

Invitation for Expressions of Interest (EOI) for Services

1	Ministry/Division	Posts and Telecommunications Division, Ministry of Posts, Telecommunications and Information Technology	
2	Agency	Bangladesh Satellite Company Limited	
3	Client Name	Dr. Shahjahan Mahmood, Chairman and CEO	
4	Client Code	Not used at present	
5	Client District	Dhaka	
6	Expression of Interest for Selection of	Online and Social Media Marketing and Content Preparation	
7	EOI Ref No	14.39.0000.012.07.003.22-3(M)	
8	Date	11/01/2024	
KEY INFORMATION			
09.	Procurement Sub-Method	Least Cost Selection (LCS)	
FUNDING INFORMATION			
10.	Budget and Source of funds	Own Funds	
11.	Development Partner (if applicable)	N/A	
PARTICULAR INFORMATION			
12.	Project/Programme Code	N/A	
13.	Project/Programme Name	N/A	
14.	EOI Closing Date and Time	28 January 2024	12:05 PM
INFORMATION FOR APPLICANT			
15.	Brief Description of the Assignment: Bangladesh Satellite Company Limited (BSCL) provides satellite-based services to organization. To provide proper communication and promotional activities through social media BSCL is willing to hire a consultant who will manage BSCL's Social Media Platforms.		
16.	Objectives of the assignment: a. Design of Static Content and Moveable Content with Animation for Facebook Page b. Emergency Facebook Post on Demand c. Facebook Page Boosting d. Search Engine Optimization e. Reporting		
17.	Experience, Resources and Delivery Capacity Required: EOI is invited from eligible Consulting Firm which have required expertise and experience in the above-mentioned area. This Consulting Firm is required to have: <ul style="list-style-type: none"> At least 2 (Two) years experience of providing consulting services for similar services as stated in the title and brief description of the assignment. At least 2 (two) key professionals having minimum graduate degree with at least 2 (Two) years experience in the relevant fields to carry out the proposed consulting services. 		
18.	Other Details (if applicable) i) Short listing will be made in accordance with the 'Rule-115 of Public Procurement Rule (PPR)-2008' ii) EOI should include the following information: <ol style="list-style-type: none"> Company profile/ brochure with specialty, facility, management capability etc.; Proof of related experiences of the firm in accordance with the requirements as mentioned above; Solvency certificate; VAT Registration Certificate with BIN; Latest Proof of Tax return or TIN Certificate; Work Plan and methodology to conduct the proposed assignment. Furnish the list of key professionals and their CVs with photographs. iii) EOI as well as attached forms/supporting documents shall be written in English. iv) The Detailed Scope of services will be found at http://www.bscl.gov.bd (under tender notice) along with EOI notice. v) Two (2) signed copies of EOI along with 1 (one) original shall be submitted in a sealed envelope mentioning 'Online and Social Media Marketing and Content Preparation' on top of the sealed envelope and shall be submitted to the following address before above-mentioned date and time. vi) EOIs submitted by Consulting Firm will be screened and Consulting Firm will be shortlisted. Only short-listed Consulting Firm will be invited to submit proposals. Interested applicants may obtain further information from the office mentioned below during the office hours (9:00 to 16:00 hours BST)		
PROCURING ENTITY DETAILS			
19.	Name of the Official Inviting EOI	Dr. Shahjahan Mahmood	
20.	Designation of the Official Inviting EOI	Chairman and CEO, Bangladesh Satellite Company Limited (BSCL)	
21.	Address of the Official Inviting EOI	116, SEL Rose-N-Dale, 7th & 8th floor, Kazi Nazrul Islam Avenue, Dhaka-1000	
22.	Contact Details of the Official Inviting EOI	Phone: +88 02 41030091-92 E-mail: procurement@bscl.com.bd ; info@bscl.com.bd	

The procuring entity reserves the right to accept or rejects all EOIs

Rehenuma Tarannum
Manager, Procurement (Additional Charge)
Bangladesh Satellite Company Limited.

Terms of Reference

A) Background of the project:

Bangladesh Satellite Company Limited (BSCL) provides satellite-based services to organization. To provide proper communication and promotional activities through social media BSCL is willing to hire a consultant who will manage BSCL's Social Media Platforms.

B) Objectives of the assignment

- Design of Static Content and Moveable Content with Animation for Facebook Page
- Emergency Facebook Post on Demand
- Facebook Page Boosting
- Search Engine Optimization
- Reporting

C) Scope of Services:

Name of Task	Specification
Design of Static Content and Moveable Content with Animation for Facebook Page	<p>Contents should be designed in a creative way.</p> <p>Contents should be company branded.</p> <p>Contents should be informative, create general and technical awareness, engagement. Some contents will be serious post in nature.</p> <p>At least five contains should be posted; of them two contains should be Motion Contents. Length of movable contents will be 30-45 seconds range depending on context of the post.</p> <p>Multiple drafts and concepts should be shared at least 3 working days, before the post date, so that BSCL can select or give change request to ensure the readiness of content before postdate.</p>
Emergency Facebook Post on Demand	<ul style="list-style-type: none"> Signing ceremony, Satellite related incidents, Award ceremony, visit of special guests, etc. occasions, and emergency situation relevant Facebook post on demand has to be delivered within 2 hours' notice period.
Facebook Page Boosting	<ul style="list-style-type: none"> Ensure organic growth of BSCL's Facebook page's like and follower. Followers will be based on location, education, service sector relevancy, interest, etc.

	<ul style="list-style-type: none"> • Have to add minimum 1,00,000 likes and followers* within contract period. * Will vary according company's interest.
Search Engine Optimization	<ul style="list-style-type: none"> • Develop optimization strategies that increase the company's search engine results rankings • Research SEO keywords to use throughout the company's Facebook page and marketing materials • Set measurable goals that demonstrate improvement in marketing efforts • Monitor performance metrics to understand SEO strategy performance • Efficiently communicate and collaborate with designated person of BSCL to manage SEO strategy and goal • Update content and Facebook page links for maximum optimization and search engine rankings
Reporting	<ul style="list-style-type: none"> • Prepare and submit a one-year calendar considering all national days, international days, any special day and any occasion related to satellite for approval to designated person of BSCL with 12 calendar days after getting work order • Prepare and submit an action plan for BSCL to increase its positive presence in social media and other digital media within 30 calendar days after getting work order • Have to share a monthly progress report within 7th day of the next month

D) List of reports, Schedule of deliveries, period of performance;

- One-year calendar considering all national days, international days, any special day and any occasion related to satellite
- Prepare and submit an action plan for BSCL to increase its positive presence in social media and other digital media
- Monthly Progress report

E) Data, personnel, facilities and local services to be provided by the Client, and Institutional arrangements