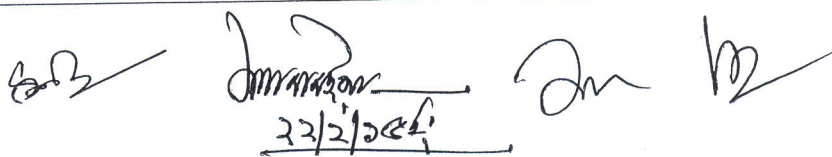


Government of the People's Republic of Bangladesh
Statistics and Informatics Division
Bangladesh Bureau of Statistics
Development of the Bangladesh Poverty Database project
E-27/A, Agargaon, Dhaka-1207

1	Ministry/Division	Statistics and Informatics Division
2	Agency	Bangladesh Bureau of Statistics
3	Procuring Entity	Project Director, Development of the Bangladesh Poverty Database project
4	Procuring Entity Code	5013
5	Procuring Entity District	Dhaka
6	Expression of Interest for selection of	Consulting Firm (National) for Public Information Campaign (SF-3)
7	EOI Reference No.	52.031.011.014.00.093.2014-922
8	Date	22-02-2015
9	Procuring Method	QCBS (Quality and Cost Based Selection)
10	Budget and Source of Fund	IDA Credit Cr. 5281bd
11	Development partner	IDA
12	Project/Program Code	5-1631-5013
13	Project Name	Development of the Bangladesh Poverty Database (BPD) Project
14	EOI Closing date and time	16.03.2015 up to 11:30 AM
15	Brief Description of the Assignment	<p>1. Design the strategy and plan of execution for the Public Information Campaign (PIC) in close Coordination with the Bangladesh Bureau of statistics (BBS). This will require submitting a draft strategy and finalizing that based on the feedback from BBS.</p> <p>2. Develop materials for the Public Information Campaign in consultation with BBS. The materials will include but not limited to the following:</p> <p>(a) Posters, leaflets, banners and any other document required by BBS</p> <p>(b) Television and Radio broadcasts</p> <p>(c) Audio and Video documentaries</p> <p>The firm will have to recognize the differences in mindset of the audience in different parts of the country and design the PIC strategy and materials accordingly. The firm is thus expected to employ innovative techniques and methods of information dissemination, including using local-level stakeholders (i.e. Union Information and Service Centers, NGOs, Community based Organizations, etc). This will also require close coordination with the Local Census Survey Committee and the BBS Zonal Operations Officers. The strategy and materials developed by the firm need to be approved by BBS before the actual execution of the PIC.</p> <p><u>Execution of the Public Information Campaign:</u></p> <p>(a) Coordinate with BBS and start social mobilization and information dissemination in selected locations (as instructed by BBS) four weeks prior to the BPD data collection. This will require collecting the list of unions and wards from BBS where BPD data collection will take place along with the relevant timeline.</p> <p>(b) Arrange community meetings with elected officials, local religious leaders, representatives of local educational Institutes and other influential personalities of the union/ward to inform them about the BPD project and seek their support for the information dissemination to the relevant households.</p> <p>(c) Print and distribute posters, banners, leaflets and other authorized materials through effective channels to the local communities and households.</p>



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