importance of Smart NID Card with its features and uses to multiple applications including Electronic 	
16	Experience, Resources and Delivery Capacity Req'd	<p>a. Registration of the firm. b. Age of firm (years in relevant business). c. Availability of key professionals. d. Financial resources of the consultant (turnover of last five years). e. Experience of the firm in similar tasks/assignments (example if past experience/similar nature and/or complexity including cost and duration of the assignment). f. Experience of the firm in other works (example of others experience including cost and duration of the assignment). g. Support Service of the firm (office space, support staff, equipment).</p>	
18	Association with foreign firms is	Not Applicable	
19	Name & Address of the office(s)	Identification System for Enhancing Access to Services (IDEA) Project, Nirbachan Bhaban (Room-8), Agargaon, Dhaka.	
20	Phasing of Service	Location	Indicative Start Date Indicative Completion Date

	N/A	N/A	N/A	N/A
OPRCURING ENTITY DETAILS				
21	Name of Official Inviting Expressions of Interest	Brigadier General Mohammed Saidul Islam		
22	Designation of Official Inviting Expressions of Interest	Project Director		
23	Address of Official Inviting Expressions of Interest	Identification System for Enhancing Access to Services (IDEA) Project, Nirbachan Bhaban (Room-8), Agargaon, Dhaka. Telephone: 880-2-55007571 E-mail: pd.idea.bd@gmail.com		
24	Contact details of Official Inviting Expressions of Interest			
25	Interested consultancy firms may obtain further information, including the detailed Terms of Reference (ToR) from project Director office and or the website of www.ec.org.bd and www.nidw.gov.bd			
25	The Procuring Entity reserves the right to – deleted- reject all EOI's			

Terms of References

STRATEGIC COMMUNICATION APPROACH FOR PUBLIC AWARENESS

1. Background of the Project

The Government of the People's Republic of Bangladesh has assigned the Bangladesh Election Commission (BEC) to develop a nation-wide Identification system, based on the voter-list database and to provide verification services to core public and private sectors. The National ID and Registration Act has been promulgated to provide a high-level legal framework and the National ID (NID) Wing has been established in the BEC to administer the NID system.

The absence of reliable national identification system and the proliferation of fragmented database for various services took a heavy toll of inefficiency and corruption in the past in this country. The broad based NID database established by the ECB has widened the scope of citizens' identification and provided authentication services to the service providers both at public and private sectors. The IDEA Project has moved towards enhanced biometric information and robust, security features of the Smart NID Cards to comply with the international standard requirements. Taking into consideration the new move, the IDEA Project authority undertook massive awareness building and campaigning programs to motivate and sensitize the people including service providing organizations about the necessity and uses of Smart NID Cards and also the multiple applications and uses of NID authentication services. Over the past few years many of the awareness building and campaigning programmes have been implemented and some are yet to be materialized. Distribution of Smart NID Cards is now on going in full swing as such awareness and campaigning programmes should be organized at the moment. In this perspective, broad based communication programmes have been taken up by the project authority to make the people and the service provider aware of the different services to be provided by the government through Smart NID cards.

Hence, expertise from a strong communication Consultancy firm/agency herein after referred to as Consultant is required for developing and implementing an effective communication plan to the target audience.

2. Objectives of the assignment

The communication strategy should be prepared with the intention of achieving the following major objectives and addressing their corresponding challenges:

- To create awareness and strengthen public understanding for the need of having National ID system and the benefits of having the new Smart NID cards;
- To publicize the utilization, impacts and benefits of the NID system, including the NID database and Smart NID card, during the implementation phase of the Project;
- Making and airing an international standard video documentary and television commercial, and radio commercial based on needs and benefits of National ID cards;
- Advocacy kit (folder, pad, booklet, pen, sticker, gift items etc.) production for public awareness about the importance of Smart NID card;
- Using Brand Ambassador/s to highlight the importance of Smart NID Card with its features and uses to multiple applications including Electronic Voting System.

10/12/18

2. a. Message Framing

Messages of these campaign products are required to be framed around three key themes that compliments above specific communication sub-objectives:

- (A) **Information and Education:** Information and education refers to the dissemination and education of members of public what is NID, the NID system, how to migration of NID's address, how the correction of NID than the law, how to register, who needs to be registered and why it is important to register. To know what services can be availed using NID.
- (B) **Encouragement and Awareness:** Encourage and aware the public to provide accurate information about NID registration. Encouraged them to correct the provided NID errors (if any).
- (C) **Advocacy and Influence:** The Project has helped the government finalize a robust legal framework to underpin citizens' data privacy and data security. The Rules and Regulations of the NID Registration Act 2010 now include data privacy and data security clauses. The person who plays a significant role in the security sector in Bangladesh.

3. The Scope of Services (Including Production and Dissemination) and Expected Outputs

The specific goal of the assignment to achieve the objective of IDEA project are specified as following scope of tasks need to be carried out by the consultant:

The scope of work will be in two stages. During the first stage, the consultant would be required to develop a Communication and Outreach Plan (hereinafter referred to as PLAN) conforming to the objectives detailed above.

Subsequently, in the second stage, consultation with the IDEA project Authority once the PLAN is approved the consultant take initiative to implement the Plan.

3.1 Preparation of Plan

Develop an external analysis through proper FGD and market analysis based on a planned study (to be conducted as part of this consultancy) to understand the perceptions of various identified key stakeholders (Mass People), including Young generation, civil society, media, celebrities & Academia. Identify opportunities and risks, and suggest approaches to reach them & create awareness.

3.2 Develop a Communication Strategy

Prepare a customized communication strategy, including customized messaging for audiences, selection of proper tools, etc. aimed at achieving the identified objectives.

3.3 Implementation of Plan to create awareness and strengthen public understanding about smart NID Cards

3.3. A Media Campaign –Production & Broadcasting of TVC & RDC

Production of Five TVC and RDC and disseminated with an aim to meet objectives and approaches mentioned above:

Table 1: Television Commercials (5)	
Description	Technical Specification and Standards
<p>Television Commercials (including table text and data graphics)-5:</p> <ol style="list-style-type: none"> 1. TVC along with various aspects of NID correction. Through this advertisement, the public will be informed how to correct NID's wrong information; 2. What the problem can be providing incorrect information to the NID. Thus, people will be encouraged to register NID by providing accurate information; 3. How a Non-resident Bangladeshi can get NID registered as a voter. Bangladeshi citizens living abroad will be able to become voters and know about NID; 4. TVC along with various aspects of NID & NID system. More new areas, including voting on EVMs through smartcards, will be released in the advertisement; 5. How to reduce crime, corruption, through the NID system. 	<ul style="list-style-type: none"> • Script: Presentation of TVC script and must be approved by the authority; • Format: DV; • Language: Bangla; • Duration: 60 second; • Casting: Contemporary Celebrity; • Resolution: 4K; • Picture: The Picture must be well lit and reasonable but not artificially sharp; • Audio: The audio must be free of spurious singles such as clicks, noise, human any analogue distortion; • Final Film: The tentative Final copy will be shown to authorities for prior approval; • Deliverable Items: <ol style="list-style-type: none"> 1. 5 DVDs of the final film one master tape mixed audio on DV; 2. 30 Copy in Beta DVD format-the film/TVC should be suitable for showing in all Channel in Bangladesh; 3. DVD for web version/multimedia projector.

Table 2: Radio Commercials (5)	
Description	Technical Specification and Standards
<p>Radio Commercials (with background music)-5:</p> <ol style="list-style-type: none"> 1. TVC along with various aspects of NID correction. Through this advertisement, the public will be informed the correction process of NID/s; 2. What the problem can be giving incorrect information to the NID. people will be encouraged to register NID by providing accurate information; 3. How a Non-resident Bangladeshi can get NID registered as a voter. Bangladeshi citizens living abroad will be able to become voters and know about NID; 4. TVC along with various aspects of NID & NID system. More new areas, including voting on EVMs through smartcards, will be released in the advertisement; 5. How to reduce crime, corruption, through the NID system. 	<ul style="list-style-type: none"> • Script: Presentation of RDC script and must be approved by the authority; • Format: WAV • Language: Bangla; • Duration: 70 second; • Vocal Casting: Popular News Presenters or RJ or Recitation; • Bit Rate: 320 kpbs; • Sample Rate: 48 kHz • Audio: The audio must be free of spurious singles such as clicks, noise, human any analogue distortion; • Final RDC: The tentative Final copy will be shown to authorities for prior approval; • Deliverable Items: <ol style="list-style-type: none"> 1.5 DVDs of the final RDC one master tape mixed audio on WAV; 2. 15 Copy in Beta DVD format-the RDC should be suitable for listening in all Radio in Bangladesh; 3. DVD for web version.

3.3.B. NID related branding through Social/Digital Media Campaign:

Nowadays Facebook, LinkedIn, Google, Youtube, Twitter are international and national and are popular media for advertising. Now people are very much connected to mobile phone, TAB and computer. Targeted the Young Generation age group 18-45, digital communication is a more useful tool to reach actual NID & NID system Information. By reaching this area provide awareness to the people. To publicize the utilization, impacts and benefits of the NID system Consultant firm will use digital Media platform.

3.3.C. Product Promotion through Brand Ambassador (Celebrities and Academia)

The Consultant will be responsible for concept, management and preparation of awareness programmes and product promotion (uses, benefits and features of Smart NID Card) all over the country through Brand Ambassador/s.

3.3.D. Broadcast Schedule:

The interested agency/firm must provide a detail media plan. That particular media plan must include a media buying schedule including names of television channels where these sport assertions would take place and times of broadcast featuring peak, super peak and off peak times. This media plan should use latest TRP rating as a basis of selecting TV channels & FM Radio Station for the dissemination of the campaign products- here by refers to TVC and RDCs. The broadcast schedule and media plan must get approval from the Project Authority.

3.3. E. Supply of Advocacy Materials with NID Branding:

NID & NID system related information printed on this PVC piping Festoon, Wall Calendar, Mug and Photo book.

Table: Advocacy Materials		
SL no.	Description	Technical Specification and Standards
1.	PVC Piping Festoon Print: NID Correction, Migration, New Voter Registration, Lost NID card replace, Call center etc related information printed on this PVC piping Festoon. All Regional/District/Upozilla/Thana Election office delivered this product.	<ul style="list-style-type: none">• Quantity: 3,000;• Design: must be approved by the authority;• Size : 3"x 6";• Printing: 4 colour print in Black Media PVC;• Delivery : the final delivery within 7 days after receiving final approval of design;• Delivery location: IDEA Project office and all District Election Office (as per requirement).
2.	Supplying of Wall Calendar Envelopes for the year of 2018 with NID branding:	<ul style="list-style-type: none">• Quantity: 6,000• Design: 100% DTP System and must be approved by the authority;• Size : 17.5"x 24.5";• Inner : Page : 06 Sheets;• Paper : 170 Gsm Art Paper

		<ul style="list-style-type: none"> • Colour : 4 (four) colour • Top Sheet : Page : 1 (one) sheet • Paper : 100 Gsm Art Paper • Colour : 4 (four) Colour • Binding : Foreign Double Ware-O-Binding with full hanger • Back Board : Size : 3.5" x 17.5" • Paper : 300+300 gsm (Hansol) pasting Board • Envelopes : Size : As per Calendar size • Paper : 100 Gsm Offset Paper • Colour : 4 (four) colour • Quantity : 6,000 • Delivery : Submit machine proof design within 5 days after receiving Purchase Order and the final delivery within 7 days after receiving final approval of design; • Delivery location: IDEA Project office and all District Election Office (as per requirement).
3.	Supplying of Ceramic Mug Print with NID branding	<ul style="list-style-type: none"> • Quantity: 2,500 • Size : Height= 9.5cm/ Dia= 8cm • Capacity: 360ml -12Oz • Material used: Ceramic/ Bone China • Printing: 4 color (as per requirement) • Delivery : Submit machine proof design within 5 days after receiving Purchase Order and the final delivery within 7 days after receiving final approval of design; • Delivery location: IDEA Project office.
4.	Supplying of Photobook Print with NID branding	<ul style="list-style-type: none"> • Quantity: 40 • Size : 12x18 • Formats: Land scape • Covers: Hard cover with hard box • Papers: high glossy and high matt coated paper • Delivery : Submit machine proof design within 5 days after receiving Purchase Order and the final delivery within 7 days after receiving final approval of design; • Delivery location: IDEA Project office

3.3.G. Broadcast Agreements and Payments:

Consultant firm should be agreement to the selected TV channels & FM Radio Station for the dissemination of the campaign products and all documents related to the contract will be provided to the project authority. All costs of broadcasting will be executed from the firm and the Broadcast Monitoring and Evaluation Report will be provided to the project authorities.

(Proprietary Rights of all final production materials will be retained by the BEC)

4. Target Audience:

4.a. Primary Audience

- The Primary audience of this campaign is the public.
- Young generation.
- Influencer (including civil society members, celebrities and academia)
- Media as a multiplier

4.b. Secondary Audience

- BEC officials working across the country.
- Other Government agencies would be aware of this initiative.

4. Team composition & Qualifications Requirements for the Consultant and for the key-experts:

The team composition and responsibilities of the key experts in the consultant's team are as indicated in the table below.

Required	Qualification	Responsibilities	Persons-months
Media Specialist & Team Leader (1)	<ul style="list-style-type: none"> o Master degree in Business Studies preferably majoring in Marketing, Mass Media Communication, Journalism, Film and Theatre or other relevant field; o At least 10 years working experience in relevant field 	Develop an action plan/calendar and implement the communication programmes effectively. <ol style="list-style-type: none"> 1. Coordinate all activities with the IDEA project and provide technical advice as necessary during the design and implementation of the communication program; 2. Work as Focal Person from BCCP side; 3. Responsible for maintaining liaison with IDEA project and Working Group members. 	6 (Six)
Communication & Advocacy Specialist (1)	<ul style="list-style-type: none"> o Master degree in Mass Communications, Journalism, Marketing, Public Relations, Film and Theatre or related field; o At least 10 years Working 	<ol style="list-style-type: none"> 1. Develop and suggest strategies for using the most effective mix of communication tools across different target audience using relevant social media techniques according to their needs/expectations; 2. Work with production team to develop print, electronic and social media tools to connect the audience; 	3 (Three)

	Experience.	<ol style="list-style-type: none"> 3. Covering various events in the capital, regions and districts, monitor all important events, submit comprehensive and correct reports on the events for the mass media and other purpose of the assignment; 4. Act as the focal point to deal with the media for IDEA's communication programmes; 5. Responsible for telecasting and broadcasting audio- video items. 	
Media Planner (1)	<ul style="list-style-type: none"> o Master degree in Mass Communications, Journalism, Marketing, Public Relations, or related field; o At least 5 years Working Experience. 	<ol style="list-style-type: none"> 1. At least five years media planning experience; 2. Excellent connection with journalist and TV Channels; 3. Excellent knowledge about TV Programmes; 	1 (One)
Video Production Specialist (1)	<ul style="list-style-type: none"> o At least Graduate/Diploma in audio-videography from any recognized University/Institution 	<ol style="list-style-type: none"> 1. Assist TL and team in necessary audio visual production 2. Produce and direct audio visual production 3. Edit audio visual production 	1 (One)
Graphics Designer (2)	<ul style="list-style-type: none"> o Graduate in any discipline can be substitute for experience but Diploma in Graphic Design, Graphic Arts Institute, BFA etc. preferred. o Educational qualification will be relaxed with the deserving candidates. 	<ol style="list-style-type: none"> 2. Excellent and Advanced knowledge on Adobe Design Premium, Especially in Photoshop, Illustrator (Latest Version) and other Graphic related software. 3. Excellent design skills, including the effective use of color, form and composition. 4. Should design and create graphics according to the guidelines and instructions. 	6 (Six)

In addition to the aforementioned key professional experts, the consultant should propose other professionals with relevant experience and support team for the assignment including technical experts, support services etc. along with their qualifications and expected outputs. During evaluation of the full technical proposal, these professional/ staff positions will not be evaluated individually, however, they will be assessed collectively along with their support staffs.

6. Period of Performance

Expected contract period is January 2019 to June 2019.

7.a. Deliverables:

Five TVC & RDCs, L shaped ads NID related Information display on TV Screen in appropriate media format alongside of following detailed reports comprising when and where those media products and were broadcasted. Indicative detail contents of each report are written below.

SL No	Milestone & Deliverables	Content & Number of Copies	Schedule
1	Inception Report with work plan	1 Paper and 4 electronic Copies	Within 10 days of the inception of the assignment
2	Quarterly progress report	1 Paper and 4 electronic Copies	Within 90 days of the inception of the assignment
3	Completion report (all requested deliverable) of the NID Related Advertising Campaign	1 Paper and 4 electronic Copies	Within 10 days of the completion of the project
4	Indicative TRP report	1 Paper and 4 electronic copies	Within 10 days of the completion of the project
5	Contents of media products in DVDs and Pen drive	10 copies	With completion report (10)
7	Digital Social Media Campaign Report	1 Paper and 4 electronic Copies	Within 10 days of the completion of the project

- The consulting firm/agency will prepare contents of the aforementioned broadcast materials and prepare dissemination of these materials after obtaining the approval of the relevant BEC authority.
- All contents produced for this project needs to be delivered in MP4 and AVI format in pen drives and DVDs.
- All reports shall be accompanied with a PDF soft copy on a CD (1 Master and 3 additional copies shall be included)

8. Services and Facilities Provided by the Client

Client will provide all necessary administrative support, access to relevant information and assistance in approaching public and private entities required for due performance of the services.

The Client will NOT provide the following:

- (a) Office spaces and regular office furniture for the personnel of the Consultant;
- (b) Computers, printers, photocopiers, fax machine, land telephones, office furniture and fixture and other office equipment;
- (c) Any residential accommodation for any staff of the Consultant in the premises of Client's staff quarters;
- (d) Any transport facility to any staff of the Consultant during the contract period.