Government of the People's Republic of Bangladesh
Bangladesh Food Safety Authority
BSL Complex Building (Leve-5),
119 Kazi Nazrul Islam Road, Dhaka-1000
www.bfsa.gov.bd

Reference No: 13.02.0000.512.07.021.22.14 Date: 18.09.2022

Request for Expressions of Interest (EoI) for Media Production Services

Awareness building TVCs on "Food Safety Guideline" and "National Food Intake Guideline"

1.	Ministry/Division	Ministry of Food	
2.	Agency	Bangladesh Food Safety Authority	
3.	Name of Procuring Entity	Monitoring Officer, Bangladesh Food Safety Authority	
4.	Title of Service	Awareness building TVCs on "Food Safety Guideline" and "National Food Intake Guideline"	
5.	Procuring Entity District	Dhaka	
6.	Expression of Interest for Selection of	Media production house/farm	
7.	EOI Ref. No.	13.02.0000.512.07.021.22.14	
8.	Date (dd/mm/yyyy)	19.09.2022	
KEY INFORMATION			
9.	Procurement Sub-Method	QCBS	
FUNDING INFORMATION			
10.	Budget and Source of funds	Funds of Government of Bangladesh	
11.	Development Partner (if applicable)	N/A	
PARTICULAR INFORMATION			
12.	Project/Programme Code (if applicable)	N/A	MOF code from 2nd to 9th digit N/A
13.	Project/Programme Name (if applicable)	N/A	
14.	EoI Closing Date and time	01.10.2022 at 12:01 p.m.	
INFORMATION FOR APPLICANT			
16.	Brief Description of the Assignment	i. Innovative concept of TVCs on "Food Safety Guideline" and "National Food Intake Guideline"; ii. Duration 30 seconds for each; iii. Casting (options of celebrity artist); iv. Shooting Plan/work plan, Methodology (technical analysis of proposed participatory tools) and Time frame; v. The agency needs to ensure following	

		shooting logistics and facilities for the shooting: ➢ Cine-ultra/Full HD quality (16:9) camera ➢ RCC/ Gib arm ➢ Trolley
17.	Experience, Resources & Delivery Capacity Required	1) The firm/company must be a TVC/video documentary production house/company with exposure to legal aid issues in production and post-production documentary film development; 2) Experience in making TVCs for Government organization will be considered as an added advantage; 3) The company must have valid Trade license, Tax Identification Number (TIN), VAT Registration Number and Financial Solvency certificate from any Scheduled Bank; 4) The company must have substantial TVCs/ documentary/multimedia related 5 (five) years of experience; 5) The company should be able to implement the work-plan within proposed time schedule and cost; 6) Team leader and Key members must have appropriate adequate experience with similar TVC production related activities; 7) The company must have effective accounting system to provide regular services cost and bills; 8) The educational qualification and experience of the following professional staff working in the firm/company must be submitted; 9) Team Leader/Director should have at least 10 (ten) years of experience in script writing, drama, short film and documentary production (please provide signed CV); 10) Cameraman and video graphics experts should have at least 5 (five) years of experience on the audio-visual field (please provide signed CV); 11) Brochure of the firm should be submitted;
18.	Other Details (if applicable)	a. Consultation firms will be selected in accordance with the procedures set out in the Public Procurement Rules, 2008 and Public Procurement Act 2006; b. Must follow the rules of National Broadcasting

		Policy, 2014 and international broadcasting standard; c. One of the artists should be renown and popular TV drama or movie artists; d. A list of accomplished works/services should be submitted as experience with certificate from the clients';
PROCURING ENTITY DETAILS		
30.	Name of the Official Inviting EOI	ISFAQ WAHED BIN RAHIM
31.	Designation of the Official Inviting EOI	Monitoring Officer
32.	Address of the Official Inviting EOI	Bangladesh Food Safety Authority BSL Complex Building (Leve-5), 119 Kazi Nazrul Islam Road, Dhaka-1000
33.	Contact Details of the Official Inviting EOI	Bangladesh Food Safety Authority BSL Complex Building (Leve-5), 119 Kazi Nazrul Islam Road, Dhaka-1000 Mobile: 01671818600 E-mail: isfaq.wahed@bfsa.gov.bd
The procuring entity reserves the right to accept or rejects all EoI's		

18.09.2022

ISFAQ WAHED BIN RAHIM
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