



Government of the People's Republic of Bangladesh
National Productivity Organisation
Ministry of Industries
91, Motijheel C/A, Dhaka
www.npo.gov.bd



No: 36.10.0000.003.99.001.18-228

Date: 17/04/2024

**Request for Expression of Interest (EOI) for
Media Production Services
'Making TVC to Enhance Productivity Concept'**

01	Ministry	Ministry of Industries
02	Agency	National Productivity Organisation
03	Name of Procuring Entity	Most. Abeda Sultana, Senior Research Officer, National Productivity Organisation (NPO), Ministry of Industries, 91, Motijheel C/A, Dhaka-1000.
04	Title of Service	Making TVC to Enhance Productivity Concept
05	Procuring Entity District	Dhaka
06	EOI for selection of	Well-experienced consultant Firm Making TVC to Enhance Productivity Concept
07	EOI Ref. no	36.10.0000.003.99.001.18-228
08	Date	17/04/2024

Key Information

09	Procurement Method	Quality and Cost Based Selection (QCBS)
10	Budget and Source of Fund	Government of Bangladesh (GoB)

Particular Information

1	EOI Publication Date	18/04/2024
11	EOI Closing Date and Time	02/05/2024 at 11.00 AM
12	EOI Submission Place	National Productivity Organisation (NPO), Ministry of Industries, 91, Motijheel C/A, Dhaka-1000 (1st Floor), Tender Box.

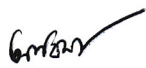
Information for Applicant

13	Brief Description of the Assignment	<ul style="list-style-type: none">➤ Script/Concept Note/TV spot for the audiovisual TVC.➤ Casting artists➤ Total 01 TVC to Enhance Productivity Concept➤ Editing Package for 30 seconds + 20 seconds CDV➤ The firm/agency needs to ensure the best quality shooting logistics and facilities for the shooting.
14	Required Qualification, Experience and other details	<ol style="list-style-type: none">1. The firm/agency/company must be a TV spot/video documentary production house/ company exposed to public awareness issues in production and post-production documentary film/TVC development.2. Experience in making TVC for Government Organizations will be considered as an added advantage.

		<ol style="list-style-type: none"> 3. The firm/agency/company must have a valid Trade License: Tax Identification Number (TIN), VAT Registration Number, and financial Solvency Certificate from any scheduled bank. 4. The firm/agency/company must have substantial TV spots/documentary/multimedia-related experience of 5 years. 5. A list of accomplished works/services should be submitted as experience with clients' certificates. 6. The educational qualification and experience of the following professional staff working in the firm/agency/company must be submitted. <ol style="list-style-type: none"> a. 10 (Ten) years' experience in script writing, drama, short film, and documentary production. b. Assistant Director, Cameraman and Video Graphics Expert, Video Editor, and Scriptwriter should have at least 10 (Ten) years of experience in the audio-visual field. 7. The firm/agency/company should be able to implement the work plan within the proposed time schedule and cost. 8. The firm/agency/company will be selected by the procedures set out in the Public Procurement Rules, 2008, and public Procurement Act 2006. 9. Brochures of the firm/agency/company should be submitted. 10. Must follow the rules of National Broadcasting Policy 2014 and International Broadcasting standard. 11. For further details and TOR (Terms of Reference) please visit our Website: www.npo.gov.bd
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Procuring Entity Details

15	Name of Official Inviting EOI	Most. Abeda Sultana
16	Designation of Official Inviting EOI	Senior Research Officer
17	Address of the Official Inviting EOI	National Productivity Organisation(NPO), Ministry of Industries, 91, Motijheel C/A, Dhaka-1000 (1st Floor).
18	Contract Details of the Official Inviting EOI	Mobile No- 01722143425 E-mail: mostabedaeco@yahoo.com
19	The procuring entity reserves the right to accept or reject all EOIs.	


 (Most. Abeda Sultana)
 Senior Research Officer