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**Government of the People’s Republic of Bangladesh**

**National Board of Revenue**

**VAT Online Project**

**160/A, Kakrail, IDEB Bhavan (7th floor), Dhaka**

**www.nbr.gov.bd**

**Request for Expression of Interest (REOI)**

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| 1 | Ministry/Division | Ministry of Finance/Internal Resources Division | | | | | | | VV |
| 2 | Agency | National Board of Revenue (NBR) | | | | | | |
| 3 | Procuring Entity Name | VAT Online Project | | | | | | | |
| 4 | Procuring Entity Code | None | | | | | | | |
| 5 | Procuring Entity District | Dhaka | | | | | | | |
| 6 | Expression of Interest for selection of | Consulting Firm (s) | | | | | | | |
| 7 | EOI Ref No | Package No. SD16.1 -Radio Advertisements, Talks, Drama, etc.  Package No. SD17 - Advertisements in Print Media 08.01.0000.068.11.005.12(74)/2016- | | | | | | |  |
| 8 | Date | 29/11/2016 | | | V | |  | |  |
| **KEY INFORMATION** | | | | | | | | | |
| 9 | Procurement Method | QCBS | | | V | |  | | V |
| **FUNDING INFORMATION** | | | | | | | | | |
| 10 | Budget and Source of Funds | GOB (PfR) | | | | | | | |
| 11 | Development Partners | The World Bank | | |  | |  | |  |
| **PARTICULAR INFORMATION** | | | | | | | | | |
| 12 | Program Code | NA | | |  | |  | |  |
| 13 | Program Name | Value Added Tax and Supplementary Duty Act, 2012 Implementation (VAT Online) Project | | | | | | | |
| 14 | EOI Closing Date and Time | 28 /12/2016 | | | V | | 2:00 PM | | V |
| INFORMATION FOR APPLICANTS | | | | | | | | | |
| 15 | Brief Description of the Assignment | Key objectives of the NBR’s taxpayer awareness program are expected to influence, educate, change and enthuse taxpayers to comply with the new VAT law.  Under this awareness program, the procurement Package SD16.1 refers to procurement of several radio packages including production and dissemination hereby refers to broadcasting in Bangladesh Betar, FM radio channels and community radio channels. These radio packages include -- (a) 30 Seconds Radio Commercials (RDCs), (b) 500 Popular Radio Jockey (RJ) endorsements, (c) a 10 minutes radio drama for Bangladesh Betar and FM radio channels, and (d) Positive radio talk shows with a length of 30 minutes.    SD17 Package here refers to  (a) developing design and message for 50 newspaper ads and placing a total of 110 newspaper ads in first, third and last pagesat various leading national newspapers, (b) arranging 50 print media coverage for VAT Online projects event in the form of news, (c) designing and placing adverts in all bulletins of chambers of commerce, commercial clubs, charity bulletins and club directories, (d) designing and placing ads in country’s top business magazines and (e)  branding passenger sheds in bus terminals, traffic police sheds, CNG  stations and nationwide wall paintings.  The Terms of Reference (TOR) is downloadable from www.nbr.gov.bd or you can collect it from VAT online Project Office. | | | | | | | |
| 16 | Experience, Resources & Delivery  Capacity Required | * The Consultant/organization should have adequate and appropriate logistical facilities and human resources including expert/specialized to organize, implement, management, coordination, monitoring and reporting of such kind of campaign. * Ability to implement its proposed implementation plan within proposed time schedule & cost. * Brochure/brief description of the Firm. * Legally registered organization under the laws of Bangladesh. * Valid current Trade license * VAT registration certificate. * Financial statement for the last Financial Year. * List of major clients with contacts. * Bank solvency certificate or credit facility of Taka 15 (Fifteen) lac for Package SD16.1 and Taka 40 (Forty) lac for Package SD17. * CV of key professionals and * Experience of related government work. | | | | | | | |
| 17 | Other Details (if applicable) | Interested firms are invited to provide information and produce documents indicating their competence to perform the services by providing brochures or other documents summarizing their areas of expertise, descriptions of similar assignments, experience in similar operating environments and conditions, the availability of appropriately qualified and experienced consulting staff and resources to carry out the assignment. Applicant should provide comments and understanding on terms of reference of reference. Each consultant is requested to submit individual EOI for each Package separately in a written form. In addition, a soft copy in MS Word version must be submitted (in CD). | | | | | | | |
| 18 | Association with foreign firms | N/A | | | | | | | |
| 19 | Ref No: 08.01.0000.068.11.005.12  (74)/2016- | Phasing of  Services | Location | | | Indicative Start Date | | Indicative Completion Date | |
| Not Applicable | Bangladesh  (Mainly Dhaka) | | | July 2017 | | 18 months from the contract signing | |
| **PROCURING ENTITY DETAILS** | | | | | | | | | |
| 20 | Name of Official Inviting EOI | Md. Rezaul Hasan | | | | | | | |
| 21 | Designation of Official Inviting EOI | Project Director | | | | | | | |
| 22 | Address of Official Inviting EOI | Value Added Tax and Supplementary Duty Act. 2012 Implementation (VAT Online) Project, NBR, IDEB Bhaban (7th Floor), 160/A, Kakrail, Dhaka -1000, Bangladesh. | | | | | | | |
| 23 | Contact details of Official Inviting EOI | Tel:Off: | | 0088-02- 8322306 | | | | | |
| Fax: | | 0088-02-9348514 | | | | | |
| e-mail | | pdvatonline@gmail.com  nazmun@nbr.gov.bd | | | | | |
| 24 | The Procuring Entity reserves the right to reject any or all of the EOIs without assigning any reason. | | | | | | | | |

**Md. Rezaul Hasan**

Project Director

VAT Online Project