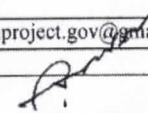


**BANGLADESH ELECTION COMMISSION**  
**Use of Electronic Voting Machine in order to Apply ICT in Election System (EVM) Project**  
 Nirbachan Bhaban (Floor-8), Agargaon, Dhaka-1207.

**Invitation for Tenders**

GOVERNMENT OF THE PEOPLE'S REPUBLIC OF BANGLADESH					
1	Ministry/Division	Bangladesh Election Commission			
2	Agency	Election Commission Secretariat			
3	Procuring Entity Name	Project Director, Use of Electronic Voting Machine in order to Apply ICT in Election System (EVM) Project.			
4	Procuring Entity District	Dhaka			
5	Invitation for	Submission of Tender/Proposal for Social media and digital media campaigns on Facebook, Google, YouTube (TVC, info graphics, banner ads, pre-roll ads, pop up videos, positive content of EVMs etc.); Influencer Marketing; Interviews/talk shows on EVMs on TV, Facebook, YouTube and other social media			
6	Invitation Ref No.	ECS/EVM/Procure/NCS-14/2023/2820 Date: 08/01/2023			
7	Date	Issued on: 08 January 2023			
<b>KEY INFORMATION</b>					
8	Procurement Method	National Open Tendering Method (OTM)			
<b>FUNDING INFORMATION</b>					
9	Budget and Source of Funds	Government of Bangladesh (GoB), (Development Budget)			
10	Development Partners (if applicable)	Not Applicable			
<b>PARTICULAR INFORMATION</b>					
11	Project/Programme Code (if applicable)	224252700			
12	Project /Programme Name (if applicable)	Use of Electronic Voting Machine in order to Apply ICT in Election System (EVM) Project			
13	Tender Package No.	NCS-14			
14	Tender Package Name	Social media and digital media campaigns on Facebook, Google, YouTube (TVC, info graphics, banner ads, pre-roll ads, pop up videos, positive content of EVMs etc.); Influencer Marketing; Interviews/talk shows on EVMs on TV, Facebook, YouTube and other social media			
15	Tender Publication Date	09 January 2023			
16	Tender Last Selling Date(must be the date prior to the day of Tender Closing Date)	23 January 2023	3:00 p.m.		
		<b>Date</b>	<b>Time</b>		
17	Tender Submission Date and Time	24 January 2023	2.00 p.m.		
18	Tender Opening Date and Time	24 January 2023	2.30 p.m.		
19	Name & Address of the office(s)	<b>Address</b>			
20	Selling Tender Document (Principal)	Room No.822, 8 <sup>th</sup> Floor, EVM Project, Nirbachan Bhaban, Agargaon, Dhaka. (Interested bidders have to purchase the tender document by applying on the official pad)			
<b>NO CONDITIONS APPLY FOR SALE, PURCHASE OR DISTRIBUTION OF TENDER DOCUMENTS</b>					
21	Receiving Tender Document	Room No.822, 8 <sup>th</sup> Floor, EVM Project, Nirbachan Bhaban, Agargaon, Dhaka.			
22	Opening Tender Document	Conference Room No.721, 7 <sup>th</sup> Floor, EVM Project, Nirbachan Bhaban, Agargaon, Dhaka.			
23	Place/Date/Time of Pre-Tender Meeting	Pre-tender meeting shall be held on 16 January 2023 at 11.30 am, at Conference Room No.721, 7 <sup>th</sup> Floor, EVM Project, Nirbachan Bhaban, Agargaon, Dhaka.			
<b>INFORMATION FOR TENDERER</b>					
24	Brief Eligibility and Qualification of Tenderer	Must have proven qualification and experience in Social media and digital media campaigns on Facebook, Google, YouTube; Influencer Marketing; arrangement of Interviews/talk shows on TV, Facebook, YouTube and other social media; valid trade license for respective trade, VAT and TIN certificate. Must have financial capacity for the work described.			
25	Brief Description of Goods	Social media and digital media campaigns on Facebook, Google, YouTube (TVC, info graphics, banner ads, pre-roll ads, pop up videos, positive content of EVMs etc.); Influencer Marketing; Interviews/talk shows on EVMs on TV, Facebook, YouTube and other social media.			
26	Brief Description of related Services	Social media and digital media campaigns on Facebook, Google Display Network, YouTube. Production and campaign management of short TVC, info graphics, banner ads, pre-roll ads, pop up videos, skippable/non skippable videos, positive content of EVMs, short animation about various features and questions about EVM etc. in the social and digital media; Influencer Marketing; Interviews/talk shows on EVMs on TV, Facebook, YouTube and other social media.			
27	Price of Tender Document (BDT)	BDT 1,500.00 (Taka One Thousand Five Hundred Only)			
	<b>Package No</b>	<b>Identification of Package</b>	<b>Location</b>	<b>Tender Security Amount (BDT)</b>	<b>Completion Time in Weeks</b>
28	NCS-14	Social media and digital media campaigns on Facebook, Google, YouTube (TVC, info graphics, banner ads, pre-roll ads, pop up videos, positive content of EVMs etc.); Influencer Marketing; Interviews/talk shows on EVMs on TV, Facebook, YouTube and other social media.	Dhaka	3,00,000.00 (Three Lac Taka)	The campaign activities/task have to be completed as per the demand of the authorities and contract.
<b>PROCURING ENTITY DETAILS</b>					
29	Name of Official Inviting Tender	Colonel Syed Raquibul Hasan			
30	Designation of Official Inviting Tender	Project Director			
31	Address of Official Inviting Tender	Use of Electronic Voting Machine in order to Apply ICT in Election System (EVM) Project, Nirbachan Bhaban (Floor-8), Agargaon, Dhaka.			
32	Contact details of Official Inviting Tender	Telephone: +00-88-02- 55007593, E-mail address: ecs.evmproject.gov@gmail.com			
33	<b>The procuring entity reserves the right to reject all tenders or annul the Tender proceedings.</b>				

  
 Colonel Syed Raquibul Hasan  
 Project Director  
 EVM Project