

Government of the People's Republic of Bangladesh  
**Public Private Partnership (PPP) Authority**  
Prime Minister's Office  
Plot : E-13B (1<sup>st</sup> Floor), Sher-e-Bangla Nagar,  
Agargaon, Dhaka-1207.

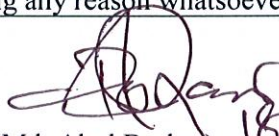
No: 03.11.2680.858.04.005.18 (Part-2)-739

Date: 18-04-2024

**Request for Expressions of Interest (Firm) (National)**  
**For**  
**“Communication and Branding Advisory Service for PPP Authority”**

Government of The People's Republic of Bangladesh		
1.	Ministry/Division	: Prime Minister's Office
2.	Agency	: Public Private Partnership (PPP) Authority
3.	Procuring Entity Name	: Public Private Partnership (PPP) Authority
4.	Procuring Entity Code	: 03-0305-2831
5.	Procuring Entity District	: Dhaka
6.	Expression of Interest for selection of	: Procurement of Consultancy Services for “ <b>Communication and Branding Advisory Service for PPP Authority</b> ”
7.	EOI Ref No	: 03.11.2680.858.04.005.18 (Part-2)-739
8.	Date	: 19-04-2024
<b>KEY INFORMATION</b>		
9.	Procurement Method	: Fixed Budget Selection (FBS) (National)
<b>FUNDING INFORMATION</b>		
10.	Budget Source of Funds	: GOB (PPPTAF)
11.	Development Partner	: None
<b>PARTICULAR INFORMATION</b>		
12.	EOI Closing Date and Time	: 05-05-2024 at 11:30 AM
13.	EOI Submission Place	: PPP Authority, Plot: E-13B (1 <sup>st</sup> Floor), Sher-e-Bangla Nagar, Agargaon, Dhaka-1207.
<b>INFORMATION FOR APPLICANT</b>		
14.	Brief Description of Assignment	: <ul style="list-style-type: none"><li>• To raise awareness of the activities and functions of PPP Authorities and provide support and action plan for the achievements of PPP projects;</li><li>• Provide a high level of visibility to the PPP projects through branding, tools and a comprehensive campaign;</li><li>• Maintain communication with Govt. Training Institutes and Universities for building awareness about PPP activities and in Bangladesh</li><li>• To undertake the responsibility for planning, designing, circulating and managing promotional items such as informational and promotional video, brochure and multimedia presentations, outreach toolkit, print advertisements, outdoor banner, audio-visuals etc.</li></ul> <b>Detailed ToR is available in official website (<a href="http://www.pppo.gov.bd">www.pppo.gov.bd</a>)</b>
15.	Qualification and Experience	: <ol style="list-style-type: none"><li>1. Consultants may associate with other firms to enhance their qualifications, but should indicate clearly whether the association is in the form of a joint-venture 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.</li><li>2. The firm (in case of JV, at least one member) should have minimum 07 years' total experience in similar nature of advisory services.</li></ol>

			<p>3. The firm or Member of JV must have experience in working with government bodies/ agencies or development organizations; experience of working with any government bodies or agencies/ autonomous bodies will be given preference.</p> <p>4. The firm or any Member of the JV must have experience of conducting at least 2 similar works within last 07 years.</p>			
16.	Short-listing Criteria		<p>1. Core business &amp; years in business in Communication management, Investment Promotion and Branding service</p> <p>2. Relevant Experience (2 similar works of equivalent BDT 1 Crore or more in a single contract or assignment within last 07 years in the required area)</p> <p>3. Financial capacity/soundness of the firm (Turnover, Net worth, Profit etc.)</p>			
17.	Submission of EOI	:	1 (One) original copy along with 1 (One) copy must be submitted in person/ by courier before the EOI submission date and time as mentioned in the EOI with soft copy in flash drive for electronic reproduction in both PDF and word format. The original copy shall be marked "ORIGINAL".			
18.	Formation of Proposal	:	<p>(A) Interested firms are requested to submit EOI before the EOI closing date &amp; time. Any proposal submitted later than the specified date and time shall be rejected.</p> <p>(B) Interested firm must include the following information and supporting papers:</p> <p>(i) Name of firm/ company, contract address (including postal address, Telephone &amp; Fax no., E-mail address, etc.)</p> <p>(ii) Date of Registration &amp; establishment (enclosed certificate in favor of this).</p> <p>(iii) Updated Trade License, Tax clearance certificate and VAT registration certificate, as applicable.</p> <p>(iv) Signed JV agreement/letter of intent (if applicable);</p> <p>(v) Audited Balance Sheet for immediate last 3 Fiscal Years.</p> <p>(vi) Company Brochure/s</p> <p>(vii) Relevant working experience (enclose valid supporting documents).</p> <p>(viii) Proposal shall be in letterhead pad of the firm/ company or in case of JV, of the lead member.</p> <p>(ix) All documents shall be initialed by the authorized representative from the firm or in case of JV, by the lead member. Letter of Authorization shall be enclosed.</p> <p>(C) A Checklist of submitted document with page number (seriality in every page) must be enclosed with the proposal.</p>			
19.	Name of Official Inviting EOI	:	Md. Abul Bashar			
20.	Designation of Official Inviting EOI	:	Director General (Administration and Finance), PPP Authority			
21.	Address of Official Inviting EOI	:	PPP Authority, Plot: E-13B (1 <sup>st</sup> Floor), Sher-e-Bangla Nagar, Agargaon, Dhaka-1207.			
22.	Contact details of Official Inviting EOI	:	<table border="1"> <tr> <td>Tel: 55007421, 55007414</td> <td>Fax: 55007422</td> <td>E-mail: info@pppo.gov.bd</td> </tr> </table>	Tel: 55007421, 55007414	Fax: 55007422	E-mail: info@pppo.gov.bd
Tel: 55007421, 55007414	Fax: 55007422	E-mail: info@pppo.gov.bd				
23.	Special Instruction	:	Procurement process shall be conducted in accordance with PPA, 2006 and PPR, 2008. The procuring entity reserves the right to accept or reject any or all EOIs or cancel the procurement process without assigning any reason whatsoever.			

  
 18.04.2024  
 (Md. Abul Bashar)

Director General (Administration and Finance)  
 PPP Authority, Prime Minister's Office